

LOBBYING STRATEGIES FOR CALIFORNIA LEGISLATURE
TOPIC: GE FOOD LABELING Prep for 2015 Legislative Session
(DESIGNED TO SUPPORT MEETING WITH SENATOR JOEL ANDERSON)

"Never doubt that a small group of committed people can change the world.
Indeed, it is the only thing that ever has." - Margaret Mead

"I always wondered why somebody didn't do something about that,
then I realized I am somebody." - source unknown

1) KNOW YOUR LEGISLATOR – (Example)

- A) Senator Joel Anderson (R) – Alpine : Senator Anderson's biography:
<http://district36.cssrc.us/content/biography>

***District and Capitol Offices:**

Senate District 36: *Counties:* Riverside; San Diego

Main Cities: El Cajon, Fallbrook, La Mesa, Lakeside, Murrieta, Poway, Ramona,
San Diego, Santee, Spring Valley, Temecula.

http://sdmg.senate.ca.gov/sites/sdmg.senate.ca.gov/files/2011_sd_state_color_a.pdf

(Most current California map of Senate Districts)

More detailed map of Senate District 36:

http://sdmg.senate.ca.gov/sites/sdmg.senate.ca.gov/files/2011_sdSanDiego_bw_a.pdf

Capitol Office (Sacramento): Room 5052, State Capitol, Sacramento

Senator Anderson's key staff:

Legislative Director: David Yow

Scheduler: Jennifer Morrison

Chief of Staff: Collin McGlashen (housed in El Cajon District Office)

NOTE:

**OFTEN THE SCHEDULING OF MEETINGS IN THE DISTRICT OFFICE OF A
MEMBER OF THE LEGISLATURE IS HANDLED BY THE SCHEDULER LOCATED
IN THE CAPITOL OFFICE. CHECKING FIRST WITH THE DISTRICT OFFICE OF
THE MEMBER IS A GOOD IDEA TO BE SURE YOU HAVE THE CORRECT INITIAL
POINT OF CONTACT TO PROCEED WITH SCHEDULING A MEETING.**

District Office: El Cajon: 500 Fesler Street, #201, El Cajon, CA 92020
Phone: (619) 596-3136
Staff: Chief of Staff: Collin McGlashen*

District Office: Temecula: 27555 Ynez Road, Ste. 2304, Temecula, CA 92591
Phone: (951)-676-1020
Staff: District Director: Maggie Sleeper.*

*Note: Staff noted above are named in 2014 Pocket Directory and may not be the most current.

For more information about California Senators as of July 2014: See:
<http://senate.ca.gov/senators>

SENATE COMMITTEES THAT SENATOR ANDERSON SERVES ON IN SACRAMENTO: Please review the following web link to view policy committees in the Senate.

ftp://leginfo.public.ca.gov/pub/dailyfile/sen/senate_committees

Note: There are approximately 23 separate policy committees in the Senate that are created to hear and act on legislation that has been introduced in any given legislative two-year session.

Each of the policy committees is CHAIRED by a Member of THE MAJORITY PARTY – WHICH CURRENTLY ARE DEMOCRATIC MEMBERS. A MEMBER FROM THE MINORITY PARTY (Republican) SERVES AS VICE CHAIR IN EACH CASE.

Senator Anderson is Vice Chair of the following policy committees:

- Senate Elections and Constitutional Amendments
- Senate Judiciary Committee
- Senate Public Safety Committee

SAMPLE LEGISLATION: Senator Joel Anderson

It is a good idea prior to visiting a Members office to familiarize yourself with some of the legislation the Member has introduced.

This information is available at <http://www.leginfo.ca.gov>

Also review Senator Anderson's biography to familiarize yourself with the Senator's interests and accomplishments. (see link at top of page).

Senator Anderson introduced approximately 37 measures in the 2013-14 legislative session. <http://www.leginfo.ca.gov/cgi-bin/postquery>

A sample measure has to do with dealing with estates of deceased persons. http://www.leginfo.ca.gov/pub/13-14/bill/sen/sb_0801-0850/sb_849_bill_20140421_amended_sen_v98.pdf

BASIC GUIDELINES FOR SCHEDULING AND ORGANIZING MEETINGS WITH MEMBERS IN THEIR DISTRICT OFFICES:

- IDENTIFY THE MEMBER WITH WHOM YOU WANT TO MEET.
- IF YOU ARE REQUESTING A MEETING IN THE DISTRICT OFFICE, FIRST CONTACT THAT OFFICE TO DETERMINE THE APPROPRIATE STAFF MEMBER HANDLING DISTRICT OFFICE SCHEDULING.
- BE CLEAR ON THE PURPOSE OF YOUR MEETING:

SAMPLE:

I WOULD LIKE TO BRING A GROUP OF CONSTITUENTS IN MEMBER'S DISTRICT TO DISCUSS THE NEED FOR LABELING OF GENETICALLY ENGINEERED FOODS AND TO SEEK YOUR SUPPORT FOR THIS CRITICAL POLICY ISSUE. (Important note: be prepared to provide names of constituents and their affiliations. Consider identifying individuals to attend who may have special influence with Member (i.e leading business contacts or physicians or academics in District).

CLEARLY STATE THE PROBLEM/ISSUE THAT MUST BE ADDRESSED:

- **THE PUBLIC **DESERVES THE** RIGHT TO KNOW WHAT IS IN **OUR** FOOD.**
- **93% OF AMERICANS SUPPORT GE FOOD LABELING. NOTE: LABELING IS NOT A BAN OF GE FOODS.**
- **64 OTHER NATIONS ACROSS THE WORLD REQUIRE GE FOOD LABELING**

- **GENETICALLY ENGINEERED FOOD CROPS HAVE RESULTED IN GREATLY INCREASED USE OF PESTICIDES AND HERBICIDES ON THE NATION'S FARMLAND.** (In particular, the EPA has approved a 20-fold increase in how much glyphosate (Roundup) residue is allowed in our food in response to escalating concentrations.) (see: <http://66.147.244.123/~rodalein/wp-content/uploads/2012/12/FSTbookletFINAL.pdf>)

KEEP YOUR MESSAGES CLEAR, BRIEF AND RELEVANT TO TOPIC.

PLAN IN ADVANCE THE MESSAGES TO BE DELIVERED BY EACH ATTENDEE.

LIMIT THE TIME OF THE MEETING TO NOT MORE THAN 15 MINUTES OF PRESENTATION. INQUIRE IN ADVANCE HOW MUCH TIME IS SET ASIDE BY THE LEGISLATOR'S OFFICE FOR THIS MEETING.

ADVICE ON DRESS: DRESS IN CASUAL BUSINESS ATTIRE.

TAKE THEIR BUSINESS CARDS SO YOU KNOW WHO YOU HAVE SPOKEN WITH. LEARN AND SAY THEIR NAMES TO THEM.