

# Politics 101

## Nine general points

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# Define needed change from measured performance metric

- 1. Organize like minds on the issue creating a one page position paper or resolution to highlight the issue and why.**
- 2. Develop a critical mass of people & support:**
  - > meetings, phone & teleconferencing**
  - > groups and coalitions**
- 3. Be deadly honest, triple check...**

# Define Harm & Impact

**Q1. What is the impact (size) to:**

- \* Commerce**
- \* Economy**
- \* Human health**
- \* Environmental habitat**
- \* Business type (AG, cattle, recreation)**

**Q2. Is it common, extreme or special interest?**

**Q3. Is it good for the whole?**

# Where Does it Fit

- **Legislation & law change**
  - > Policy or procedure shift
  - > Work schedule focus
- **Write a Bill or Policy to work from**
  - > Balance both sides of the isle
- **Who is the targeted audience for change?**
- **What is your network connection (key!)**
  - Governor, Legislators, staffers, committees  
Commissioners, NACD, decision makers

# Legal Structure Determined

- Advocate or lobbyist (State or Federal level)
  - Select your POC (By-laws, ED & Board)
  - Time percentage, compensation, expenses
  - Registration required, reporting, filings
  - Cost ranges (millions to thousands)  
> funding
  - See NV State Legislative Counsel Bureau or Federal (House Office of the Clerk)
  - Know your agency or company policy.

# Create an ASK

1. Describe what is needed in one sentence (ASK)
2. Have a 15 second statement to defend
3. Know 5 (+/-) key issues trying to resolve & why
4. Have background documents, charts, etc.
5. Have testimony & examples from people

## ENLC Resolution 2015-01 (January 2015)

Governor, will you help create and establish 17 invasive species management districts to reduce economic and environmental harm to Nevada's private, state and public lands.

# Implement Actions to the ASK

- **Be deadly open and honest**
- **Be ethical/professional beyond approach**
- **Constituents have most powerful message**
- **Use local connections**
  - **Promotion tactics for “position” support**
  - **Timelines and deadlines to get results**
  - **Appointments & follow up (in/out/recess)**

# Rejection is Part of the Deal

- **Priority or size of issue not big enough**
- **What is in it for me**
- **Silence**
- **We will look into that**
- **Misinterpretation of the position**
- **Fabricated opposition**
- **Personality conflicts**
- **Change is work for me**
- **Get tired of the issue, wear out on the cause**

# Refine & Improve

- **Be firm and clear on your issue**
- **Be reasonably patient, the work is slow**
- **Be nimble, open to constituent compromise**
  
- **Have a realistic exit strategy**

# Celebrate Success

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**By being involved,  
with a combined effort,  
it will become as it is needed,  
for the good of the whole.**