

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 deadily 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

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