

CDA Guide to Site Visits

Hosting elected officials in your warehouse and/or office is an invaluable tool for promoting the convenience distribution Industry and developing relationships with stakeholders.

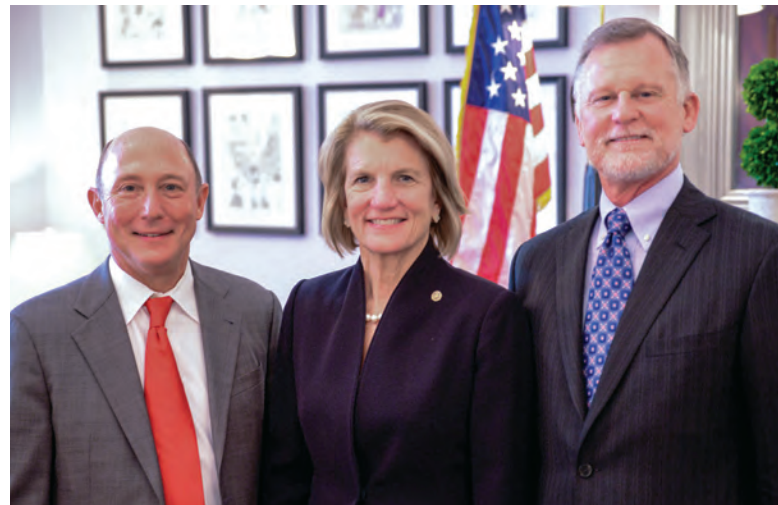
When you invite a Member of Congress or other elected official to your site, you can demonstrate how your business impacts the local economy, the breadth of your business, and how the legislator's actions in Washington have a direct impact on your business. CDA staff stands ready to assist you in every phase of a site visit.

Extend the Invitation

1. Send an invitation in writing via email to the elected official's scheduler. Also include the district director.

Prepare for the Visit

1. If needed, do a little spring cleaning to make sure your facility is in top form.
2. Notify all employees of the date and time of the visit. Consider identifying a few employees ahead of time to engage with the official during their visit or tour.
3. Create signage welcoming your guest.
4. Educate yourself on the biography and positions of the official.



On the Day of the Visit

1. Greet your guest at the door and welcome them into your facility.
2. Introduce your guest to employees, who are likely also the guest's constituents.
3. Be sure to highlight those employees who have been with your company for 10, 15, 20 years and more. Employees can talk about their quality jobs and benefits.
4. Discuss your business:
 - Commercial value—how you help a variety of products get to market.
 - Economic value—the great jobs you provide and the tax revenue you help generate.
 - Regulatory value—your role in selling highly-regulated product such as tobacco and your role in collecting taxes.
5. Tell Members of Congress when you'll be in Washington, DC. Share the dates of CDA's Day on the Hill and let them know you look forward to seeing them.
6. Take photos that can be shared on social media and with CDA.

After the Visit

1. Send a personal thank-you note to your guest.
2. Thank the guest on social media and tag them in your post.
3. Connect with their staff regarding outstanding issues or any follow-up that is required.
4. Share the details and photos of the visit with CDA staff.

"It's important that lawmakers . . . hear directly from us about our businesses in their districts and states. They need to know how the laws and regulations they are considering impact our businesses in their states. If we don't tell them, who will?"

—Charlie Casper, Mydad Inc. dba Hardec's

