

INSIDE

This toolkit is designed to help you and your company prepare for either a large or small Home Day event—Home Day can be held anytime during the year, but usually during Congressional Recess. The complete Home Day 2016-17 Toolkit is also available at www.homeday.org

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RESOURCE MATERIALS

HANDOUT
2016 Hill Day Packet

MAP
2016 Employee Map

BROCHURE
Ten Key Facts about the Fire Service and Industry

FOR FAMA/FEMSA MEMBERS ONLY
Background talking points

FOR FAMA/FEMSA MEMBERS ONLY
Key Messages

DATA
firegrantdata.com



EVERY DAY IS HOME DAY

Home Day activities can range from large events coordinated with other FAMA/FEMSA members in your state or region, or they can be smaller, simpler events involving just your company.



Letter from the GAC co-chairs

TO: FAMA and FEMSA Members

FROM: John Granby Lee Morris
FEMSA—GAC Co-chair FAMA—GAC Co-chair

SUBJECT: Preparation Guidelines for Home Day 2016-2017

Over the past couple of years, the FAMA/FEMSA GAC has had a wide variety of Home Day events take place all across the country. Through these events, FAMA/FEMSA member companies have begun to forge strong relationships with their Congressional Representatives. We would like to build on these past successes and invite all our member companies to organize or participate in a Home Day event this year.

You may want to schedule your Home Day event on a weekend or during a congressional recess. Doing so may increase the likelihood that your representative or senator will be able to attend in person.

As business leaders involved in the fire and emergency equipment and services business, we are unified in our concern for ongoing federal support for the safety of first responders and the vitality of our businesses within the community. To reinforce the importance of this, it is extremely important for your company to establish relations with your Congressional offices, both your representative and two senators. If you already have a relationship with them, now is the time to renew it, as Congress annually makes important decisions on FAMA/FEMSA priorities.

Remember the old adage: "Out of sight, out of mind." We cannot assume that the strong congressional support we have enjoyed in the past will continue in an era of federal deficits, political gridlock, and significant changes within DHS. We therefore strongly encourage all members to visit their local congressional offices or invite members of their congressional delegation and staff to your facilities to view first hand the importance of your company to your congressional district and state.

Home Day may be as complex as a multiple company event held by several local FAMA/FEMSA member companies to which all congressional members are invited, or as simple as an individual company scheduling a one-on-one visit to their local congressional offices.

In order to help facilitate Home Day activities in their different forms, we have prepared this Home Day toolkit to help guide you. The information included in the kit has been gathered from a variety of resources and provides much useful information and guidance.

We hope this information helps you in the development of your local Home Day and would like to assure you that our assistance is available if you need it.

We want to continue to stay in touch with you about Home Day 2016-2017. On page 12 of this packet you'll find a form you can use to give us the contact information of the person at your company to whom we should direct our communications. Please complete this form and return it to us via fax, e-mail, or Web.

Finally, please share your success with Home Day with us. Tell us about your Home Day 2016-17 by e-mailing us at info@fama.org or info@femsa.org or using the form at our Web site, www.homeday.org. Thank you.



Checklist

Scheduling an event

Create list of local U.S. Senators & Representatives

- Include names, office addresses (both in Washington, D.C., and their local district offices), and phone numbers. Good resources include your local phonebook, the official House of Representatives and Senate Web sites at www.house.gov and www.senate.gov, and the Congressional Directory recently mailed by FAMA and FEMSA to member companies.
- Make sure you look at your entire county, not just your city.

Create a list of "other" interested parties

- These may include local fire departments, mayors, city council chairs, county administrators, EMS directors, and economic development councils, among others.

Establish a tentative event date and time

- You may want to call your local congressional representative's office and check his/her calendar before determining the date. Ask your congressional office if they would like a venue to fulfill a specific need.
- If you are planning an event with other FAMA/FEMSA members, additional coordination is needed (see below).

Contact alliance partners (NVFC and IAFC) to let them know you are having a Home Day event and when (contacts included in this package)

- NVFC, IAFC, and CFSI may be willing to send out support letters to their memberships.

Send letter(s) of invitation to senators, representatives, and "other" interested parties. Invitations should be from all FAMA/FEMSA companies that are participating in your local area

- We recommend that you email Congressional invitations to schedulers. E-mail addresses can also be found at www.house.gov and www.senate.gov.

Schedule follow-up phone calls with the schedulers at your senator's and representative's offices a couple of days after invitations are sent.

Visit or talk to your congressional office for any ideas about what they would like to see in a Home Day event or visit to your facility.

- Ask if they have any needs that this event could fulfill.



CHECKLIST
CONTINUED

Planning your event

Plan presentation activities based on your event's time and venue

- Plant tour.
- Lunch, refreshments.
- Displays, "mini trade show", storyboard, slide presentation.

Presentation of talking points and message (see attached resource materials).

Presentation could be done as:

- Brief speech.
- Presented on display board.
- Handout.

Presentation of company fact sheet showing:

- Type of equipment sold or manufactured
- Number of employees
- Number of years in business at that location
- Planned facility expansions
- Other local businesses supported (vendors)

Economic impact on community (property tax, monies spent by employees, etc.)

- We suggest that you contact your local economic development council or chamber of commerce; they should be able to help you develop this information.

Handout materials

- Printout of FAMA/FEMSA 2016-2017 resource materials (see attached).
- "Ten Key Facts about the Fire Service and Industry".
- Copy of your company's most recent annual report or brochure.

Representation at the event

- Top management should be there. The message we are presenting is important and we need to make sure they understand this by the level of representation we have at the event.

Coordinating with other FAMA/FEMSA members

Create a list of local FAMA/FEMSA members in your area

- See complete listing of FAMA/FEMSA members included with this package.

Contact the other local businesses to determine who wants to work together on the event.

- Suggest initial contact be between presidents to signify importance of event.



Sample invitation letter 1

.....
for a member of Congress whom you know

[Company stationery]

[Date]

The Honorable [Congressman]
House of Representatives
[House Office Building]
Washington, DC 20515

Dear Representative/Senator _____:

On [day of week], [date], at [time], [company name] of [city], [state], will host "Home Day" at its offices to welcome you, your staff, and other congressional representatives from [state] to tour its facilities. [Company] officials would appreciate the opportunity to demonstrate the importance of its function within the fire and emergency services industry and introduce you to some of our over [number] employees. The event would also offer an opportunity to discuss with you important aspects of the fire and emergency services field, as well as issues the field faces.

This event will augment our brief meeting in Washington, D.C., when we met with you and [staff member] of your office. Prior to that time, we met with you and [staff member] in your [district] office to introduce ourselves to you.

At those meetings, I supplied you with information about the Fire Apparatus Manufacturers' Association (FAMA) and the Fire and Emergency Manufacturers' and Services Association (FEMSA). FAMA and FEMSA are nonprofit membership associations for manufacturers and service providers of the fire and emergency services industry. These two organizations have united to form a joint Governmental Affairs Committee (GAC) reaching out to members of Congress and their staff to build awareness of the industry and to offer its resources to you and your offices as a source of information about the first-responder community. In many respects, we view ourselves as the industry that helps first responders save lives.

[Optional paragraph]

We have also formed alliances with the International Association of Fire Chiefs (IAFC), the National Volunteer Fire Council (NVFC), the International Association of Fire Fighters (IAFF), and the Congressional Fire Services Institute (CFSI), who may work along with the FAMA and FEMSA companies. [Add other organizations or associations that have agreed to participate in your Home Day event.]

I will contact your scheduler in the next few days to discuss the date and time noted above. We are hopeful we can host you, your staff, and other state representatives for a visit on [date of Home Day event].

Sincerely,

[name]
[title]

cc:



Sample invitation letter 2

.....
for a member of Congress you do not know

[Company stationery]

[Date]

The Honorable [Congressman]
House of Representatives
[House Office Building]
Washington, DC 20515

Dear Representative/Senator _____:

On [day of week], [date], at [time], [company name] of [city], [state], will host "Home Day" at its offices to welcome you, your staff, and other congressional representatives from [state] to tour its facilities. [Company] officials would appreciate the opportunity to demonstrate the importance of its function within the fire and emergency services industry and introduce you to some of our over [number] employees. The event would also offer an opportunity to discuss with you important aspects of the fire and emergency services field, as well as issues the field faces.

This event is sponsored by the Fire Apparatus Manufacturers' Association (FAMA) and the Fire and Emergency Services Manufacturers Association (FEMSA) which are non-profit membership associations for manufacturers and service providers of the fire and emergency services industry. These two organizations have united to form a joint Governmental Affairs Committee (GAC) reaching out to members of Congress and their staff to build awareness of the industry and to offer its resources to you and your offices as a source of information about the first-responder community. In many respects, we view ourselves as the industry that helps first responders save lives.

[Optional paragraph]

We have also formed alliances with the International Association of Fire Chiefs (IAFC), the National Volunteer Fire Council (NVFC), the International Association of Fire Fighters (IAFF), and the Congressional Fire Services Institute (CFSI), who may work along with the FAMA and FEMSA companies. [Add other organizations or associations that have agreed to participate in your Home Day event.]

I will contact your scheduler in the next few days to discuss the date and time noted above. We are hopeful we can host you, your staff, and other state representatives for a visit on [date of Home Day event].

Sincerely,

[name]
[title]

cc:



General guidelines for visiting with members of Congress and their staff

Discussion guidelines

- Tell them who you are and introduce your company with a brief description/profile of the company and where you are located in the state and/or district.
- Thank the representative/senator for past and future support of the fire service, first responders, and the Fire Grants program
- Tell them why you requested the meeting: to talk about key FAMA/FEMSA priorities that are also critical to the success of your business and its employees in the district.
 - The importance of the Fire Grants program to the nation's first responders
 - The important role the U.S. Fire Administration plays in protecting the American public
 - The importance of the Staffing for Adequate Fire and Emergency Response (SAFER) Program
 - Clarity and communication within the grant process
- Talk about how your products help first responders—in other words, educate them on how important your products are to first responders.
- Tell them something positive about how your company is helping the state and/or congressional district, be it retaining jobs, expanding jobs, or social/first responder outreach
- If the meeting does not take place in your facility, invite them to visit your facility in the near future.
- If you have a specific issue affecting your company, brief them on it.
- Thank them for their time. You know they are busy and have many demands on their time. You look forward to following up on the items you discussed.
- Give the person you are meeting with time to ask questions at any point. Give and take is always better.
- Be brief, courteous and respectful of their hectic schedule. They seldom get thanked for their support of various programs.

Time

Congressional district office	20 to 30 minutes
Manufacturing plant	1 to 1½ hours

Leave behind

- Handout of FAMA/FEMSA resource materials
- Company annual report and/or company brochure
- "10 Key Facts about the Fire Service and Industry"

Follow up

Provide a follow-up letter expressing the importance of the Fire Grants program and the U.S. Fire Administration to the nation's 1.1 million first responders and thanking them for the meeting.



REMEMBER

- Be brief
- Be courteous
- Be informative
- Be a future resource

Contact list

GAC Co-chairs

Dave Gatton	Senior Advisor FAMA/FESMA GAC	
1620 Eye Stree, NW 4th Fl Washington, D.C. 20006	202-861-6712 office	dgatton@dinitiatives.com

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Lee Morris	Director of Government Opperations Oshkosh	
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GAC Home Day Subcommittee

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Alliance partners

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International Association of Fire Fighters (IAFF)

Shannon Meissner	Governmental Affairs Representative	
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National Volunteer Fire Council (NVFC)

David Finger	Director of Government Relations	
	202-887-5700x12 office	dfinger@nvfc.org

Congressional Fire Services Institute (CFSI)

Sean Carroll	Director of Legislation	
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CONTACT LIST
CONTINUED

FAMA/FEMSA Governmental Affairs Committee (GAC)

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Rockville, MD	415-962-8309 office 240-606-4297 cell	202-595-0499 fax mike.natchipolsky@pgmailbox.com
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Craig Sharman	Director, Government Relations Tyco International	
607 14th Street NW, Suite 550 Washington, DC 20005	202-350-6909 office 202-262-2109 cell	202-393-5110 fax csharman@tyco.com
Steve Stein	Director, Industrial Sales Warn Industries	
12900 S.E. Capps Rd. Clackamas, OR 97015	503-786-4406 office 503-341-2064 cell	503-785-2014 fax steins@warn.com
Steve Toren (FAMA Liason)	Director of Sales, North America WATEROUS	
125 Hardman Avenue South South St. Paul, MN 55075	651-450-5038 office 612-963-5158 cell	smtoren@waterousco.com



Members of Appropriations committees

House Appropriations Committee

Majority Members

CHAIR

Harold Rogers	KY	5
Rodney Frelinghuysen*	NJ	11
Robert B. Aderholt	AL	4
Kay Granger	TX	12
Michael K. Simpson	ID	2
John Abney Culberson*	TX	7
Ander Crenshaw	FL	4
John Carter*	TX	31
Ken Calvert	CA	42
Tom Cole	OK	4
Mario Diaz-Balart	FL	25
Charles W. Dent	PA	15
Tom Graves	GA	14
Kevin Yoder	KS	3
Steve Womack	AR	3
Jeff Fortenberry	NE	1
Tom Rooney	FL	17
Chuck Fleischmann*	TN	3
Jaime Herrera Beutler	WA	3
David Joyce	OH	14
David Valadao	CA	21
Andy Harris*	MD	1
Martha Roby	AL	2
Mark Amodei	NV	2
Chris Stewart*	UT	2
Scott Rigell	VA	2
David Jolly	FL	13
David Young*	IA	3
Evan Jenkins	WV	3
Steven Palazzo	MS	4

Minority Members

RANKING MEMBER

Nita M. Lowey	NY	17
Marcy Kaptur*	OH	9
Peter J. Visclosky	IN	1
José E. Serrano	NY	15
Rosa L. DeLauro	CT	3
David E. Price*	NC	4
Lucille Roybal-Allard*	CA	40
Sam Farr	CA	20
Sanford D. Bishop Jr.	GA	2
Barbara Lee	CA	13
Michael M. Honda	CA	17
Betty McCollum	MN	4
Steve Israel	NY	3
Tim Ryan	OH	13
C.A. Dutch Ruppersberger	MD	2
Debbie Wasserman Schultz	FL	23
Henry Cuellar*	TX	28
Chellie Pingree	ME	1
Mike Quigley	IL	5
Derek Kilmer	MD	2

*Members of subcommittee on Homeland Security



MEMBERS OF
APPROPRIATIONS
COMMITTEES
CONTINUED

Senate Appropriations Committee

Majority Members

CHAIR

Thad Cochran*	MS
Mitch McConnell	KY
Richard C. Shelby*	AL
Lamar Alexander	TN
Susan Collins	ME
Lisa Murkowski*	AK
Lindsey Graham*	SC
Mark S. Kirk	IL
Roy Blunt	MO
Jerry Moran	KS
John Hoeven	ND
John Boozman	AR
Shelly Moore Capito	WV
Bill Cassidy*	LA
James Lankford	OK
Steve Daines	MT

Minority Members

RANKING MEMBER

Barbara Mikulski	MD
Patrick J. Leahy*	VT
Patty Murray*	WA
Dianne Feinstein	CA
Richard J. Durbin	IL
Jack Reed	RI
Jon Tester*	MT
Tom Udall	NM
Jeanne Shaheen	NH
Jeff Merkley	OR
Chris Coons	DE
Bryan Schatz	HI
Tammy Baldwin*	WI
Christopher S. Murphy	CT



*Members of subcommittee on Homeland Security

Suggestions/ options for Home Day activities

The options for Home Day activities are varied and are completely flexible to meet your company's needs. Tailor Home Day events to accomplish your company's specific goals and to work within your company's resources.

This page lists some ideas and suggestions for Home Day that you can adapt to your situation.



1 Visit your representative's and/or senator's local district office.

Set up a meeting with the local district office of your representative and/or senator. Discuss the importance of your company to your district, your state, and the fire service.

.....

2 Host or participate in a public safety event where your representative(s) and/or senator(s) can speak.

Identify or host a public safety event in your community. Invite or help arrange for your representative(s) and/or senator(s) to speak as a supporter of the fire service and industry. If possible, position yourself to introduce the representative or senator.

.....

3 Invite your representative(s) and/or senator(s) to your company's headquarters or manufacturing facility.

During the visit, take your representative or senator on a tour where they can talk to your employees on the importance of your company's work to the fire service. Provide opportunities for the representative or senator to articulate support for the fire service.

.....

4 Organize a full-scale, half-day event with nearby FAMA/FEMSA member companies and local fire departments.

Work with other FAMA/FEMSA members to organize and host a major event. Use this as an opportunity to highlight the importance of the fire service and what your company provides for it.

Contact form

We would like to stay in touch with your company about your Home Day 2016-17 activities. Please complete and return the following form so we can know to whom to direct our communications.

Company name
Contact person
Title (optional)
Telephone number
E-mail address



FAX

You can fax a completed form to
202.293.3109



E-MAIL

You can e-mail the information requested
in this form to
info@fama.org or
info@femsa.org



ONLINE

You can complete this form online at
www.homeday.org

Thank you.



General guidelines on giving gifts to Members of Congress and their staffs

FAMA/FEMSA member companies that host Home Day events need to be aware of the Congressional gift rules, which impose substantial restrictions on what gifts members, officers, and staff of Congress may accept.

The term gift is defined rather broadly by the House and Senate's ethics committees and covers largely anything of value, including meals, transportation, and lodging. Generally, Congressional members, officers, and staff may accept gifts of \$49.99 or less in retail value, excluding taxes and gratuities. The total value of gifts from an individual entity or company to an individual Congressional Member, officer, or staff person may not exceed \$99.99 in one calendar year, though gifts of \$9.99 or less in value do not count toward this total. However, Congressional Members, officers, and staff may not accept gifts of any value from anyone who is a registered lobbyist or who employs or retains registered lobbyists.

There are a number of exceptions to this rule. Exceptions of pertinence to members of FAMA and FEMSA include:

- Free attendance at a widely-attended event that is officially related to Congressional duties. This is the exception most commonly used for Home Day-type events. There is also an additional exception in the Senate for "constituent" events, which is defined in the Senate rules.
- Anything for which the member, officer, or staff person pays the market value, or does not use and promptly returns.
- Informational materials that are sent to the office of the member, officer, or staff person in the form of books, articles, periodicals, other written materials, audio, video, or other forms of communication.
- Donations of products from the state that the member represents that are intended primarily for promotional purposes, such as display for free distribution, and are of minimal value to any individual recipient.
- Anything paid for by federal, state, or local government or secured by the government under a government contract.
- A plaque, trophy, or other item that is substantially commemorative in nature and that is intended solely for presentation.
- Food or refreshments of a nominal value offered other than as part of a meal.
- An item of little intrinsic value such as a greeting card, baseball cap, or T-shirt.

Members of Congress and staff are bound by these rules and are obligated to ensure they don't accept any gift that violates Congressional ethics rules. Members of Congress and staff are instructed that they are to uphold the spirit as well as the letter of the rule.

For more information on rules regarding Congressional gift rules, we encourage you to visit the House and Senate's Web sites:

- The full text of the Senate gift rules can be found at <http://ethics.senate.gov>
- Explanations of the House gift rules can be found at <https://ethics.house.gov/gifts/house-gift-rule>
- An excellent overview of the exceptions to the gift rules, including examples of how the rules apply in hypothetical situations, can be found at <http://ethics.house.gov/gifts/gift-exceptions-0>

The information provided above is illustrative only and does not represent a comprehensive statement of Congressional gift rules. FAMA and FEMSA members organizing Home Day events should make efforts to ensure compliance with these rules, as violators are subject to potential civil and criminal penalties.





TOP FIVE GOALS

ONE

Educating Congress on the importance of the AFG Program to the nation's 1.1 million firefighters

1

TWO

Educating Congress on the importance of the U.S. Fire Administration

2

THREE

Continued support for the Staffing for Adequate Fire and Emergency Response (SAFER) Program

3

FOUR

Continued support for the Urban Search and Rescue System (USAR)

4

FIVE

Support the reauthorization of the AFG and SAFER Grant programs

5

Online documents with more information on AFG, the fire service, and the fire Industry

RESOURCE MATERIALS

HANDOUTS

[2016 Hill Day Packet](#)

MAP

[2016 Employee Map](#)

BROCHURE

[Ten Key Facts about the Fire Service and Industry](#)

FOR FAMA/FEMSA MEMBERS ONLY

[2016 Background Talking Points](#)

[2016 Key Messages](#)

