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 2021 Toolkit is also available under "Home Day Resources" at FAMAFEMSAGAC.org/home-day.

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FOR FAMA/FEMSA MEMBERS



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.

HOME DAY

2021

Letter from the GAC co-chairs

TO:	FAMA and FEMSA Members		
FROM:	John Granby FEMSA—GAC Co-chair	David Durstine FAMA —GAC Co-chair	Lee Morris FAMA—GAC Co-chair
SUBJECT:	Preparation Guidelines for Ho	ome Day 2021	

ver the last several 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 and key Congressional staff. 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 2021. 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 Home Day success with us. Tell us about your Home Day 2021 by e-mailing us at info@fama.org or info@femsa.org or using the form at our Web site, FAMAFEMSAGAC. org/home-day. Please also provide photos. 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 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 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 2021 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 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 not-for-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:



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 Manufacturers and Services Association (FEMSA) which are not-for-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 Assistance to Firefighters Grant (AFG) 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 Assistance to Firefighters Grant (AFG) 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 Manufacturing plant

20 to 30 minutes 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 Assistance to Firefighters Grant (AFG) program and the U.S. Fire Administration to the nation's 1.1 million first responders and thanking them for the meeting.



 Be a future resource



Contact list GAC Co-chairs & Advisors

David Durstine (FAMA Co-Chair and FAMA Liaison) - Vice President North American Distribution Sales | IDEX Fire & Safety | Akron Brass | Hale Products Email: ddurstine@idexcorp.com Phone: 330-287-7031 (O) 330-621-0025 (C) Address: 343 Venture Blvd | Wooster, OH 44691

John Granby - FEMSA Co-Chair - Vice President of Government Relations | LION Email: jgranby@lionprojects.com Phone: 937-415-2843 (O) 937-286-6901 (C) Address: 7200 Poe Ave. Suite 400 | Dayton, OH 45414

Lee Morris - (FAMA Co-Chair) - Director of Government Operations | Oshkosh Email: Imorris@oshkoshcorp.com Phone: 703-525-8416 (O) 571-431-8968 (C) Address: 1300 N. 17th St. | Arlington, VA 22209

David Gatton - Senior Advisor | FAMA/FEMSA GAC Email: dgatton@dinitiatives.com Phone: 202-861-6712 (O) 202-957-6530 (C) Address: 1620 Eye Street NW | Washington, D.C. 20006

GAC Home Day Subcommittee

John McNulty, III - Director | Municipal Emergency Services Inc. Email: jmcnulty@mesfire.com Phone: 757-235-3289 (O) Address: 1500 Waterside Drive N. | Chesapeake, VA 23320

FAMA/FEMSA Governmental Affairs Committee (GAC)

Scott H. Beecher - President | Ward Diesel Filter Systems Email: scott.beecher@warddiesel.com Phone: 607-796-0149 Address: 1250 Schweizer Road | Horseheads, NY 14845

Mark Brenneman - Assistant Sales Manager |4 Guys Fire Trucks Email: mbren@4guysfire.com Phone: 814-634-8373 Address: 230 Industrial Park Road | Meyersdale, PA 15552

Craig A. Brooks - General Manager, Emergency Response | Spartan Motors Email: craig.brooks@spartanmotors.com Phone: 605-582-4000 Ext 4008 (O) 605-370-9247 (C) Address: 907 7th Avenue North | Brandon, SD 57005

Corey Carlson - Grant Specialist | Stryker Emergency Care Email: corey.c.carlson@stryker.com Phone: 763-478-3900 (O) Address: 11811 Willows Road NE | Redmond, WA 98052



Home Day 2021	GAC FAMA/FEMSA Governmental Affairs Committee
CONTACT LIST CONTINUED	Fim Dean - President Pro Poly of America, Inc. Email: tim@propolyamerica.com Phone: 352-629-1414 (O) 352-572-0286 (C) Address: 230 NE 25th Ave. Suite 300 Ocala, FL 34470
	Sonya Kelly - Business Manager FAMA Email: info@fama.org Phone: 352-843-3404 (C) Address: PO Box 3065 Ocala, FL 34478
	Nicole Newville - Administrator FEMSA Email: nnewville@femsa.org Phone: 804-404-8985 (O) Address: 9555 Kings Charter Dr. Suite K Ashland, VA 23005
	leff Mazza Bulldog Fire Apparatus Email: jmazza@bulldogfa.com Phone: 508-435-4054 (O) 517-784-8422 (C) Address: 17 Winter Street (PO Box 58) Woodville, MA 01784-0058
	Chad Moffat - President Boise Mobile Equipment Email: chad@bmefire.com Phone: 208-338-1444 (O) 208-830-8230 (C) Address: 900 Boeing St. Boise, ID 83705
	Cindy Morgan - VP of Equipment & Rescue Sales Ten-8 Fire Equipment, Inc. Email: cmorgan@ten8fire.com Phone: 321-438-9185 (C) Address: 2904 59th Ave. Dr. E. Bradenton, FL 32828
	Mike Natchipolsky - Director of Business Development, Fire & EMS Praetorian Group Email: mike.natchipolsky@praetoriangroup.com Phone: 415-962-8309 (O) 240-606-4297 (C) Address: 14207 Woodcrest Drive Rockville, MD 20853
	David Russell - President Fire & Safety Services, Inc. Email: drussell@f-ss.com Phone: 800-400-8017 (O) 609-529-6033 (C) Address: 200 Ryan Street South Plainfield, NJ 07080

CONTACT LIST CONTINUED

Alliance partners

International Association of Fire Chiefs (IAFC) Ken LaSala - Director of Government Relations Email: klasala@iafc.org Phone: 703-273-9815 x347 (O)

International Association of Fire Fighters (IAFF) Shannon Meissner - Director of Governmental Affairs Email: smeissner@iaff.org Phone: 202-737-8484 (O)

National Volunteer Fire Council (NVFC) David Finger - Director of Government Relations Email: dfinger@nvfc.org Phone: 202-887-5700 x12 (O)

Congressional Fire Services Institute (CFSI) Michaela Campbell - Government Affairs Director Email: mcampbell@cfsi.org Phone: 202-682-3473 (O)



Members of Appropriations committees

House Appropriations Committee

Majority Members

Minority Members



*Homeland Security Subcommittee Chair:

Roybal-Allard, Lucille CA-40

*Homeland Security Subcommittee Ranking Member:

Fleischmann, Chuck TN-03

*Members of subcommittee on Homeland Security

Minority Members

MEMBERS OF APPROPRIATIONS COMMITTEES CONTINUED

Senate Appropriations Committee

Majority Members

Member	State	Rank	Member	State	Rank
Leahy, Patrick*	VT	Chair	Shelby, Richard*	AL	Vice Chair
Murray, Patty*	WA	2	McConnell, Mitch	KY	2
Feinstein, Dianne	CA	3	Collins, Susan	ME	3
Durbin, Richard	IL	4	Murkowski, Lisa*	AK	4
Reed, Jack	RI	5	Graham, Lindsey	SC	5
Tester, Jon*	MT	6	Blunt, Roy	MO	6
Shaheen, Jeanne*	NH	7	Moran, Jerry	KS	7
Merkley, Jeff	OR	8	Hoeven, John*	ND	8
Coons, Chris	DE	9	Boozman, John	AR	9
Schatz, Brian	HI	10	Moore Capito, Shelley*	WV	10
Baldwin, Tammy*	WI	11	Kennedy, John*	LA	11
Murphy, Chris*	СТ	12	Hyde-Smith, Cindy*	MS	12
Manchin, Joe	WV	13	Braun, Mike	IA	13
Van Hollen, Chris	MD	14	Hagerty, Bill	ΤN	14
Heinrich, Martin	NM	15	Rubio, Marco	FL	15

*Homeland Security Subcommittee Chair:

Murphy, Chris CT

*Homeland Security Subcommittee Ranking Member:

Moore Capito, Shelley WV



*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.



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

Set up a meeting with the local district office of your respresentative 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 2021 activities. Please complete and return the following form so we know to whom our communications should be directed.

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



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

You can also reach out to FAMA/FEMSA GAC Senior Advisor David Gatton at dgatton@dinitiatives.com, or by phone at 202-861-6712.



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 <u>not</u> 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.

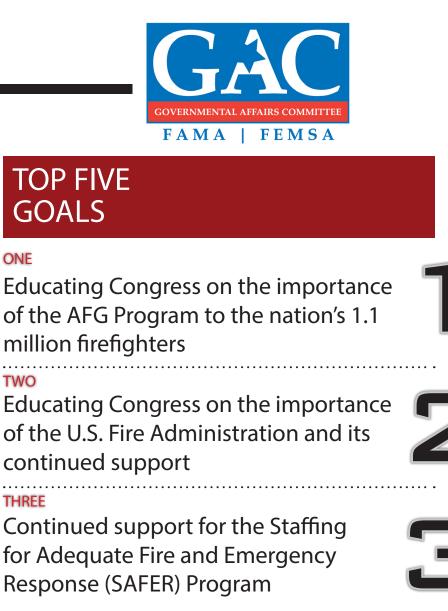
Members of Congress and staff are bound by these rules and are obligated to ensure they don't accept any gift that violates congressional ethics rules. Members of Congress and staff are instructed that they are to uphold the spirit as well as the letter of the rule.

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.





FOUR

THREE

ONE

TWO

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

FIVE

Encouraging members of Congress to join the Congressional Fire Caucus



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

RESOURCE MATERIALS

HANDOUTS 4-Page Hill Day Packet

MAP FAMA/FEMSA Employee Map

BROCHURE Ten Key Facts about the Fire Service and Industry FOR FAMA/FEMSA MEMBERSHIP Key Messages

To download these resource materials, please visit the FAMA/FEMSA GAC Website at: <u>famafemsagac.org/home-day/homeday-resources/</u>

