What We Will Cover

- 2019 CompTIA Fly-In Overview
- Fly-In Objectives
- Your Fly-In Briefing Book
- The Agenda
- 2019 Tech Champion Award
- Current DC Political and Policy Landscape

- Legislative Issue Overview
- Best Practices on Capitol Hill
- Capitol Hill Meeting 101
- Fly-In Survival Kit

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2019 CompTIA Fly-In Overview

- As of today, we have 29 States represented

- Our first day (5th) will be educational and a chance to interact with thought leaders on a variety of panels; we will also celebrate our 2019 Tech Champions

- Our second day (6th) will be an opportunity hear from some decision makers and to advocate for our industry on Capitol Hill

- If you have any changes in plans, please let CompTIA know ASAP (we are scheduling meetings based on your attendance)

- If you have any questions about the fly-in prior to your arrival, please email Mary Artes at martes@comptia.org

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Fly-In Objectives

Why your advocacy matters

- Policymakers are most interested in hearing from their constituents and businesses they represent

- We want to create a strong industry presence on Capitol Hill to help advance our policy priorities and stop potential threats to our industry

- Congress doesn't always have expertise around the issues they address; YOU are the experts with important expertise to share with decision makers

- Policymakers base decisions on information; YOU can be a resource to them

- The industry needs better relationships with policymakers that have jurisdiction over their issues; YOU can build those relationships

- Networking with your peers is an important part of the experience; YOU can help to make new connections and collaborate with colleagues

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Your Fly-In Briefing Book

- Industry Outlook
- Policy Request: Tech & Infrastructure
- Infrastructure FAQ
- Federal Policy Priorities
- Hill Meeting Best Practices
- General FAQs

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February 5-6, 2019 | Washington, D.C.

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DC Fly-In Agenda

Tuesday, February 5th[th]

10:30 am – 8:00 pm	Registration
11:00 am – 11:15 pm	Welcome and Introduction
11:15 am – 12:15 pm	Building the Cybersecurity Workforce Through Apprenticeships
12:30 pm – 1:45 pm	Working Lunch: Prioritizing Emerging Technologies within an Infrastructure Package
2:00 – 3:00 pm	Now is the Time for Federal Privacy Legislation
3:15 – 4:15 pm	The Fourth Industrial Revolution: Moving from Automated to Autonomous
4:30 – 6:00 pm	DC Fly-In Reception
6:00 – 8:30 pm	Tech Champions Awards Dinner

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DC Fly-In Agenda

Wednesday, February 6th

7:00 – 10:30 am	DC Fly-In Registration
8:00 – 10:30 AM	Capitol Hill Speakers Series
11:00- 5:00 PM	Capitol Hill Visits

** Boxed lunches will be made available at 10:30 am

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2019 Tech Champion Award

Congressman David
Schweikert, (R-AZ)

Senator Gary
Peters, (D-MI)

Stephen Cobb, Senior
Security Researcher, ESET
North America

The Tech Champion Award is given to one member of the House of Representatives, one Member of the Senate, and one executive from industry who have exemplified leadership in the technology sector and have championed policies that advance the country's information technology (IT) industry.

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Overview of the DC Political Landscape

- Government shutdown delays beginning of work in the 116th Congress

- Nearly 100 new members of the House and Senate

- Divided Government

- CR concludes on February 15th and from now to then oxygen is taken up by immigration and aftermath of the shut down

- Thereafter, can we return to the "normal order"?
  - Democrats: oversight & investigations; message bills; and bipartisan proposals
  - Republicans: Judicial nominations; appropriations process; and bipartisan proposals

- Election 2020 already underway
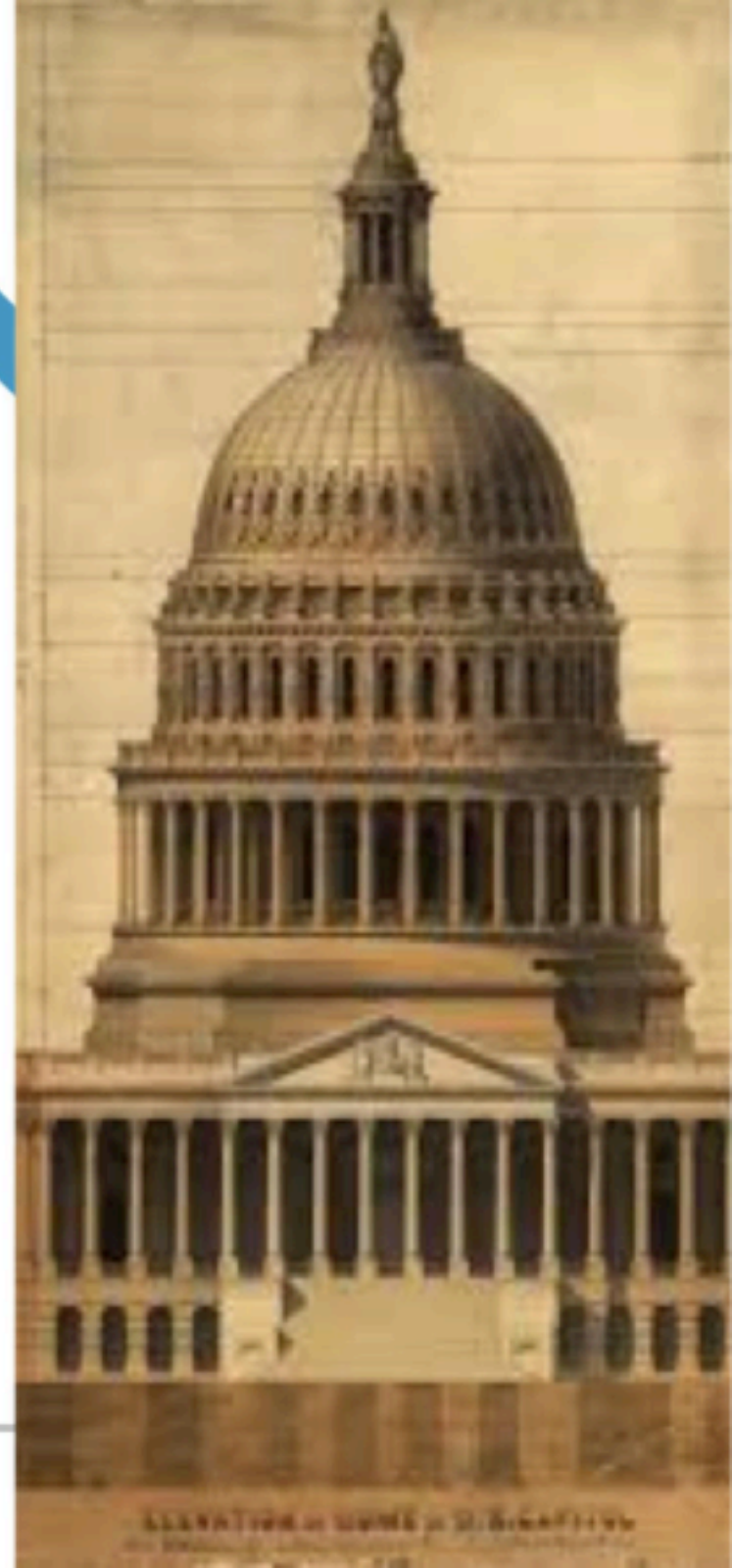
Overview of the Tech Landscape in DC

- Growing headwinds for tech ... data security & privacy, antitrust, workforce impacts
  - Increased oversight in the House of Representatives
  - Pressures arising from the states
  - International trade and tariffs
  - Partisan atmosphere

- Opportunities persist
  - Infrastructure
  - Workforce
  - Showcasing new and exciting technologies

Overview of Our Legislative Issue: Infrastructure

"Last night I had a conversation with President Trump about how we could work together, one of the issues that came up was ... building infrastructure for America, and I hope that we can achieve that"

-- Nancy Pelosi (D-CA), Speaker of the House

"The one issue that Leader Pelosi and I discussed this morning, where there could be a possible bipartisan agreement, is something on infrastructure."

-- Mitch McConnel (R-KY), Senate Majority Leader

"The Democrats will come to us with a plan for infrastructure, a plan for healthcare, a plan for whatever they're looking at and we'll negotiate," Trump said at a White House news conference. "We have a lot of things in common on infrastructure."

-- President Donald Trump

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Overview of Our Legislative Issue: Infrastructure

- One of the few areas of bipartisan agreement

- The American Society of Civil Engineers gives the nation's infrastructure a D-plus grade and says it would take at least $2 trillion more than is currently budgeted to bring our roads, rails, seaports, airports, levees, dams and water and sewer systems up to par.

- Chance to build today's "interstate highway system" or "rural electrification act" or ARPA.

- But the future depends on integration of technology with brick and mortar

- Therefore we are requesting that Congress include specific funding for technology that will complement and enhance any physical investments

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Overview of Our Legislative Issue: Infrastructure

❑ **Broadband Connectivity:** According to the Federal Communications Commission (FCC), 24 million people in the U.S. lack access to terrestrial broadband internet, the majority of which are in rural areas. We can close the digital divide

❑ **Smart Technologies to Enhance Public Utilities:** Identifying problems with public utilities and providing new and safe communications channels between residents and utilities will reduce challenges.

❑ **Cyber Solutions to Secure the Energy Grid:** Cybersecurity threats to critical infrastructure, including the energy grid, continue to pose significant risks. Security upgrades can provide additional protections to the energy grid.

❑ **Smart Transportation Solutions to Maximize Efficiency and Safety of our Roads, Bridges, Railways and Airports:** According to a recent report, congestion cost $305 billion last year. Some of the lost production caused by congestion could be recaptured if we deployed smart infrastructure technology

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What to Expect on Capitol Hill

- **Expect Chaos:** Schedules on Capitol Hill are constantly evolving, so remain flexible throughout the day. The day will be filled with votes, committee meetings and lots of other meetings.

- **"Interesting" Meeting Space:** Room space on Capitol Hill is very limited, so you may be meeting in a nice conference room or you may be meeting in the hallway

- **What to Wear:** Wear business attire on Capitol Hill and make sure to wear comfortable shoes (lots of walking)

- **Are Staff Important:** Staff are often as important as Members of Congress; make sure to treat meetings with staff (who are often the decision makers) with as much priority as meetings with policymakers

- **Plan Ahead:** Us the time between meetings to revisit talking points, remind your colleagues about who the upcoming meeting is with, and assign roles for each person attending the meeting.

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Best Practices for Meetings on Capitol Hill

- **Be Prepared**: Study the materials and have a solid understanding of the topic areas; know your part in each meeting.

- **Watch the Clock**: Plan for meetings to be 20 minutes (less if with a policymaker)

- **Focus on Introductions**: Your introduction is important; focus on district or state connections and describe your company (employees, location, mission, etc.)

- **Provide Issue Overviews**: Spend time explaining the issues and the need for solutions, not details that can be provided in leave-behind documents.

- **Personalize the Issues**: Highlight how the issue impacts your company and the technology industry

- **Make the "Ask"**: Every meeting should include a request for action; one person should be responsible for the "ask"

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Best Practices for Meetings on Capitol Hill

- **Provide Leave Behind Documents**: The leave-behind documents will help to provide further detail on the policies you discussed; make sure staff receives these as they will be a resource to the office going forward

- **Create a Connection**: If you are a constituent, invite the policymaker to visit your company and commit to an ongoing dialogue on the issues; become a resource to them

- **Say Thank You**: These offices are busy; thank them for their time and get their business card so you can follow-up

- **Document the Meeting**: Make sure to report information from the meeting to CompTIA staff so they can follow-up with the office and track progress on our issues

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Things to Avoid on Capitol Hill

- Arriving late

- Talking about politics, campaigns or fundraising

- Skipping introductions

- Not making a district / state connection

- Answering questions you don't know the answers to

- Committing to support or oppose other policies raised by the office during the meeting

- Leaving early

- Being partisan in any way

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Capitol Hill 101

Who is Who in a Congressional Office?

- **Chief of Staff (CoS):** Typically runs the office, manages the staff, and serves as the chief advisor.

- **Press Secretary/Communications Director:** Manages the member's media relations and public communications.

- **Executive Assistant/Scheduler:** Manages the member's official schedule and travel.

- **Legislative Director (LD):** Supervises the legislative staff and operations of the office.

- **Legislative Assistant (LA):** Handles legislative/policy issues in a select number of issue areas.

- **Legislative Correspondent (LC):** Drafts responses to all constituent generated legislative mail and supports work of LAs in tracking legislation.

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Capitol Hill 101

Elements of Your Meeting

- Discuss workforce development and what it means for your industry
    - Include personal impact of the legislation, where possible

- Reference your materials

- Allow them time to ask questions

- **Make the ask!**

- Offer to follow-up on any information they need
    - Make sure to send any promised follow-up materials
    - Thank staff for the meeting

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Capitol Hill 101

Elements of Your Meeting

Thank you