

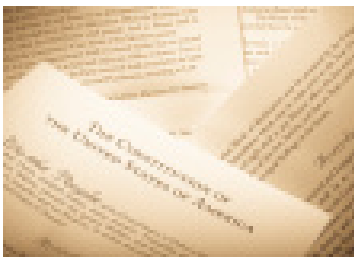
Start Now

You know your business. You know your policyholders. Your association, PAMIC, knows the legislature, the legislative process, and multitude of bills that cascade the Capitol Building every year. Put them together, and you have a group of first class grassroots champions. To get you started in this important work PAMIC offers you:

TRAINING

SUPPORT

RECOGNITION AND REWARD



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PAMIC Grassroots Champion Program

ARE YOU A PAMIC GRASSROOTS CHAMPION?

As an insurance company executive, you know that government affairs is an important part of your job description. Now PAMIC is challenging you to step up to the next level – to become a GRASSROOTS CHAMPION!

From the dictionary:

Grassroots – noun. 1. People or society at a local level rather than at the center of political activity. 2. The common people thought of as best representing the basic, direct political interests of the electorate. Synonyms: broadbased, close to the people, in touch.

Champion – noun. 1. A valiant fighter. 2. A person who fights for another or for a cause. Synonyms: defender, protector, advocate.

PAMIC, GRASSROOTS AND YOU

Think of those two definitions as they apply to you, your company, and your role in the insurance industry. As a PAMIC member, you and your mutual insurance company are at the center of a network of unparalleled grassroots political coverage:

- FACT – There is a mutual insurance company headquarters in a majority of Pennsylvania's counties.
- FACT – Mutual insurers are community based and close to their policyholders.
- FACT – Because mutual companies are so close to the pulse of their communities, you know about the impact of proposed legislation – the unforeseen consequences, the hidden costs, the real world impacts on real world people: your policyholders.

Who are better champions, advocates, defenders of a financially strong and policyholder friendly industry than you?

TRAINING

Every year, PAMIC hosts the Mutual Insurance Day. In addition to the legislative breakfast and individual appointments with your legislators, PAMIC offers an educational program that makes you fully confident that you understand the issues and know how best to make your points.

PAMIC also offers company-specific training for you, your senior staff, or your directors. This could be your opportunity to join your peers by setting up hometown legislative receptions.



SUPPORT

PAMIC keeps you informed and up to date on legislative (and regulatory) developments in Harrisburg.

PAMIC blasts action alerts to you and all members, letting you know when immediate contact with your legislator is needed.

PAMIC supplies you with sample texts for letters or emails that you can use with little extra work.

RECOGNITION AND REWARD

The key to grassroots advocacy success is heavy, sustained participation by all. That kind of dedicated and unselfish activity warrants substantial recognition and reward.

PAMIC is setting up a POINT SYSTEM to recognize your outstanding labors before your industry peers. You will receive special recognition for your efforts at the PAMIC convention and at other appropriate PAMIC meetings.

Here is the point system:

- Your company hosting a legislator at an industry related meeting at its office
500 points
- For any reason, having your state or federal legislator in the door at your office, per legislator
200 points
- Meeting with your legislator on a specific issue at PAMIC request outside your office
200 points
- Company attendance at PAMIC Mutual Insurance Day
100 points
- Attending NAMIC Congressional Contact Program
100 points
- PAC contribution of \$100 or more from a company individual
100 points
- Company (corporate) contribution to PAC Administrative Fund of \$250
100 points
- Company response to an action call (with copy to PAMIC)
100 points

The reward? A tremendous sense of personal and professional satisfaction, plus:

For companies attaining **250 points in a year**, public recognition and acknowledgement as a **CHAMPION** at the PAMIC convention.

For companies attaining **500 points in a year**, public recognition and acknowledgment as a **GOLD CHAMPION** at the PAMIC convention.

For **500 points** including having a legislator in your office, recognition as a **GOLD STAR CHAMPION**. And, after your fifth Gold Star Champion Award, a **complementary Convention registration will be awarded**.

Keep watching the Harrisburg Weekly Report and the PAMIC Pulse for more details.