



IFMA Advocacy Day 2016 Preview

IFMA External Affairs Team

▶ **Jeff Johnson, Director of External Affairs, IFMA**

- ▶ Jeff Johnson is director of Director of Government Relations for the International Facility Management Association (IFMA). Jeff holds a bachelor's degree in history and political science from Gettysburg College in Gettysburg, Pa., and a Juris Doctor from The Catholic University of America's Columbus School of Law in Washington, DC. Prior to joining IFMA, Jeff served as a government affairs consultant; regional political director for former Maryland senatorial candidate and RNC Chairman Michael Steele; director of government affairs for GAGE Business Consulting & Government Affairs; and associate with PACE LLP. He has served on numerous congressional and gubernatorial campaigns throughout the country and worked with the U.S. House of Representatives' Committee on Transportation and Infrastructure. Mr. Johnson is licensed to practice law in Maryland.

▶ **Jed Link, Communications Manager, IFMA**

- ▶ Jed Link oversees external communications which includes public relations and some speech writing for IFMA. He grew up at the foot of the Bitterroot Mountains in Missoula, Montana before attending the University of Southern California on a debate scholarship where he earned a Bachelors Degree in Communications graduating as the department valedictorian. He went on to teach public speaking and argumentation at California State University, Northridge before moving across the country to work on Capitol Hill. Link worked in both the House and Senate eventually as the Communications Director for Montana's sole House Representative in the House. In his free time, Link enjoys hiking, skiing and camping with his wife and son and photography. He and his wife are expecting a daughter any day now.

IFMA External Affair Team

▶ **Grégoire Poisson, Managing Partner of Interel EU**

- ▶ Before joining Interel in May 2012, he headed the Energy-Environment-Transport practice at the Brussels office of a global advocacy firm, where he provided strategic advice to a wide range of clients, from blue chip companies to trade associations. Prior to that, Grégoire was Account Director in a global communications group, where he was in charge of high-profile accounts, including a major sport betting services provider and a leading recycling company

▶ **Jim Wise, Managing Partner, PACE LLP**

- ▶ Jim Wise has 28 years experience dealing with state and federal governments, as well as directing political campaigns. He directed legislative programs in California for both the State Controller and Speaker of the Assembly before becoming a federal advocate in 1983. In Washington, he worked for a political consulting firm representing a mix of public and private sector clients. He launched his own firm in 1988, providing governmental affairs consulting with particular emphasis on taxation, transportation, communications, technological development and trade, Native American affairs and environmental issues. He also developed fund raising and computer support services for a number of congressmen and not-for-profit organizations. Jim Wise is a graduate of Stanford University.

IFMA Advocacy Day 2016: Day 1 (Tuesday, Sept 7)

- ▶ 9:00AM Registration Begins
- ▶ 10:00AM Optional Tour Library of Congress
- ▶ 1:00PM Grassroots Training
 - ▶ Overview of Current Political Environment
 - ▶ Update On IFMA Priorities for 2016
 - ▶ How to Conduct yourself in a meeting with a MOC
 - ▶ Communications Training
 - ▶ Team Building Exercises
 - ▶ Welcome Reception

Advocacy Day 2016 (Day 2)

Wednesday, Sept 7

- ▶ 8:00AM Depart for Congressional Visitors Center
- ▶ 8:15AM Group Photo on East Front of Capitol
- ▶ 8:30AM CVC Congressional Atrium (Breakfast)
- ▶ 9:00AM Public Policy Forum Begins
- ▶ 12:30PM Advocacy Day Meetings
- ▶ 5:30PM Closing Reception at Hyatt

Public Policy Forum Schedule

- ▶ 9:00AM Welcome- Lynn Baez
- ▶ 9:15 AM Congressman Derek Kilmer (D-WA-6)
- ▶ 9:30AM Senator Tom Carper (D-DE)
- ▶ 9:45AM Congressman Ben Ray Luhan (D-NM)
- ▶ 10:00AM Congressman Pete Sessions (R-TX)
- ▶ 10:15AM Congressman Charlie Dent
- ▶ 10:30AM Congressman Jeff Denham (R-CA)
- ▶ 10:45 AM Break

Public Policy Forum Schedule (Cont.)

- ▶ 11:00AM Congresswoman Marsha Blackburn (R-TN)
- ▶ 11:15AM Senator Ron Johnson (R-WI)
- ▶ 11:30AM Congressman Andre Carson (D-IN)
- ▶ Pending
 - ▶ Cong. Pete Olson
 - ▶ Cong. John Culberson
 - ▶ Cong. Jackie Spier
 - ▶ Cong Lou Barletta

Last Years Advocacy Day Accomplishments

- ▶ House Passage of Civilian Property Disposal Bill
- ▶ Extend Section 179(d)-Depreciation of Building Systems
- ▶ DOL New SOC For FM
- ▶ FBPTA Funding Language
- ▶ Ad New Members to High Performance Buildings Congressional Caucus
- ▶ Chapter Speakers
- ▶ State Advocacy Programs
- ▶ Local Monitoring Reports

2016 Advocacy Day Priorities

- ▶ Introduce FM and IFMA
- ▶ Dispose of Excess Federal Property
- ▶ Comprehensive Energy Bill
- ▶ Clarify FBPTA
- ▶ Support DOL Revision of SOC
- ▶ Use IFMA as a Resource
- ▶ Join the High Performance Buildings Congressional Caucus

Advocacy Day Homework: Introduce FM

- ▶ Think about your personal story
- ▶ You are here on behalf of what chapter with how many members?
- ▶ How would you to introduce yourself
- ▶ What would you like your member of Congress to know about your profession
- ▶ What are the visible impacts of your work
- ▶ Read Ahead Resources:
 - ▶ <http://www.ifma.org/know-base/browse/what-is-fm->

Advocacy Day Homework: Disposition of Excess Fed. Property

- ▶ Be prepared to discuss life cycle costs, value of real estate vs. operational savings
- ▶ How do you handle disposal of excess property
- ▶ Need to dispose of excess property before leasing more
- ▶ Read Ahead Resources:
 - ▶ <https://www.congress.gov/bill/114th-congress/house-bill/4465>
 - ▶ http://www.warner.senate.gov/public/index.cfm/pressreleases?ContentRecord_id=cd355ebc-be59-45df-adaa-e93c74a48f48
 - ▶ <http://www.gao.gov/assets/680/671424.pdf>
 - ▶ <https://www.whitehouse.gov/sites/default/files/omb/financial/memos/implementation-reduce-the-footprint.pdf>

Advocacy Day Homework: FBPTA Implementation

- ▶ How has training/professional development held you/your company/your chapter
- ▶ Have you seen training reduce O&M costs, protect building Systems
- ▶ Private Sector Use of Training:
- ▶ Read Ahead Resources:
 - ▶ <http://www.fmi.gov/>
 - ▶ <http://www.gpo.gov/fdsys/pkg/BILLS-111s3250enr/pdf/BILLS-111s3250enr.pdf>
 - ▶ <http://www.ifmacredentials.org/FBPTA>

Advocacy Day Homework: Energy Policy

- ▶ Commercial Buildings Are the largest users of energy – how have you reduced energy use in your building(s)?
- ▶ What additional tools could you use to reduce energy – do you prefer mandates or incentives?
- ▶ How have you helped educate building occupants on energy use/sustainable practices?
- ▶ Read Ahead Resources:

NEW SOC Classification for FM

- ▶ 2018 Draft Update to the U.S. Department of Labor's Standard Occupational Classifications includes a new Standard Occupational Code (SOC) for Facilities Managers
- ▶ *Plan, direct, or coordinate operations and functionalities of facilities and buildings. May include surrounding grounds or multiple facilities of an organization's campus. Excludes "Administrative Services managers" (11-3011), "Property, Real Estate, and Community Association Managers" (11-9141), "First-line Supervisors of Building and Grounds Cleaning and Maintenance Workers" (371010), "First-line Supervisors of Mechanics and Repairers" (49-1011), and "Maintenance and Repair Workers, General" (49-9071)*

Advocacy Day Homework: Use IFMA as A Resource/ Join the HBPCCC

- ▶ Use IFMA as a Resource
 - ▶ What Chapter Events do you have coming up where Congressman/Senator Staff/Could Participate
 - ▶ What Chapter Research/Education programs would be useful to our elected officials
 - ▶ How do you plan to keep in touch/highlight you impact
- ▶ Join the High Performance Buildings Congressional Caucus
 - ▶ 160 Supporting Organizations
 - ▶ 39 MOC's
 - ▶ Why is your Congressman not a member?
- ▶ Read Ahead Resources
 - ▶ <http://www.hpbccc.org/>

Advocacy Day Homework

- ▶ Wear Comfortable Shoes
- ▶ Read Local Papers – What are your Reps working on
- ▶ Forget Politics/ Shut Out the Noise



Questions?

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