

# Members Tapped for Legislative Outreach

Letters under the signature of Alliance President Gary Jensen are going out this week to recruit members to get involved in legislative outreach at a local level.

The letters make a plea for Alliance members to follow the course of this year's convention theme, Strength in Numbers, and use its strength in membership to become a more forceful and recognized voice in public policy and political matters.

"Not unlike most all successful professional trade organizations, the Alliance must do more in the area of the legislative outreach to make certain our position is heard when key legislative issues are being considered," says Jensen.

Behind this grassroots agenda is Kevin Pedrotti, the Alliance's regulatory, legislative and industry affairs representative. Pedrotti has been state lobbyist since 1982 serving a number of clients, and has worked with the Alliance for the last two years.

Pedrotti says an active key-contact program is a must when difficult issues are being debated in the legislature and when local constituents can add weight to the issue with their legislators.

"With the amount of turnover in the legislature because of term limits, it is vital that membership associations have a local connection with their legislator," he says. "The job of a lobbyist is made more difficult when a legislator does not connect the client with members that live and work in his or her district."

Connections to the legislator would include social contact, children going to the same school, or families' attending the same place of worship. A response form going out with the letter asks members to think about how they might already be closer to their legislators than they currently believe.

Pedrotti says the most successful organizations in Sacramento have effective key-contract programs that capitalize on these relationships and can be unleashed in a moment's notice when harmful legislation is to be considered.

"Without a strong key contact program," he says, "a membership organization is at a real disadvantage when seeking a seat at the table."

# Dancing Shoes Required at Agents Night Out

The Alliance's Downey local meeting group presents an Agents Night Out evening that promises fun and networking in a backdrop of lively salsa and merengue dancing lessons, sponsored by MexiPass Insurance.

Beginners and more experienced dancers will learn how to move to the Latin beat, with lessons provided by three professional instructors from Latin Dance Forever Dance

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## LOCAL MEETINGS

### San Fernando

**Oct. 18, 6:30 p.m. – 9:30 p.m.**

**Topic: The 10 Land Mines of Employment Law**

**Presenter: Keith Watts Esq., of Musick, Peeler & Garrett LLP.**

**Chair: Scott Moon**

**Location: Marie Callendar's, 14743 Ventura Blvd., Sherman Oaks.**

### Totalmente en Español Orange County

**Oct. 19, 6:30 p.m.**

**Topic: It Is Safe for Alliance Members Sell Mexican Insurance? The Do's and Don'ts You Need to Know.**

**Presenter: Jorge E. Cacho-Sousa, CPCU, ARM, Chairman & CEO MexiPass Global Assurance**

**Chair: Martin Felix**

**CoChair: Patty Lares**

**Location: El Zocalo Mexican Steak House, 301 N. Tustin Avenue, Santa Ana.**

### San Jose

**Oct. 20, 7:00 A.M.**

**Topic: SB1500 and Industry Friendly Election Candidates**

**Chair: Toni Damberger**

**Location: 4320 Stevens Creek Blvd. Suite 280, San Jose, CA 95129**

### Totalmente en Español Rancho Cucamonga

**Oct. 24, 6:30-9:30**

**Topic: TBA**

**Chair: Joe Jimenez**

**Location: Old Spaghetti Factory, 11896 Foothill Blvd., Rancho Cucamonga 91730**

### Rancho Mirage

**Oct. 26, 6:30 p.m. – 9:30 p.m.**

**Chair: Kevin Glenn**

**Location: Las Casuelas Nuevas, 70050 Highway 111, Rancho Mirage.**

### Marina Del Rey

**Oct. 26, 6:30-8:00 P.M.**

**Topic: Agency Concepts**

**Presenter: Phil Mungia**

**Chair: Tyrone Smith, Cameo Insurance**

**Location: Denny's Restaurant**

**11750 Jefferson Blvd**

**Culver City, CA 90230**

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