

# *communicating* WITH ELECTED OFFICIALS

AN *advocacy guide*  
FOR BEAUTY PROFESSIONALS

## *welcome*

Thank you for joining the Professional Beauty Association as an advocate for the industry. PBA is a community led non-profit membership organization, with members and a Board of Directors representing licensed professionals, salons, manufacturers, distributors, and students. The Professional Beauty Association exists to elevate, unite and serve the beauty industry, and the professionals who improve people's lives.

We want you have the guidance to be successful every step of the way. We will help you become the best and most effective advocate for yourself, your industry and your colleagues.

Through this toolkit, we will help you begin to:

- Understand the importance of knowing who represents you
- Identify issues that would affect your livelihood
- How to contact lawmakers and their staff to communicate about issues important to you
- Understand the advocacy process

Advocacy and legislative processes are constantly changing. We look forward to working together work to become the strongest voices for our industry!



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## WHO REPRESENTS *you?*

The advocacy landscape is rapidly changing and current events have illustrated how elected officials at every level can have a direct impact on beauty professionals and the industry. PBA's biggest advocacy priority is ensuring that licensing for beauty professionals remains in place at the state level. Elected officials have the responsibility to make decisions and vote on many topics and it is not possible for them to be subject matter experts on all of them. You can be a constituent contact when matters in the beauty industry are considered for legislation. Below is a summary of who represents you at each level of government, and you can find who represents you at the state and federal level here: <https://p2a.co/KXG01iX>

***Local Elected Officials***– can include Mayors, City/Town Councils, County Board of Supervisors, and more. The COVID-19 pandemic has demonstrated that the relationships between these individuals and members of the beauty industry can have a direct effect on your business.

***State representatives, state senators and Governor***– State representatives (sometimes called Assemblymembers) and state senators introduce and vote on legislation at the state level. Licensing for the beauty industry is regulated at the state level. You can build a relationship with your state representative and state senator and educate them on issues in the beauty industry. Individuals from the beauty industry that connect with their representative will increase opportunities to educate and share career expertise.

***Members of Congress***– at the federal level, you are represented by your Members of Congress, which includes two senators and one representative. Issues relevant to the beauty industry at the federal level often deal with the way you and your business are taxed. PBA has been working to ensure that the 45B FICA Tax Tip Credit is extended to salon businesses - <https://probeauty.org/fica> . Connecting with your Members of Congress can help build support for this initiative, which would bring much needed funds back into the beauty industry through a tax credit.



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# advocacy

## THE *process* AT A STATE LEVEL

When a state legislator in your state introduces a bill, the PBA Government Affairs will research the potential impact to the industry. Once we have identified this bill as harmful or needing action, we walk you through a process to take appropriate and targeted action. Below are the steps you can take, with the PBA GA Team guiding you along the way:

### STEP 1:

***Congratulations!*** You have completed the first step of the advocacy process—getting involved! All PBA Advocates come from different backgrounds and understanding of their state's legislative process. **Remember: every state is different, and we are here to help you understand your state's process and become a strong advocate.**

### STEP 2:

***Identify impactful legislation.*** PBA will reach out regarding legislation that has been introduced in your state.

### STEP 3:

***Communicate with industry colleagues and act!*** This is the most importance step in the process, communicating our message and getting the word out! There is power in numbers and the more industry professionals become aware of and act on legislation, the louder our voice will be and the further our message will be carried. The PBA GA team will create an action alert that can be sent to your colleagues, coworkers and friends in the industry. Remember to include a personal note at the top of your email, describing the importance of the legislation and why your colleagues should act with a sense of urgency. Facebook and Twitter posts can also be created to easily share on your personal and business pages.

### STEP 4:

***Testifying at a committee hearing at your state capitol.*** If a particular piece of legislation makes it past the phase of being introduced by the bill sponsor(s), you may be invited to attend the hearing or committee meeting as a licensed professional and/or member of the beauty industry. Testifying at a committee hearing is exciting, this is where your voice can be most powerful. You will be speaking to the state legislators on a particular committee who will be voting to either pass or not pass your bill. In some cases, the PBA GA team will provide you with written testimony to present to the committee.



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# *best practices*

## **FROM A FELLOW *advocate!***

**Kollan Kolthoff** is a licensed cosmetologist, attorney and PBA Advocate in the state of Iowa. He has shared his experience working with state legislators:

- ***Find a legislator to work with-*** Finding a legislator that will partner with you, support your bill and will work with you through this endeavor is invaluable. They can help negotiate on your behalf and can submit amendments and bills. They also can rally their party to support your legislation and can help you with other legislators that need reassurance or on are the fence. They also can keep you updated on the inner workings of the legislator and can help you with an action plan.
- ***Do your research-*** Know what legislators have voted on in the past with regards to the bill you are trying to pursue, research their family, know what he/she likes, and be relatable. This will help you stand out and will make them want to help you accomplish your goal.
- ***Ask for Help:*** Use your resources. The PBA is full of an abundance of resources and people who are more than willing to help you navigate the inner workings of state capitols. If they don't know the answer, they will find someone who will have the answer or will have some ideas on how to get past a roadblock.
- ***Be aware of your state's legislative process-*** Some states meet annually, and some states meet bi-annually. This is very important when framing your strategy. Also, know the basic path that legislation needs to take in your state to get to the Governor's desk. Every state is different and knowing how this process works will be an advantage to you. Need help? Contact the PBA GA Team!
- ***Know the facts on the issue-*** Make sure you know all your talking points, rehearse them, and stay focused on what you are trying to achieve.
- ***Practice an elevator speech-*** Most legislators talk to lots of people, have a busy schedule and have limited time. It is very important to make sure you can get your talking points across in a short amount of time. Also, make sure to emphasize that you are a constituent working on behalf of other professionals and not a lobbyist.
- ***Bring something to leave behind-*** Legislators talk to many people on a daily basis and will most of the time process information in the evening hours when the legislation is not in session so it is important to give them information to review.
- ***Follow up-*** Make sure you follow up with a legislator a few days after you left the information with them. This makes sure they know you are passionate about the issue and you can be sure to answer any questions they may have.



# *communication*

## AT ALL LEVELS OF *government*

**Timing-** There is no wrong time or time when it is too late to reach out to the individuals who represent you. There are however times that will prove to be more effective. Introducing yourself to your elected officials before an issue arises can ensure that you are more highly regarded when something does come up. According to a 2019 review by Ballast Research, the best advocates strategically manage relationships to maintain a strong connection with both staff and policymakers. They avoid overwhelming the office but continue to grow their relationships over time.

**How to Engage-** Initiating a relationship with your representatives can be as simple as a phone call or an email. It can also be more involved, by requesting a meeting or video call with the policymaker or their office. Share who you are, what you do, and what is important to you. Tell a story, show constituent connections, and address both sides of the issue. The great news is that PBA has the tools to help you! Over time, we have developed, collected, and issue points to ensure the industry is equipped to engage in conversation with elected officials.

- **A clear ask-** what is important to you that the elected official you are communicating with has the ability to influence? The section above on who represents you can guide you and the PBA team can assist if you need help.
- **Data-driven arguments-** PBA has research reports updated on a yearly basis that provide data on economics, demographics, and business information for our industry at a state and national level. These can be found in the resource library in the Membership Resources section on probeauty.org. These reports help illustrate in numbers the impact the beauty industry has.
- **Tell a story-** your story is unique to you. Human connections can influence policy.
- **Constituent connections-** our industry impacts the entire community! You are a constituent; your business influences the entire district.
- **The issues-** PBA has dedicated resources, such as our Deregulation 101 Fact Sheet and our FICA webpage that explain the issues to help you clearly communicate.

***We look forward to working together to elevate and unite the industry!***