



CALIFORNIA CHIROPRACTIC ASSOCIATION

2009 Legislative Conference Announcement: A New Focus, A New Strategy, Continued Success

As you know, California is in the middle of a historic budget crisis. Even after raising taxes and making program cuts to close the \$40 billion deficit just a few months ago, members of the Legislature are facing another significant budget deficit again this year given that tax revenue is lower than expected. Faced with the ongoing budget challenges, many lawmakers are overwhelmingly concerned with getting the state back on sound financial footing.

In the face of this new economic and political climate at the Capitol, CCA has decided to try something different with this year's annual Legislative Conference – we are adopting a strategy that recognizes the new political realities while maintaining chiropractic's high and positive visibility before legislators. This new approach includes not only having an effective chiropractic presence at the State Capitol, but reaching out to lawmakers in their districts to impress legislators and staff that doctors of chiropractic are interested and involved constituents and health care professionals.

This year, instead of having CCA members from throughout California travel to Sacramento to meet with dozens of lawmakers in the Capitol, we will be focusing on building our relationships locally and are asking each of you to meet in the district with our elected officials and their staff.

CCA leadership will meet in Sacramento with members of policy committees important to the chiropractic profession, as well as their committee and personal staff. This new strategy is designed to be more targeted in its approach and allow CCA to engage in deeper policy discussions about health care reform, scope of practice and other important issues with lawmakers who have the most influence over the future of the chiropractic profession.

While the Capitol visits are important, outreach by CCA general membership will be critical to the success of our new strategy. To reach a wide range of lawmakers, we ask that CCA local districts coordinate meetings in May with each assigned state Senator and Assembly Member while the lawmakers are in their district offices. CCA's Government Affairs Department will provide advice on setting up meetings, as well as talking points for use during your discussions and important informational materials for you to leave with your legislator at the end of your visit. Prior to the meetings, CCA's lobbyists will host a conference call training session to go over how to effectively talk to lawmakers about chiropractic issues. Our aim is to meet with legislators in their districts to build a local presence and to nurture long-term positive relationships with the legislator and his or her staff.

What about students who want to get involved?

Thanks to the efforts of doctors like Dr. Gary de Wet and others, chiropractic students have traditionally been a big part of CCA's Legislative Conference. CCA encourages districts that contain a chiropractic college to involve students in these local lobbying meetings.

What about the Ice Cream Social?

CCA leadership decided it is necessary to eliminate the ice cream social. Not only is it expensive for CCA, it doesn't make sense to hold such an extravagant event given our state budget shortfalls and the state's economic situation.

To Do List for CCA's 2009 Legislative Conference

We believe the new strategy for our 2009 Legislative Conference will be more efficient and effective in communicating CCA issues, and in ensuring we build and maintain positive relationships with lawmakers both in the Capitol and their districts. **Again, our success depends on local participation.** Below is a list of actions that need to occur to make this a success. If you have any questions, please contact Kristine Shultz at (916) 648-2727, extension 130 or at kshultz@calchiro.org.

Who	What	When
CCA Leadership	Meet with lawmakers in Sacramento who are members of legislative committees that decide policy issues important to the profession. These meetings will be set up and coordinated by CCA staff.	May 12, 2009
District Directors	Make sure that at least one CCA district representative meets with every Senator and Assembly Member assigned to the district at the lawmaker's local office.	May 15 & May 22, 2009
District Presidents	1. Arrange a meeting with local district key doctors to go over which lawmakers are in the area and who will represent the profession at the meetings. 2. Set up appointment with each Senator and Assembly Member within the CCA district boundaries (CCA has this information). 3. Attend meetings with lawmakers. 4. Return "contact tracking form" to CCA so our lobbyists know how the meetings went and if there is any follow up that needs to occur.	April 15, 2009 April 22, 2009 May 15 & May 22, 2009 May 23, 2009

District Key Doctors	<ol style="list-style-type: none"> 1. Work with district presidents to set up meetings with lawmakers and determine who talks and when. 2. Attend meetings with lawmakers and prevent others from bringing up issues not included in CCA's talking points. 	<p>April 22, 2009</p> <p>May 15 & May 22, 2009</p>
Chiropractic Students	Contact the CCA district in your area and ask to attend the lobbying meetings for your Assembly Member and Senator.	April 15, 2009
CCA Lobbyists	<ol style="list-style-type: none"> 1. Distribute talking points and "leave behind" materials. 2. Hold conference call on how to talk to lawmakers about CCA issues. Get your questions answered. 3. Address any issues identified in "contact tracking forms." 	<p>May 5, 2009</p> <p>May 7, 2009 (12:30-1:30 pm)</p> <p>June 1, 2009</p>