

# C O N T E N T S

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# I N T R O D U C T I O N

Welcome to C.A.R.'s Key Contact program.

As a Key Contact, you play a crucial role in the success of the association's legislative objectives. It is your mission to develop a positive relationship between your legislator, C.A.R. and the other local associations in your legislator's district. To that end, C.A.R. will provide you with the information and support that you need to fulfill this position.

Please make sure you understand your role as a Key Contact by reviewing the *Responsibilities* listed below. And please use this handbook as a reference as it provides useful information and tips on how to best fulfill your Key Contact responsibilities.

If you have any questions about the Key Contact program, please contact DeAnn Kerr at 1-800-337-9285.

## K E Y C O N T A C T R E S P O N S I B I L I T I E S

- ◆ To work with C.A.R. to effectively respond to "Red Alerts."
- ◆ Organize REALTOR® in-district meetings with legislators throughout the year.
- ◆ Organize and attend C.A.R.'s Legislative Day in Sacramento. It is the Key Contact's responsibility to arrange the meeting, notify C.A.R. and the other local associations of its time and location, attend the Morning Briefing beforehand and lead the delegation to the meeting.
- ◆ Act as the principal REALTOR® liaison between the local associations, C.A.R., and your state legislator. It is essential that everyone, including those at the other associations in the district and your own association be informed when you've had a communication with your legislator or his or her staff.
- ◆ Report to C.A.R. any activities between the elected official and REALTORS® within the state.
- ◆ Establish and maintain a good working relationship with the legislator and his or her staff.
- ◆ Communicate with the legislator's key staff on issues of importance to REALTORS®.
- ◆ Present, whenever possible, California Real Estate Political Action Committee (CREPAC) contribution checks to the legislator by the date set forth by CREPAC, and fill out CREPAC check presentation forms. Other associations in the district will also be notified by CREPAC that there is a check for that legislator.
- ◆ Provide input to CREPAC Trustees (C.A.R.) about the legislator.
- ◆ Attend a reception or other fundraiser in the district for the legislator. Up to \$500 per election cycle is available from CREPAC for Key Contacts to use for these fundraisers.
- ◆ Conduct at least ONE grassroots activity every year.
- ◆ Work seamlessly with any co-Key Contacts working with your legislator and with any GADs or Association Executives from the associations within the district.

# R E D   A L E R T S

**Responsibility: Working with C.A.R. to effectively respond to "Red Alerts."**

- ◆ Red Alerts are e-mailed to you when C.A.R. needs you to do something right away. These are urgent alerts and you should respond **IMMEDIATELY**.
- ◆ C.A.R. will send a Red Alert to Key Contacts when there is an urgent issue in the state legislature.
- ◆ Red Alerts will contain an "Issue Background", which will detail the legislation and provide you with C.A.R.'s position.
- ◆ Red Alerts will also contain an "Action Item" which tells you what specifically needs to be done. **If the Red Alert asks you to speak to your legislator, call to speak to him or her personally. DO NOT send a fax or letter in lieu of the conversation. If your legislator is unavailable, speak to your staff contact.**
- ◆ Red Alerts will also contain talking points that you can use to help persuade your legislator to support your position.

Here's what to do when you receive a Red Alert:

- ◆ Read the Red Alert CAREFULLY.
- ◆ Complete the specified "Action Item".
- ◆ Call or e-mail C.A.R.'s Member Mobilization staff with the legislator's response. This is very important because we use the "intelligence" that you gather to help count votes and to follow up on any specific legislator questions.
- ◆ Follow-up with a brief note or letter to your legislator. Send a copy to your staff contact and to C.A.R.

## KEY CONTACTS IN ACTION

A few years ago, on an especially difficult bill C.A.R. was opposing, a Key Contact was asked to try to persuade her legislator to change her "Yes" vote to a "Not Voting." Staff held out little hope that this could be achieved, but the Key Contact had recently had a particularly good conversation with the legislator's district director just a few days beforehand. He asked her to call if she every needed anything and gave her his cell phone number. The Key Contact called him and he was able to convey our message to the legislator who was on the Assembly floor at the time. In the end, the legislator switched her vote which contributed to C.A.R.'s victory on the bill.

# LEGISLATOR MEETINGS

## **Responsibility: Organizing REALTOR® in-district meetings with legislators throughout the year.**

- ◆ You should organize in-district meetings at least twice a year, usually in March and July or August. C.A.R. will notify you when it is time to arrange the meeting.
- ◆ Include representatives from all the local associations in your legislator's district.
- ◆ C.A.R. will provide you with specific materials for the meeting in the spring. We ask that you discuss our legislative priorities for the coming year.
- ◆ The summer meeting is usually used to discuss a more targeted piece of legislation. Again, C.A.R. will provide you with these materials.
- ◆ You may wish to meet with your legislator at other times. Please call C.A.R.'s Member Mobilization staff a few days in advance in case any of C.A.R.'s lobbyists has a message that they would like you to convey to your legislator.
- ◆ As always, follow-up with C.A.R. after your meeting to pass along any helpful information.

## **Before your meeting:**

- ◆ Schedule your meeting several weeks in advance by phoning the legislator's scheduling assistant. Follow-up with a letter confirming the date, time and location of your meeting.
- ◆ Make sure that everyone who is attending the meeting has all the details too, including the issue information provided by C.A.R. Be sure to contact C.A.R. several days in advance to get the latest information to use in your meeting.
- ◆ Prepare yourself and others attending by reading any issue information carefully. Make sure you feel comfortable enough with the subject to answer any questions.

## **During the meeting:**

- ◆ Be positive and respectful.
- ◆ Make sure you address your legislator properly (i.e. Assemblymember Smith or Senator Smith), even if you are a life-long friend.
- ◆ Get to the point of your visit quickly. Be clear, concise and brief.
- ◆ Refer to the committee in which the bill will next be considered (i.e. the Senate Judiciary committee). And know if your legislator is on that committee. If he or she is not, please ask that they work with their colleagues who are.
- ◆ Give two or three reasons why the bill is good or bad, using your own words. If possible, tell how the measure will affect local REALTORS®, homebuyers or property owners.
- ◆ Ask for action. "Please vote NO," or "I would appreciate a Yes vote."
- ◆ DO NOT discuss campaign contributions during this meeting.

## **After the meeting:**

- ◆ Follow-up with a letter to your legislator, highlighting key points and thanking him or her for the meeting. Send a copy to your staff contact as well.
- ◆ Send a thank you note to the scheduler.
- ◆ If your legislator votes your way, send a thank you note.

# LEGISLATIVE DAY



## **Responsibility: Organizing and attending C.A.R.'s Legislative Day in Sacramento**

Legislative Day will take place on Wednesday, June 4th in 2008.

It is the Key Contact's responsibility to arrange the meeting, notify C.A.R. and the other local associations of its time and location. You are also required to attend the Morning Briefing beforehand and lead the delegation to the meeting. This is a very important responsibility. In most cases a legislative district will cover more than one local association area. It is the Key Contact's responsibility to make sure that the other associations are notified well in advance of your meeting's time, date and location.

Here's what you will need to do:

### **Before the meeting:**

**Confer with representatives from the other associations in your legislative district and determine when everyone will be available on the given day.** A legislator's schedule is often very busy; so make sure you have plenty of options.

- ◆ **Send a letter to your legislator requesting a meeting on the specific date.** Include how many people will be there, which local associations will be represented and provide your name, address and phone number so that the scheduling assistant can get back to you.
- ◆ **Follow-up with a phone call.** Speak personally with the scheduling assistant. Your legislator's scheduling assistant will be important to you as a Key Contact. Get to know him or her so you will get prompt calls back.
- ◆ **Confirmation letter.** Once the scheduling assistant has confirmed a time and location for your meeting, send a letter confirming all the details to him or her and send copies to everyone on your Key Contact Information Sheet.
- ◆ **Notify C.A.R.** Notify C.A.R.'s Member Mobilization staff of the time and location of your meeting so that the information can be posted to the web site.
- ◆ **Attend the Morning Briefing Session.** Once in Sacramento, attend the Morning Briefing Session. C.A.R. staff will notify you of its time and location beforehand.

### **During the meeting:**

- ◆ Be positive and respectful.
- ◆ Make sure you address your legislator properly (i.e. Assemblyman Smith or Senator Smith).
- ◆ Get to the point of your visit quickly. Be clear, concise and brief.
- ◆ Refer to the committee in which the bill will next be considered (i.e. the Senate Judiciary committee). And know if your legislator is a member of that committee. If he or she is not, please ask that they work with their colleagues who are.
- ◆ Give two or three reasons why the bill is good or bad, using your own words. If possible, tell how the measure will affect local REALTORS®, homebuyers or property owners.
- ◆ Ask for action. "Please vote NO," or "I would appreciate a Yes vote."
- ◆ DO NOT discuss political contributions!

**After the meeting:**

- ◆ Follow-up with a letter to your legislator, highlighting key points and thanking him or her for the meeting. Send a copy to your staff contact as well.
- ◆ Send a thank you note to the scheduler.
- ◆ Notify C.A.R. Member Mobilization staff of the details of your meeting. For instance please tell us how your legislator plans to vote; whether he or she raises concerns about the bill; and if they need a lobbyist to follow up with staff.
- ◆ If your legislator votes your way, send a thank you note.

### Tricks of the Trade

It's a good idea to have the cell phone numbers of those going to the meeting, in case a meeting time or location changes.

Key Contacts have found it helpful to meet with the REALTORS® attending the meeting briefly beforehand. This allows you time to decide who will make key points on which issues. Other members of the delegation may have a relevant anecdote to share. This should all be mapped out before you go in the door.


Occasionally you may encounter a REALTOR® who chooses Legislative Day (or any REALTOR® meeting with a legislator) to share his or her own personal views on matters not related to real estate. Rather than letting the meeting get sidetracked, or worst of all, denigrating to a full-scale debate on controversial issues, we suggest gently and diplomatically shifting the conversation back to real estate. For instance, you might say, "Gee, George, it might be better if that issue were discussed at another time. Assembly member Jones, can you please share with us your views on Assembly bill 1234?"

It is always nice to acknowledge your appreciation to your legislator's staff in person, and it is especially good form to do so in the presence of the legislator.

### A Gentle Reminder

The objective of Legislative Day is to promote C.A.R.'s legislative agenda. If your group has an issue that may be real estate related, but of local concern, we ask that you schedule a meeting in district to discuss that issue so as to not distract from the discussing of C.A.R.'s priorities.

# C O M M U N I C A T I O N S



## **Responsibility: Acting as the principal REALTOR® liaison between the local associations of REALTORS®, C.A.R., and your state legislator.**

This is crucial. Not only is it a Key Contact's job to communicate with the legislator, it is also imperative that you communicate with the other associations in your district and with C.A.R.

### **When you have a meeting with your legislator in-district**

- ◆ Invite a small group, including REALTORS® from other associations in the legislator's district, to attend the meeting with you.
- ◆ Call C.A.R.'s Member Mobilization staff in advance of your meeting to see if there are any messages that need to be relayed to your legislator.
- ◆ If appropriate, write a brief article for your association newsletter about your visit.
- ◆ After your meeting, relay any significant comments the legislator may have made to C.A.R.

### **When you are arranging your meeting for Legislative Day in Sacramento**

- ◆ Before you arrange the meeting, touch base with representatives from each of the associations in the district to let them know you are arranging the meeting, and to find out if there are times when they can't be there. PLEASE NOTE: You really are at the mercy of the legislator's schedule. Therefore, you may be forced to make at an appointment that is not convenient for the entire group.
- ◆ After the meeting time and location have been arranged, notify your association contacts and C.A.R. They will make sure that this information is posted to C.A.R. Online.
- ◆ After your meeting, again relay any significant comment to C.A.R. staff. (i.e. Senator Smith said she would support the commercial lien bill under the following conditions.)

### **Other contacts**

- ◆ You will often attend events that are not designed to be sit-down meetings where public policy is discussed in depth. You may also have personal conversations with your legislator regularly. Even in these situations, if real estate or political issues are discussed that you feel C.A.R. staff needs to be aware, please call us. **This kind of "intelligence" is often crucial to our success.**

### **Other relationship building activities**

Look for other opportunities to get to know your legislator or to educate your legislator about the real estate industry. Here are a few, but see page 19 for more ideas.

- ◆ Invite him or her to a "site visit" to see how a real estate office really operates.
- ◆ Attend your legislator's Town Hall meetings whenever possible.
- ◆ Ask your legislator if you can help him or her establish a Real Estate Advisory committee to provide input on issues that affect the real estate industry. (This should be the nexus for your Key Contact team – see below).
- ◆ Arrange a breakfast with potential donors from the real estate industry.

# K E Y C O N T A C T T E A M S

**Responsibility: When there are several Key Contacts for the same legislator, it your mission to work together as a team to fulfill all Key Contact responsibilities.**

C.A.R. often appoints several REALTORS® to serve as Key Contacts to a legislator. All Key Contacts may not belong to same local association, but it is imperative that the group works together seamlessly.

## **Hold an Organizational Meeting**

Plan an organizational meeting to discuss plans for the coming year. You should cover all pertinent topics at this meeting and, outside of meetings with your legislator; this can be your only meeting as a group for the rest of the year.

## **Establish a Communication Network**

This is important. When you receive a Red Alert your Team will need to respond quickly. Set up an easy system to make sure that all members to the Team have seen the Red Alert and are responding appropriately. You may want to use a simple phone tree, group faxing or e-mail.

Make one Team member responsible for maintaining the network. This person should also be in charge of contacting all the local association executives in the district so that other REALTORS® can respond as well.

## **Determine Goals and Plan an Effective Grassroots Strategy**

Your overall goal is to affect legislation important to REALTORS®. You achieve this goal by building a strong relationship with your legislator. You can build and nurture this relationship in any number of ways. You can invite your legislator to speak at your association events, host a small fundraiser (contact Political Affairs first), attend his/her Town Hall meetings, form a REALTOR® Advisory group, work on your legislator's pet project, and volunteer to work on his/her campaign.

When deciding which activities to undertake, your Team should discuss the following issues:

- ◆ Does your legislator serve on any Assembly or Senate committees that consider issues of importance to REALTORS®? Does he or she hold positions of leadership?
- ◆ Does the legislator understand issues of concern to REALTORS®, or does he or she need to be educated?
- ◆ How supportive has the legislator been of legislative and regulatory issues of concern to REALTORS®?
- ◆ How accessible has the legislator been to REALTORS® to discuss issues of concern?
- ◆ How eager is the legislator to build relationships with REALTORS® and other groups in the community that share our interests?
- ◆ How likely is your legislator to be re-elected? Is he or she an entrenched or vulnerable incumbent, or running for another office?

# C O M M U N I C A T I N G   W I T H C . A . R .



## **Responsibility: Reporting to C.A.R. any activities between your legislator and REALTORS® within the state.**

In order to keep C.A.R. staff and the CREPAC trustees up-to-date on your legislator's activities, please routinely fax the following to Political Affairs at (916) 444-1794.

- ◆ Newspaper clippings referring to your legislator.
- ◆ Your legislator's newsletters.
- ◆ Copies of invitations to your legislator's fundraisers.
- ◆ Copies of notes or letters your legislator has written to you.
- ◆ Anything else you think might be useful.

## L E G I S L A T I V E   S T A F F



## **Responsibility: Establishing and maintaining a good working relationship with the legislator's key staff on issues of importance to REALTORS®**

A legislator's staff often plays a crucial role in his or her public policy decisions. It is essential that you get to know his or her staff WELL. Here are a few that will be important to you:

- ◆ Chief of Staff. This individual is the legislator's top staff person and often plays the dual role as Legislative Director as well. He or she is responsible for managing the entire legislative office and for advising the legislator on the political and policy significance of specific issues.
- ◆ Legislative Assistant. Usually a legislator will have three or four legislative assistants to research and advise him or her on specific topics. There usually will be one legislative assistant responsible for real estate issues.
- ◆ District Director. This staff person manages the district office for the legislator and is responsible for keeping the political "pulse" of the district.
- ◆ Scheduling Assistant. The scheduling assistant usually acts as doorkeeper to your legislator and manages his or her schedule.

It is important to establish and maintain a relationship with these staff members. Here are a few tips:

- ◆ Send a note or make a call introducing yourself to the Chief of Staff and to ask which staff member will be responsible for real estate issues.
- ◆ Let key staff people know that you would like to be a resource on these issues.
- ◆ Offer to establish a Real Estate Advisory committee for your Representative and his or her staff.
- ◆ Invite district staff to a local LGR/Governmental Relations committee so they can be introduced.
- ◆ Always speak well of staff to the legislator.
- ◆ Always make a point of sending thank you notes to staff after a meeting, especially to the Scheduling Assistant. This will go a long way when you are trying to arrange the next meeting.

# P R E S E N T I N G   C R E P A C C H E C K S

**Responsibility: Presenting, whenever possible, California Real Estate Political Action Committee (CREPAC) contribution checks to the legislator by the date established by CREPAC, and filling out CREPAC check presentation forms.**

CREPAC has established a new policy concerning the distribution of checks to be presented to legislators. Now checks will be mailed to the Primary Key Contact at their local Association. CREPAC will send an email to the Key Contacts, local Association Executives and Government Affairs Directors in that particular legislative district letting everyone know who is receiving the check for presentation purposes.

When you receive a check from Political Affairs staff you should do the following:

- ◆ Arrange a meeting to present the check. You should ALWAYS include other REALTORS® not only from your Association, but also contact the other Associations in that legislative district. If there is enough time to arrange it, try to present it at some kind of local association membership event or meeting, and coordinate it with your local association staff.
- ◆ You may drop off the check first and set up the meeting or attend a fundraiser later.
- ◆ Complete a CREPAC Presentation Form (see page 24) and fax it back to C.A.R. Political Affairs staff at (916) 444-1794.

## **NEVER, EVER, EVER:**

- ◆ Present the check in a legislative office or to legislative staff.
- ◆ Discuss specific legislation in the same meeting that a check is presented. If there is legislative business to be discussed, arrange another meeting.

# A T T E N D I N G F U N D R A I S E R S

**Responsibility: Attending a reception or other fundraiser for the Senator or Representative. Up to \$500 per election cycle (every two years) is available from CREPAC for Key Contacts to use for in-district fundraisers.**

- ◆ Get in touch with your legislator's campaign office and ask to be added to his or her fundraising list. This will ensure that you get invitations to his or her events.
- ◆ As you begin receiving invitations, please look to attend "small donor" events that cost less than \$100. This will enable you to attend more events and possibly allow you to use personal funds as well.
- ◆ Remember that if you have co-Key Contacts, you must share the \$500 and work together as a seamless team.
- ◆ If you want to attend an event, please get in touch with C.A.R. Political Affairs staff at (916) 492-5200. Please give plenty of notice so they can coordinate your request for funds from CREPAC.
- ◆ At all times REALTORS® who are \$197 contributors to the REALTOR® Action Fund are to be given top priority in attending fundraisers. Representatives from all associations in the district should be included.
- ◆ After the event, please fill out the Check Presentation form and pass along any relevant updates. Please fax these to C.A.R.'s Political Affairs staff as soon as you can after the event at (916) 444-1794.

## Trick of the Trade

If a CREPAC check has been used to purchase tickets to a fundraising event, make sure that CREPAC is listed as a sponsor of the event.

# T R A V E L

Unfortunately, limited financial resources do not allow C.A.R. to provide Key Contacts with funding to travel to Sacramento for Legislative Day or to reimburse Key Contacts for travel for events in the district. If you are not funded otherwise for Legislative Day, you may wish to speak to your local association executive about using local IMPAC funds to help underwrite your trip.

# LEGISLATIVE DAY CHECKLIST

Use the following checklist to help you arrange your Legislative Day Visits

## January

- \_\_\_\_\_ Work with the other associations in your district to determine a good time to meet. Remember – all visits should take place on Legislative Day.
- \_\_\_\_\_ Send a letter to your legislator requesting an appointment.
- \_\_\_\_\_ Speak to your legislator's scheduling assistant as a follow-up to your letter.
- \_\_\_\_\_ Make necessary travel arrangements.

## February/March

- \_\_\_\_\_ Send a confirmation letter to your legislator after the appointment has been made.
- \_\_\_\_\_ Send a fax or e-mail with the time and location of your meeting to your contacts at the other associations in your legislative district.
- \_\_\_\_\_ E-mail the time and location of your meeting to Member Mobilization staff at C.A.R. so it can be posted to the web site.

## May

- \_\_\_\_\_ Reconfirm with scheduling assistant.
- \_\_\_\_\_ Reconfirm with other associations.

## June

- \_\_\_\_\_ In Sacramento, attend the Morning Briefing session.
- \_\_\_\_\_ Meet with the other REALTORS® attending your legislator meeting to determine who will discuss which issues.
- \_\_\_\_\_ ATTEND YOUR LEGISLATOR MEETING – DON'T FORGET TO BE ON TIME!!
- \_\_\_\_\_ Send a follow-up letter to your legislator.
- \_\_\_\_\_ Send a thank you note to the scheduling assistant.
- \_\_\_\_\_ Follow up with C.A.R. Member Mobilization staff.

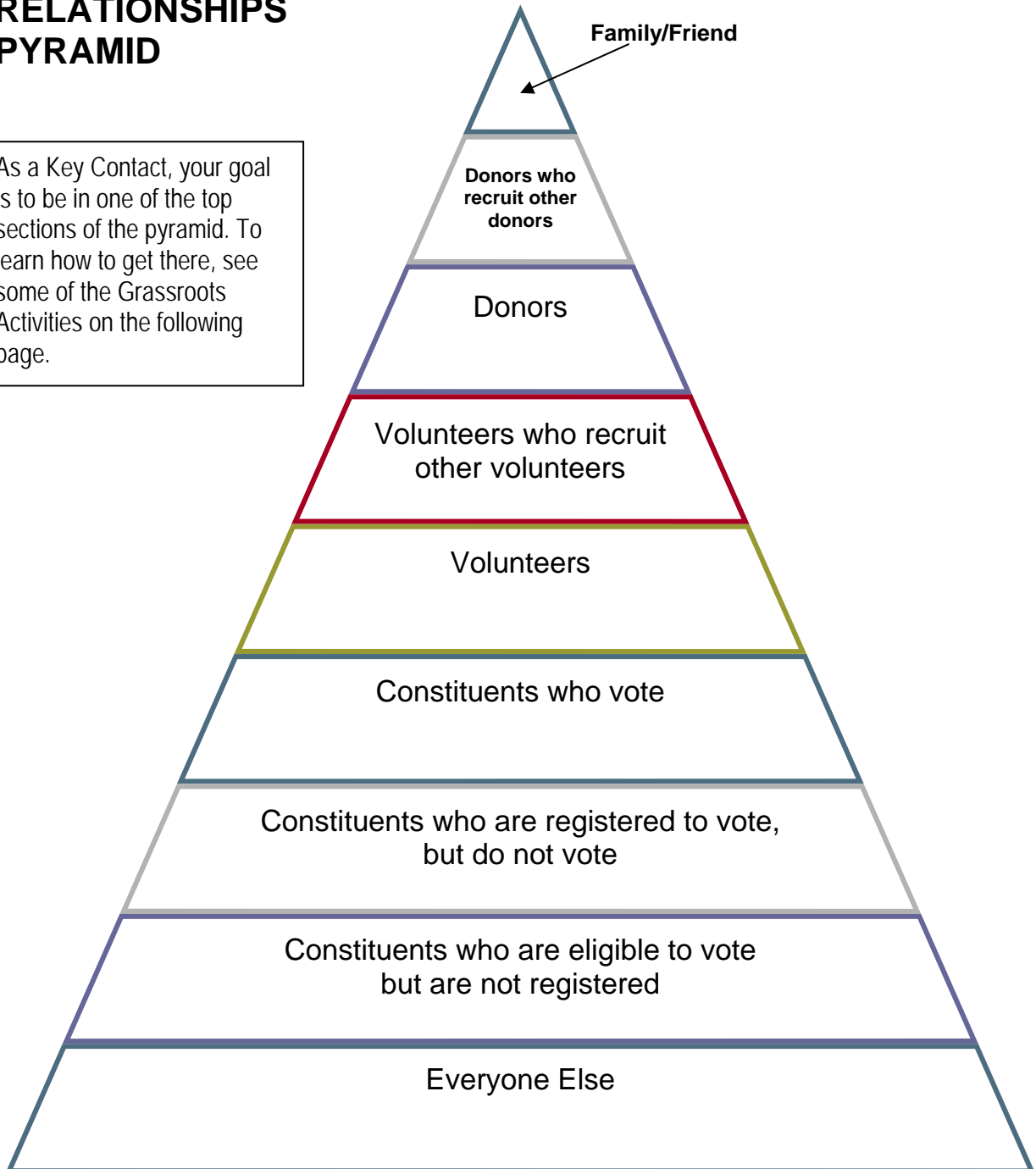
# DISMISSAL OF KEY CONTACTS

C.A.R. hopes that it is never necessary to remove a volunteer from his or her position. However, occasionally circumstances have required it. To be perfectly clear, here are reasons a Key Contact may be dismissed from the program.

- ◆ If he or she gives even the smallest impression to a legislator, or his or her staff, that a particular vote is expected in return for a political contribution. This damages C.A.R.'s relationship with the legislator and is ILLEGAL. To be safe, never mention specific legislation while presenting a check or discussing political contributions.
- ◆ If he or she expresses an opinion to a legislator, his/her staff, the media or in any public forum that is contrary to C.A.R. policy. **If your legislator asks you to testify in support of or in opposition to a bill, you must notify C.A.R.'s Government Affairs staff IMMEDIATELY.**
- ◆ If he or she refuses to stay on message or discusses issues that are not real estate-related during legislator meetings.
- ◆ If he or she acts inappropriately during a meeting with a legislator. This may include arguing with a legislator or any other unreasonable act that results in an ineffective meeting.
- ◆ If he or she holds private meetings without including REALTORS® from the other associations in the legislative district during Legislative Day.
- ◆ If he or she doesn't respond to Red Alerts or calls from C.A.R. staff.
- ◆ If he or she fails to regularly attend previously planned events with the legislator. This would include in-district meetings, fundraisers and Legislative Day.
- ◆ If he or she doesn't present CREPAC checks to the legislator or his/her campaign by the deadline set by CREPAC, and doesn't follow up to ensure that the all parties, including C.A.R., and the associations in the district, have been notified of its disposition.
- ◆ If he or she fails to communicate with or involve the other associations in the legislative district.

## POLITICAL RELATIONSHIPS PYRAMID

As a Key Contact, your goal is to be in one of the top sections of the pyramid. To learn how to get there, see some of the Grassroots Activities on the following page.



# GRASSROOTS ACTIVITIES

Your legislator will welcome opportunities to get to know you and your fellow REALTORS®. He or she will especially appreciate opportunities to get to know more of their constituents and to raise more money for their next campaign. Here are a few simple activities that you and your Key Contact team can undertake to continue to develop your relationship with your lawmaker.

## Local Association Events

- ◆ **Installations.** Invite your legislator to attend your association's next installation dinner.
- ◆ **Membership luncheons.** Many local associations still have monthly membership luncheons. Ask your legislator to be your keynote speaker at a membership luncheon. The best times for this will be during the legislative recesses in April and July and after the legislature adjourns for the year.
- ◆ **Weekly tour meetings.** Most local associations or MLSs still have weekly tour or marketing meetings. Give your legislator an opportunity to speak for a few minutes at one of these events.

## Form a Real Estate Advisory Group

Ask your legislator if you can help him or her form a Real Estate Advisory Group, the nexus of which should be your Key Contact team. Add REALTORS® with other specialties. If you and your team do mainly residential business, add someone with commercial background and a property manager. You might also want to add a home inspector or lender, but be careful that conflicting views on an issue not be aired in the presence of your legislator.

The goal of this group is to be an official resource to your legislator and his or her staff on real estate related issues.

## Site Visits/Office Tours

Office visits are a great way for your legislator to learn the ins and outs of your business. Invite him or her to an offices sales meeting, with your broker's approval. Explain what agents do on a daily basis, what they do to represent a buyer and how manage listings and represent sellers.

By providing him or her an opportunity to see inside your business, you are providing them with a better understanding of our industry and how laws affect it.

## Host a Meet-and-Greet

This is a great way to introduce your legislator to more of his or her constituents, and strengthen your relationship as well. These should be coordinated through your legislator's campaign. You can offer a simple fare of coffee, punch and cookies, or something more elaborate if you wish. Introduce your legislator to every attendee personally and then give him or her a chance to speak to the group about their legislative priorities.

- ◆ **Block Party.** Hold this event at your office and invite owners and employees of other businesses in your building or on your block.
- ◆ **Home Meet-and-Greet.** Host this party at your home. Invite your neighbors and friends.
- ◆ **REALTORS® Only.** Again, you can host this event at your office and invite REALTORS® from your local association and from other associations in the district.

### **Attend Town Hall Meetings**

Most legislators hold a series of Town Hall meetings regularly throughout the year. Make a point of attending the ones in your area, and have other members of your team do so as well. The more “face time” you get with your legislator, the better, even if it’s in a public forum.

### **Host a Fundraiser**

Helping your legislator raise money for his or her campaign is a great way to build political “capital.” Work with your legislator’s fundraiser on the details. Contact C.A.R. Political Affairs prior to hosting any fundraiser.

### **Be a Campaign Volunteer**

There are literally dozens of things you can do to help your legislator’s campaign efforts. You can serve on a finance committee, walk precincts, work on a phone bank, put up yard signs and more. Better yet, you can arrange a “REALTOR® Volunteer Day” where local REALTORS® help the campaign out on one particular project.



# COMMUNICATING WITH LAWMAKERS

Legislators will tell you that not all constituent contacts carry equal weight. The manner of communication is usually as important as what is said. Here, listed in order of their effectiveness, are the various ways of communicating with elected representatives:

- ◆ **Personal conversation.** For persuasion, nothing beats a “one-on-one” with plenty of eye contact. Arrange the meeting to suit the lawmaker’s schedule, and be sincere. Be courteous, direct and brief. Leave your representative with something in writing that concisely summarizes your position.
- ◆ **Telephone conversation.** Almost as good as a personal conversation. If you know your representative well enough to call him or her at home, please only do so as a means of last resort, and don’t call in the middle of the night or at meal times. If you are calling his or her legislative office, and they are not available to take your call, either ask to have your call returned or speak to the aide who is handling the issue in which you are interested. As with a personal visit, be courteous, and keep it concise.
- ◆ **Brief, well-written personal letter.** While lawmakers get lots of mail, it’s amazing how little of it makes much sense. A clear, logical statement of the position, and a request for support, preferably handwritten and legible, is literally worth ten thousand signatures on a petition. You can fax, e-mail or send the letter.
- ◆ **E-mail.** With technology comes new and improved ways in which to communicate. So far legislative offices are treating e-mail much like constituent mail. If you have a good relationship with your legislator and can get him or her on the phone, e-mail probably won’t be useful. If, however, you have the ear and e-mail address of a key staff member, electronic mail might be perfect.
- ◆ **Petition.** The long-time favorite of many citizen action groups. Petitions probably don’t hurt, but they sure don’t help much either. One state senator recently said, “Hell, I could get a thousand signatures on a petition to do anything.” He could, too – it’s a fact well known in political circles that most people don’t read what they sign.
- ◆ **Canned letter.** Such letters can take the form of a reproduced letter, which you just signed and dropped in the mail, or a form letter, which the correspondent must copy before sending to his representative. Either can’t be worse than doing nothing at all. An elected official, or his or her staff, can spot these campaigns by the time the third letter or postcard arrives. They have almost zero impact because they represent almost no effort.

# HELPFUL HINTS FOR LEGISLATOR MEETINGS



## Do

- ◆ Be positive and respectful.
- ◆ Make sure you address your legislator properly (i.e. Assemblyperson Smith or Senator Smith).
- ◆ Get to the point of your visit immediately. The legislator's schedule is often very busy. Be clear, concise and brief.
- ◆ Be prepared. Know the issue you are discussing and understand the pros and cons.
- ◆ Refer to the committee where the bill will next be considered. For example, the Senate Judiciary committee, the Assembly Revenue and Taxation committee or the Senate floor. When all members of the Senate or the Assembly consider a bill, it is referred to as being, "heard on the floor." NOTE: if a bill is being voted on in a committee, check to see if your legislator is on that committee before your meeting.
- ◆ Give two or three reasons why the bill is good or bad, using your own words. Discuss the practical impact this legislation will have on REALTORS®.
- ◆ Ask for action. "Please vote NO" or "I would appreciate a Yes vote."
- ◆ When a legislator votes your way, or voices support for your position, thank him or her.

## Don't

- ◆ Be rude, threatening or intimidating.
- ◆ Lie to your legislator.
- ◆ Make claims that you cannot back up.
- ◆ Do not speak ill of a lawmaker to his or her colleagues.

# S A M P L E L E T T E R

Here is how to address and write a letter to your lawmaker. Please use your business stationery:

The Honorable John Smith  
Room 1234  
State Capitol  
Sacramento, CA 95814

Re: Support for AB 1234 (Jones)

Dear Senator Smith *(if you know your legislator well, you can be a bit more informal)*:

I would like to respectfully request your support for AB 1234 (Jones) . It will be considered next Wednesday by the Senate Judiciary committee, of which you are a member.

AB 1234 will ...*(insert a brief description of the bill)*.

AB 1234 will be beneficial to REALTORS® and homebuyers in our area because...*(give two or three reasons)*.

Again, I would appreciate your “yes” vote on AB 1234.

Sincerely,

Dave Adams  
REALTOR®

The following are some helpful web sites.

## Real Estate

- ◆ **C.A.R. Online.** Of course we start with the best. C.A.R. Online provides with you with all kinds of helpful information about C.A.R. and its member services. Among other things it boasts a comprehensive section containing political and legislative information. Please note, C.A.R. has established a special web page just for Key Contacts and Federal Coordinators. You can get there by logging on to [www.car.org](http://www.car.org) and going to the Governmental Affairs homepage.
- ◆ **C.A.R.'s Government Affairs Team.** [www.cargovtaffairs.org](http://www.cargovtaffairs.org)
- ◆ **NAR Action Center.** [www.naractioncenter.com](http://www.naractioncenter.com)

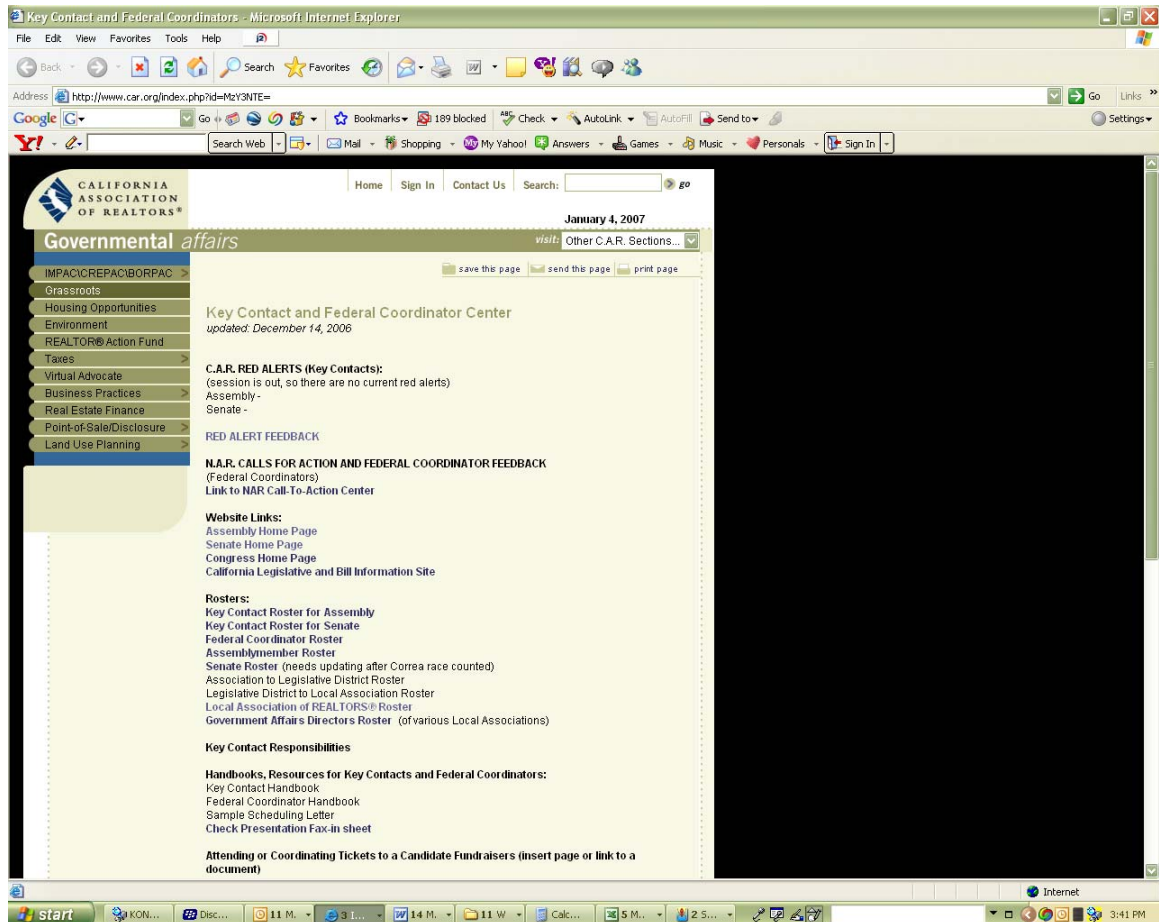
## California Political and Legislative News

- ◆ **Rough and Tumble.** Jack Kavanaugh, the host of a widely respected television show on California politics, is the editor of this web site. It contains links to the day's most important political headlines and columns. [www.rtumble.com](http://www.rtumble.com)
- ◆ **Capitol Alert.** Compiled by the staff of the *Sacramento Bee*, this site is well designed, easy to use and contains a lot of good information. [www.capitolalert.com](http://www.capitolalert.com)

## U.S. Political and Legislative News:

- ◆ **All Politics.** This site is produced by *Time* magazine and CNN. It always has very current news headlines. [www.cnn.com/ALLPOLITICS](http://www.cnn.com/ALLPOLITICS)
- ◆ **Political Index.** The Political Index is another great clearinghouse of federal political and legislative information. [www.politicalindex.com](http://www.politicalindex.com)

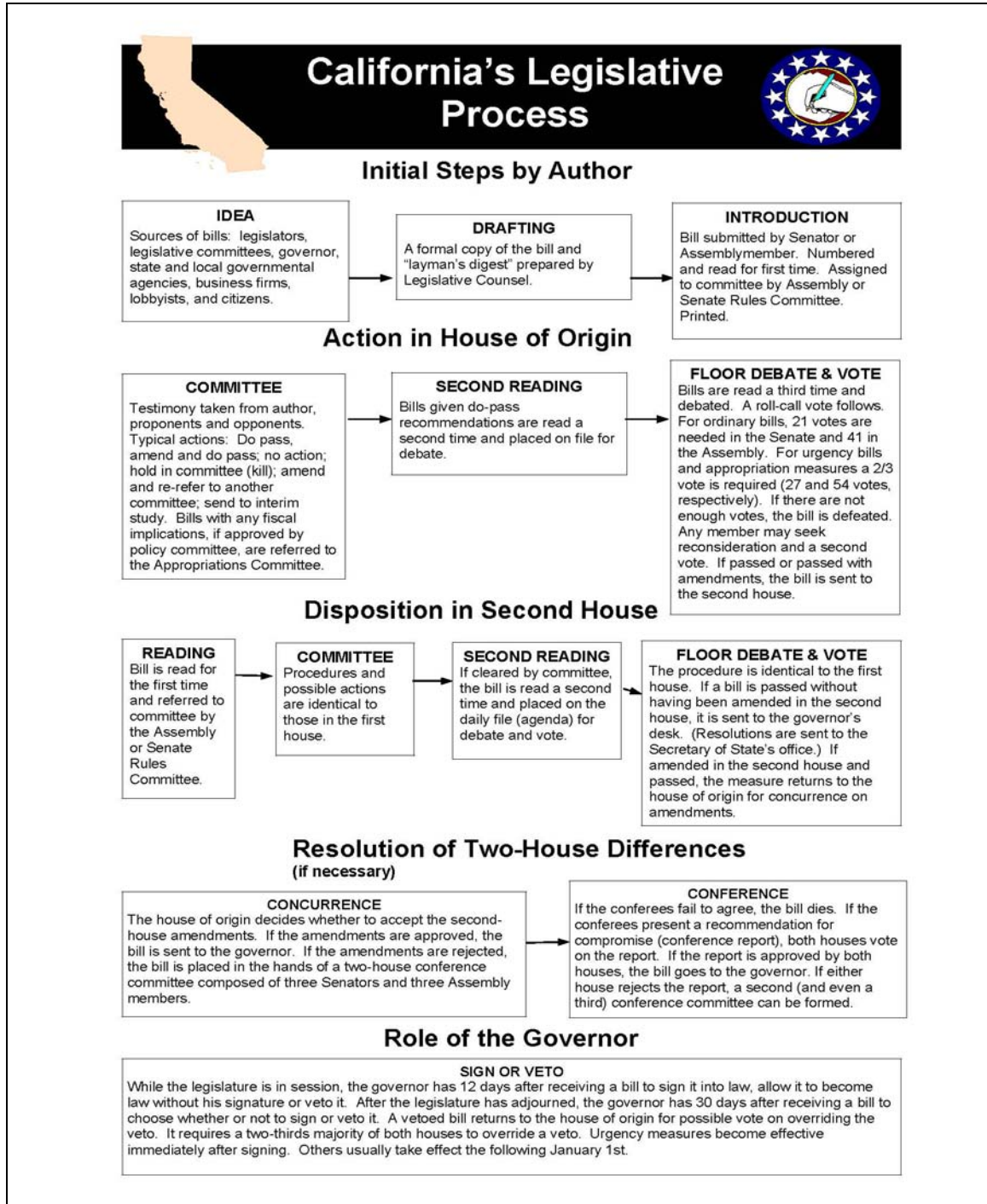
# NEW KEY CONTACT AND FEDERAL COORDINATOR WEB PAGE



This page includes:

- Red Alerts and Calls-for-Action
- Website links
- Updated lists and rosters
- Volunteer handbooks
- Resources for Legislative Day and Hill Visits
- Resources for in-district meetings
- Volunteer newsletters
- Staff contacts

# HOW A BILL BECOMES A LAW



# S A M P L E R E D A L E R T



## Red Alert

June 25, 2003

**Executive Office:**  
525 South Virgil Ave.  
Los Angeles, CA 90020  
213.739.8200

**Legislative Office:**  
980 Ninth St., Ste. 1430  
Sacramento, CA 95814  
916.444.2045

**To:** C.A.R. Key Contacts  
**From:** C.A.R. Government Affairs Team  
**Regarding:** SB 178 (Cedillo) – Rent Control – OPPOSE

### **C.A.R. Opposes SB 178 Bill That Enacts Rent Control on All Newly Constructed and Rehabilitated Rental Units!**

C.A.R. is OPPOSING SB 178, which proponents argue would allow local governments to implement inclusionary zoning ordinances. This bill does not do that, and in fact, will authorize local governments to establish rent control on almost every newly constructed and rehabilitated residential rental unit in the state. **SB 178 will be voted on in the Assembly Housing committee on Wednesday July 2<sup>nd</sup>. Your Assembly Member is on that committee.**

#### **ACTION ITEMS**

- Please call Assembly Member Fremont at 916-555-1212 and urge him to vote no on SB 178.
- Please call Chris Miller (C.A.R. Member Mobilization Coordinator) at 916-444-2045 with your progress on getting in touch with Assembly Member Fremont or feedback on your call.

#### **ISSUE BACKGROUND**

Under the Costa-Hawkins Rental Housing Act, an owner of residential real property has the ability to establish the initial rental rate for a dwelling or unit. This bill undermines this law by forcing developers of *new* or *rehabilitated* units to restrict the rents and incomes of occupants for a "portion" of the units. The bill does not define the term "rehabilitated," leaving landlords without incentive to make improvements to rental properties. SB 178 will also place a restriction on the amount of income a tenant can earn within jurisdictions that implement rent control.

#### **C.A.R. OPPOSES SB 178 BECAUSE**

- **SB 178 will dismantle the Costa-Hawkins Rent Control Act.** Under Costa-Hawkins, landlords are currently allowed to establish rents under certain conditions. This bill will allow local governments to implement rent control on all new and rehabilitated units, discouraging developers from building any new housing, and landlords from improving existing property.
- **This bill will allow income thresholds on renters.** This bill will restrict tenants ability to earn more money at their jobs for fear of being evicted. Not only will this cause numerous implementation problems, but will also cause tenants to think twice before adding a roommate. If the income of a tenant or tenant and a roommate exceeds an undefined amount, the landlord could be forced to evict the tenant. Not only is this fundamentally wrong, but it is also unconstitutional because it violates tenant's right to privacy.
- **Local governments have expressed no need for this bill.** Beyond their current statutory needs, local governments have not shown an interest in regulating newly constructed rental housing.

#### **FOR MORE INFORMATION**

Please contact Chris Miller at [chrismm@car.org](mailto:chrismm@car.org), or at 916-444-2045.

# S A M P L E C H E C K P R E S E N T A T I O N F O R M



## Memo

[www.car.org](http://www.car.org)

**Executive Office:**  
525 South Virgil Ave.  
Los Angeles, CA 90020  
213.739.8200

**Legislative Office:**  
980 Ninth St., Ste. 1430  
Sacramento, CA 95814  
916.444.2045

**Send to:** Cindy Schiada  
California Association of REALTORS®  
980 Ninth Street, Suite 1430  
Sacramento, CA 95814-2734

**FAX TO:  
916-444-1794**

**From:** \_\_\_\_\_

**Re:** \_\_\_\_\_ LEGISLATOR NAME (CD 00)

[PLEASE TYPE OR PRINT THIS FORM]

*" Bill, Doreen and David, as you requested, I have delivered the campaign contribution. In addition, the following individuals attended the check presentation and/or event with me:"*

**DATE OF CHECK DELIVERY:** \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Name	Local Association
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

**(Please Note:** Per California Law while you have a contribution in your possession, please keep your discussion(s) with the candidate "political" in nature. Discuss pending legislation and/or other "non-election and non-political" topics at a separate time and meeting).

# SAMPLE CONTRIBUTION FORM



Phone: 916.492.5211  
 Fax: 916.921.4691  
 525 S. Virgil Avenue  
 Los Angeles, CA 90020

CALIFORNIA ASSOCIATION OF REALTORS®

## “Make A Choice, Make a Difference!”

One of the most vital services organized real estate provides is representation in the halls of government. Your contribution goes to local, state and federal candidates who support your industry’s position on issues important to REALTORS®.

Please do your part to support the REALTOR® profession by contributing at least \$197 annually (\$49 is the minimum RAF Contribution), the “True Cost of Doing Business in California.” For each level of contribution you will receive a special pin denoting your status as a Political Action Contributor.

### REALTOR® ACTION FUND

- \$197 “The True Cost of Doing Business” (This includes an invitation to the Capitol Reception in Sacramento. A portion of the contribution goes to CREPAC/Federal)
- \$ 49 Minimum REALTOR® Action Fund Contribution

### MAJOR DONOR LEVELS

- \$498 “California Sterling R” (includes REALTOR®Action Fund \$197, and an invitation to the Capitol Reception in Sacramento.)  
*Calendar year contribution*
- \$1,598 “California Golden R” Initial Contribution  
*(includes REALTOR®Action Fund \$197, invitation to the Capitol Reception in Sacramento & annual “Golden R” Reception held during Fall C.A.R. meetings.)*
  - \$498 Annual Renewal
- \$5,098 “NAR Golden R” Initial Contribution  
*(includes REALTOR®Action Fund \$197, invitation to the Capitol Reception in Sacramento, annual “Golden R” Reception held during Fall C.A.R. meetings & N.A.R. Reception held in Washington DC in the Spring.)*
  - \$2,098 Annual Renewal     \$498 Annual Renewal Grandfathered “NAR Golden R” *(joined prior to 1/1/2002)*

Name _____	C.A.R. Member No. _____
Region No. _____	Board Name: _____
Company Name: _____	
Street Address: _____	
City: _____	Zip Code: _____
Phone: _____	Fax: _____
Email: _____	<input type="checkbox"/> Yes, I want to be a Legislative Liaison!

### PAYMENT METHOD

Check payable to “CAR Political Action” *Personal checks are preferred, since corporate contributions are not permitted for federal elections.*

Credit Card:  Visa  Mastercard  American Express  Discover     Personal  Corporate

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Amt. Charged on Card \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature \_\_\_\_\_

I would like to make equal payments over:  3 months  6 months  9 months  12 months \* *Monthly payments are consecutive*  
 Installment payment plan contributions require a minimum total contribution of \$197.  
 The total contribution must be collected in full by the end of the calendar year in which the initial payment is made.

Revised 03/06

To make payments, you can either fax your completed form (credit card only) to (916) 921-4691 or you can mail your completed form with a check or credit card information to: The California Association of REALTORS®, Post Office Box 660430, Sacramento, CA 95866-04430. Questions: Contact Lisa Edwards at (916) 492-5211.



Political contributions are not tax deductible as charitable contributions for federal and state income tax purposes. The REALTOR Action Fund is a “voluntary” program and contributions. Contributions are not limited to the suggested amounts. Contributions will not be favored or disfavored by reason of the amount of their contribution or their decision not to contribute. Failure to contribute will not affect an individual’s membership status in the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.). Your contribution (s) will be allocated among C.A.R.’s political action committees according to a formula approved by the C.A.R. Board of Directors. The allocation formula is subject to change.



# S T A F F   C O N T A C T S

## C.A.R. Staff

DeAnn Kerr, Member Mobilization Consultant

**1-800-337-9285**

e-mail: [deannk@car.org](mailto:deannk@car.org)

*Call DeAnn with questions about Key Contact appointments, Red Alerts, training and Legislative Day.*

David Howard, CREPAC Director

e-mail: [davidh@car.org](mailto:davidh@car.org)

*Please call Dave with any questions about specific political campaigns.*

Lisa Edwards, CREPAC Coordinator

e-mail: [lisae@car.org](mailto:lisae@car.org)

*Call Lisa with check requests and information concerning your legislator's fundraisers.*

Lauren Palmer, Member Mobilization/Fundraising Coordinator

e-mail: [lauren@car.org](mailto:lauren@car.org)

*Lauren backs up DeAnn on Red Alerts. Please contact her if you can't reach DeAnn.*

Please call C.A.R. Member Mobilization and Political Affairs staff at: 916-492-5200

## 2 0 0 8   C A L E N D A R

### Important Dates in the State Legislature

January 7<sup>th</sup> – Legislature reconvenes.

January 31<sup>st</sup> – Last day for bills introduced in 2007 to pass out of their house of origin

March 13<sup>th</sup> -23<sup>rd</sup> – Spring Recess

May 30<sup>th</sup> – First house deadline (bills must be passed from their house of origin or they are dead)

June 3<sup>rd</sup> – Primary Election Day

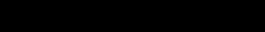
**June 4<sup>th</sup> – Legislative Day**

July 4<sup>th</sup> – August 4<sup>th</sup> – Summer Recess

August 31<sup>st</sup> – Final Adjournment

November 4<sup>th</sup> – General Election

# LOCAL ASSOCIATIONS BY ASSEMBLY DISTRICTS



AD 1 – Patty Berg

Coastal Mendocino, Crescent City, Humboldt County, Lake County, North Bay, Trinity County

AD 2 – Doug LaMalfa

Glenn-Colusa, Shasta County, Siskiyou County, Sutter-Yuba, Tehama County, Yolo County

AD 3 – Rick Keene

Chico, Lassen County, Nevada County, Oroville, Paradise, Placer County, Plumas County, Sutter-Yuba, Tahoe-Sierra

AD 4 – Ted Gaines

El Dorado County, Placer County, Sacramento, South Lake Tahoe

AD 5 – Roger Niello

Placer County, Sacramento

AD 6 – Jared Huffman

Marin, North Bay

AD 7 – Noreen Evans

North Bay, Solano County

AD 8 – Lois Wolk

Northern Solano County, Solano County, Yolo County

AD 9 – Dave Jones

Sacramento

AD 10 – Alan Nakanishi

Amador County, El Dorado County, Sacramento

AD 11 – Mark DeSaulnier

Contra Costa County, Delta, West Contra Costa

AD 12 – Fiona Ma

San Francisco, San Mateo County

AD 13 – Mark Leno

San Francisco

AD 14 – Loni Hancock

Berkeley, Oakland, West Contra Costa

AD 15 – Guy Houston

Central Valley, Contra Costa County, Delta, Lodi, Sacramento

AD 16 – Sandré Swanson

Alameda, Oakland

AD 17 – Cathleen Galgiani

Merced County, Central Valley

AD 18 – Mary Hayashi  
Bay East, Oakland

AD 19 – Gene Mullin  
San Mateo County

AD 20 – Alberto Torrico  
Bay East, Santa Clara County

AD 21 – Ira Ruskin  
San Mateo County, Santa Clara County, Silicon Valley

AD 22 – Sally Lieber  
Silicon Valley, Santa Clara County

AD 23 – Joe Coto  
Santa Clara County

AD 24 – Jim Beall, Jr.  
Santa Clara County, Silicon Valley

AD 25 – Tom Berryhill  
Calaveras County, Central Valley, Hetch-Hetchy, Madera, Mammoth Lakes, Mariposa County, Tuolumne County, Yosemite Gateway

AD 26 – Greg Aghazarian  
Central Valley

AD 27 – John Laird  
Monterey County, Santa Clara County, Santa Cruz, Watsonville

AD 28 – Anna Caballero  
Monterey County, San Benito County, Santa Clara County, Santa Cruz, Watsonville

AD 29 – Michael Villines  
Fresno, Madera

AD 30 – Nicole Parra  
Bakersfield, Fresno, Kings County

AD 31 – Juan Arambula  
Fresno, Tulare

AD 32 – Jean Fuller  
Bakersfield, Kern River-Isabella, Ridgecrest, Tehachapi

AD 33 – Sam Blakeslee  
Atascadero, Lompoc Valley, Paso Robles, Pismo Coast, San Luis Obispo, Santa Maria, Scenic Coast

AD 34 – Bill Maze  
Barstow, Greater Antelope Valley, Orange Belt, Southeast Kern, Tulare,

AD 35 – Pedro Nava  
Santa Barbara, Santa Ynez Valley, Ventura County Coastal

AD 36 – Sharon Runner  
Greater Antelope Valley, Victor Valley

AD 37 – Audra Strickland  
Conejo Valley, Ojai Valley, Simi Valley-Moorpark, Southland Regional, Ventura County Coastal

AD 38 – Cameron Symthe  
Glendale, Pasadena/Foothills, Simi-Valley Moorpark, Southland Regional

AD 39 – Richard Alarcón  
Southland Regional

AD 40 – Lloyd Levine  
Southland Regional

AD 41 – Julia Brownley  
Beverly Hills/Greater Los Angeles, Conejo Valley, Malibu, Southland Regional, Ventura County Coastal

AD 42 – Mike Feuer  
Beverly Hills/Greater Los Angeles

AD 43 – Paul Krekorian  
Beverly Hills/Greater Los Angeles, Burbank, Glendale, Southland Regional

AD 44 – Anthony Portantino  
Arcadia, Pasadena/Foothills, West San Gabriel Valley

AD 45 – Kevin de Leon  
Beverly Hills/Greater Los Angeles, Glendale, Pasadena/Foothills

AD 46 – Fabian Nunez  
Beverly Hills/Greater Los Angeles, Rancho Southeast

AD 47 – Karen Bass  
Beverly Hills/Greater Los Angeles, Southwest Los Angeles

AD 48 – Mike Davis  
Beverly Hills/Greater Los Angeles

AD 49 – Mike Eng  
Citrus Valley, West San Gabriel

AD 50 – Hector De La Torre  
Downey, Rancho Southeast

AD 51 – Curren Price, Jr.  
Beverly Hills/Greater Los Angeles, Inglewood, South Bay

AD 52 – Mervyn Dymally  
Beverly Hills/Greater Los Angeles, Pacific West, Rancho Southeast

AD 53 – Ted Lieu  
Beverly Hills/Greater Los Angeles, South Bay

AD 54 – Betty Karnette  
Pacific West, Palos Verdes Peninsula

AD 55 – Vacant  
Pacific West, Rancho Southeast, South Bay

AD 56 – Tony Mendoza  
Pacific West, Rancho Southeast

AD 57 – Ed Hernandez  
Citrus Valley

AD 58 – Charles Calderon  
Downey, Montebello District, Pacific West, Tri-Counties, West San Gabriel Valley

AD 59 – Anthony Adams  
Arcadia, Citrus Valley, East Valley, Inland Valleys, Pasadena/Foothills , Rim o'the World, Victor Valley, West San Gabriel Valley

AD 60 – Bob Huff  
Citrus Valley, Inland Valleys, Pacific West, Tri-Counties

AD 61 – Nell Soto  
Citrus Valley, Inland Valleys

AD 62 – Wilmer Carter  
Inland Valleys

AD 63 – Bill Emmerson  
East Valley, Inland Valleys

AD 64 – John Benoit  
California Desert, Idyllwild, Inland Valleys, Southwest Riverside County

AD 65 – Paul Cook  
Banning-Beaumont-Cherry Valley, Big Bear Valley, Desert Communities, East Valley, Hemet-San Jacinto, Inland Valleys

AD 66 – Kevin Jeffries  
East San Diego County, North San Diego County, Southwest Riverside County

AD 67 – Jim Silva  
Pacific West

AD 68 – Van Tran  
Newport Beach, Pacific West

AD 69 – Jose Solario  
Pacific West

AD 70 – Chuck DeVore  
Laguna, Newport Beach, Orange County, Pacific West

AD 71 – Todd Spitzer  
Corona-Norco, Orange County, Pacific West

AD 72 – Mike Duvall  
Pacific West

AD 73 – Mimi Walters  
Laguna, North San Diego, Orange County

AD 74 – Martin Garrick  
North San Diego

AD 75 – George Plescia  
East San Diego, San Diego

AD 76 – Lori Sandaña  
San Diego

AD 77 – Joel Anderson  
East San Diego, San Diego

AD 78 – Shirley Horton  
East San Diego, Pacific Southwest, San Diego

AD 79 – Mary Salas  
Corondo, Pacific Southwest, San Diego

AD 80 – Bonnie Garcia  
Banning-Beaumont-Cherry Valley, Imperial Valley, Palm Springs

# LOCAL ASSOCIATIONS BY STATE SENATE DISTRICTS

## SD 1 – Dave Cox

Amador County, Calaveras County, El Dorado County, Lassen County, Mammoth Lakes, Nevada County, Placer County, Plumas County, Sacramento, South Lake Tahoe, Tahoe-Sierra

## SD 2 – Pat Wiggins

Coastal Mendocino, Delta, Humboldt County, Lake County, North Bay, Solano County

## SD 3 – Carole Migden

Marin, North Bay, San Francisco

## SD 4 – Sam Aanestad

Chico, Glenn-Colusa, Crescent City, Nevada County, Oroville, Paradise, Placer County, Shasta County, Siskiyou County, Sutter-Yuba, Tehama County, Trinity County

## SD 5 – Mike Machado

Central Valley, Lodi, Northern Solano County, Sacramento, Solano County, Yolo County BOR

## SD 6 – Darrell Steinberg

Sacramento

## SD 7 – Tom Torlakson

Delta, Contra Costa County, West Contra Costa

## SD 8 – Leland Yee

San Francisco, San Mateo County

## SD 9 – Don Perata

Alameda, Bay East, Berkeley, Oakland, West Contra Costa

## SD 10 – Ellen Corbett

Bay East, Santa Clara County

## SD 11 – Joe Simitian

San Mateo County, Santa Clara County, Santa Cruz, Silicon Valley

## SD 12 – Jeff Denham

Central Valley, Madera, Merced County, Monterey County, San Benito County

## SD 13 – Elaine Alquist

Santa Clara County, Silicon Valley

## SD 14 – Dave Cogdill

Central Valley, Fresno, Hetch-Hetchy, Lodi, Madera, Mariposa County, Tuolumne County, Yosemite Gateway

## SD 15 – Abel Maldonado

Atascadero, Monterey County, Paso Robles, Pismo Coast, San Luis Obispo, Santa Clara County, Santa Cruz, Santa Maria, Silicon Valley, Scenic Coast, Watsonville

## SD 16 – Dean Florez

Bakersfield, Fresno, Kings County, Tulare

## SD 17 – George Runner

Greater Antelope Valley, Victor Valley

## SD 18 – Roy Ahsburn

Bakersfield, Barstow, Big Bear Valley, Desert Communities, Kern River-Lake Isabella, Orange Belt, Ridgecrest, Southeast Kern, Tehachapi, Tulare

## SD 19 – Tom McClintock

Conejo Valley, Lompoc Valley, Ojai Valley, Santa Barbara, Santa Ynez Valley, Simi Valley-Moorpark, Southland Regional, Ventura County Coastal

SD 20 – Alex Padilla

Southland Regional

SD 21 – Jack Scott

Burbank, Glendale, Pasadena/Foothills, West San Gabriel Valley

SD 22 – Gil Cedillo

Beverly Hills/Greater Los Angeles, Pasadena/Foothills, Rancho Southeast, West San Gabriel Valley

SD 23 – Shelia Kuehl

Beverly Hills/Greater Los Angeles, Conejo Valley, Malibu, Southland Regional, Ventura County Coastal

SD 24 – Gloria Romero

Citrus Valley, West San Gabriel Valley

SD 25 – Edward Vincent

Beverly Hills/Greater Los Angeles, Inglewood, Pacific West, Palos Veredes Peninsula, Rancho Southeast, South Bay, Southwest Los Angeles

SD 26 – Mark Ridley-Thomas

Beverly Hills/Greater Los Angeles, Southwest Los Angeles

SD 27 – Alan Lowenthal

Downey, Pacific West, Rancho Southeast

SD 28 – Jenny Oropeza

Beverly Hills/Greater Los Angeles, South Bay

SD 29 – Bob Margett

Arcadia, Citrus Valley, Tri Counties, West San Gabriel Valley

SD 30 – Ron Calderson

Montebello District, Pacific West, Rancho Southeast

SD 31 – Robert Dutton

Big Bear Valley, Citrus Valley, East Valley, Inland Valleys, Rim O'The World

SD 32 – Gloria Negrete McLeod

Citrus Valley, Inland Valleys

SD 33 – Dick Ackerman

Laguna, Orange County, Pacific West

SD 34 – Lou Correa

Pacific West

SD 35 – Tom Harman

Laguna, Newport Beach, Orange County, Pacific West

SD 36 – Dennis Hollingsworth

East San Diego, North San Diego County, San Diego, Southwest Riverside

SD 37 – Jim Battin

Banning-Beaumont-Cherry Valley, California Desert, Corona-Norco, Desert Communities, East Valley, Hemet-San Jacinto, Idyllwild, Inland Valleys, Palm Springs

SD 38 – Mark Wyland

North San Diego, Orange County

SD 39 – Christine Kehoe

North San Diego, San Diego

SD 40 – Denise Ducheny

Coronado, Imperial Valley, Pacific Southwest, Palm Springs, San Diego

# KEY CONTACT CALL LIST

Instructions: Please fill this in using the Key Contact and local association lists provided to you by C.A.R. We suggest using pencil as contact information often changes. Please keep this handy so you can contact your team when arranging meetings or events.

Office	Address	Phone
Capitol		
District (D.O.)		

Staff Contact	Title	District/ D.O.	Phone	Cell Phone

Key Contact	Phone Numbers	E-mail

Local Association	Phone Numbers	Contacts
		GAD –
		A.E. –
		GAD –
		A.E. –
		GAD –
		A.E. –
		GAD –
		A.E. –

C.A.R. Contact -- DeAnn Kerr – 1-800-337-9285 or e-mail at [deannk@car.org](mailto:deannk@car.org)