

DEVELOPMENT OF A GRASSROOTS PROGRAM: PROGRESS REPORT

In early 1983, the Executive Committee directed that CMA undertake the development of a coordinated grassroots system to augment our advocacy impact on priority federal legislative issues. Mr. David Rooke was named by the Executive Committee to oversee and facilitate the start-up process, in cooperation with the Government Relations Committee and CMA's Government Relations Department staff.

A great deal of useful progress has been achieved since that time. The positive response of CMA member companies has enabled us to make broad use of company resources and experience. We expect that this spring we will be able to use the initial elements of the CMA system in connection with Congressional debate of Superfund reauthorization.

Accomplishments to date include:

- commitments for participation from 81 member companies, with designation of a company manager;
- creation of a formal CMA/company communications and policy linkage through the grassroots managers;
- creation of a Grassroots Coordination task group under the CMA Government Relations Committee, to advise in and energize the start-up process, lead in developing refinements and new initiatives, and assure interaction in legislative strategy development;
- designation of task group chairman Stewart Brown, Director, Legislative Relations, Dow Chemical U.S.A., who is assigned to devote major portions of his time to CMA;
- assignment of CMA staff (ad hoc) to provide support and leadership from within the organization;
- targeting of CERCLA/public compensation as the issue areas of priority which serve to define and focus our initial organizations efforts;
- targeting of specific Congressional committees because of their issue jurisdictions, and selection of certain other Congressional leaders based on particular judgemental factors;
- development of an internal CMA staff coordination team to insure continuous flow of information and resources;

CMA 074487

- targeting of an additional larger number of Members of Congress for specific attention at a later time;
- conduct of an Association seminar for Grassroots managers to assure that companies were apprised of CMA thinking and intentions, and to solicit ideas and assistance;
- designation by companies of 40 CONGRESSIONAL LIAISON REPRESENTATIVES (CLR's) who are assigned by their companies to act as CMA spokesmen and coordinators with respect to targeted Congressional Districts;
- regional training seminars for designated CLR's in four cities around the country;
- development of a detailed CLR's instruction manual to be used as a reference guide;
- development of issue-specific messages, background material and data for use of CLR's;
- evaluation of the consultant-based focus efforts on the Clean Water Act/BAT for future application as part of the CMA delivery arsenal on other issues, and for useful coalitioning techniques;
- initial steps toward acquisition of computer data base and information retrieval capability to provide needed regional, state, district and personal information for advocacy use;

Additional steps planned include:

- an appropriately focused expansion of targeting and CLR assignments to widen impact and issue scope;
- further interaction with and training of CLR's;
- improved network communications, such as regular bulletins and electronic mail capability;
- refinement of data base/information retrieval capabilities;
- progress evaluation and measurement, leading to refinements and adjustments;
- future planning with respect to preparation for the two year Congressional Session of 1985-86, during which additional priority issues will be candidates for specific grassroots advocacy (our issue agenda and priorities will be directly affected by what Congress

does/doesn't do in 1984, and by the outcome of the Presidential Election of '84.)

In general, we are pleased with the progress achieved thus far in developing the coordinated CMA system and grateful for the evidences of top-down commitment by chief executives. That expression of support, both within and outside CMA, must continue if we are to compete effectively with the growing number of conflicting voices being heard at the grassroots.

Action needed: None, information only.

CMA
BD-1/24/84

CMA 074489