

## GREEN INDUSTRY ALLIANCE – LEGISLATIVE DAY

WEDNESDAY, JULY 15, 2009

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### Who should attend?

Every member of the Massachusetts Association of Landscape Professionals should attend.

### How do I get started?

1. **Identify** your local state representative and state senators. This can be done by using the General Court website ([www.mass.gov/legis/](http://www.mass.gov/legis/)).
2. **Call or email** your state representative and senator to arrange for a brief meeting on Wednesday, July 15, 2009 between 11:00 AM – 3:00 PM. Inform the scheduler that you are a constituent (whether you live, work or operate a business in their district) and that you would like to talk to them about your thoughts on specific legislation – review the bill summary list and choose two topics for discussion.
3. **Inform MLP** ([info@mlp-mclp.org](mailto:info@mlp-mclp.org)) that you are participating and you have scheduled meetings. This information will be helpful to assess our efforts and hopefully show a high rate of participation. This information will also be helpful in coordinating future legislative activity.
4. **Review bill summaries** and talking points so you are prepared to discuss them at your meeting.
5. **Arrive for prep session** to go over final questions – 10 a.m. at the office of the Green Industry Alliance’s lobbying firm:  
  
Shanley Fleming & Associates,  
225 Park Plaza, Suite 205  
Boston, MA 02116  
(617) 423-6600  
[www.shanleyfleming.com](http://www.shanleyfleming.com).
6. **Meet your legislators.** Do not be put off if the legislator is not available, we do not know if they have hearings or a session that day so we must be flexible. Meeting with staff is just as good – believe me, I was one of them. Introduce yourself as a constituent, business owner or employee in the district and talk a little bit about your business and what’s happening in the industry. Then discuss your concern or support for your legislative priorities.

### Why should I participate?

If you don’t get involved you leave your livelihood and industry at risk. Interested parties who support legislation that has a direct impact on how you do business are very aggressive advocating and lobbying for their causes. If legislators only hear one side of the story, then they can’t be blamed for making an uninformed decision – it’s up to you to make sure your local legislators know you are out there and have something to say. Everyone’s vote counts the same and ultimately this is what drives legislators but they have to hear directly from you on the most important issues. Building relationships is the name of the game and you should be interacting with your legislators whether there is a “code red” situation or not. Our long-term goal is to make sure legislators know you and know you’re out there, so when important issues come up they think about you and your perspective.