



Merit Construction Action Team

ABC is seeking your assistance and participation by announcing the creation of a Key Contact Grassroots program, Merit Construction Action Team (MCAT). Everyone is eligible to join MCAT, regardless of member-type, age or locality.

MCAT is a network of SEPA members, your family members or any interested employee or employees who have a previous or existing personal relationship with one or more currently elected officials or their staff members and are willing to make regular contact on behalf of ABC. MCAT members would serve as a direct link to their elected friends and provide them with information on issues important to their business and to ABC.

Each MCAT member needs a genuine desire to help ABC by relating our position on critical construction issues to their friend whether it is a Senator, Representative or local elected official or their staff member. It is that easy.

If you have a friendship with an elected official(s) and are willing to assist ABC with our legislative issues then join MCAT. Rest assured ABC will not drop or use your name to contact your friend, the elected official or staff person, directly or indirectly on ABC's behalf. We will communicate through our MCAT members; this is how we will make MCAT succeed.

Requirements:

One hour a month dedicated to information gathering (reading political news and ABC emails).

Three face to face meetings with your friend per year. Meetings can include town-hall meetings in the district, golf, meeting at congressman's district office (preferred) and lunch with the congressman and staff.

Respond to Jim's request for action.

E-mail Jim at SEPA when any communications occurs so he can input the information into the database. This can be as simple as a one line email giving ABC the who, what and where of the meeting.

Total yearly commitment: Approximately 10 to 12 hours per year.

Why the Need for MCAT?

The political landscape has changed in response to computers, the internet and the ability of constituents to immediately reach out to their elected officials. Elected officials at all levels are receiving more communications and at the same time are receiving a substantial amount of the written communication most of which is bulk form-letters. At the same time staffing levels of the official's offices has not kept pace with the changing times. More than ever, elected officials offices are strapped for resources to read and respond to all of their constituent inquires.

In light of this avalanche of constituent communications, ABC must implement a new effort which enables ABC's voice to be recognized, heard and understood above and beyond the other voices directed at every elected official and their staff.

One of the most effective ways make this happen is to adapt to this new paradigm by creating a network of ABC members, their family and their employees who personally know and are willing to use their previous or existing friendship to regularly communicate on ABC's behalf with their friends who just happen to be elected officials or even be willing to create a new relationship with their own elected officials.

This is not a trend; it is and will continue to be the most effective way to reach elected officials and their staffs, many studies back up that personal communications and relationships are the best way to communicate to the elected officials and their staff. MCAT would accomplish everything elected officials and their staff's are telling us they want!

Please feel free to forward this questionnaire on to any and all interested ABC member, family member or employee(s).

Please answer the following questions and return to [Jim Trammell](#) at ABC.

Your name:

What is your home address?

What county do you reside in?

What is your E-mail address?

Are you currently registered to vote?

1) Do you have a previous or existing personal relationship with one or more currently elected officials or their staff?

If Yes, name and elected office they hold or name and elected official they work for

2) Does your spouse or immediate family member have a previous or existing personal relationship with one or more currently elected officials or their staff member and are they willing to become part of MCAT?

a) What is the relationship to ABC member?

b) If Yes, family member's name

c) What is their E-mail address?

d) Phone number

e) Name and elected office they hold or name and elected official they work for

3) Do any of the employees of your company have a previous or existing personal relationship with one or more currently elected officials or their staff member?

a) If yes, employee's name

b) Their phone number

c) What is their E-mail address?

d) Name and elected office they hold or name and elected official they work for

4) I currently do not personally know any elected official or staff but I am willing learn and become part of MCAT.

Please provide your name, address, phone number and E-mail

E-mail _____

Thank you!

MCAT provides the key to ABC's Legislative contact initiatives.