

Memo

To All Leadership Development Advisory Council Participants
From Bill Garber, Director of Government Affairs
Date March 27, 2008
Subject Congressional Visits on April 24th

Congratulations for being chosen to take part in this year's LDAC meeting! One of the highlights of the annual LDAC conference in Washington is the invaluable opportunity for you to visit with your members of Congress and their staff. This is an exciting chance for you to be a "goodwill ambassador" for the Appraisal Institute. You will be able to demonstrate that our association is made up of professionals who recognize the importance of involvement in the political process. In addition, you will be advocating for two specific issues. You have a key role in ensuring that the Appraisal Institute continues to be a useful resource for Congress to turn to on matters relating to the appraisal profession.

All of you have been split up into geographic lobbying "teams", and have designated team leaders. As a group, you and your team will be visiting, and lobbying, your representatives and senators. The attached Excel sheet supplies you with contact information for your fellow teammates and team leader. Your team leader will be setting up your team's appointment with your Senator, while each individual LDACer must make his or her own appointment with their respective Representative. You must work closely with your team leader, so that you and your teammates don't set up conflicting appointments.

Each year the topics LDAC participants present to Congress vary, depending on the political climate and what current issues have an impact on Appraisal Institute members. This year, we have selected **Mortgage Fraud/Appraisal Regulatory Reform and the "Housing Stimulus" package** as our issues to discuss. You will find a summary and background information on both these topics attached to this email. Be sure to print them out and refer to them as needed. We will be holding a training session on LDAC's opening day to demonstrate effective lobbying techniques, during which we will also be going over the lobbying topics in detail and will give you an opportunity to pose any questions you may have about them.

Regarding practical matters, a few important things to note:

- **Dress appropriately.** Professional business attire is recommended, but make sure you wear comfortable, sensible shoes. You will be doing a lot of walking. In addition, **be sure to dress for any kind of weather.** April weather in Washington is unpredictable, so dressing in layers is recommended. Don't forget **rain gear!**
- Remember to **bring your business cards** and hand them out, along with the one-page fact sheet we will provide you, at the end of your meetings.
- Be sure to **bring your cameras** for photo opportunities, and please send us copies for our publications.

You are in excellent hands with your team leader. Be sure to contact them should you have questions and concerns. Please also feel free to contact our Washington office with any questions or concerns you may have. You may reach me at 202-298-5586 or bgarber@appraisalinstitute.org; or Brian Rodgers, Congressional Representative, at 202-298-5597 or brodgers@appraisalinstitute.org.

I look forward to meeting all of you next month. Best wishes for safe journeys—see you soon!