

# AMY SHOWALTER

## Elevating the Performance and Results of Political Involvement Programs

*"Advocacy is not persuasion. One is an activity, the other is the result. Just like spending a lot of time in your doctor's office doesn't make you a neurosurgeon, advocating doesn't make you persuasive."*

What do Southwest Airlines, The National Association of REALTORS®, International Paper, Pfizer, and Bayer have in common? They have all combined great vision with Amy Showalter's proprietary research-based, results-oriented approach to revitalizing their political involvement programs.

Amy has galvanized thousands of grassroots evangelists and staff for her clients who want to advance their cause through the legislative process. Her proprietary research and practical implementation strategies are presented in a dynamic format, which enables clients to execute reliable strategies to motivate and influence their stakeholders. In fact, over 85% of her long term consulting clients have experienced an increase in budget, staff, and senior management recognition after collaborating with Amy.

For nine years she directed the efforts of the highly acclaimed Nationwide Insurance Civic Action Program (CAP). During her tenure, over 2,000 public affairs professionals across the country ranked Nationwide's program as one of the top two corporate grassroots programs in the country. (Ed Grefe and Martin Linsky, *The New Corporate Activism*)

## Popular speaking topics for grassroots volunteers, PAC contributors and government relations staff:

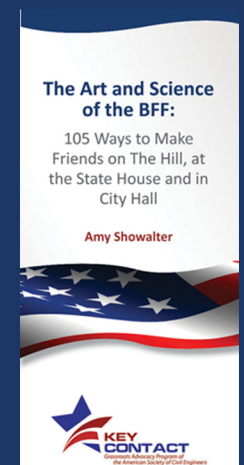
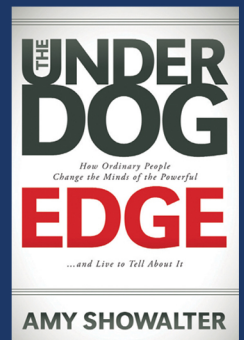
- Telling a Better Story – How to Use the Power of Narrative for PAC and Advocacy Persuasion
- The Underdog Edge: What it Is, How to Get It, and Why You Need it for Persuasion Success
- Why Winners Win: How Fortune's "Power 25" Find, Keep and Motivate Quality Grassroots Volunteers (proprietary TSG research results)
- Persuasion Tactics that Change Legislators' Minds (proprietary TSG research results)
- The Purposeful PAC®: Using the Science of Influence for Positive PAC Involvement
- How To Be A Motivating Grassroots and PAC Team Leader
- From Online Chatters to Doing What Matters: How to Get Your Stakeholders Off Their Computers and On the Streets
- 'Til Death Do Us Part: How to Build Relationships with Your Legislators
- Get Real – How to Harness the Science of Authenticity for Persuasive PAC and Grassroots Communications
- Building Bridges & Relationships with Hostile Audiences

In addition to keynote and training workshops, Amy facilitates strategic planning sessions for organization leadership, government relations staff, and key volunteer leaders.

## Amy is the author of:

- The Underdog Edge: How Ordinary People Change the Minds of the Powerful... and Live to Tell About It (Morgan James)
- The Art and Science of the BFF: 105 Ways to Make Friends on The Hill, at the State House, and in City Hall
- From Activity to Achievement: Over 100 Next Level Government Relations Metrics that Matter
- The Biennial Grassroots Influence Pulse (GRIP®): Trends in Grassroots Influence Tactics and Legislator Responses to Current Tactics
- Why Winners Win: The Fortune "Power 25" Grassroots Benchmarking Inventory

*Amy is the most published expert in the nation on grassroots and PAC performance. Her insights have been featured in over 900 publications, including:*



**Forbes**



**Roll Call POLITICO**

**The Washington Times**

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## Testimonials

**Keynotes and seminars that consistently produce measurable and dramatic results**

**The best I have encountered in 36 years** "I want you to know that your American Bankers Association session was absolutely the best that I have ever encountered in my 36 years in association management...not just the best, the most practical and useful! Thanks again for a tremendous session."

**Max Cook, President & CEO, Missouri Bankers Association**

**Priceless information** "The Underdog Edge information that you provided to our students is priceless and something that every public affairs professional should have in their tool kit. Moreover the 'on-the-ground' accounts are such an effective learning tool and why your teaching is so effective - you are able to provide theory, data, and first-hand illustrations. You're a professor at heart!"

**Dr. Victoria De Francesco Soto, Dean, Clinton School of Public Service, University of Arkansas**

**In a politically charged world, Amy has the right message and approach** "Amy has led grassroots advocacy training workshops for our industry's top advocates on numerous occasions and she never disappoints. Her messages, tips and tricks for successful advocacy are hugely valuable, and impactful, for the most experienced of advocates, as well as the newbies. One such advocate recently said, 'Amy takes fun, real-world examples and distills them into tried-and-true messages focusing on the often-forgotten importance of relationships.' Another conveyed that it was the best communications training he'd ever received which would benefit him not just as an advocate working with policymakers, but also in the workplace. In a politically charged world, Amy has the right message and approach that can bring folks of all political stripes together."

**Michael Lee, Senior Manager, Government Affairs, Golf Course Superintendents Association of America**

**Renewed energy and dedication** "We hired Amy numerous times for our annual Key Contact training event. On our program's 10-year anniversary, we asked her back to present a special motivational talk to our experienced Key Contacts, as well as our "rookie" volunteers. I heard so many great comments about her talk. Our employees are naturally motivated and enthusiastic, but Amy took it up a notch so that our veterans and rookies alike walked away with renewed energy and dedication to their tasks."

**Lori Cherry, Manager of Legislative Awareness, Southwest Airlines - Director of Public Relations, SeaWorld Parks & Resorts Orlando**

**Best workshop ever attended** "I have been at Pfizer 30 years, so I've heard it all. I've been to a lot of training workshops. This PAC fundraising workshop is one of the, if not the, best one I've ever attended. Thank you so much!"

**Carol Mazin, Senior Professional Healthcare Consultant Pfizer Labs**

**No one better than Amy Showalter** "People loved the message and the messenger. Your enthusiasm and energetic delivery made your presentation an entertaining and memorable highlight of our conference. If a colleague asked me today to recommend a speaker on grassroots, I would tell them there is no one better than Amy Showalter. She delivers the goods!"

**Joe MacDonald, President, Public Affairs Association of Canada**

**Reputation for bringing new insights** "Amy has a reputation for bringing new insights to the grassroots profession, and her new underdog persuasion findings are very important for grassroots professionals to know and understand. Her presentation to a national CDC audience was both engaging and energizing. Amy is different from other grassroots trainers because she tailors her presentations to her audience and speaks to their practical needs."

**Sue Pechilio Polis, Director Health & Wellness, National League of Cities**

## Trusted by clients such as these:



**Southwest**

INTERNATIONAL  PAPER



*"You will not persuade more legislators, gain more grassroots participation, or raise more PAC money by doing things 'pretty well most of the time'. You can't dabble in excellence."*