



AMY SHOWALTER

Elevating the Performance and Results of Political Involvement Programs

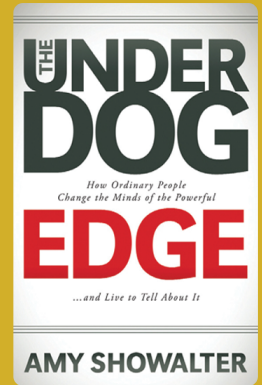
" Advocacy is not persuasion. One is an activity, the other is the result. Just like spending a lot of time in your doctor's office doesn't make you a neurosurgeon, advocating doesn't make you persuasive."



What do Southwest Airlines, The National Corn Growers Association and International Paper 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 and elected officials. 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.

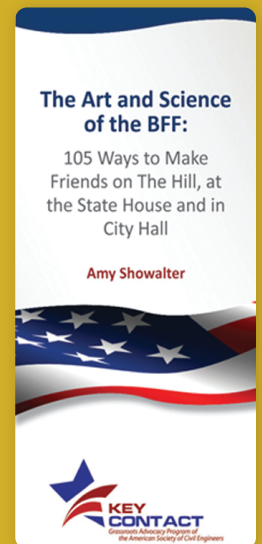
For nine years she directed the efforts of the highly acclaimed Nationwide Insurance Civic Action Program (CAP). During her tenure, over 2,000 public affairs professionals across the country ranked Nationwide's program as one of the top two corporate grassroots programs in the country. (Ed Grefe and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



Popular grassroots advocacy speaking topics for grassroots volunteers, PAC fundraisers and government relations staff:

- How to Survive + Thrive when Advocating to Hostile Audiences
- Are You Sharing a Good Story or a Persuasive Story? How To Use the Power of Narrative for Advocacy Persuasion
- The Underdog Edge: What it Is, How to Get It, and Why You Need it for Persuasion Success
- Get a GRIP® - The Grassroots Influence Pulse Research Finding- Trends in Grassroots Influence Tactics: What's Influencing Legislators, What Isn't, and Why
- Why Winners Win: How Fortune's "Power 25" Find, Keep and Motivate Quality Grassroots Volunteers (proprietary TSG research results)
- 'Til Death Do Us Part: How to Build Relationships with Your Legislators
- Get Real - How to Harness the Science of Authenticity for Persuasive Grassroots Communications
- Persuasion Tactics that Change Legislators' Minds (proprietary TSG research results)
- How To Be a Motivating Grassroots Team Leader
- From Online Chatters to Doing What Matters: How to Get Your Stakeholders Off their Computers and On the Streets

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
- **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:



CEO UPDATE

Roll Call

Forbes

POLITICO

AMY SHOWALTER

Elevating the Performance and Results of Political Involvement Programs

Keynotes and workshops that consistently produce measurable and dramatic results



Kept the committee fully engaged I was truly impressed with the preparation Amy put into our session. The presentation was so personalized to our audience that it kept the committee fully engaged for the entire time. I would highly recommend working with Amy when looking to train and inspire advocates.

Anne Thompson, Director of PAC and Political Strategy, National Corn Growers Association (formerly) Vice President, Young Beginning Farmers Programs and Industry Outreach, The Farm Credit Council



Likeable, trustworthy, and entertaining The AANA has worked with Amy for three years now, and she never disappoints. She is a phenomenal speaker who our members find likable, trustworthy and entertaining. Amy includes personal experiences and stories into her presentations which help to convey advocacy topics she drives home. Her knowledge and work on grassroots advocacy and expertise in PAC contributions help our members become energized and ready for the years ahead. Amy also adds a personal touch to her presentations by reaching out to our own members directly to obtain information on topics that are near and dear to our profession's heart.. We look forward to having Amy back in coming years!

Jennifer M. Varhalla | Director of Meetings and Special Events, American Association of Nurse Anesthesiology (AANA)



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



Uniquely inspires and informs our advocates Hundreds of green building advocates across the country are now superbly equipped to navigate the policy process and successfully influence policy makers thanks to Amy Showalter. Her invaluable insights and engaging charisma uniquely inspires and informs our advocates.

Jeremy Sigmon, Advocacy Manager, U.S. Green Building Council (formerly) COO, PowerStack USA



High level of content and motivation I've heard Amy speak several times, and every time I hear her, I learn something new that I can apply to my work. As a result, we asked Amy to deliver workshops on the science of relationship building to our member hospital executives. They are accustomed to a high level of content and motivation, and Amy did not disappoint.

James Iacobellis, Vice President, Government Relations, Connecticut Hospital Association



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 Pechillo Polis, Vice President, Government Affairs and Public Relations, Lutheran Services in America

Trusted by clients such as these:



"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."