



**2012 Capitol Hill Visit**  
Information Packet

IREM and CCIM Institute

**Wednesday, April 18, 2012**

Member Orientation on Tuesday, April 17, 2012



## 2012 Capitol Hill Visit Information Packet

**OVERVIEW OF CAPITOL HILL VISIT PROGRAM:** Purpose is to increase elected officials awareness of commercial real estate issues by having members meet directly with their lawmakers, also known as grassroots lobbying. This provides IREM and CCIM Institute members with an opportunity to build upon or begin relationships with federal elected officials.

On April 18, 2012, CCIM Institute and IREM members will collaborate to bring issues that affect the commercial real estate and property management industry to Capitol Hill.

Capitol Hill Coordinators and Registrants will automatically receive weekly updates beginning in March 2012. Legislative staff will keep members well informed of the different planning stages prior to the Capitol Hill Visit Day and Orientation (April 17, 2012).

We have added periodic webinars to discuss issues related to the Capitol Hill Visit. This will provide an opportunity to further prepare attendees and Coordinators.

### Information Packet includes:

**2012 CAPITOL HILL VISIT TIMELINE ----- 3**

**REGISTRATION AND LOGISTICAL INFORMATION – ATTACHMENT I ----- 4**

**SCHEDULE MEETINGS WITH U.S. SENATORS AND REPRESENTATIVES – ATTACHMENT II ----- 5**

**2012 CAPITOL HILL VISITS MEETING CONFIRMATION ----- 7**

**ORIENTATION, CAPITOL HILL VISIT DAY AND EXPECTATIONS – ATTACHMENT III ----- 8**

**FORM LETTER (OPTIONAL USE) ----- 10**

#### STAFF Contacts:

**IREM:** **Beth Price**, Legislative Liaison  
 Phone: 800-837-0706 ext. 6021  
 Fax: 312-410-7921  
 Email: bprice@irem.org

**CCIM Institute:** **Adriann Gerardi**, Legislative Liaison  
 Phone: 800-837-0706 ext. 6033  
 Fax: 312-410-7933  
 Email: agerardi@ccim.com

## 2012 Capitol Hill Visit Timeline

DATE	ACTION
January – February	Chapter Presidents assign Capitol Hill Visit Coordinator (both IREM and CCIM).
January – February	Capitol Hill Visit Coordinators review and be familiar with Capitol Hill Visit Website: <b>CCIM</b> <a href="http://www.ccim.com">http://www.ccim.com</a> under Resources/Public <b>IREM</b> <a href="http://www.irem.org">http://www.irem.org</a> under Public Policy
January – February	Chapter Presidents request members to attend Capitol Hill Visit Program
February – March	Register online at <a href="http://www.irem.org/capitolhill">http://www.irem.org/capitolhill</a> ( <b>CCIM Institute included</b> ) for the Capitol Hill Visit Program  Make hotel/flight reservations ( <b>Registration and Logistical Information-Attachment I</b> )
February – March	CCIM Institute and IREM Capitol Hill Visit Coordinators connect to determine coordination and scheduling of meetings with elected lawmakers and staff ( <b>Schedule Meetings with U.S. Senators and Representatives-Attachment II and optional Form Letter</b> ).  Capitol Hill Visit Coordinators notify IREM legislative staff about scheduled meetings with lawmakers and staff ( <b>see document: 2012 Capitol Hill Visits Meeting Confirmation</b> )
February - April	Capitol Hill Visit Coordinators review weekly changes to Hill Visit participants list on the Capitol Hill Visit webpage  <b>CCIM</b> <a href="http://www.ccim.com">http://www.ccim.com</a> under Resources/Public <b>IREM</b> <a href="http://www.irem.org">http://www.irem.org</a> under Public Policy  Look for any new registrants from your area and provide them with your delegation’s scheduled meetings and plan of action during these meetings and answer any questions or concerns from members of your delegation ( <b>Orientation, Capitol Hill Visit Day and Expectations-Attachment III</b> )  <u>WEBINAR:</u> February 7 at 11am (CST) Capitol Hill Overview
February – April	Capitol Hill Visit Coordinators respond to any inquiries from new Hill Visit registrants from your area and answer any questions or concerns from members of your delegation
March – April	Capitol Hill Visit Coordinators and Hill Visit registrants review Hill Visit issues posted on each website <b>CCIM</b> <a href="http://www.ccim.com">http://www.ccim.com</a> under Resources/Public <b>IREM</b> <a href="http://www.irem.org">http://www.irem.org</a> under Public Policy <u>WEBINARS:</u> March 19 at 11am (CST) First Time Attendees at Capitol Hill March 22 at 11am (CST) Federal Issues Briefing
March – April	CCIM and IREM Capitol Hill Visit Coordinators assign members in delegation with speaking roles on specific issues during meetings with lawmakers, including any examples and case studies. Also, communicate with your delegation regarding your scheduled meetings and plan of action during meetings with lawmakers and staff
April 17 (2:00pm – 5:00pm EST)	All registrants attend the Capitol Hill Visit Orientation – Delegations meet face-to-face after Orientation and plan out final details before meetings with lawmakers and staff – Capitol Hill Visit Coordinators take this leadership role.
April 18	Meet with your scheduled lawmaker and/or staff. Complete program evaluation.

## **Registration and Logistical Information - Attachment I**

### **CAPITOL HILL VISIT REGISTRATION-OPENS FEBRUARY 1, 2012**

CCIM Institute and IREM members must register for this event online at <http://www.irem.org/capitolhill>.

Registration for the Capitol Hill Visit Program is **FREE** to all IREM and CCIM Institute members.

After your registration is complete, please remember to make your hotel reservation as the rooms will fill up fast. More information regarding hotel accommodations can be found below.

### **HEADQUARTER HOTEL-MEMBER ORIENTATION APRIL 17, 2012**

[JW Marriott Hotel Pennsylvania Avenue](#) (Hill Visit Headquarters)

1331 Pennsylvania Ave.

Washington, DC 20004

Rate: \$319 single/double occupancy - refer to "IREM 2012 Conferences"

Phone: (800) 266-9432

Fax: (202) 626-6991

The JW Marriott will serve as the CCIM Institute and IREM headquarters for the Capitol Hill Visit Program. The hotel is conveniently located two blocks from the White House and four blocks from the National Mall. Reagan National Airport is four miles from the JW Marriott. The Metro subway system is a two block walk from the front door of the Marriott.

### **HOTEL RESERVATIONS, CHANGES & CANCELLATIONS**

Individual hotel reservations, changes and cancellations must be made by IREM and CCIM Members.

### **FLIGHT**

The Recommended airport to fly into Washington, D.C. is Washington Ronald Reagan National (DCA). This airport is conveniently located to the heart of Washington, DC and public transportation (Metro).

### **TRANSPORTATION**

1. Metro Public Transportation: <http://www.wmata.com/>
2. Super Shuttle: <http://www.supershuttle.com>
3. Taxi Services

# Schedule Meetings with U.S. Senators and Representatives – Attachment II

## HOW TO SCHEDULE MEETINGS WITH U.S. SENATORS AND REPRESENTATIVES

1. **Obtain legislators' contact information.** Locate your Senators' and Representatives' contact information by visiting <http://www.contactingthecongress.org/> and enter your residential address. Each legislator's resulting link will provide you with their D.C. phone and fax number and the name of their Scheduler. A similar website is <http://www.congress.org/congressorg/directory/congdir.tt>.
2. **Communicate with your chapter.** Each Capitol Hill Visit Coordinator should be contact the corresponding organization's Chapter leadership in that area/region to (1) ask if one or more members from that chapter will be participating, and if so, (2) determine the coordination and scheduling of meetings with mutually elected representatives. The IREM or CCIM Legislative Liaison will provide the name of each organization's Capitol Hill Coordinator upon request (available online).

CCIM <http://www.ccim.com> under Resources/Public

IREM <http://www.irem.org> under Public Policy

3. **Draft a letter using the attached form letter.** Requesting a meeting is made easy. We have drafted a form letter for you (see Form Letter). Simply do the following:
  - Copy and paste the text of the letter into a blank word document.
  - Be careful that “form letter” is not at the top of the letter.
  - Insert your information and your legislator's information where necessary. If you see text in (*italics*), that is where you need to insert information specific to you and your meeting.
  - Be sure to print the letter on your company letterhead if available.
  - If you would like the Legislative Liaison to proofread your letter for you before you send to your legislator, email it to:

**IREM-** Beth Price at [bprice@irem.org](mailto:bprice@irem.org) or fax it to 312.410.7921. If you have specific questions, call 800-837-0706 ext. 6021.

**CCIM Institute-** Adriann Gerardi at [agerardi@ccim.com](mailto:agerardi@ccim.com) or fax it to 312.410.7933. If you have specific questions, call 800-837-0706 ext. 6033.

4. **Contact your Senator or Representative** by calling the D.C. phone number. Ask to speak to the Scheduling Office or the Scheduler. ***NOTE: Always identify yourself as a resident of their state or district.***
5. **Inform the Scheduler** that you are a CCIM, CPM and/ or other designee with a firm that employs (\_\_\_\_\_) number of people in the Congressperson's state or district, and that you and your colleagues would like to meet with the Senator or Representative to discuss issues related to the commercial real

estate industry. The Scheduler will ask you to submit your request for an appointment in writing. You may use the attached form letter. **Confirm the fax number** you may send it to.

6. Try to schedule appointments with legislators between 9:30 am and 4:00 pm.
7. If your Senator or Representative is unavailable on April 18, ask to meet with a legislative staff member. Be sure the staff member is one that is familiar with commercial real estate, business, or tax issues – in other words, you don't want to meet with the staffer that handles foreign affairs!

***NOTE:** The more people attending a meeting, the greater the likelihood that you will meet with the Member of Congress in person. Give an estimate of how many will attend if you are unsure of the exact number.*

8. **Contact the Legislative Liaison.** Once you have an appointment made, please forward that information to the Legislative Liaison. It is VERY important that staff receive confirmation of all appointments, as it will help them track which legislators are meeting with CCIM Institute and IREM members, which legislators will need to be pursued, and it will further assist chapters in coordinating meeting scheduling. A Capitol Hill Visit Meeting Confirmation Form is attached – this form is to be filled out and sent to staff once you have scheduled meetings with your lawmakers.

**IMPORTANT NOTICE:** Once you have your meeting(s) scheduled please forward that information to:

**IREM:** Beth Price, Legislative Liaison  
Phone: 800-837-0706 ext. 6021  
Fax: 312-410-7921  
Email: [bprice@irem.org](mailto:bprice@irem.org)

**CCIM Institute:** Adriann Gerardi, Legislative Liaison  
Phone: 800-837-0706 ext. 6033  
Fax: 312-410-7933  
Email: [agerardi@ccim.com](mailto:agerardi@ccim.com)

9. **Follow up.** If you do not hear back from the Scheduler within one week of placing your meeting request, follow up by calling the Scheduler directly, reference your letter, and inquire as to the status of your request. Some offices take longer than others; however, it is possible they may have misplaced your request.
10. **Confirm** the appointment with the Scheduler a few weeks prior to your visit. Calling the morning of your appointment is also advised, as schedules change at a moment's notice while Congress is in session.

#### **TIPS ON SCHEDULING A MEETING**

To assist you in scheduling meetings, please be aware that the Senate and House offices are located on opposite sides of the Capitol. Therefore, be sure to allow at least 15 minutes walking time between the offices. A map of Capitol Hill and the offices will be provided for you during the Orientation on Tuesday, April 17.

Your goal is to reach as many legislators as possible with as many IREM and CCIM members as possible. Therefore, try to schedule meetings with both of your Senators *and* your Representative. If you conduct business in more than one Congressional District, you may wish to schedule meetings with the Representatives for each of those districts, as well.

# 2012 CAPITOL HILL VISITS MEETING CONFIRMATION

CCIM CHAPTER \_\_\_\_\_  
IREM CHAPTER \_\_\_\_\_  
CONTACT PERSON(S) \_\_\_\_\_  
PHONE \_\_\_\_\_  
EMAIL \_\_\_\_\_

*Complete this form and send it to your organization's  
Legislative Liaison:*

<u>CCIM Institute</u> Adriann Gerardi Fax: 312-329-6033 Email: <a href="mailto:agerardi@ccim.com">agerardi@ccim.com</a>	<b>OR</b>	<u>IREM</u> Beth Price Fax: 312-410-7921 <a href="mailto:bprice@irem.org">bprice@irem.org</a>
--	-----------	--

-----

SENATOR \_\_\_\_\_ MEETING TIME/DATE \_\_\_\_\_

Expected Participants:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SENATOR \_\_\_\_\_ MEETING TIME/DATE \_\_\_\_\_

Expected Participants:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

REPRESENTATIVE \_\_\_\_\_ MEETING TIME/DATE \_\_\_\_\_

Expected Participants:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

REPRESENTATIVE \_\_\_\_\_ MEETING TIME/DATE \_\_\_\_\_

Expected Participants:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

REPRESENTATIVE \_\_\_\_\_ MEETING TIME/DATE \_\_\_\_\_

Expected Participants:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Orientation, Capitol Hill Visit Day and Expectations – Attachment III

## ORIENTATION

The Orientation will be held on Tuesday, April 17, from 2:00pm to 5:00pm at the JW Marriott in Washington, D.C. The Orientation, conducted by CCIM Institute, IREM, and National Association of Realtors legislative staff will review the federal legislative process, explain how Congressional offices work, what to expect in your meetings, and provide an overview of issues to discuss with your members of Congress. Attendees will caucus by state after the Orientation in order to finalize speaking roles which were assigned by the Capitol Hill Visit Coordinator. Use that time to meet with your colleagues to discuss tactics for your meetings, especially if you are going in a large group. You might only have a few minutes to meet with your legislator, so being prepared and organized is crucial! Time is also provided for members to meet with their delegation and role play. Participants will receive the following essentials at the Orientation:

- **Orientation Manual** — Contains issue briefing papers, the legislative process in brief, how to access the Capitol and Hill office buildings, and maps.
- **Voting Records** — Each delegation will receive customized voting records of the Senators and Representative(s) they will be meeting with.
- **“Leave Behinds”** — Each delegation will receive a leave behind, a spiral bound presentation containing CCIM Institute and IREM background information and briefing papers on the issues.

Members will be able to meet with their delegation the afternoon of Tuesday, April 17 or the morning of Wednesday, April 18 before going to Capitol Hill.

## CAPITOL HILL VISIT DAY SCHEDULE

Begin your meetings on Wednesday, April 18. Again, we recommend that you schedule your meetings between 9:30 am and 4:00 pm.

## TRANSPORTATION

You may travel to Capitol Hill by bus, the Metro (subway train), or cab. The bus station is on the same block as the hotel. Different buses travel to the House and Senate office buildings. The Metro Center is close by at the intersection of G and 12th Street. The Red, Blue, and Orange subway train lines are available at that station. You may take the Blue Line train to the House office buildings or the Red Line train to the Senate office buildings. For bus route and train information, visit the Washington Metropolitan Area Transit Authority (WMATA) website at [www.wmata.com](http://www.wmata.com). Use the WMATA trip planner to plan your trip door to door. Each trip by bus or train will average you \$1.65. Traveling by cab will cost more.

## WHAT TO BRING TO YOUR MEETING

1. When meeting with members of Congress, it is very helpful to be familiar with their background, voting record, and position on issues that relate to the commercial real estate industry. Voting records on our key issues will be provided at the Orientation. If you are not familiar with your Representative or Senators, you can request information from their district offices, which are listed in the blue pages of your local phone book, or visit their web site at [www.house.gov](http://www.house.gov) or [www.senate.gov](http://www.senate.gov).
2. All participants will receive briefing papers on the specific topics that should be discussed during the Hill visits. These papers will be available approximately six weeks prior to the meetings. Please be sure to download this information and review it before the Orientation and Hill Visits.

CCIM <http://www.ccim.com> under Resources/Public  
IREM <http://www.irem.org> under Public Policy

3. You will receive a packet of information, including the briefing papers, to leave with your legislator that will explain our issues of concern and the action we are requesting. Additionally, please be sure to bring your business card and information on your company. If you do not have a company brochure outlining this information, please type the information on your company letterhead. Our experience shows that providing legislators with this information will help them remember your visit and the issues that were discussed.

#### **A WORD ON SECURITY**

Capitol Hill office buildings are currently open to the public. If you have not visited Capitol Hill since 9/11 please be advised that the Capitol Hill police have taken many additional precautions to ensure security around the Capitol and all office buildings. A few tips:

1. Much like going through airport security, you will have to pass through a metal detector and place all items on conveyor to be inspected through an x-ray machine. You will likely encounter small waits each time you wish to enter a building due to this process. Simply be courteous and efficient.
2. If you encounter a long line (usually due to large numbers of school children) and you are concerned about making your appointment on time, you may send someone up to the front of the line to let them know that you have an appointment and the appointment time. Our experience has been that they will let you through expeditiously.

Items prohibited in the Capitol include aerosol and non-aerosol sprays; cans and bottles; oversized suitcases; duffel bags and oversized backpacks; knives of any length; razors and box cutters; mace and pepper spray. It is imperative that you leave your luggage at the hotel.

#### **CHECK THE HILL VISITS PAGE FREQUENTLY FOR ESSENTIAL INFORMATION AND UPDATES**

The Capitol Hill Visit webpage - is updated frequently. Visit the each organization's site at:

**CCIM** <http://www.ccim.com> under Resources/Public

**IREM** <http://www.irem.org> under Public Policy

The following essential information is updated frequently and posted to the site:

- An up-to-date schedule listing all of the meetings;
- Time and date of periodic webinars;
- A list of CCIM Institute and IREM members participating in the event;
- A list of designated Hill Visit Coordinators for each chapter; and
- Briefing papers on this year's Hill Visit Issues.

**We look forward to seeing you in Washington, D.C. and to a successful visit to Capitol Hill!**

#### **Contact Information**

**IREM:** Beth Price, Legislative Liaison  
Phone: 800-837-0706 ext. 6021  
Fax: 312-410-7921  
Email: [bprice@irem.org](mailto:bprice@irem.org)

**CCIM Institute:** Adriann Gerardi, Legislative Liaison  
Phone: 800-837-0706 ext. 6033  
Fax: 312-410-7933  
Email: [agerardi@ccim.com](mailto:agerardi@ccim.com)

## FORM LETTER (optional use)

*(date)*

*(name of scheduler)*

Office of The Honorable *(name of Senator or Representative)*

*(building address)*

Washington, DC *(20510 for Senator; 20515 for Representative)*

VIA FACSIMILE *(fax number)*

Dear *(name of scheduler)*,

As a [*Certified Commercial Investment Member (CCIM)/ Certified Property Manager (CPM)/ Accredited Residential Manager (ARM)*] living in *(state or district)*, I am writing to request a meeting with *(name of Senator or Representative)* on Wednesday, April 18, 2012 for myself and my fellow commercial real estate colleagues from your district.

I will be in Washington, DC for the Commercial Real Estate Capitol Hill Visit Day on April 18. The CCIM Institute is an affiliate of the National Association of Realtors® (NAR). The CCIM designation was established in 1969 and is recognized as the mark of professionalism and knowledge in commercial investment real estate, as well as allied professionals in appraisal, banking, corporate real estate, taxation, and law. Of approximately 150,000 commercial real estate practitioners nationwide, CCIMs form a business network of more than 16,000 members encompassing 1,000 markets across the United States and annually complete thousands of transactions valued at over \$200 billion.

The Institute of Real Estate Management (IREM®) is an affiliate of the National Association of REALTORS® (NAR) consisting of more than 18,000 real estate management professionals. IREM promotes ethical real estate management practices through its credentialed membership programs, including the Certified Property Manager (CPM) designation, the Accredited Residential Manager (ARM) certification, the Accredited Commercial Manager certification and the Accredited Management Organization (AMO) accreditation. Collectively, IREM CPM Members in the U.S. manage over \$2 trillion in real estate assets, including 11.4 million residential units and 10.4 billion net square feet of commercial space.

I am employed with *(name of firm)* *(insert information about you and your company – type of business, number of properties or units you manage, number of employees, etc.)* I would welcome the opportunity to meet with *(name of Senator or Representative)* to discuss several issues relating to the commercial real estate industry.

I am available on Wednesday, April 18 and would like to schedule a meeting between *(insert time you would like to meet – best to give a range)*. Please contact me at *(insert your phone number and email address)* to confirm an appointment or if you have any questions regarding availability. Thank you for your assistance in this matter.

Sincerely,