2014 IREM Capitol Hill Visit Day, co-sponsored by CCIM Institute

Wednesday, April 9, 2014

Member Orientation on Tuesday, April 8, 2014

Information Packet
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co-sponsored by CCIM Institute
Information Packet

OVERVIEW OF CAPITOL HILL VISIT PROGRAM: Purpose is to increase elected officials awareness of commercial and multifamily 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 9, 2014, IREM and CCIM Institute 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 email updates beginning in March 2014. Legislative staff will keep members well informed of the different planning stages prior to the Capitol Hill Visit Day and Orientation.

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## 2014 Capitol Hill Visit Timeline

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<tr>
<td>January</td>
<td>Chapter Presidents assign Capitol Hill Visit Coordinator (both IREM and CCIM).</td>
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| January – February | Capitol Hill Visit Coordinators review and be familiar with Capitol Hill Visit Website:  
IREM [http://www.irem.org/capitolhill](http://www.irem.org/capitolhill)  
| January – February | Chapter Presidents request chapter members to attend Capitol Hill Visit Program |
| February – March | Both IREM and CCIM members can register online at [http://www.irem.org/events/leadership-and-legislative-summit/lls-registration](http://www.irem.org/events/leadership-and-legislative-summit/lls-registration) for the Capitol Hill Visit Program  
Make hotel/flight reservations ([Registration and Logistical Information-Attachment I](#)) |
| February – March | Both IREM and CCIM Institute Capitol Hill Visit Coordinators connect to determine coordination and scheduling of meetings with elected lawmakers and staff ([Schedule Meetings with U.S. Senators and Representatives-Attachment II and optional Form Letter](#)).  
Capitol Hill Visit Coordinators notify IREM legislative staff about scheduled meetings with lawmakers and staff ([see document: 2014 Capitol Hill Visits Meeting Confirmation](#)) |
| February - April | Capitol Hill Visit Coordinators review weekly changes to Hill Visit participants list on the Capitol Hill Visit webpage [http://www.irem.org/capitolhill](http://www.irem.org/capitolhill)  
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 ([Orientation, Capitol Hill Visit Day and Expectations-Attachment III](#)) |
| 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 |
| 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.  
Follow-up with legislators’ staff if you have requested an appointment. Confirm the appointment, or if they haven’t responded, keep attempting to contact them. Be persistent! |
| April 8 (3:30P – 5:00P EST) | All registrants should attend the Capitol Hill Visit Orientation  
Reception featuring limited host bar – 5:00P – 6:00P |
| April 9 | Meet with your scheduled lawmaker and/or staff. Complete program evaluation. |
REGISTRATION AND LOGISTICAL INFORMATION – ATTACHMENT I

CAPITOL HILL VISIT REGISTRATION-OPENS

Members must register for this free event online at http://www.irem.org/events/leadership-and-legislative-summit/lls-registration.

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. Remember, members are responsible for making their own travel and lodging arrangements.

HEADQUARTER HOTEL - MEMBER ORIENTATION WILL BE HELD HERE ON APRIL 8, 2014

Omni Shoreham Hotel
2500 Calvert Street Northwest
Washington, DC 20008
Rate of $289

Phone: (202) 234-0700 - Refer to "IREM 2014 Conferences"

The Omni Shoreham will serve as the CCIM Institute and IREM headquarters for the Capitol Hill Visit Program. The hotel is located in the bustling Washington D.C. neighborhood of Rock Creek Park. The hotel is conveniently location near Woodley Park and Cleveland Park with a wide assortment of attractions and restaurants in the area, including the zoo. The Metro subway system is less than a one minute walk from the front door of the Omni.

HOTEL RESERVATIONS, CHANGES & CANCELLATIONS

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 the city and near public transportation (Metro). The Omni Shoreham is roughly eight miles or 20 minutes from DCA.

To obtain discount code for participating airlines, please visit: http://www.irem.org/events/leadership-and-legislative-summit/hotel-airline-discounts-and-local-info

TRANSPORTATION

2. Super Shuttle: http://www.supershuttle.com
3. Taxi Services
Scheduling 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/](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 [beta.congress.gov/members](http://beta.congress.gov/members).

2. **Communicate with your chapter.** Each Capitol Hill Visit Coordinator should 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. IREM will provide the name of each organization’s Capitol Hill Coordinator upon request (will also be available online at [www.IREM.org/capitolhill](http://www.IREM.org/capitolhill)).

3. **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 constituent of their state or district.*

4. **Inform the Scheduler** that you are a member of IREM or CCIM Institute (*please avoid using any other organization’s name here – it’s important that you represent your organization while scheduling an appointment and to avoid confusion*), 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 may ask you to submit your request for an appointment in writing. You may use the attached form letter (see #5 below for information). **Confirm the fax number and/or email** you may send it to. **Don’t forget to write down the Scheduler’s full name and his/her direct phone number!**

5. **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.
   - Keep it short and simple, but do include the fact that you are a constituent and have properties in their district.

6. Try to schedule appointments with legislators between 9:30 am and 4:00 pm. to leave ample time to travel to the airport if you are leaving that evening.
7. If your Senator or Representative is unavailable on April 9, 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:** Don’t be disappointed if you meet with the staffer rather than the legislator. Staffers handle all of the legislator’s research and they often know more about the issues than the legislator him/herself! They often advise the legislator how to vote or to sign onto a piece of legislation, so take advantage of your time with the staffer.

8. **Contact us.** Once you have an appointment made, please forward that information to IREM staff so they include it in their records.

**IMPORTANT NOTICE:** Once you have your meeting(s) scheduled please forward that information to the IREM Government Affairs Intern, Mike Toner, at MToner@IREM.org with this information:

1. Your name
2. Your chapter number
3. Legislator’s full name (Senator or Representative?)
4. If you are meeting with a staffer, give staffer’s full name.
5. Time of appointment
6. If the respective CCIM (if you’re an IREM member) or IREM (if you’re a CCIM member) chapter is joining your meeting as well.

It is VERY important that IREM staff receive confirmation of all appointments, as it will help them track which legislators are meeting with CCIM Institute and IREM members.

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. Don’t worry about “bothering” them. Congressional offices are very busy and sometimes need to be gently reminded of a meeting 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 8.

Your goal is to reach as many legislators 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.
Orientation, Capitol Hill Visit Day and Expectations – Attachment III

**Orientation**
The Orientation will be held on Tuesday, April 8, from 3:30pm to 5:00pm at the Omni Shoreham in Washington, D.C. The Orientation, conducted by CCIM Institute, IREM, and National Association of REALTORS government affairs 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! After the Orientation, there will be a cocktail reception (5:00P – 6:00P) for a chance to unwind and chat with friends and colleagues.

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.

**Capitol Hill Visit Day Schedule**
Begin your meetings on Wednesday, April 9. Again, we recommend that you schedule your meetings between 9:30 am and 4:00 pm.

**Transportation**
You may travel to Capitol Hill by the Metro (subway train), or cab (it is possible to use the bus system, but we don’t advise this as the Omni Shoreham is a ways from Capitol Hill). The Metro Center is close by at the intersection of Connecticut and 24th Street. The Red subway train line is available at that station. You can take the Red line directly to the Senate buildings, but will need to transfer to Metro Center Station and take the Blue Train Line to Capitol South Metro Station (House buildings). For more 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. Capitol Hill is roughly a 15 minute cab ride from the hotel.

**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 or visit their web site at [www.house.gov](http://www.house.gov) or [www.senate.gov](http://www.senate.gov).
**IMPORTANT NOTICE:** We strongly urge you to do your homework on the legislator(s) you will meet with on April 9! We will do our best to inform you on the legislators and the issues, but it is imperative for you to do some research on your own. Try simply searching for your legislator on Google.com or Yahoo.com and read the articles affiliated with your legislator. Try to be careful to avoid partisan or biased articles or websites, or at least be aware of what you are reading.

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. These papers will be only for IREM and CCIM Institute members’ use. If the Scheduler asks what issues you will be bringing to the meeting, please do not give him/her these “briefing papers.” Feel free to simply list the policy issues we are bringing to Capitol Hill.

3. You will receive a pamphlet of information to leave with your legislator that will explain our issues of concern and the action we are requesting. This will be a very brief 1-2 page document that the legislator can quickly scan. Additionally, please be sure to bring your business card.

4. Wear professional, yet comfortable attire. It is recommended to wear a business suit or similar professional attire to your meetings with legislators. It could be warm (or even hot!) on the day of the Capitol Hill Visits, so be sure to avoid heavier clothing. Also, please wear comfortable shoes! You will be on your feet for most of the day.

**A NOTE 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 each organization’s site at:

- **CCIM** [http://www.ccim.com](http://www.ccim.com) under Resources/Public
- **IREM** [http://www.irem.org](http://www.irem.org) under Public Policy
Contact Information:

Beth Wanless, IREM Senior Manager of Government Affairs
   Phone: 800-837-0706 ext. 6021
   Fax: 312-410-7921
   Email: bwanless@irem.org

Mike Toner, IREM Government Affairs Intern
   Phone: 800-837-0706 ext. 6011
   Email: mtoner@irem.org
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 9, 2014 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 9.

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 the approximately 125,000 commercial real estate practitioners nationwide, 9,000 currently hold the CCIM designation, with an additional 6,000 candidates pursuing the designation.

The Institute of Real Estate Management (IREM®) is an affiliate of the National Association of REALTORS® (NAR) consisting of more than 19,000 real estate management professionals. IREM promotes ethical real estate management practices through its credentialed membership programs, including: CERTIFIED PROPERTY MANAGER® (CPM®), ACCREDITED RESIDENTIAL MANAGER® (ARM®), ACCREDITED COMMERCIAL MANAGER (ACoM), or ACCREDITED MANAGEMENT ORGANIZATION® (AMO®). 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 9 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,