

Visit Your Members of Congress in June



Photo: Architect of the Capitol

Join Directors of National All-Jersey Inc. and the American Jersey Cattle Association as they travel to Washington, D.C., for **Constituent Day on Capitol Hill**, Wednesday, June 25.

The all-day event kicks off the 2014 Annual Meetings, June 25 through 28 in Alexandria, Virginia, located just minutes from our nation's capitol.

"This will be an invaluable experience for those who are able to make the trip to Washington," said Erick Metzger, general manager of National All-Jersey Inc. "Our plan is to facilitate meetings for NAJ and AJCA members to discuss important issues affecting the dairy industry with their Members of Congress or more likely their key staff members covering agriculture and dairy policy areas."

NAJ will seek to schedule visits for participants with both Senators and the Representative at their Congressional offices surrounding the Capitol. Participants from the same state and House district will be meeting as a group. Meetings may be scheduled with Congressional staffers. These can be equally or more productive because staffers tend to be more expert on specifically ag and dairy issues.

Orientation will begin at 7:30 a.m. on Wednesday, June 25 at the Holiday Inn & Suites Alexandria - Historic District. Over breakfast, Metzger and Charles Garrison, president of The Garrison Group LLC, Washington, D.C., will conduct a briefing on key issues, which may include the importance of trade to the dairy industry, trade agreements being negotiated, immigration reform measures being considered in the House of

Representatives, and rules for implementation of margin insurance. This list is subject to change.

Each participant will receive a personalized schedule at the orientation, plus materials to be left at each office after meetings are completed. Metzger and Garrison will also give tips on communicating this information and building relationships during the visits.

The group will depart at 9:00 a.m. by charter bus for scheduled visits. Meetings typically start on the half hour and run 20 minutes. Ample time will be allowed to walk from office to office (*see reverse for layout of the Capitol and Senate and House office buildings*). Lunch is on your own between meetings.

In the afternoon, the group will move to USDA to meet key officials from the Office of the Secretary and Dairy Programs staff. The Secretary has been invited.

In order to schedule meetings, registration for Constituent Day on Capitol Hill ends Friday, May 16. Register by sending email info@usjersey.com or call 614/322-4456.

"These constituent meetings will benefit the entire membership," Metzger added, "because those who participate will carry the message to Washington about the Jersey breed's contributions to the profitability and sustainability of the U.S. dairy industry. We encourage all who can participate to do so."

FAQs: CONSTITUENT DAY ON CAPITOL HILL

When?

Wednesday, June 25, starting at 7:30 a.m. with briefing from NAJ General Manager Erick Metzger and Charles

Garrison, president of the Garrison Group, LLC.

Why?

Constituent meetings are one of the most influential form of advocacy and information sharing. This is an opportunity to meet your Members of Congress or their staffs and also key people from USDA to discuss important issues like immigration policy and equitable milk pricing and to request action, while also sharing facts and compelling stories about the Jersey dairy business.

This is a great opportunity for young Jersey breeders to attend, to gain exposure and experience as future leaders of the national Jersey organizations.

Dress code?

Business or business casual dress, keeping in mind that the average daily high temperature in late June is 87°F. Wear comfortable walking shoes, because of the distances between the Senate and House office buildings.

Bring business cards with complete contact information to leave at each office, with your thanks for the meeting.

Cost?

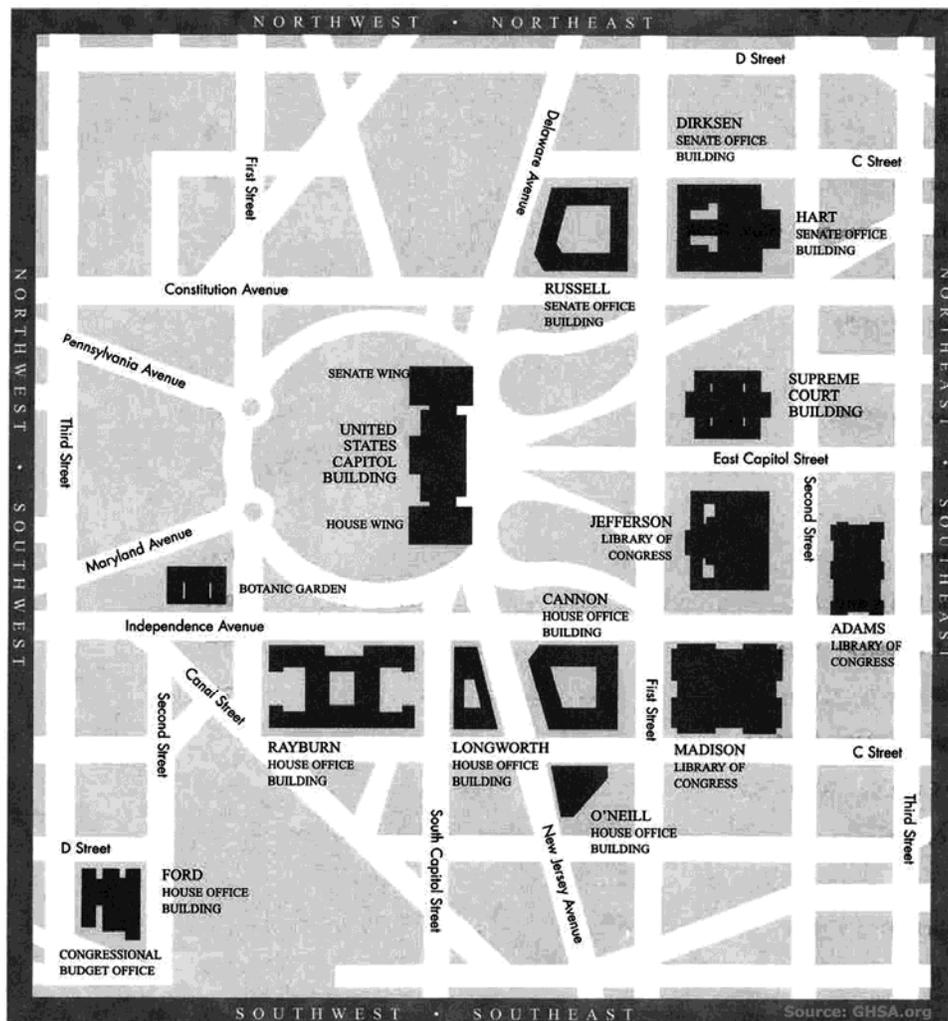
Fee for the orientation breakfast and round-trip bus transportation is \$35 per person. All other costs are on your own. Annual meeting registration fee is separate.

Hotel?

Headquarters hotel is the Holiday Inn & Suites-Historic District in Alexandria. Call 1-877-504-0047 and mention Group Code B52 (American Jersey Cattle Association) to receive discounted room rate of \$129.00 single or double (plus 14.5% room tax and \$1 per room per night occupancy tax; parking at \$10.00 per night additional). Make reservations online at <http://bit.ly/1muPZI1>. This rate expires on June 3, 2014.

Last Day to Register for Constituent Day?

Friday, May 16. Email info@usjersey.com or call 614/322-4456.



The NAJ Equity Newsletter is Published for Supporters of and People Interested In Equitable Milk Pricing