

YOU ARE GOING TO D.C.!

The National ESOP Conference and Capitol Hill Visits

Why should you go on a Hill visit?

Hill visits are an opportunity to tell your ESOP story. Your story is powerful and makes an impact on a Representative's decision to support ESOP legislation or protect ESOPs from legislation. Your story will help bring awareness to your ESOP and ESOPs across the country. Lastly, it is a chance to experience our legislative process.

How much do I need to know about ESOPs?

You are an employee-owner so you are the expert! Sometimes, Senators and Representatives have never heard of ESOPs so you are there to share what it means to be an employee-owner. You can prepare for Hill visits by thinking about why your ESOP is important to you and how it positively affects your company. You will have an ESOP expert accompanying your group on the Hill and they are there to provide the technical information about ESOPs.

What's "the Hill"?

"The Hill" or "Capitol Hill" in Washington, D.C. refers to the location of our United States Capitol Building, home to the United States Congress. The Capitol Building is unmistakable: the distinct Capitol Dome is in the center of the building and the Senate building is in the north wing and House of Representatives is in south wing.

What does "going on a Hill visit" mean?

When you hear "going on a Hill visit", it means you will be meeting with a Senator, a Congressman/Congresswoman or a member of his/her staff. The visit takes place in their congressional office. The Senate and Representative offices are located near but NOT in the Capitol Building. When you or your colleagues sign up for a visit, plan on attending the MN/DAK Chapter meeting Thursday morning to coordinate with the visit lead assigned to your group. Your visit lead will answer any questions you may have about the visit and how to get to the hill.

Getting to the Hill

There are several modes of transportation: walking, taxi, or subway. We are in D.C. during a beautiful time of the year for walking which takes about 30 minutes to walk to the Senate or Representative offices. Taxis, Uber & Lyft are all available for pick up at the hotel. The congressional office buildings are well known to all drivers. The Federal Triangle metro subway station is located a few blocks away from the hotel. You take the silver line to the Capitol South station. Allow additional time to get through metal detectors and security at the legislative buildings.

Hill Visit Best Practices

Keep it neutral and keep it positive.

When you are on a Hill visit, you are representing your company, the ESOP Association and all employee owners across the country. ESOP is not a "Democrat thing" or a "Republican thing" so don't think about the Senator's or Representative's political party and don't think about or mention your own. Stick to the facts about why you love being an employee owner. Keep it positive, this is not the venue to complain about what you might not like about your ESOP.

Use the Senator's and Representative's title and last name.

Senators: If you are meeting with Amy Klobuchar (Senator, MN), address her as "Senator Klobuchar."

Representatives: If you are meeting with Erik Paulsen (Representative, MN), address him as "Congressman Paulsen," "Representative Paulsen" or "Mr. Paulsen."

Shake hands and say "thank you."

Make sure you get the person's contact information so you can send a thank you note after you return home.

Photo Op!

Get a picture outside the office by the name plaque with your group and the legislator with whom you met.

