



Interested in Electing Candidates that Support Jobs?

Brandt Iden, Chair
Baron Properties

Ernest Lanier
Borgess Health

Ron Plaisier
Pfizer

Steward Sandstrom
Kalamazoo Regional
Chamber of Commerce

Dale Shugars
Home Builders Association
of Greater Kalamazoo

Peter Tanz
Midwest Communications

Steve Woloszyk
Wells Fargo Home
Mortgage

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www.kazoochamber.com/PAC

What is the Kalamazoo Regional Chamber Political Action Committee (PAC)?

The Chamber Political Action Committee is a non-partisan, non-profit, committee dedicated to improving the local and state business climate. Chamber PAC raises voluntary contributions to support pro-business candidates running for state and local offices.

What is the Chamber PAC's Goal?

Each year hundreds of laws, rules and government regulations are enacted by state and local officials. These regulations have a far-reaching impact on a number of important business issues, such as: tax rates and regulations, unemployment and workers' compensation insurance rates; licensing fees and requirements; and environmental restrictions; to name just a few. The Chamber PAC works toward ensuring that you, as a concerned businessperson, have an opportunity to have an impact on the election of those who will regulate your business.

Who Controls the Chamber PAC?

Chamber PAC members are all representatives of Chamber of Commerce member firms who volunteer their time and expertise to assure that the overall mission of the Chamber is effectively promoted to state and local elected officials. Additional members are encouraged to apply - contact Marty Dodge if interested at mdodge@kazoochamber.com or (269) 381-4000, ext. 3208.

PAC Member Criteria and Expectations:

Chamber PAC members should have good contacts into the community, representing a larger constituency. The member must be committed to and support the Chamber's Business & Quality of Life Agenda and Top 10 Legislative Priorities. The member must demonstrate an interest in and knowledge of political issues affecting the area.

PAC members are expected to contribute \$250 annually to the PAC fund. Members must participate in a majority of the PAC interviews with candidates and/ or provide input on the endorsing of candidates decision process. Full disclosure of any potential conflicts with the PAC mission and activities is expected. Members should stay abreast of political issues that impact the area's business climate. PAC members are also expected to recruit two \$50 donators each year.

How Does the Chamber PAC Raise Funds?

The Chamber PAC actively solicits and raises funds through direct contributions, and special fundraising events. All contributions are strictly voluntary and completely separate from Chamber dues monies. Personal contributions by personal check are welcomed.

How Does the Chamber PAC Use Funds?

The Chamber PAC members decides which candidates to support based on a number of criteria. Factors affecting its choice include: support of the Chamber's Business and Quality of Life Agenda, input from Chamber members; candidates' voting records on key business issues; candidate interviews; the "electability" of each candidate; and support from like-minded business organizations.



Kalamazoo Regional Chamber Political Action Committee's Efforts

Possible levels of PAC Endorsement Involvement Include:

- Publish questionnaire answers in the Chamber's Enterprise Online and / or on the Chamber's Website
- News release supporting the candidate that are sent by our office and their campaign
- Authorizing the Candidate to use the Chamber's logo on their website and materials
- Mailings to the Chamber membership in support of the Candidate
- Candidate information included in the Chamber Action Network (CAN) weekly emails
- Candidate information included on the Vote for Southwest Michigan Business site www.voteforswmichbiz.com
- Fundraisers and financial donations to the Candidate's campaign
- Individual emails urging support of a specific endorsed candidate or a group of endorsed candidates
- Distribution of Campaign yard signs and materials at the Chamber office
- Paid advertising and print materials on the Candidate's behalf
- Polling place volunteers to distribute flyers and urge voters to elect the endorsed candidate

Criteria that may be involved in endorsement decisions:

- Broad Perspective Candidates, not single issue candidates, but those that see issues globally
- Pro-Business Candidates are preferred
- Should be "electable" and have a strong campaign structure in place
- Have knowledge in areas important to community growth and development
- Should understand the business climate, regulations, and economic development issues
- Should demonstrate strong leadership qualities
- Should have a plan on what committees they would like to pursue if elected
- Support secured from other business organizations is taken into consideration
- The decision to support candidates financially is made on the basis of need
- The voting record of incumbent candidates

Possible methods to assess candidates for endorsement:

- Questionnaires - questionnaires are sent to all of the candidates that are running, the responses are evaluated by the PAC members
- PAC Interviews - personal interviews for the PAC members and the candidate
- Chamber's Business and Quality of Life Agenda - candidate reviews and signs off in support of the priorities included on the BQLA

Please complete this form and return it to be contacted regarding joining the Chamber PAC or contact Marty Dodge with questions at mdodge@kazoochamber.com or by phone (269) 381-4000, ext. 3208.

Name:	Date:
Title:	Company:
Email:	Phone: