



CHARTING
A COURSE
MADRID 2015

**GLOBAL
PILOTS'
SYMPOSIUM**
EACH DAY MATTERS

Tools for Effective Advocacy

If We Don't, No One Will...

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Did you know?



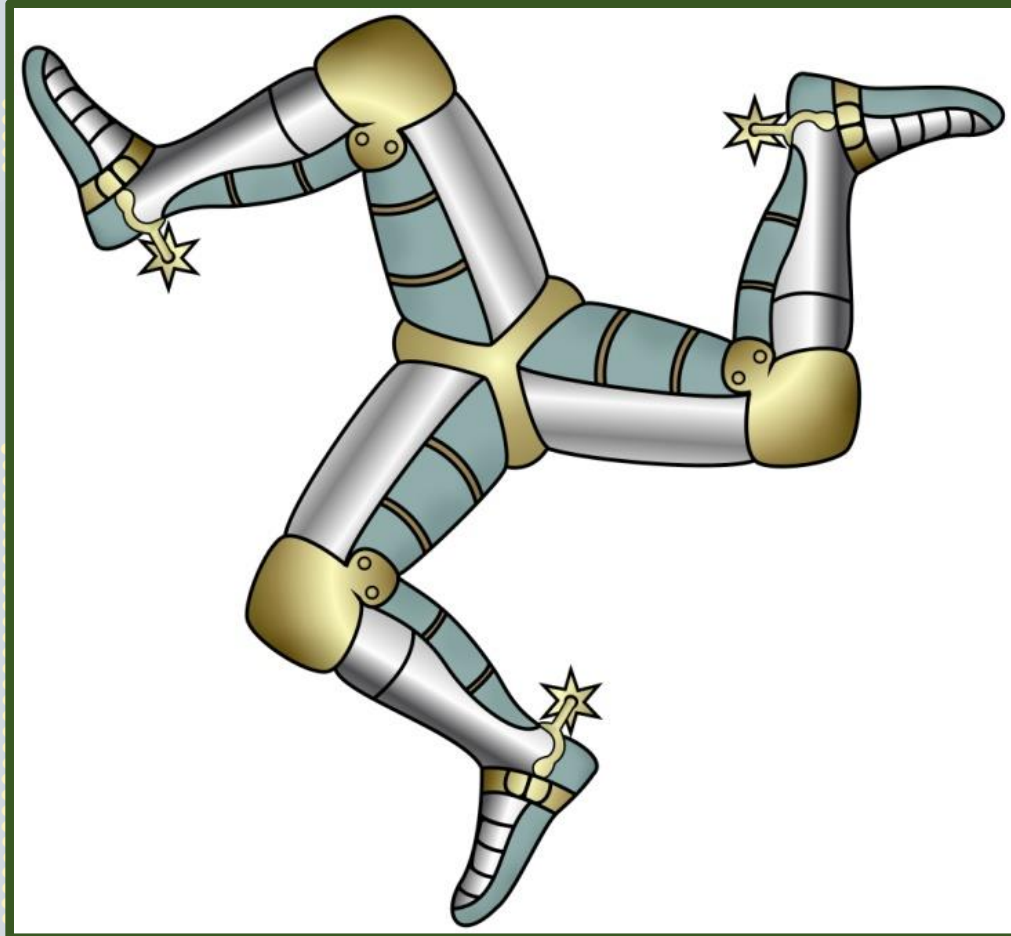
▶ Mindset matters

- Are you a union?
- Or a professional pilot association?
- ...Even something else?

▶ Did you know?

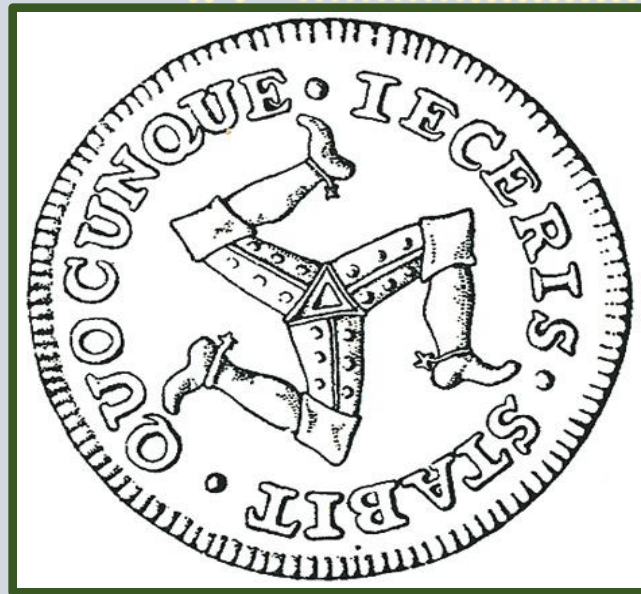
- That you may have the best arguments
- ...But nobody listens to you?

Walking on 3 Legs



Walking on 3 Legs

'Quocunque Jeceris Stabit'

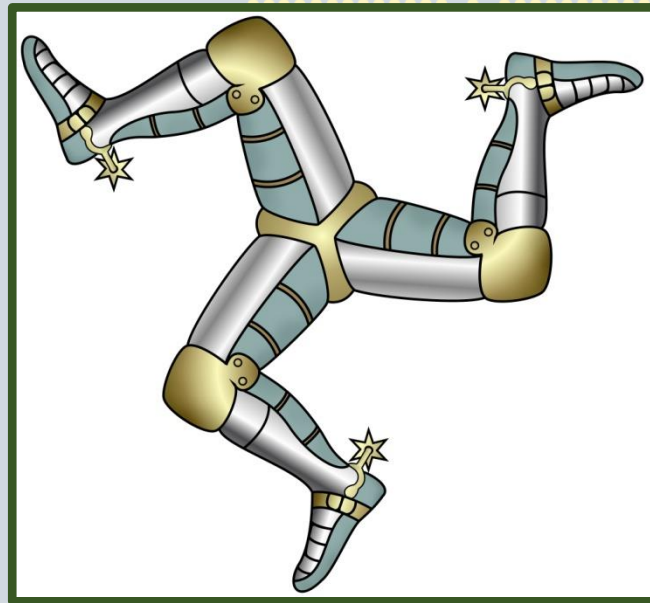


**Whichever way you throw,
it will stand!**

Walking on 3 Legs

Union + Industrial

Technical + Safety

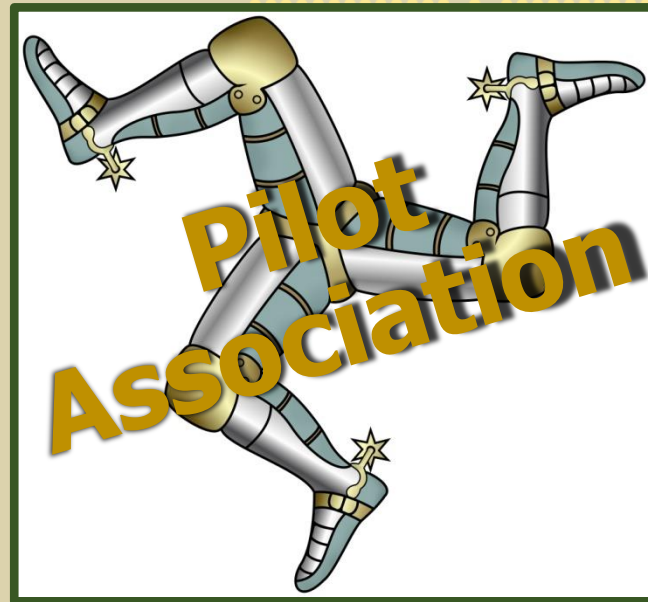


Political + Advocacy

Walking on 3 Legs

Union + Industrial

Technical + Safety



Political + Advocacy

3-Leg Mindset

▶ So what?!!

- Build your advocacy capability
- In-house (Board team & staff)
- External (buy-in of advocacy expertise)

▶ How?

- President or VP (lead)
- “Political” Board director
- “Political” staff + PR

3-Leg Mindset

- ▶ **Identify your issues**
 - Threats & opportunities
 - National & “Brussels”
 - Priorities & responsibilities
- ▶ **Prepare your advocacy plan**
 - KISS & targeted
 - Key decision makers + those they listen to
 - Allies + “megaphones”
 - Do the 1st step!

3-Leg Mindset

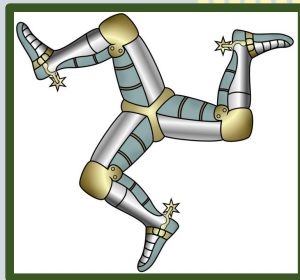
But – Mais – Aber!

- ▶ Even if you have no urgent issues...
 - ...or think you have none
 - ...or have no time for all this
- ▶ Even then...
 - Meet them before you need them
 - Time invested now = time saved later

Don't Forget...

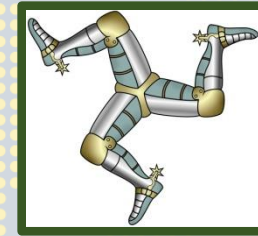
'Quocunque Jeceris Stabit'

Whichever way you throw,
YOU will stand!



Size Does **Not** Matter

- ▶ No matter if you are big or small...
 - Learn to walk on **3 legs**
- ▶ **Yes, you can!**
- ▶ **You** can make a difference



... If WE Don't, No One Will!

You Can Make a Difference

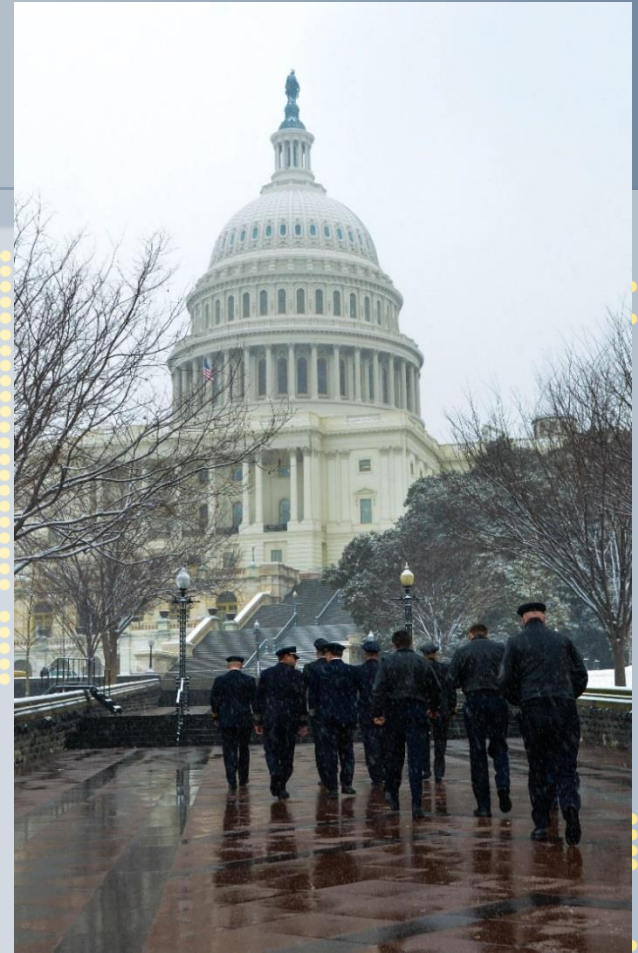
Stocking Your Toolbox

2015 Global Pilots' Symposium



Building Your Army

- ▶ Pilot Education
 - Leadership
 - Commitment
 - Pilot to Pilot
 - Pilot Engagement
- ▶ Grassroots Activism



What is Grassroots Action?

- ▶ The efforts of a community who engage policymakers directly in pursuit of a common goal
- ▶ A grassroots group is **YOU**: the professional airline pilot and your colleagues across the country
- ▶ Action can be a call, letter, email, social media, petition, meeting, or spreading the word among other pilots

Goals of Grassroots Advocacy

- ▶ Influence legislation and regulation in the interest of pilots
- ▶ Elect and maintain “pro-pilot” legislative bodies
- ▶ Build “key contacts” and maintain pilot visibility for lawmakers
- ▶ Improve the future and security of the piloting profession

Pilot Engagement Tools

▶ It starts and ends with

CREDIBILITY

▶ **Fact-Based and Fact-Driven**

Pilot Engagement Tools

About ALPA

Press Room

ALPA PAC

Issues

Relief Fund

Future Pilots

ALPA Insurance

ALPA ON THE ISSUES

ALPA WHITE PAPER

AIR LINE PILOTS ASSOCIATION, INTERNATIONAL

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Leveling the Playing Field for U.S. Airlines and Their Employees

Introduction

The United States' airline industry and its employees operate in a hyper-competitive international marketplace. The U.S. airline industry has lost \$48.1 billion since 2000. In the last 12 years, there have been only 5 profitable years for the industry. This is an industry that has been unable to meet its cost of capital and is known for not generating healthy margins, even in the best of times. It is very clear that the airline industry continues to face significant challenges. Competition from foreign airlines, which are often state-owned or heavily state-sponsored and vertically integrated and operate from countries with low or nonexistent tax and regulatory burdens, is growing rapidly and impeding international growth for U.S. airlines. In addition, with virtually unlimited access to the U.S. market through the more than 100 Open Skies agreements the United States has signed with other nations, foreign airlines are stealing market share from U.S. airlines and threatening domestic carriers in our own backyard. As a result, U.S. airlines and their employees find themselves in survival mode, adapting to a global marketplace that for them is an unlevel playing field.

[Read more ...](#)

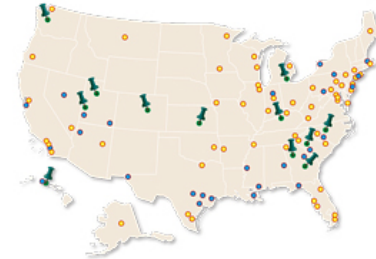
This document is also available in [PDF Format](#).

Legislative Issues

Secondary Barriers: In 2001, Congress mandated the installation of reinforced cockpit doors on most commercial aircraft as the first step toward preventing another 9/11-style breach of the cockpit. To provide better security, secondary barriers were developed to block access to the cockpit whenever the cockpit door is open during flight. Voluntary airline industry movement toward adopting secondary barriers began in 2003, but commitment to deploying these devices has since waned. H.R. 1775, the Saracini Aviation Safety Act of 2013 simply fulfills Congress's intent from more than a decade ago to make cockpits more secure.

[Saracini Aviation Safety Act Fact Sheet](#) | [Secondary Barriers White Paper](#)

Now Recruiting: District Advocates



We are looking for volunteers who are interested in promoting ALPA's legislative agenda and want to serve as pilot partisan representatives to their local congressional office. Volunteers should be willing to schedule and lead in-district advocacy visits with their Member of Congress.

[Learn more and sign up for training!](#)

Not an ALPA Member?

Take action here for the [Saracini Aviation Safety Act of 2013](#), [Federal Flight Deck Officer Program](#) and [Safe Skies Act](#) using POPVOX!

POPVOX

Take Action

Call to Action:
Support the [Saracini Aviation Safety Act of 2013](#)

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Social Media & Grassroots

- ▶ Facebook, Twitter, Instagram, blogs, etc.
- ▶ Sources of legislative updates and information to assist in your advocacy
 - Listen and engage with legislators
- ▶ Promote pilot partisan advocacy issues
- ▶ Getting pilots more involved in utilizing social media is key in spearheading our issues

#DenyNAI

Direct Grassroots Advocacy

- ▶ Allows the development of personal relationships (“key contacts”)
- ▶ Elected officials often more accessible at home than in capital cities
- ▶ Home region is where elected representatives go to learn what constituents care about

Direct Grassroots Advocacy

- ▶ Promotes the visibility of union
- ▶ Sets your advocacy program apart

District Advocates: A Nationwide Effort

ALPA's District Advocate program is dispatching trained volunteers to congressional offices around the United States. Through office visits, town hall meetings, and other public events, advocates are presenting ALPA's legislative pilot partisan priorities directly to their congressional representatives. This local grassroots action enhances ALPA's message and visibility while encouraging the development of stronger relationships between ALPA pilots and their elected leaders.

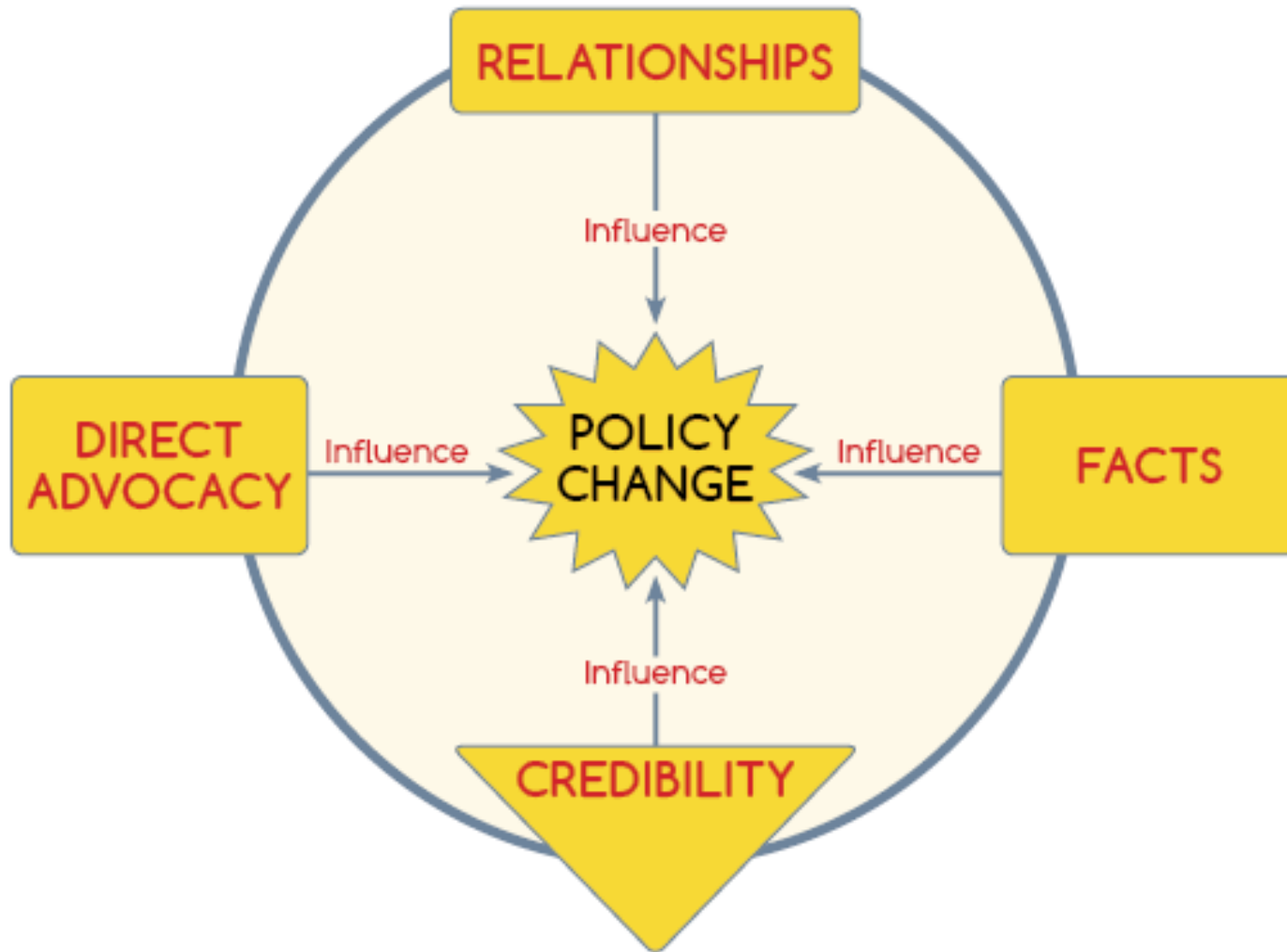
ALPA needs advocates in every district, but especially in the congressional districts represented by lawmakers serving on key House aviation committees. Check out the map below to see the progress ALPA's made and where the Association still has work to do.

If you are interested in volunteering for the District Advocates program, contact ALPA Grassroots Coordinator Carly Hepola at Carly.Hepola@ALPA.org.

Homeland Security Committee
The House Homeland Security Committee provides oversight to federal agencies that protect U.S. borders from terrorism and other threats. The committee's jurisdiction includes the Transportation Security Administration and U.S. Customs and Border Protection (CBP). ALPA works with members who serve on this committee on issues such as the Federal Flight Deck Officer program, CBP clearance facilities, the integration of unmanned aircraft systems/unmanned aircraft vehicles into the U.S. national airspace system, secondary flight deck barriers, and passenger and crewmember airport screening procedures.

Transportation and Infrastructure Committee
The Transportation and Infrastructure Committee has broad jurisdiction over all modes of transportation, including aviation. The committee provides oversight and drafts legislation affecting everything from aviation safety and infrastructure to labor and commercial issues. Members of Congress on the committee have influence over all FAA programs as well as the NTSB, the Essential Air Service program, and the National Mediation Board.

Influence Recap



If We Don't, No One Will...



2015 Global Pilots' Symposium

