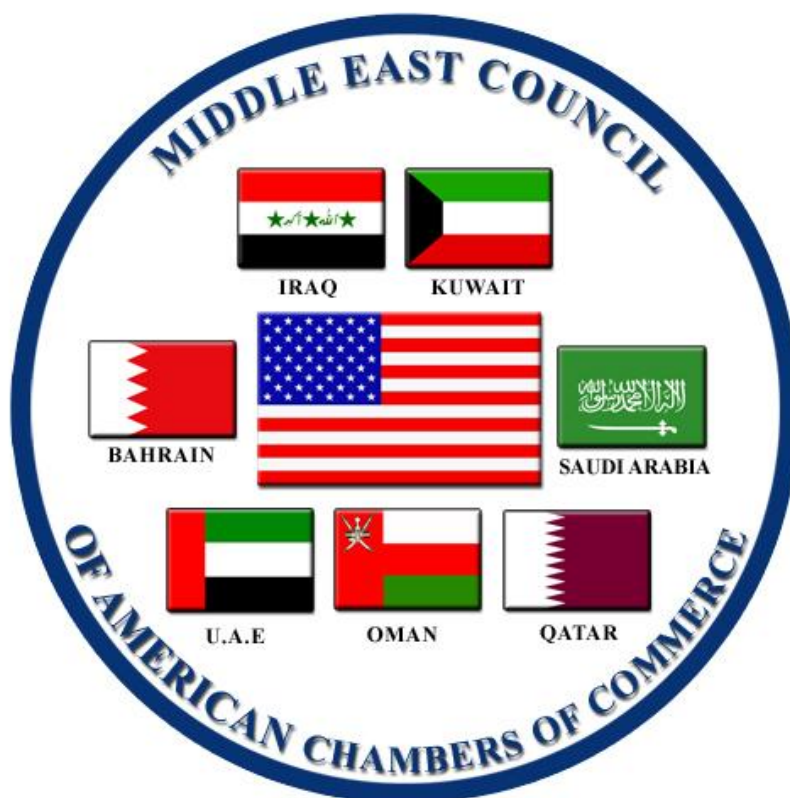


# Door Knock 2011



## **Post Event Report**

*April 14, 2011*



**Prepared for:**  
The Middle East Council of  
American Chambers of Commerce  
***CONFIDENTIAL REPORT***

## **POST DOOR KNOCK REPORT OVERVIEW:**

*MECACC conducted 210 meetings on Capitol Hill during this year's Door Knock. A comprehensive Spreadsheet is attached that details the results of each meeting and necessary follow-up activities.*

*It was agreed during Door Knock 2011 that Team Leaders for each day will initiate the follow-up with the feedback and information provided by the Spreadsheet. Shannon Riley on the CCG staff has gone to great lengths to ensure that as much information as possible is at MECACC's disposal when conducting the follow-up correspondence.*

*CCG has also drafted a template follow-up letter to help get each team leader started. Door Knock teams have successfully met with nearly 1/3 of the Congress, with targeted meetings, aimed at the most relevant Committees to our issue. This massive effort has helped our cause by keeping Congress informed about the need to encourage Americans to go abroad and compete in the global market place. MECACC sent the message that Americans Abroad=U.S. Exports=Jobs at Home!*

*The strength of our Door Knock push must now be reinforced. MECACC should now attempt to realize certain deliverables:*

- *Identify and solidify the most likely candidates in Congress to become the Primary Sponsors of a renewed Working American Competitiveness Act.*
- *Identify and solidify the most likely candidates in Congress to become Co-sponsors of a renewed Working American Competitiveness Act.*
- *Harness these Members of Congress into a "coalition of friends" of the FEIE who are willing to be out in front on this issue.*

*Our overall goal is twofold:*

1. *Protect the FEIE against likely future attacks such as Wyden/Coats.*
2. *Expand the FEIE to a much higher rate (\$170,000) or undo the damaging TIPRA provisions*

*CCG proposes a follow-up strategy:*

- *Team Leaders should immediately follow-up with emails to all meeting participants. Team Leaders are urged to contact Shannon Riley at [shannon@capitolcapitalgroup.com](mailto:shannon@capitolcapitalgroup.com) or Mike Jones at [mike@capitolcapitalgroup.com](mailto:mike@capitolcapitalgroup.com) if CCG can furnish you with any assistance during this follow-up period.*
- *Team Leaders are urged to contact CCG staff if there are any significant results to the follow-up correspondence. CCG can then record that information in a central place.*

- *Team Leaders are urged to note the most likely candidates for Trade and Export Summits in their Congressional Districts. Team Leaders are urged to request possible dates for Trade and Export Summits from our most likely supporters in Congress.*
- *Once the initial round of follow-up is conducted CCG will need to coordinate with Team Leaders in order to conduct additional Hill meetings in May of 2011. CCG will meet with the most likely new supporters of our issue in an attempt forward MECACC's objective of protecting and expanding the FEIE.*
- *Moving forward, all of our Hill contacts need to be routinely updated on our position and progress.*
- *CCG will issue and update to the Spreadsheet and additional recommendations with a progress report on our lobbying activities in June of 2011.*

## **MECACC MESSAGE AND TALKING POINTS:**

### ***AMERICANS ABROAD = U.S. EXPORTS = JOBS AT HOME***

#### ***MECACC Background***

- ✓ *The Middle East Council of American Chambers of Commerce (“MECACC”) represents more than 750 U.S. companies operating in the six Arabian Gulf countries and Iraq.*
- ✓ *MECACC is the umbrella organization for the ten American Chambers of Commerce (AmChams) in the region and these organizations collectively play a key role in promoting American commercial interests.*
- ✓ *MECACC members are ambassadors of the American economy, American culture and American values.*

#### ***Economy, Employment and Exports***

- *More than 8 million Americans have lost their jobs since the start of the recession in 2008. Millions more remain underemployed, including those doing part-time work or odd jobs. (Source: President Barack Obama, March 2010)*
- *The nation’s unemployment rate stood at 8.9% in February 2011. The more broadly defined unemployment rate is 15.9% when including persons working part-time because they cannot find full-time employment, and discouraged workers not currently seeking employment because they believe no jobs are available for them. (Source: Bureau of Labor Statistics, U.S. Department of Labor, March 2011 and International Trade Administration, U.S. Department of Commerce, March 2011)*
- *The current number of unemployed workers is 13.7 million. This number increases to 24.7 million when including persons working part-time because they cannot find full-time work, and discouraged workers who have stopped seeking employment. (Source: Bureau of Labor Statistics, U.S. Department of Labor, March 2011 and International Trade Administration, U.S. Department of Commerce, March 2011)*
- *Total U.S. exports of goods and services in 2010 were \$ 1,831 billion, compared to \$ 1,571 billion in 2009 and \$ 1,839 billion in 2008. (Source: U.S. Census Bureau, U.S. Bureau of Economic Analysis, U.S. Department of Commerce, February 2011)*

- *President Obama announced the National Export Initiative in March 2010. The objective of this initiative is to “enhance and coordinate Federal efforts to facilitate the creation of jobs through the promotion of exports”. The Administration’s goal is to double exports over the next five years to \$ 3.1 trillion.*
- *According to U.S. Department of Commerce statistics, one in every eleven manufacturing and agricultural production jobs in 2008 was created by exports. This represents approximately 10 million jobs, or 6.5% of the civilian labor force. Without these export-related jobs, the broadly defined unemployment rate would exceed 22%.*
- *\*
- *When President Obama recently announced the National Export Initiative, he noted that ninety-five percent of the world’s customers and the world’s fastest-growing markets are outside our borders. We need to compete for those customers because other nations are competing for them.*
- *President Obama also stated that “as we compete in the global marketplace, we’ve got to look out for our workers. The fact is that other countries haven’t always played by the same set of rules.”*
- *President Obama identified financing, advocacy and assistance for American businesses to locate, set-up shop, and win new markets as the first three aims of the National Export Initiative.*

### **Competitiveness Issues**

- *The goal of U.S. trade policy is to harmonize international taxes and tariffs to promote a level playing field in international trade. However, our current tax policies on expatriate foreign earned income are not competitive with those of other major exporting nations.*
- *According to PricewaterhouseCoopers, the U.S. is the only industrialized country to tax foreign earned income based on citizenship rather than on residence. PWC further stated that this is a major example of the failure of the U.S. to harmonize its tax policies with international tax practice.*
- *Current U.S. tax policy on foreign earned income places the U.S. at a significant competitive disadvantage by increasing the cost to employ Americans overseas.*
- *Other industrialized nations, notably the U.K., Canada, Germany, France, Japan, China, and Russia, aggressively target exports as a major source of earnings and employment. These countries subsidize their exports through the elimination of taxes on the foreign earned income of their citizens working abroad.*
- *These other major exporting countries actively exploit our tax policies by encouraging their nationals to fill the void left by Americans who are tax incentivized to remain in the United States. \*

- *American citizens residing abroad are our foremost proponents of export-driven commerce. Because of our current tax policies on foreign earned income, American firms have to pay 30% or more to employ an American citizen overseas compared to the cost of employing nationals from other countries. This policy undermines U.S. job creation by promoting foreign labor alternatives.*
- *President Obama's National Export Initiative cannot succeed without having more Americans working abroad to promote U.S. products and services. Increasing exports requires a tandem approach at home and abroad to increase exports and make the U.S. more competitive in the global market.*

### **Conclusion**

- ✓ *The U.S. is no longer the world's sole supplier of state of the art technology, products, and services.*
- ✓ *Expatriate American workers support U.S. economic growth and domestic job creation.*
- ✓ *U.S. tax policies need to be harmonized with those of our major competitors to promote exports and create jobs in the U.S.*

## **SAMPLE FOLLOW-UP LETTER:**

Dear (Meeting Contact Name):

Thank you for taking time out of your busy schedule to meet with our delegation from the Middle East Council of American Chambers of Commerce.

We have passed the results of our meeting with you along to the rest of our organization. We note that during our meeting you requested: (Please add meeting by meeting specific request answers here). We are pleased to answer your request for information.

Our U.S. representative, The Capitol Capital Group, is our voice in Washington. Please feel free to contact Mike Jones at (202) 276-5984 or email him at [mike@capitolcapitalgroup.com](mailto:mike@capitolcapitalgroup.com) if we can furnish you with any additional information that you may require.

Again thank you for meeting with us. We look forward to keeping in touch.

Sincerely,

Door Knocker  
Contact Info

## **DOOR KNOCK 2011 WEEK IN REVIEW**

### **2011 MECACC DOOR KNOCK**

The 2011 Annual MECACC Door Knock convened on Sunday April 3, 2011 and lasted through Friday April 8, 2011. Door Knock 2011 included more than 23 MECACC Door Knockers who gathered in Washington, D.C. for the event in order to conduct a massive lobbying push on Capitol Hill and with the Administration. Special thanks go to the MECACC Door Knock team that traveled from half way around the world to successfully influence decision makers in Washington.

### **2011 DOOR KNOCK ORIENTATION BRIEFING**

The 2011 Door Knock orientation kicked off at 5:00 pm on Sunday April 3, 2011 at the Capitol Hill Suites. Each Door Knocker received a welcome package containing materials such as a week-long Door Knock agenda, specialized MECACC gifts, lapel buttons and visitor's information about Washington, D.C. MECACC Door Knockers also received a professional briefing manual and a seminar was conducted on the following topics: a description of the MECACC Door Knock delegation; a spatial orientation to Capitol Hill and D.C.; an overview of key Congressional Committees and their functions; ten points to more effective lobbying; an overview of MECACC's take away materials; an overview of numerous supportive materials to MECACC's lobbying arguments and training on MECACC's meeting results questionnaire.

### **MORNING BRIEFING SESSIONS/AFTERNOON DE-BRIEFING SESSIONS**

In order to attend all of the targeted meetings, the MECACC delegation was divided into teams of two or three Door Knockers and deployed across Capitol Hill each day of the week. Since there were so many new and energetic Door Knockers this year, new Door Knockers were paired with experienced Door Knockers so that they could learn from teammates who were familiar with getting MECACC's message across on Capitol Hill. CCG was available to brief each team every morning on the history of their meeting targets, the committees those targets serve on, the significance that each target has in MECACC's agenda and the outcomes from each meeting that MECACC hoped to obtain.

Daily de-briefings were also scheduled at the close of each day's Door Knocking activities. The de-briefings enabled the teams to learn from one another's experiences and gage our progress throughout the week. The de-briefings also enabled MECACC to fine tune its lobbying strategy as information was gained.

## **SPECIAL EVENTS DURING DOOR KNOCK**

MECACC conducted two special events in Washington, D.C. during Door Knock 2011.

**USCOC AND MECACC BREAKFAST:** MECACC has been building new relationships with the United States Chamber of Commerce in an effort to more closely coordinate efforts for our mutual benefit. The USCOC graciously hosted a forum for MECACC on business opportunities within the GCC. Special thanks go to Dave Cantrall of MECACC for his successful fundraising to support the event. The program for the event was:

9:00 – Breakfast for guests

9:15 – Program commenced

- Lionel Johnson, Vice President, Middle East and North Africa, U.S. Chamber of Commerce, gave the introductory remarks on the future of business opportunities in the Gulf countries within the current environment on behalf of the Middle East/U.S. Chamber. Lionel introduced Ms. Jafery.
- Anne Z. Jafery, Chairman, Middle East Council of American Chambers of Commerce, and Managing Partner, Channels M.E., spoke on the business perspective in the Gulf Cooperation Countries on behalf of MECACC.
- Mr. Johnson introduced Ms. Loustaunau.
- Cherie Loustaunau, Director, Middle East, Office of Market Access & Compliance, U.S. Department of Commerce, spoke on the specific sector opportunities and growth potential on behalf of the U.S. Department of Commerce.
- Mr. Johnson introduced the MECACC panelists.
- MECACC panel discussion: four participants, Jerry McCabe, Dave Cantrell, Dennis Allen and Anne Jafery spoke for 5-7 minutes each on the market opportunities in their region/country. Jerry McCabe also addressed MECACC's position on the FEIE.

**OLD EBBIT GRILL RECEPTION:** MECACC hosted its Annual Washington Door Knock Reception in the atrium of the Old Ebbit Grill in downtown Washington, DC. Hill staff and friends from around town joined the MECACC delegation for cocktails in order to celebrate this year's Door Knock. "Patriot of the Expatriate" awards were on hand for Mr. Dave Cantrell for his outstanding service to the organization and Mr. John Habib, MECACC's immediate past Chairman.