

IGIA Public Policy Forum  
Featuring former Illinois Governor Jim Edgar  
Tuesday, June 2, 2009  
10AM  
IGIA Conference Center  
Springfield, IL

Cost: \$35 per person.

*Registration form coming soon. Be watching for details.*

Whether you realize it or not, Government and State Regulation impact your business every day! Join your colleagues at this unprecedented and in-depth public policy forum to learn:

- *How your business is affected by what's done in Springfield & Washington;*
- *How you can get involved in helping shape legislation and regulations; and*
- *Why you can't afford not to make "advocating" public policy and "influencing" policymakers, legislators and regulators your top priorities .*

9:30 am      Registration – coffee and rolls

10:00 am     Welcome and Introductions  
Dave Bender, IGIA Executive Director

10:15 am     The role of Associations - and specifically the Illinois Green  
Industry Association - in Public Policy  
The Honorable Jim Edgar  
Illinois Governor, 1991-99  
Illinois Secretary of State, 1981-91

*As Governor and Secretary of State, Jim Edgar was keenly aware of the work Associations did at the State Capitol on behalf of their constituents. He ensured his Administrations worked with Associations to formulate policies that were beneficial to the 11 million residents of the state. Associations worked with Governor Edgar and, at times, also against the Governor in advocating public policies, effecting change and influencing other decision-makers. Believe it or not, when Jim Edgar became the first Secretary of State in the country to champion both mandatory insurance for all drivers and the stricter enforcement and harsher penalties for drunk driving, his commitment to make traffic safety a top priority was met with powerful opposition. Associations worked both sides of those issues depending on their constituencies. Jim Edgar made sure each was afforded a seat at the table and the proper forum to express their views. Even today, as a highly respected*

*former Governor of the state, Jim Edgar has myriad opportunities to influence public policy. He lent his voice in support of the Green Industry's push for the Roadway Safety and Mandatory Insurance Coverage Act. Although it failed, Jim Edgar recognized that by allowing and requiring unlicensed immigrant drivers to acquire a driver's certificate and auto insurance, everyone on Illinois' roads would have been safer; and that it would have reduced the costs of uninsured motorists to the rest of us.*

11:30 am    The role of the Association Lobbyist  
                 Molly Rockford, Illinois Strategies  
                 IGIA's Lobbyist

*Illinois Strategies is recognized as one of the most influential and effective lobbying firms in the State of Illinois. The IGIA's lobbyist – Molly Rockford – epitomizes that well-deserved reputation. Molly knows the role of the lobbyist isn't limited only to the lofty tasks of advocating policy and influencing policymakers; as important is her responsibility in keeping the Association informed of new policies, rules, and initiatives as they are proposed so that the IGIA can make knowledgeable decisions on legislative and political strategies. Molly Rockford is our eyes and ears at the Capitol, and always has her fingers on the pulse of the Legislature, fellow lobbyists and other Trade Associations.*

12:15 pm    Lunch

1:00 pm    Coalition Partnerships – Working Together to Effect Change, to Advance Vital Public Policies, and to Prevent Unfair or Oppressive Regulations  
                 Jean Payne, President  
                 Illinois Fertilizer and Chemical Association

*Advocating for sound public policies can provide significant and often challenging opportunities for independent action. Collaboration and collective strength can better enhance the welfare of our constituencies. Collectively we are a more powerful voice. So when issues or proposals affect a broader constituency, strategic partnerships and coalitions can be far more effective in advancing new public policy or in thwarting threatening legislation. Jean Payne, President of the Illinois Fertilizer and Chemical Association, has been a key ally on issues affecting our shared constituencies; has proven a skilled strategist in building effective coalitions; and is adept at developing a unified approach.*

1:45 pm    Agriculture's Evolving Role in Shaping Public Policy  
                 Rae Payne, Government Affairs Director  
                 Illinois Farm Bureau

*As Illinois' population continues to shift and more legislators come from bigger cities rather than rural areas, it is becoming increasingly important to keep the state's traditional backbone – Agriculture – in the forefront. Gone are the days when Agriculture automatically was guaranteed a prominent seat at the table. It should be the responsibility of every Illinoisan to know their legislators. However, those involved in agricultural organizations have a greater responsibility – not only to know your legislators but to ensure the legislators actually know us. We must work together to engage and educate non-farm legislators, so that those from Chicago, its suburbs and other metropolitan areas like southwestern Illinois not only are aware of our organizations, but appreciate and respect the role and importance of agriculture in the State of Illinois.*

2:30 pm      Tour of the Executive Mansion Garden

*The State Capitol is the hub of political activity; however, policymakers are spread throughout Springfield and the state. Every year, lobby days and public policy forums draw participants to the State House. The practice, although a necessary pilgrimage, honestly can become redundant for our repeat participants. However, the new Governor again makes the Capital City and thus the Executive Mansion his home. In doing so, he is again raising the profile of the Executive Mansion. The Executive Mansion's Garden holds huge promise and could be a prominent and esteemed location for the Illinois Green Industry to promote everything our industry has to offer.*

3:30 pm      Closing Reception  
IGIA Amphitheatre, Illinois State Fairgrounds

- Invite Director of DNR
- Invite Director of Ag
- Invite Regulators from both agencies
- Illinois wine and Illinois food products