California Association for Micro Enterprise Opportunity

Relationship Building With Your Legislators - District Meeting Webinar
Setting Up a Meeting

Meeting Types

- Introduction – if legislator doesn’t know issue or your organization; or
- Introduction – if are familiar with Micro Enterprise or your organization

In their office or on-site visit, business opening, business tour, informal sit down with other stakeholders to talk in more depth
Setting Up a Meeting

Schedule early (now!) with district
Convenience is important
Be flexible in time and location.
Ask for $\frac{1}{2}$ hour for intro; 1 hour for business tour
Make appointment with legislator
   – back up in order of preference: chief of staff, legislative aide, small business liaison
Upcoming Breaks for Legislators

• **California:**
  March 18-25

• **Federal**
  March 14-23 House
  April 12-22 House
  March 21-April 1 Senate
Before The Meeting

• Research
• Practice
• Decide Roles (leader, note taker)
• **Tips:**
  – don’t be technical – go for big picture
  – don’t answer something you don’t know
The Meeting - Agenda

- Connect
- Purpose: (overview of what you’re going to say)
- What your organization does, who it helps in district, district impacts (jobs, businesses, etc.)
- Responsible Small Business Lending (mention CAMEO)
- The ask for support
The Meeting - Connect

Where your research comes in handy…

• common interest
• thank for support on relevant issues
The Meeting - Purpose

Overview of what you’re going to say

• Who you are
• Whom you represent
• What you want to discuss
• What specific action you want the legislator to take
The Meeting – Your Org

- What your organization does
- who it helps in district
- district impacts (jobs, businesses, etc.)

HI, I’m Heidi from
The Meeting - Main Topic

Responsible
Small Business
Lending
Main Talking Points

• Banks don’t lend under $250,000 to small businesses.

• There are some really bad loans out there.

• The alternative small business lending industry is growing fast.

• There’s a better way:
  Small Business Borrower’s Bill of Rights
There are some really bad loans out there.
One story: Bakery in Southern California, 5 years in business, immigrant owners.

- 4 Alt Lenders taking out $620 daily from a business with ~ $2,400 average daily sales – not sustainable.
- None of the 4 “advances”/loans are reported to the credit bureaus.
What abusive practices are we concerned about?

1. Lack of transparency
2. Unaffordable terms
3. Prepayment Cost
4. Debt Traps
5. Double Dipping
6. Stacking
7. Broker Abuses
The alternative business finance industry is growing fast.
Business Financing of $150k or Less

MCAs and short-term loans have surpassed small SBA loans.

Bank lending is down. High-cost, short-term financing is targeting the gap.
#3

There is almost no regulation of these loans at the state or federal level.
With Regulatory Silos –
SB Owners slip through the cracks
The Right to Transparent Pricing and Terms

The Right to Non-Abusive Products

The Right to Responsible Underwriting

The Right to Fair Treatment from Brokers

The Right to Fair Collections Practices

The Right to Inclusive Credit Access

Signed by 37 orgs, Including:
The Meeting – The Ask

• Would you attend a briefing or an informational hearing?

• Would you call for a briefing or an informational hearing?

• Would you call for data collection?

• Would you support a resolution that promoted good small business lending practices?

• Would you sponsor a resolution that promoted good small business lending practices?
After the Meeting

• Stuff to bring with you to leave – your brochure, CAMEO fact sheet, talking points 1-pager, business cards

• Follow Up
  – With legislator
  – With CAMEO
Questions

Resources:
  Guide to Meeting with Your Legislators
  Tips for advocacy and meeting
  Talking points
  CAMEO Brochure

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