



**Dear PA Bankers' Member Banker,**

As chair of PA Bankers Association's Grassroots Advocacy Committee and a fellow banker, I can tell you how important it is to have bankers who form relationships with their elected officials. The impact of banker involvement is key to a successful government relations strategy. As bankers, we can talk about the impact of legislation on our banks, our employees and our customers.

The State Grassroots Advocacy Program at the Association is thriving and I hope you will consider becoming a Contact Banker. This is a pivotal role in the Association by developing and/or maintaining an ongoing relationship with your Elected Official. Your investment in that relationship will assist in validating the voices of other bankers across the state and create an open line of communication with that Legislator regarding banking issues that are considered in the General Assembly.

While you consider this important position, I have outlined a few key points that may help you in your decision-making process:

- **I don't like politics. Why should I participate?**

Banking faces more regulation, legislation and competition than most other industries do. Every year the state legislature spends months considering legislation that affect bankers' bottom lines and the way financial institutions conduct business. We live in a competitive democracy and those who sit on the sidelines lose out.

- **What's in it for me?**

Participating in our democratic process is very rewarding and the knowledge that you may have convinced a legislator to support the industry in which you are employed. The long-term relationship that you can build with you legislator could be a benefit to you and your bank.

- **My time is limited. How can I be most effective?**

The PA Bankers' staff makes it as easy as possible so it does not require a large time commitment, including giving in-depth information about high priority issues. It is time well-spent for your bank and the industry.

I hope that you will join me in advocating for this industry. Being a banker is noble, honorable profession and I am proud to stand up for my colleagues across the state. I have pledged to help the industry in this capacity and I hope you will too. If I can answer any additional questions for you, please reach out to me at (717) 291-2456, dhostetter@fult.com. If you are interested in becoming a Contact Banker, complete and return the enclosed Registration Form. Thank you for your interest in grassroots advocacy.

Sincerely,

David C. Hostetter  
*PA Bankers Association Grassroots Advocacy Committee Chair*  
Corporate Strategy, Government and Investor Relations  
Fulton Financial Corporation  
Lancaster, Pa.

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# CONTACT BANKER

## JOB DESCRIPTION

### **Mission Statement**

The Pennsylvania Bankers Association's Contact Bankers will work to build and maintain strong, positive relationships with their assigned Members of the Pennsylvania General Assembly and will call upon their Members when requested by PA Bankers in order to convey industry positions on legislative issues.

### **Responsibilities**

- The Association's Contact Bankers are responsible for staying abreast of PA Bankers legislative priorities and initiatives through mailings, *Making Cents of It!* and *Advocacy & Insights*. Consider following PA Bankers on Twitter (@PABankers) and liking PA Bankers on Facebook for additional legislative, political and Association happenings;
- Contact Bankers are expected to communicate to designated legislators periodically to review priority legislative issues and discuss any other issues of interest and respond to Calls-to-Action. Action requests may consist of writing a letter, coordinating an employee letter-writing campaign, a personal visit or calling legislators. You should consider following legislators on social media channels to better understand their daily priorities;
- Contact Bankers are encouraged to attend meetings or participate in conference calls with PA Bankers staff on an as needed basis;
- Contact Bankers are encouraged to attend Bankers Day at the State Capitol;
- Contact Bankers are expected to contribute to PaBPAC and support a PaBPAC campaign in your bank;
- Contact Bankers are often asked to deliver PaBPAC campaign check to their assigned legislators if support has been determined by the PaBPAC Board. While delivering PaBPAC checks, it is not appropriate to discuss legislative issues; and
- Contact Bankers are encouraged to mentor a colleague who has an interest in the political process. Ask them to attend Bankers Day with you and involve them in other related meetings.

### **Term**

The Association's Contact Bankers serve voluntarily and without time restrictions. As such, a Contact Banker may resign from the position at any time and should do so in written form to the Director of Government Relations.

# CONTACT BANKER REGISTRATION FORM

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Bank Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip+4: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

*Residential Information (for Government Relations use only)*

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip+4: \_\_\_\_\_

Legislator: \_\_\_\_\_

Relationship: \_\_\_\_\_

Nature of contact: (circle one) Business / Personal

Comments: \_\_\_\_\_

Legislator: \_\_\_\_\_

Relationship: \_\_\_\_\_

Nature of contact: (circle one) Business / Personal

Comments: \_\_\_\_\_

Legislator: \_\_\_\_\_

Relationship: \_\_\_\_\_

Nature of contact: (circle one) Business / Personal

Comments: \_\_\_\_\_

Please return to Erin Kanter, Director, Government Relations, E-mail [ekanter@pabanker.com](mailto:ekanter@pabanker.com)

Mail to 3897 North Front Street, Harrisburg, PA 17110 or Fax (717) 233-5937.

*Thank you for your participation in the Contact Banker Program.*