



# 40 STATE NET

YEARS OF INNOVATIVE SOLUTIONS

## STRATEGIES FOR GOVERNMENT AFFAIRS SUCCESS DURING AN ECONOMIC DOWNTURN

TODAY, BELT-TIGHTENING AND COST-CONTAINMENT ARE LIKELY YOUR FOCUS. YOU WELL KNOW THAT THERE IS A TENDENCY DURING A TIGHT ECONOMY TO VIEW GOVERNMENT AFFAIRS AS A COST CENTER EVEN THOUGH EFFECTIVE PROGRAMS HAVE A POSITIVE IMPACT ON THE BOTTOM LINE.

Like most executives, you face the challenge of balancing the inevitable downturn in spending and tightening of resources with the critical need to accomplish your mission. Decisions about how to allocate scarce resources and set priorities are a daily struggle.

If you have been considering State Net's services, several strategies effectively used by our clients to maintain and enhance their government affairs resources may be relevant to your situation:

“  
*No man's life,  
liberty, or property is  
safe, while Congress is  
in session.*”

*Mark Twain*

### 1. RESOURCE MANAGEMENT

Explore opportunities for resource management initiatives that focus on achieving measurable operational cost savings. With pressure on your headcount, it can make sense to consider out-tasking projects and functions that require scarce and specialized skills that are in short supply within your organization.

By re-engineering processes, through the application of State Net's automated tools, several of our clients have recently increased efficiency and freed up significant staff resources previously consumed by manual tasks. By shifting staff to higher-level tasks these clients also report greater success in accomplishing their core goals.

### 2. RISK MANAGEMENT

Corporate scandals and financial mistakes have fueled an aggressive regulatory environment on both the state and federal levels. Agencies, largely through legislative mandate, are imposing stricter and more onerous penalties against companies and individual officers who fail to comply with new and existing regulations. ↗



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⚡ Lawmakers are feeling the pain of consumers and are eager to take action. With risks increased and stakes high, actively monitoring regulations is more critical than ever. Even clients who do not typically monitor state regulations have been compelled by their risk management teams to more closely monitor their exposure in the states.

### 3. ENHANCE REVENUE STREAMS

The positive bottom-line impact of your government affairs function should not be ignored when facing difficult budget choices. Dell and other industry leaders effectively use state legislative tracking to identify upcoming sales opportunities.

Further, an approach used by major associations, such as the National Association of Mutual Insurance Companies (NAMIC), is to create a secondary revenue stream through enhanced member benefits. By leveraging State Net's iTrac web-delivery tool, NAMIC is able to deliver accurate, real-time legislative and regulatory alerts to their 1,400 members while increasing both membership benefits and association income.

#### ACHIEVE YOUR BUSINESS GOALS

State Net has been creating smart, cost-effective solutions in this mission-critical area for more than 40 years. We can help you affordably address threats and opportunities presented during the current economic downturn. Learn more about State Net's solutions today.

*State Net is the most-trusted team in government affairs reporting.*

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Founded by experts who invented the business of state legislative tracking, State Net has a four-decade track record of creating successful government affairs solutions. Through the years our objective has remained constant: deliver the most accurate and reliable information to our clients as quickly as possible. Supported by industry leading technology and a broad portfolio of resources, we are able to deliver on that goal everyday. ♦

