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## Grassroots Initiatives

### "Make Education a Priority" by Nicole Schultz

Elected officials are one of the many groups that need to be educated on issues relevant to our industry. Truss plant tours, WTCA's Truss Technology Workshops and golf tournaments all provide opportunities to educate and develop relationships with our legislators.

When interacting with an elected official remember to keep the following in mind:

- Make your issues relevant. When telling a story use local examples that are pertinent to both you and your representative.
- Keep it simple.
- Learn our industry's policies so that we are all speaking with a united voice on the issues facing us.
- Be focused.
- Offer solutions that our industry has worked so hard to develop.
- Be appreciative for the opportunity to exchange ideas.

These suggestions may seem too simple, but that is the real beauty of educating your elected officials about our industry. Speaking with a legislator regarding something about which you know a great deal makes the experience that much easier.

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[SBC HOME PAGE](#)

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