

# Storming the Statehouse: How to Educate and Empower Your Workforce

OUT & EQUAL  
2018 WORKPLACE SUMMIT



# Welcome



## Erik Day

Vice President and General Manager - Dell Technologies North America Small Business

Global Executive Chair - Pride Employee Resource Group

Member - Board of Directors Out & Equal Workplace Advocates

Follow Erik on Twitter [@Erik\\_M\\_Day](#)



# Panelists



**John Howard**  
Director,  
Global Public Policy and  
Government Affairs



**Daniel Foster**  
Project Manager  
Nashville Pride Co-Lead



**Bonnie McGuire**  
Account Manager  
NA Pride Communications



**Carla Contreras**  
Account Executive  
California Pride Lead



**Nicole Gibson**  
HR Compliance Consultant  
NA Pride Lead

# Agenda

- How to Advocate Internally
- Lobby Day – What to Expect
- Government Representative - A Day in the Life
- Meeting Tips
- What to Say
- Do Your Homework - Background Info
- Discussion, Q&A



# Advocating Internally and Externally

## Internally

- Leverage Affinity/ Employee Resource Groups
  - Cross ERG collaboration
- Seek expert guidance from Government Relations
- Partner with Public Relations
- Partner with Human Resources
- Leadership support is key!



## Externally

- Identify advocacy groups with equality project affiliations
  - Out & Equal
  - HRC
- Chambers of Commerce
  - LGBT, Hispanic, etc.
- Other business associations
  - Business coalitions
    - Texas Competes
    - Tennessee Thrives
    - Freedom Oklahoma
- Non-Profit organizations







## Arrive early

- Expect lines - other groups will be there & security can bottleneck

## What to bring

- Leave-behind materials
- Business cards

## What to wear

- Professional attire
- Comfortable shoes
- Your company logo shirt

## Typical day for a Legislator

- Staff meetings & floor votes
- Committee meetings and hearings
- Constituent meetings, interviews, speeches & photo ops
- Events often scheduled for the same time!

## Time is valuable

- Know what you're going to say
- Be brief & to the point
- Be patient and respectful
- Be responsive & appreciative
- Be flexible – be prepared to wait or to speak in the hallway or elevator
- Allow them to express their point of view
- Keep a friendly tone - you are representing your company & many others

## Staffers are important, too

- Don't be discouraged – staff are critical to their legislators



## Do

- Use their correct title (Senator, Madame Chair, etc.)
- Know where they're from & if you're their constituent
- Get to the point & state the reason for your visit
- Talk - don't read your script
- Tell **your** story – that will have the most impact
- Listen closely
- Be polite – you're representing a lot of other folks

## Do Not

- Allow for awkward pause, silence
- Require them to guess why you're there
- Interrupt a Member
- Be a HAC (haughty, arrogant or confrontational)
- Reveal company sensitive information
- Guess - if you don't know, find out & get back
- Presume to teach politics to legislators





# What's Your Story?

- Know your own personal story
- Know your company's story
  - Local headcount
  - Total headcount
  - Be familiar with company policies as they relate to diversity and equality
- Statistics
- Economic Impact
  - What impact does your company have on the local economy
- Activity in the community
  - How does your company impact the community
    - Volunteering, charitable donations, etc.



# United States



Dell Technologies **directly employs 56,115** workers in the U.S.



For every 10 jobs at Dell Technologies, an additional 67 jobs are supported across the U.S. economy, **totaling more than 430,000 American jobs.\***



**One out of every 333 U.S. jobs** was in some way connected to Dell Technologies' operations in 2016.\*



In the United States, Dell Technologies **directly supported nearly 16,000 jobs** within minority and/or female-owned businesses.



In the United States, Dell Technologies and its U.S. employees donated approximately **\$54.3 million** in 2016.

# Tennessee



Dell Technologies spent **\$289 million with local Tennessee suppliers** and its employees spent much of their **\$105 million in wages** within their local communities.\*



Dell Technologies spent **\$3.8 million with diverse suppliers** in Tennessee\*



Dell Technologies **supports nearly** 4,500 jobs in Tennessee.



Dell Technologies' operations, supply chain activity and induced activity produces **\$6.6 million in weekly wages** in Tennessee.\*



Dell Technologies **employee wages are 32% higher** relative to the Tennessee average.\*



More than **\$4.9 million in daily sales activity** was triggered by Dell Technologies' operations, supply chain activity and induced activity.\*

## Company Facts (1 of 2)

(Company) has nearly # folks in (state/location) and (grand total #) worldwide.

(Company) backs public policies that support all of our employees and their families and that prohibit workplace discrimination on the basis of sexual orientation or gender identity.

(Company) supports providing equal protection to same-gender couples and their families. (Company) also supports public policies that allow “Plus one” employee benefit plans (under which employees can name an additional person to their employee health benefits) and that prohibit discrimination in housing.

Such public policies help (company) and other multinational companies and small businesses to recruit and retain a talented, innovative team – and to understand and meet the needs of our customers. (Company’s) own internal policies support diversity – including that transgender team members may use the restroom in which they feel most comfortable.

We have a resource group for LGBT employees to network with each other.



## Company Facts (2 of 2)

We proactively seek to purchase parts and components from diverse suppliers around the world - including businesses of LGBT owners.

We encourage businesses and governments to diversify their supplier base.

(Company) reaches out to multicultural customer groups and works with diverse communities to promote access to technology, talent, business and education in our communities.

The Human Rights Campaign (HRC), the largest civil rights organization working to achieve equality for LGBT Americans, has given (company) a perfect score on its 2018 Corporate Equality Index — the XX year (company) has received the top mark.

More than 80% of Fortune 500 companies have adopted non-discrimination policies that include gender identity. [*Human Rights Campaign*]



Michael Dell @MichaelDell · May 28

Letter I signed w/[@tim\\_cook](#) [Zuckerberg](#) [@sundarpichai](#) [@GinniRometty](#) [@Benioff](#) [@ChuckRobbins](#) + more delivered to Texas Governor [@GregAbbott\\_TX](#)

Austin, Texas 78711

Dear Governor Abbott,

We are writing to express our steadfast opposition to the introduction and passage of any discriminatory legislation in Texas. Such laws are bad for our employees and bad for business.

As large employers in the state, we are gravely concerned that any such legislation would deeply tarnish Texas' reputation as open and friendly to businesses and families. Our ability to attract, recruit and retain top talent, encourage new business relocations, expansions and investment, and maintain our economic competitiveness would all be negatively affected.

Discrimination is wrong and it has no place in Texas or anywhere in our country. Our perspective is grounded in our values and our long-held commitment to diversity and inclusion.

We strongly urge you and the Texas legislature not to further pursue legislation of this kind.



# We've been here before – you can do this!



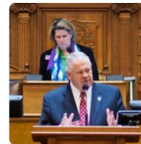
Michael Dell

@MichaelDell



Following

I agree and proud [@SecureWorks](#) joined against Georgia Bill that Shields Discrimination Against Gays [nyti.ms/1QCxHyr](#) HT [@Benioff](#)



**A Georgia Bill Shields Discrimination Against Gays**

The state is one of eight that are considering blanket legal protection for discrimination on religious grounds. Its bill is one of the most alarming.

[nytimes.com](#)

RETWEETS

128

LIKES

125



11:44 AM - 27 Feb 2016



# Where Dell has made an Impact



# What to Expect in 2019



## Mostly we play defense

- First Amendment Freedom of Religion
  - License to discriminate
  - First Amendment Defense Actions and other religious exemption bills
  - Religious Freedom Restoration Acts
  - Health care access
  - Adoption and foster care
  - Marriage-related exemptions
  - Schools and student organizations
- Anti-transgender bills
- Bills pre-empting local protections

## Occasionally we're on offense

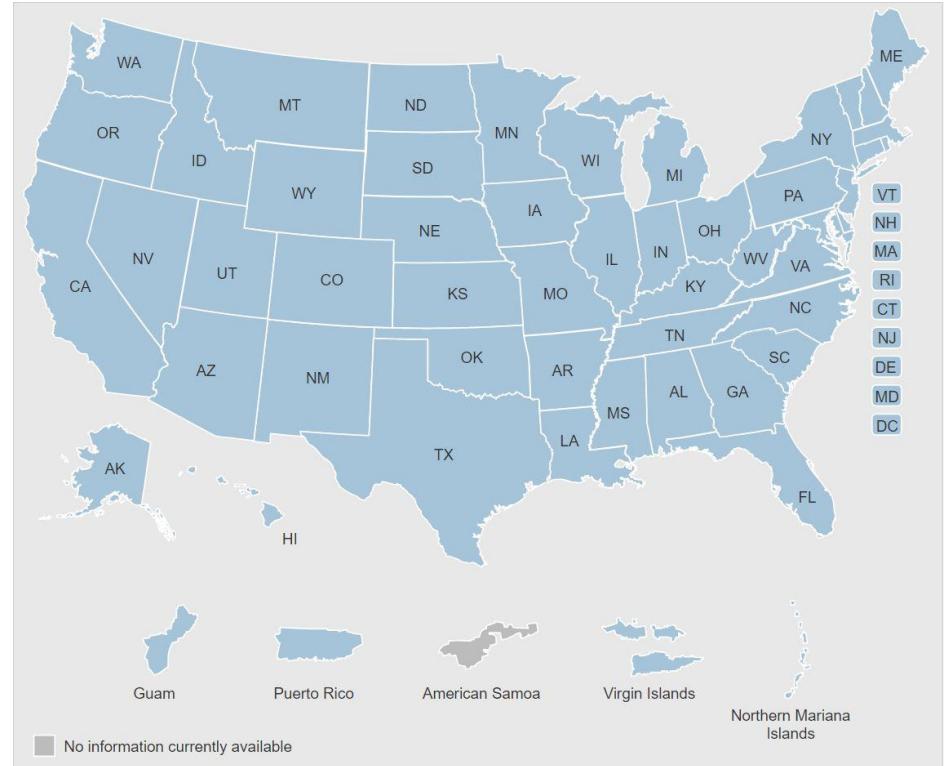
- Affirmative nondiscrimination legislation
  - Comprehensive Protection (Equality Act)
  - Incomplete Protection





# Online Voter Resources

- Confirm your Voter Registration:  
<https://www.usa.gov/register-to-vote>
  - Find your Polling Place
  - View Sample Ballots
- Learn who your Representatives are:
  - <https://www.congress.gov/state-legislature-websites>
  - <https://www.house.gov/representatives>
- Print out your Representatives Info including office # so you can find them on Lobby Day
- Ballotpedia is a good bipartisan website for researching each Representative and future ballot issues



# Q&A



# BE ♥ YOURSELF



vmware®

