



100+
VIRTUAL
MEETINGS WITH
POLICYMAKERS

6,500+
GRASSROOTS
MESSAGES TO
POLICYMAKERS

DEMONSTRATED
SUCCESS IN THE
WHITE HOUSE,
CAPITOLS & COURTS

2020 ADVOCACY SUMMARY

ADDRESSING COVID-19

COVID-19 has certainly been a challenging year for both PCA and PCA members. The association quickly worked to address the pandemic and provide member resources through webinars, guides, one-pagers, Facebook live interviews, and other member benefit tools to provide assistance during a difficult time. PCA also successfully lobbied for initiatives and reform to initiatives like the Paycheck Protection Program that aimed to provide assistance to PCA members. PCA's "Guide to Economic Recovery" was a critical document in the industry's response to COVID-19.

The association was at the forefront of these discussions working with Congress, the Small Business Administration, and other agencies to address a variety of concerns. The association also took a lead in communicating real time developments to members through sometimes daily briefs on COVID-19 and its impact on the retail sector, which allowed our members to enroll in various programs faster than other trade groups or industries.

FIGHTING TAX INCREASES AND BUILDING STATE PARTNERS

PCA worked with state affiliates to successfully defeat tax increases in more than a half dozen states in 2020 during unconventional state legislative sessions. The defeat of these bills has resulted in cost savings of millions of dollars for the premium cigar industry benefitting retailers, manufacturers, and consumers. PCA also launched a new training program to brief state partners on the challenges and opportunities that lie ahead. By the conclusion of the year, PCA will have covered all 50 states in regional clusters to work to equip them with the knowledge and resources they need to continue to fight in 2021 and handle the new legislative cycle. These trainings represent a first step in building partnerships with state association and an infrastructure that can adequately address state tobacco taxes, prohibitions, and restrictions.

ADAPTING COMMUNICATIONS AND OUTPUT

Despite the inability to have large scale live events and our public engagement series, PCA shifted to a virtual updates and meetings throughout the pandemic conducting business through a hybrid of types of engagement. PCA conducted 100+ virtual meetings with policymakers at the federal level, but also conducted 150+ live meetings at the beginning of the year through engagement with the White House and our Congressional Fly-In in February. PCA staff conducted over 40 interviews of industry leaders and visited dozens of retail locations to provide updates and also solicit feedback in the field on the evolving approach to government affairs. Despite staffing reductions and furloughs, PCA steadfastly provided on call government affairs advice and representation to thousands of PCA members throughout the year without disruption.

LOBBYING AND LITIGATION VICTORIES

From grassroots lobbying of individual PCA members in the Halls of Congress to our lawyers in the courtroom, the association has had an impact and demonstrated success this year. PCA led important discussions with the White House and Food & Drug Administration that were integral in defining a premium cigar. This led to the Substantial Equivalence victory which represents another multi-million-dollar cost savings for the industry and more importantly a new opportunity for innovation, creativity, and new products coming to market where the entire industry benefits. The association also successfully fought against new federal tobacco restrictions in the Pallone Bill that would determinately harm manufacturers and retailers from providing legal products to legal adults.