

PCA ADVOCACY



WHAT IS PCA ADVOCACY?

The Premium Cigar Association (PCA) is the leading advocacy group for premium cigar and pipe retailers, manufacturers and enthusiasts nationwide. PCA advocacy is a collective of dedicated tobacconists and their loyal customers who have a vested interest in the public policy process and their right to enjoy a timeless tradition. PCA advocates communicate with local, state and federal elected officials and regulators to speak out against harmful regulations and work together to create effective policy that allows the premium cigar industry to thrive. From uniting unlikely groups of people to celebrating the finer moments in life, cigars are a constant source of joy and camaraderie. It is important for PCA advocates to share these memories and the rich cultural history of premium cigars with policymakers.

WHO ARE PCA ADVOCATES?

PCA advocates are a diverse group of people from varying backgrounds, all united in their shared love and passion for premium cigars. These include: retail store owners with multiple locations in multiple states; family-owned single-store operators; store managers; employees; and consumer enthusiasts. PCA advocates engage policymakers at the local, state, and federal levels of government.

Does this sound like you? Sign up to become a PCA advocate now at cigaraction.org/join-now

WHY IS PCA ADVOCACY IMPORTANT?

As lawmakers make key decisions on regulations and policy, they seek out reliable and trusted sources for information. They particularly want to hear from constituents and you could (and should) be their trusted source on premium cigars! They want to know the important role premium cigars have played in your life and will take this into consideration as they make decisions to best serve the needs of their own constituents.

When a lawmaker has questions about premium cigars or about how current regulations have impacted your business or passion, a PCA advocate should be one of their first points of contact and ready to give them the facts along with a personal message.

HOW CAN I GET INVOLVED?

After you sign up to become a PCA advocate, you will receive periodic action alerts with updates on pressing issues facing the premium cigar and pipe industry as part of the legislative and regulatory process. You may be asked to call, email, tweet or even meet with an elected official as a PCA advocate. The PCA advocacy team will ensure you have all the necessary information to prepare you to act as the voice of premium tobacconists and enthusiasts through written guides, webinars, training sessions and fact sheets.

If you have specific questions on how to get involved with PCA advocacy or need additional resources, or if you are a storeowner and interested in hosting a congressional visit, please contact Joshua Habursky at joshua@premiumcigars.org.

WHAT TYPE OF ISSUES DO PCA ADVOCATES FOCUS ON?

PCA advocates are active on a variety of legislative and regulatory issues, including but not limited to:

- Small Business Issues
- FDA Regulations
- The Deeming Rule
- Tobacco Regulation and Policy
- Trade & Tariffs
- Payment Security
- Advertising and Sales Issues
- Smoking Bans

Learn more at cigaraction.org

SHOULD I GET MY EMPLOYEES OR COLLEAGUES INVOLVED?

Absolutely! We encourage you to engage your employees, customers and entire network in the legislative process. Your leadership is critical to the overall impact and effectiveness of PCA advocacy. Creating a culture of advocacy among employees, customers and beyond will leverage your influence with lawmakers and prove you are speaking on behalf of many other invested cigar lovers. Use this document to introduce employees and customers to PCA advocacy. PCA will provide regular updates and has several additional resources available at cigaraction.org.

I'M READY! HOW CAN I GET STARTED?

- **Sign up to become a PCA Advocate today** at cigaraction.org/join-now
- Regularly Take Action on PCA Alerts
- Encourage employees and colleagues to participate and become an advocate
- Connect with your elected officials on social media
- Learn more about the **Premium Cigar PAC**, dedicated to supporting elected officials who will fight for your industry. Contact Erin R Holland at erin@premiumcigars.org for more info.

STAY CONNECTED



Federal & Regulatory News: cigaraction.org/legislative-regulatory-news



PCA Advocacy Resources: premiumcigars.org/advocacy



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