

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.

PCA STATE ADVOCACY

A state legislature or regulatory agency may choose to pursue regulations that help or hurt the premium cigar industry. The role of PCA state advocacy is to support or defend against these policies that would affect our membership. Our advocacy initiatives involve direct outreach by the PCA staff and board, but the most impactful tactic is to have brick and mortar retailers from the state which is attempting legislation to reach out to their representatives and have their voice heard.

With coordination from the state association, the Premium Cigar Association and all retail members in the state reaching out to state legislators, we can ensure our collective voices are heard.

In the outreach to state legislators PCA and the state association will provide target actors in the state house with resources to make sure they see the full picture on the proposed legislation. These resources could include testimonials from members, economic and health studies, model legislation from around the US and basic data on membership numbers in their state. These resources help educate the legislature on how the bill will impact small businesses and employment across their state. This can help facilitate conversions on future bills and amending current bills to better suit our industry.

WHAT IS GRASSROOTS ADVOCACY?

Grassroots advocacy is the most impactful way for PCA and its membership to have our collective voices heard. Grassroots advocacy is when PCA has a message but it is being conveyed by the stores who are going to be impacted the most by the proposed legislation. Using the advocacy tools PCA has implemented, it is very easy to be involved and contact your legislature.

ADVOCACY VS. LOBBYING

Advocacy actions come from constituents, the people who the legislators represent. This is why advocacy emails, calls and meetings are so impactful. Representatives want to hear from their voters and your voice will always be louder than out of state lobbyists. Lobbyists play a very important role in guiding policy and creating coalitions across the aisle in state houses across the US. Grassroots actions are often

seen as the strategy that is the difference between winning and losing. These actions ensure that the voter's voice is heard. Highlighting jobs, and community involvement can prove the value that stores bring to their community.

The time that a representative can commit to lobbyists is very competitive and can be split between many different industries. With that said, when a constituent contacts an office, many representatives or their staff will make time to hear from you. Your voice speaks far louder than any lobbyist.

CIGARACTION.ORG

CigarAction.org is a tool provided by the Premium Cigar Association and allows retailers, consumers and manufacturers to connect with their legislatures on the local, state and federal level. This software is key for you to connect with your representatives to urge them to support our industry. This connection does not only send a pre-written email to your representatives, but gives you the opportunity to customize the message and gives you the contact information for the offices. If you feel that further action needs to be taken you can set up a one-on-one meeting with your representative's office to explain how legislation will affect your store and your community. The Premium Cigar Association will help connect you with specific legislators and help you prepare for one-on-one meetings if you choose to set one up.

When you go onto CigarAction.org you will be presented with a federal and a state section. This breakdown allows the user to select which campaign you would like to participate in. Once you take action on a bill, CigarAction.org will take note of your state and zip code and will email you when there is a campaign that you can participate in. These actions will only be sent to you when they concern your state, locality or when federal actions come up.

If you have specific questions on how to get involved with PCA advocacy or need additional resources, or if you are a store owner 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

HOW YOU AND YOUR SHOP CAN CIGARACTION.ORG

There are many ways a store can use CigarAction.org some ways can be more impactful than clothes. PCA wants to have as much engagement on action alerts as possible so having you, your employees, and your customers interact with the legislation is the best way to support our fights in your state house. Many shops have a tablet near checkout where they encourage consumers to take part in CigarAction.org. This kind of engagement can increase the impact of a single store to be as loud as their customer base, which could be in the hundreds.

If your business has a website or uses social media, you can help promote cigar action online to your customers. Putting the link for CigarAction.org on your website is a great way to engage remotely with the cigar industry in a very impactful way.

SIGN-UP FORM

CigarAction Home Federal State Voting Tools

PCA
PREMIUM CIGAR ASSOCIATION

Join the Premium Cigar Action Network

As a premium tobacconist, you know what's happening in the tobacco industry better than anyone else. You live it every day. That means you are in the best position to explain the ins and outs of the profession.

At the same time, the elected officials are most interested in hearing from their own constituents. It is who they were elected to represent.

As a subject matter expert and a valued constituent, elected officials need – and in fact, count on – opinions like yours to make effective legislative decisions.

While e-mails, social media outreach, and phone calls are valued ways of communicating, one person can get lost in the noise. That is why we have created the Premium Cigar Action Network. Join the team, get on the same page, and move with one strong voice to protect our way of life.

First & Last Name
Email
Retailer or Enthusiast (select one)
Store or Business Affiliation (optional)
Address
City Zip
Next
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The sign-up page on CigarAction.org is the first step towards keeping up-to-date on what is happening in your locality, your state and the US. This screen can be visible on a tablet, mobile device, or computer. During the most pressing campaigns you may want to setup a station at the point of purchase for customers to send a message at checkout in your store. Having your consumers engage and sign up through this page will keep them up to date and allow them the opportunity to take action! The best way for you to use this page is to send it out to your email list, post it on social media and keep it up in your store in case someone wants to sign up and join the fight!

ADVOCACY TECHNOLOGY

CigarAction Home Federal State Voting Tools

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Oppose Premium Tobacco Tax Increase

Tobacco Tax Equity, Not in the Biden Plan

Today President Biden released his framework for the Build Back Better Act, encouraging mainstream and progressive Democrats to unite in the spirit of cooperation and compromise. Congress is expected to immediately take up the measure, which unites the Tobacco Tax Equity provisions.

PCA appreciates the White House consideration of the broad domestic and international concerns associated with Tobacco Tax Equity. The provision assumes that adults over 21 years of age are incapable of making informed consumer decisions, and seeks to price them out of the market. It is built on the premise that tobacco products are interchangeable and of equal risk, an assertion that is not supported by the NIH Population Assessment of Tobacco and Health.

Furthermore, the unintended consequences of Tobacco Tax Equity are broad and severe:

- Overwhelmingly burdening lower income and minority communities
- Targeting the cultural heritage of Central American and Middle Eastern communities
- Threatening the stability of vulnerable regions within DR-CAFTA countries
- Risking thousands of small businesses and hundreds of thousands of jobs
- Unsustainable revenue projections

PCA is still encouraging it's members and their employees and customers to take action now (using the form on this page) on our updated alert to stave off that threat of the anti-tobacco groups pushing these harmful provisions back into the Build Back Better agenda.

Take Action Now!

First & Last Name
Email
Address
Town or Suburb
Postcode
Next
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Federal alerts are open for all to participate in! Under the Federal tab in CigarAction.org, you can find the fights that we are taking up nationally. Since these are nationwide, all PCA members can participate in them. These kinds of campaigns are a great way to get your employees and customers involved too. National legislation that tends to get the attention of the news tends to be followed by more people. Therefore, it is a good place to have people you know start advocating. They are likely to hear about bills on the news or in speeches so they may be more inclined to take action.

CigarAction Home Federal State Voting Tools

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Preserve Iowa Tax Cap

Iowa Representative Mary Mascher is sponsoring HF 733, which would dramatically increase the taxes on premium cigars, and remove the current \$5.50 tax cap, that works to support local Iowa small businesses. The bill would cause the tax on cigars to go from 50% to 55.6%. This would lead to a decrease in demand from your customers of over 28%! This means that consumers will buy around 28% less products if this new tax level is passed. This drastic change will shock every shop customer in Iowa! But there is time to make your voice heard!

Sending this letter lets your legislators know how this tax will impact your business and asks them to vote this egregious tax down! We have until Apr 19, 2022 to make sure this bill doesn't get passed, so make sure your voice is heard and take action today!

Take Action Now!

First & Last Name
Email
Phone
Address
City
Zip
Next
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Above is an example of a state bill that PCA needed state actors to take action on. Bills like the one described come up every day in state legislatures. It is PCA's job to sift through those bills and ensure that businesses, and consumers have the opportunity to fight for or against bills that will affect them if passed. Once a customer is familiar with bill tracking and advocacy, it will be easier for you to communicate what is happening in your state house and get them to take action. This is why PCA gives CigarAction.org users a rundown of what the bill would do and what you should do to ensure your business is protected.

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 Ryan Parada at Ryan@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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