



ASSOCIATED INDUSTRIES OF FLORIDA POLITICAL COUNCIL (AIFPC)

Coordinating Business for
→ Florida's Political Future.

VOTER
COMMUNICATIONS
campaign

SENATE
Business

NEWS Analytics

Campaign

RESEARCH
Voter Education
For/AGAINST
Conservative
MODERATE
LIBERAL

precincts
districts

Candidate Interviews

communications

Demographics
Ethnicity
RACE
Gender
RESULTS

ELECTIONS

INDEPENDENT

*Turnout

Mid-Term

HOUSE

Media Market*

GENERAL ELECTION
RE-ELECTION

PRECINCT
PRIMARY

Registration

Propensity* Score

DEMOCRAT

NPA

REPUBLICAN



2018 Elections... What's at Stake?

- ✓ Florida will have a new Governor, Chief Financial Officer, Ag Commissioner and Attorney General for the first time in 8 years!
- ✓ 20 seats in the Florida Senate are up for re-election as well as all 120 Florida House seats.
- ✓ Significant battles are playing out for a Florida U.S. Senate seat and all Florida U.S. House seats.

Is Your Company Ready?

Current AIF Political Council members are receiving exclusive data and analyses on demographics, candidates, campaign finance and more. Members are preparing to attend four candidate interview sessions across the state to meet the candidates face-to-face and hear their views on the issues.

**JOIN
NOW!**

It's not too late for you to *join the Political Council*
and be better informed and prepared for this one-of-a-kind election season.

**2018 AIFPC
CANDIDATE
INTERVIEWS**

DATES & LOCATIONS

May 16–17 • Miami (Marriott Miami Biscayne Bay)
June 6–7 • Orlando (Rosen Shingle Creek)
June 13–14 • Tampa (AC Hotel Tampa Airport)
June 28–29 • Tallahassee (AIF Headquarters)

If you have any questions about AIFPC membership and the interviews, please contact Ryan Tyson, AIF VP of Political Operations, at rtyson@aif.com or by phone at 850.224.7173.

Your company's bottom line can be decimated by lawmakers who lack a pro-business philosophy.



Our Political Council will keep you in the know on campaign finance figures based on reports made to the State Division of Elections. You will see the amount of “hard dollars” raised, loans to the campaign, and cash on hand. Additionally, many candidates have set up political committees to generate “soft money” for their campaigns.

The Council will keep you current on Florida voter registration data broken out by various demographics for each district of the Florida Senate, Florida House of Representatives, and Florida Congressional Delegation. We analyze current voter registration information with the *October 2016 Book Closing*, highlight the changes in demographics since the last statewide elections, and describe the possible impacts.



MEMBER TESTIMONIALS

“The AIF Political Council provides the most up-to-date, comprehensive data on Florida politics available anywhere. The candidate interview processes they have each election year also proves to be vital to my company’s ability to better understand the candidates and races.”

– Christie Pontis, CenturyLink, Regulatory and Legislative Affairs Manager

“We continue to be impressed with the level of detail and expert analysis we get from our membership in the AIF Political Council. It’s essential to our company in building our elections strategy and provides the proper information to implement.”

– Ellen Anderson, Community Health Systems, Director of Government Relations, Division III



ASSOCIATED INDUSTRIES OF FLORIDA POLITICAL COUNCIL

Managing a successful business calls for hard work and dedication. However, your company's bottom line can be decimated by lawmakers who lack a pro-business philosophy. Through the efforts of the AIF Political Council (AIFPC)—the research, analysis and education arm of AIF—members are more informed and better prepared for Florida elections.

The Political Council is committed to providing members with the very latest information on candidates and races that will affect the business climate and further support the success of the business community.

Emphasis of the Council:

- To collect and analyze data that increases the understanding among the business community of Florida's political climate
- To educate employers and business owners on the potential policymakers of Florida

AIFPC MISSION STATEMENT

Created in 1994, the mission of the Political Council is to provide the members with comprehensive data and broad access on election analyses, candidates, and the overall political environment in Florida. It does not engage in endorsements, electioneering communication, polling or focus groups.

POLITICAL COUNCIL MEMBER BENEFITS

Up-to-Date Communications: AIFPC members receive exclusive and frequent updates on current political news, campaigns, election results and analyses. This rapid delivery of information on hot political happenings is essential to keeping pace with the latest occurrences in Florida politics.

Candidate Evaluation Process: Candidate Interviews, held each election year, provide our PC members with the opportunity to meet the many new faces running for office around the state and begin their working relationship with those being elected to office. Along with face-to-face meetings with the candidates, the AIF political staff provides key analyses and data designed to educate members on the nuances of each candidate and district.

Data & Analysis Tools: Throughout the two-year election cycle, AIFPC members receive detailed information on various areas of the election process including filed candidates, financial data, updates on shifting demographics, etc. As the primary and general elections approach, we provide our members with a unique product, the *Outline of Races*. This report summarizes each candidate throughout the state by district and provides pertinent details such as personal and professional information, history of political involvement, use of consultants, and fundraising totals. The *Outline of Races* report is updated after each campaign finance reporting period leading up to election day so that members can stay informed with the very latest data.

Political Briefings: Our political shop works diligently to gather data to use in the analyses of candidates and races. AIFPC members have access to our staff at any time for questions, briefings, or simply to hear the latest buzz in the political world.

COORDINATING BUSINESS FOR FLORIDA'S POLITICAL FUTURE

▶ JOIN AIF POLITICAL ACTIVITIES

Participation in the AIF Political Council is separate from membership in AIF. For more information about AIF's political operations and to experience the benefits of being a Political Council member, please contact Ryan Tyson, Vice President – Political Operations, at 850.224.7173 or email him at rtyson@aif.com.
