

The Value of Proactive Pool Advocacy

Joe Hrubash, Deputy Executive Director, NJMEL
Martin Brady, Executive Director, SIA



Overview

- Our discussion will focus on two major areas:
 - Legislation
 - Public relations
- We will address:
 - Outcomes
 - Approaches
 - Final thoughts

New Jersey Municipal Excess Liability Joint Insurance Fund



Outcomes From Proactive Advocacy

- Pools preserving and protecting public entity funding, other resource investments
 - Legislature comes to pool for advice, input
 - Media looks for support telling stories to public
- Have a seat at the table
 - Learn and leverage from others at table
- Increased member connection, affinity
 - Pool understood amid changes in elected, appointed officials
 - Pool appreciated as thought leader



POOLING
TODAY
PRESENTED BY AGRIP/CAJPA/NLC-RISC

NJMEL Approach: Why

- Engage to “protect the base”
- Build relationships
 - Helps if something unanticipated happens
- Increase transparency
 - Demonstrate our decision-making and financial processes
- Thought leadership and consistent storytelling



NJMEL Approach: Lobbyist

- Traditional lobbying relationship
 - Longstanding, ongoing (since 1990)
 - Updated
- Role of lobbyist
 - Guidance, consultation
 - Present legislation
 - Maintain, track
 - Arrange legislative sponsors
 - Seat at the table
 - Present MEL position



NJMEL Approach: Leg. Committee

- Responsibilities
 - Review pending legislation
 - Determine initial position and strategy
 - Monitor, support, oppose, seek clarification
 - Report to NJMEL Board of Commissioners
 - Maintain contact with Governor's office, majority and minority party staff, regulatory agencies



NJMEL Approach: Collaboration

- Collaborate when there is mutual interest
- Build strong relationships
 - Senate President, General Assembly Speaker
 - New Jersey Legislature
 - Chairpersons of committees, subcommittees
 - State agencies



NJMEL: Successful Outcomes

- Firefighter presumption
 - Went from “clear and convincing” to “preponderance of evidence”
 - Went from applying to all cancers to a national standard
 - Amended age from unlimited to 75
 - Originally cost taxpayers \$218M, revised is \$10M to public
- Sexual abuse and molestation
 - Collaborated with others
 - Successfully changed bill to create law with special loss fund, taskforce
 - Drafted model policy for members
- Expansion of investment options
 - MEL drafted legislation to expand options
 - New program allows short- and long-term municipal debt
 - Governor at outset of pandemic asked us to help municipalities
 - \$108M invested; \$1.4M earned; \$182K member savings

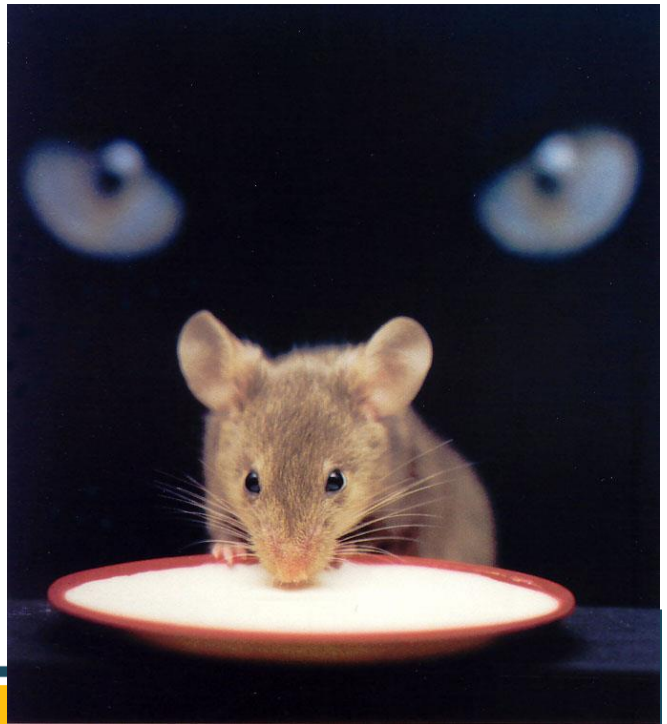


NJMEL Approach: Public Relations

- Contract with marketing manager/PR firm
 - Supports our commitment to transparency and thought leadership
 - Improves competitiveness, member retention
 - Develops scripts for educational seminars
 - Creates videos, webinars
- Outcomes
 - NJMEL website upgrades and mobile app
 - Live training on crisis management
 - Other videos, articles, materials to support our work and storytelling in comprehensive, professional, consistent manner



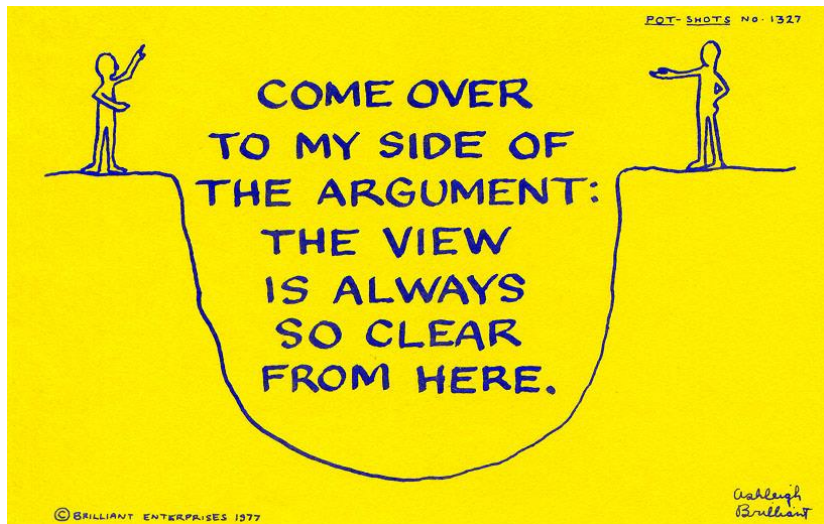
Schools Insurance Authority



SIA Approach: Why

- School funding being eroded by other interests
- Big companies driving decisions, impacting public employer interests
- Management and labor at odds when didn't need to be





SIA Approach: How



- Committee with labor and management together
- Workers' compensation
- Working group with corporate entities

Summary



- Proactive advocacy can be uncomfortable for pools
 - Lots of reasons given for not engaging
- In your members' best interest to be at the table
 - Only way to do that is to get in there
- Many different ways to approach advocacy
 - SIA and NJMEL very different but very effective
- Find your own path and the one that makes sense for your members

Thank you!

Joe Hrubash

Deputy Executive Director

NJMEL

jhrubash@permainc.com

Martin Brady

Executive Director

SIA

mbrady@sia-jpa.org

