

*TWGGA MEMBER*

*VineRoots*

**ACTION PACKS**

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**IDENTIFY ELECTED OFFICIALS  
AND/OR CANDIDATES**





## *INTRODUCTION*

This series of TWGGA Member Action Packs is designed to engage TWGGA members in legislative advocacy on behalf of the wine and grape industry. Each member can choose as few or as many of the individual activities they would like to conduct to contribute to this overall industry effort. Members may select to host elected officials at their winery/vineyard, to raise funds for candidates or officials, to educate officials on industry needs, and/or to participate in our legislative day at the State Capitol in Austin.



TEXAS WINE & GRAPE  
GROWERS ASSOCIATION

## GENERAL INFORMATION

VineRoots is the Texas wine/grape industry name for the statewide grassroots effort to effectively advocate at the local and regional level on behalf of the wine and grape industry in Texas.

The goal is to effectively develop internal policy for the industry and, once that policy is determined, educate decision makers at the local, regional, and statewide level on those policy decisions and how they might impact the industry and the state economy overall.

Over the past few decades, the Texas Legislature has granted the Texas grape and wine industry numerous rights and privileges, many not shared by our industry competitors, such as the ability to:

- Sell direct to consumers, to all retail segments of the industry, at festivals, to wholesalers and distributors, and over the Internet.
- Self-distribute.
- Have premises in a dry area.
- Import for blending purposes.
- Have operating agreements between wineries.
- Sell other manufacturers' wine on your premises.
- Sell from an out-of-state direct shipper.
- Offer sampling both in your facility and retail outlets.
- Qualify as a winery and not produce any wine and let others make it.
- Sell on Sunday and have wine clubs.
- Ship through the mail.

As the alcohol industry becomes more competitive, both with other segments of the industry and with consumers who have limited funds to spend on entertainment, it will become necessary for the Texas wine industry to become more organized and effective in its advocacy efforts. Your involvement will help ensure your continued success and the success of our industry statewide. It will also ensure that this industry remains viable for the next generation and beyond.

This type of political effort can also provide other benefits, both direct and in-direct to your business, such as your increased awareness of the political process and the decision makers and how they can impact your business, and increased exposure of you and your business in your community and beyond.

The ultimate goal, developing key relationships with decision makers, begins with this effort. When you are in need, these will be the people you will want to contact.

## IDENTIFY ELECTED OFFICIALS AND/OR CANDIDATES

In Texas, members of the Texas House of Representatives are elected for 2-year terms. Our Texas Senate members are elected for 4-year terms (these are staggered, so that half of the Senators are up for reelection every 2 years and then the other half are up the following 2 years). All of our state-side offices are for 4-year terms. Our U.S. House of Representatives are up for election every 2 years and our U.S. Senators run every 6 years but have staggered terms as well.

### Action Steps

1. Identify your State Representative and State Senator. Contact the TWGGA office for a current list or visit the Secretary of State's Office at [www.sos.state.tx.us](http://www.sos.state.tx.us). You can also visit [bit.ly/TWGGAmapping](http://bit.ly/TWGGAmapping) to review your previous and current political districts.
2. If there is an open seat for either position, identify the candidates for the office.
3. Typically, TWGGA will almost always recommend supporting the incumbent unless that individual has been working against our industry.
4. In seats where there is no incumbent, you will have to visit with the candidates and determine for yourself who you should support. Feel free to contact the TWGGA office to seek advice or any additional information that might be available on the various candidates in your area.
5. In seats where there are multiple candidates (more than two), sometimes it is prudent (especially if all of the candidates are unknown to you) to withhold your support until the primary runoff. This is a case-by-case decision. Again, if you are unsure, contact the TWGGA office for help.
6. As you work your way through the process of supporting candidates, please use the enclosed form to report your support to the TWGGA office so that we may keep accurate records. Later this information will become extremely valuable in the TWGGA political efforts during upcoming and future legislative sessions.

Supporting Materials

*OFFICE HOLDER PERSONAL INFORMATION FORM*

DATE	<input type="text"/>		
NAME	<input type="text"/>		
SPOUSE	<input type="text"/>		
ELECTED OFFICE	<input type="text"/>		
ADDRESS: BUSINESS	<input type="text"/>		
	<input type="text"/>		
HOME	<input type="text"/>		
	<input type="text"/>		
PHONE #	<input type="text"/>	BUSINESS #	<input type="text"/>
HOME #	<input type="text"/>		
MOBILE #	<input type="text"/>		
FAX #	<input type="text"/>		
SPOUSE MOBILE	<input type="text"/>		
ASST. MOBILE	<input type="text"/>		
EMAIL	<input type="text"/>		
SPOUSE EMAIL	<input type="text"/>		
OTHER	<input type="text"/>		
CHILDREN	<input type="text"/>		
OTHER INFORMATION	<input type="text"/>		



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*CANDIDATE INFORMATION FORM*

DATE

NAME

OFFICE SOUGHT

ADDRESS: BUSINESS

HOME

PHONE #

BUSINESS #

HOME #

MOBILE #

EMAIL

OTHER INFORMATION



### Action Steps

1. Find out who is running for office in your area. Typically, incumbents who have decided to run for reelection file for office early. Filings for open seats oftentimes are not complete until the last day of filing.
2. If the seat in question is contained within a county, contact the local county Republican or Democratic campaign office.
3. If the seat is a multi-county seat, contact the Texas Secretary of State office. See the state website or via the phone number found in the Master Contact list in the Important Contact Information VineRoots packet.
4. Once the candidates/office holders have been identified, call their campaign office. These numbers should also be available at the Texas Secretary of State office or on the candidate/office holder website.
5. Set up an appointment and visit with each of the candidates, either at the campaign headquarters, your facility (preferable), or another convenient location.
6. It is imperative that you get to know these people; one of them will be representing you on issues that impact you directly.



## Supporting Materials

### CANDIDATE FUNDRAISING NOTES

We are including a fundraising tutorial with this manual for a more detailed "how-to." But, without exception, to be included in your political time commitment will be time spent raising money for the candidates of your choice.

In addition to just raising money, you we should also commit to the use of your facilities for events and the possible use of some of your employees to help with other campaign events. All of this will ultimately cost you money, money which will be reported by the campaign as "in-kind" contributions but contributions none the less.

In Texas state elections, there are NO limits on the amount of money or "in-kind" contributions that can be given to a particular campaign as long as they are reported by the campaign.

*TWGGA MEMBER CANDIDATE SUPPORT FORM*

DATE	<input type="text"/>
TWGGA MEMBER	<input type="text"/>
CANDIDATE NAME	<input type="text"/>
ADDRESS	<input type="text"/>
PHONE #	<input type="text"/>
EMAIL	<input type="text"/>
OFFICE SOUGHT	<input type="text"/>
EVALUATION	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
	<input type="text"/>



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