



2021 YEAR IN REVIEW

As we get ready to close out 2021, it's natural to reflect on the challenges we've faced this year as an industry and an association.

While PAC directors are no strangers to controversy around political

donations, this year was unlike anything we've experienced. Public scrutiny of PACs hit a high watermark in 2021, with the most significant driving force being the aftermath of the January 6 attack on the Capitol. In Q1, we saw many PACs pause their giving as they evaluated and reaffirmed their donation criteria. Other PACs did not pause and were quickly criticized by some media and other influencers.

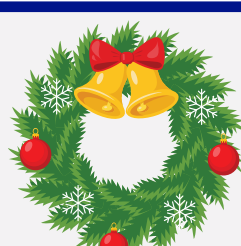
We saw this same theme play out several other times throughout the year on a myriad of other issues, each time using publicly available PAC donations as a way to single out and criticize companies for their political activity—no matter how far in the past it may have been. Unfortunately, this is a trend we haven't seen the last of, and with the 2022 midterms sure to be contentious, we expect bad actors to try to use this public shaming as a way to silence corporations and trade associations and keep them from participating in the political process.

While we vehemently oppose this tactic, we are proud of the way the PAC community stepped up to combat misinformation about Political Action Committees and defend our industry. NABPAC is the only trade association entrusted with protecting and promoting PACs, and we did our part to convene politicians, members of academia, and other thought leaders to set the record straight. We embraced our role as a convener to share best practices on PAC governance, media relations, and crisis management as well as data-driven research on the importance of PACs in our political system. We consistently told our story on how PACs are a moderating force in politics and how PACs are the most transparent, regulated, and accountable mechanism for political giving. While our efforts cannot stop bad actors from acting in bad faith, we will continue to speak up for PACs and ensure that the truth about PACs has a public voice.

Despite all this, NABPAC had several other accomplishments this year, which we would be remiss not to mention:

- **RECONNECT Conference** - NABPAC's first in-person event in two years was a productive day of networking, sharing, and planning for our members. With more than 150 people in attendance, we had many valuable discussions that are helping drive some of NABPAC's efforts in 2022; chief among them is our focus on crisis response, communications, and professional development. We were pleased to see many familiar and new faces at our signature event.
- **New members** - Speaking of new faces, NABPAC added 40 new members to our network of trade associations and corporations in 2021. As a member-driven association, we believe this is the ultimate validation of our value and the importance of our mission. We appreciate all of our members, both new and established, and look forward to meeting your needs next year and in the years to come.
- **Diversity, Equity, and Inclusion (DEI)** - With the support of the NABPAC Board of Directors, NABPAC launched a three-year DEI strategy in 2021. We partnered with our DEI Taskforce to form new Member Impact Groups (MIG), which will directly support the implementation of our strategy and help build a pipeline of talent for NABPAC leadership. We also launched our Leaders Speak interview series, delivering eight interviews with diverse leaders in the NABPAC community to highlight diversity and its impact on political affairs work and careers. We have many more high-impact opportunities planned around DEI in 2022, and I look forward to sharing those with you.

Thank you to all of our members for your support this year! Despite the continued challenges from COVID-19 and remote work, as well as the increased attacks on our industry, the association has made significant strides in our evolution. We have completed strategic planning, enhanced programming, and increased member engagement. We are building on this solid foundation to help ensure our organization continues to serve our members in 2022 and beyond.



We wish all of you and your families a happy holiday season and a safe and prosperous new year. We appreciate your partnership and look forward to what we can accomplish together next year!

NABPAC 2022 POST-ELECTION CONFERENCE

SAVE THE DATE



NABPAC returns to The Breakers in West Palm Beach, FL, **November 16-18, 2022**, for our Post-Election Conference, and we can't wait to be back! Mark your calendars to join us for our marquee event next November! Expect to hear more about registration and sponsorship information early in 2022.

WELCOME

NABPAC WELCOMED 40 NEW MEMBERS IN 2021!

Please help us welcome the members who joined NABPAC in 2021. We are thrilled to have each organization in our NABPAC family of over 260 organizations—and growing!

- American Academy of Family Physicians
- American Veterinary Medical Association
- Association of Equipment Manufacturers
- Booz Allen Hamilton
- Brick Industry Association
- CareFirst BlueCross BlueShield
- Coherus Biosciences
- Ernst & Young
- Finseca
- Greenwich Biosciences
- Humana
- Julie Schrei Solutions, LLC
- LyondellBasell
- Medicaid Health Plans of America
- National Propane Gas Association
- Ocean Spray Cranberries, Inc.
- The Fertilizer Institute
- Transportation Intermediaries Association
- United Health Group
- Weyerhaeuser Company
- Anheuser Busch
- Bayer
- Beekeeper
- BIO
- Biogen
- Coca-Cola
- Corning
- FedEx
- GR Pro
- HB Strategies
- Jacobs
- Lincoln Financial
- Mass Mutual
- Pacific Life
- Red Curve
- Ryan, LLC
- Salesforce
- The Showalter Group
- US Travel Association
- Walgreen Co.

We are a stronger organization with these new members and are thrilled that our membership continues to grow, especially in these challenging times.

If you know of an organization that is interested in standing up for the business PAC community and would benefit from NABPAC's services, please contact us at nabpac@nabpac.org.

FACTS ABOUT PACS PODCAST

Are you listening to the number one PAC podcast in America? If not, subscribe now and don't miss out on NABPAC events, latest trends and research in the PAC community, and timely facts that can assist you in managing your PAC and overall political programs.



Download our show on **Apple podcasts** (or wherever you download your favorites) and be sure to share our podcast with your PAC members by including us in your newsletters and email communications or on your PAC websites!

If you are interested in being a guest or serving as a sponsor, please contact Micaela.isler@nabpac.org.

PAC AND LEGAL HOTLINES



If you have not yet had an opportunity to take advantage of our hotline services and expertise, please email nabpac@nabpac.org to get your questions answered. NABPAC is grateful to have Carol Laham, partner at Wiley Rein, LLC and Amie Adams, president of Dunn Associates available to our members to answer your most challenging questions or to explore new ideas.

Use of both hotlines is included with your annual membership. We look forward to assisting you!