

Legislative Yard Tour Guide

Overview:

Hosting a yard tour with your state or federal legislator is a fantastic opportunity for your business. Whether you're already familiar with the legislator, or are looking to establish a new connection, remember that it's about sharing your business' story and the lumber and building materials (LBM) industry, not about diving into specific policies or advocacy issues. Legislators value getting to know their constituents, and rely on firsthand information when shaping legislation. Hosting a yard tour allows you to build a stronger relationship that benefits both your business and the LBM industry.

What to Do:

1. Prepare Your Yard

- Take a deep breath! Your yard doesn't need to be perfect, just tidy, and safe.
- Brief your employees about the visit, including who will attend.

2. Welcome the Legislator Warmly

- Know who the legislator is, but don't stress over formalities.
- Express genuine gratitude for their visit.
- As you tour the yard, introduce the legislator to your employees, and let your employees tell their story.
- Snap a few photos to capture the moment!

3. Share Your Company Story

- Relax and share what makes your business unique, whether it's being family-owned, your community contributions, or your company's journey.
- Don't worry about memorizing stats; just speak from the heart.
- Mention any plans for growth, or challenges you're facing, but there's no need for a formal presentation.

4. Discuss the Business Environment

- Chat casually about how business has been going, your market, and any trends you've noticed.
- Keep it conversational; you don't need to have all of the answers.

5. Talk About Your Daily Challenges

- Be honest about the hurdles you face, like finding skilled employees, or navigating regulations.
- Remember, you're sharing experiences, not presenting problems to solve.

6. Thank the Legislator

- Express appreciation for their time, regardless of any differences in opinion.
- Snap a final photo with the legislator and your team.
- Offer your contact information for future communication, and ask for the best way to keep in touch.

What to Avoid:

1. Don't Stress Specific Issues

- This visit is about sharing your business' story, not lobbying for priority legislation.

2. Keep it Non-Political

- Stick to industry-related topics; avoid partisan language or personal political views.

Remember:

This guide is just a framework. Feel free to adjust it to suit your comfort level. And if you have any questions or need support, reach out to the government affairs staff at [NRLA](#) or [ABMA](#). They are here to help! Most importantly, enjoy the opportunity to share your passion for your business and industry with your legislator!