



Advocacy: Value-add for the Language Industry

The Language Industry Needs Advocacy. Your elected representatives & appointed officials decide many issues which affect us. These include national approaches to employee classification; language access in healthcare reform; monitoring and enforcement of Federal laws concerning government acquisition of knowledge-based services; and a broad range of issues before the Department of Labor. ALC will advocate on our behalf, adding value to our industry.

ROI: Lobbying and advocacy pay off. Research shows a return on investment from \$200 to \$1000 for every \$1 invested in lobbying and advocacy in the past ten years.¹ By investing in lobbying for the language industry, you will position your company to take advantage of:

- Stability for the language industry human capital chain. By advocating for reasonable outcomes to the employee classification movement, you will spend less on hardening your company & defending it from state UI audits, and you will have stability for your human capital model. Defending against UI audits can easily reach six figures for a medium-sized company, and fixed costs for employees can add least 15% to labor costs.
- Better margins on federal contracting, as we advocate for the enforcement of requirements for best-value, trade off, and other value-based acquisition methods, sensible adjustment of SBA thresholds, and sensible enforcement of the Service Contracting Act. Net margins of 3%-4% are unacceptable for a knowledge-based industry and leave us at risk in providing vitally important services to the federal government.
- Increased opportunities for enterprise-level contracting, as we continue to highlight the professionalism and maturity of the language industry to the Federal government, GSA, and corporate sector, including the growth of ASTM and ISO standards in our industry.
- Top-line growth in key sectors, including language access for health care, as we advocate for federal reimbursement for language access.

How we will do this:

- Contracting with a lobbyist: ALC has identified Dr. Bill Rivers, Principal of WP Rivers & Associates, who brings deep and broad experience in Federal Advocacy, the language industry, and advocacy to our cause.
- Policy development: We will develop comprehensive policy positions and messaging on key issues for the language industry;
- Legislative strategy: We will execute detailed, innovative legislative strategies for the ALC, and will train and coach ALC members to advocate;
- Direct Lobbying: Dr. Rivers will lobby on behalf of the industry, will raise our profile in Washington, DC;
- Information sharing: We will build on the vision of founding members such as Bill Graeper, to improve our value-added platform for sharing lessons learned and resources on vital issues for the language industry, including employee classification.

Donate now to ALC to support our advocacy! For questions, contact Kathleen Diamond, duchess47@comcast.net, or Kristin Quinlan, kristin@certifiedlanguages.com.



¹ Fortune magazine [reports](#) an ROI of \$1000 for every dollar invested in lobbying; ValueWalk [reports](#) ROI from \$1100 to more than \$2000 per dollar invested, based on the sector. In 2004, lobbying on repatriation of profits [paid off](#) at \$220 for each dollar invested.