

What do you get when you marry a political entrepreneur and winner of Long Beach Magazine's 2007 "Most Innovative Minds in Long Beach" award with a cutting edge Chamber of Commerce? The Corona Chamber of Commerce set out to find the answer to that question in 2006.

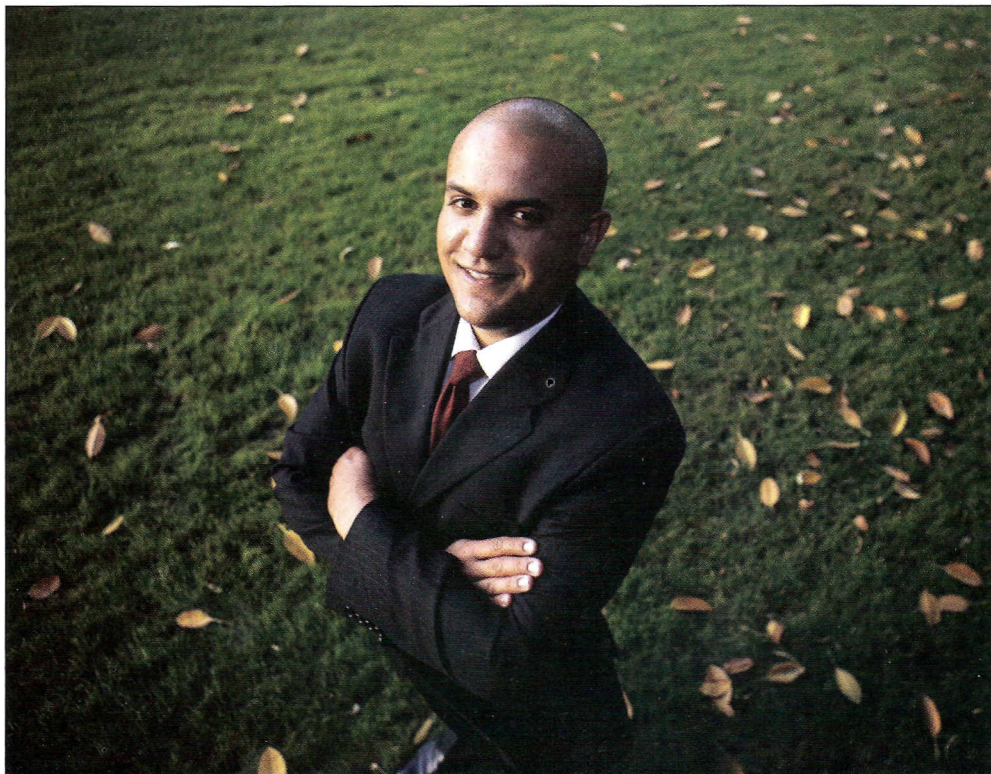
Responding to a survey that clearly indicated that member businesses felt one of the most important functions a chamber should address was to represent the interests of their members with government, your Chamber hired Shaun Lumachi, founder and president of Chamber Advocacy, and launched a Legislative Action program.

Three years later, the endorsement of the Chamber's Legislative Action Committee is eagerly sought by politicians who propose business-friendly legislation. Conversely, the Chamber's opposition to a bill that it labels a business-killer is of grave concern to its proponents. Today, the voice of Corona Chamber of Commerce members resonates clearly with politicians in Sacramento when they weigh in on critical issues.

How did the Chamber craft its sphere of influence? By hiring strong, experienced political leadership. Shaun Lumachi is the catalyst behind the development of the Legislative Action Committee and its efforts on behalf of the Corona business community.

Shaun, who earned a B.A. in Government from California State University, Sacramento, cut his teeth in the political arena while in college. He received the California State Student Association (CSSA) Chair's Award for Excellence in Student Advocacy. He later put his passion for politics to good use when he joined the Long Beach Area Chamber of Commerce as its Vice President for Government Affairs. While in that capacity

# You may not know the name, but Shaun Lumachi goes to bat for your business every day



he built a government affairs program for the Chamber that is award-winning and nationally-acclaimed.

During his tenure with the Long Beach Chamber of Commerce, it became clear to Shaun that the most successful Chambers were those with advocacy programs. It was also evident that very few Chambers had a

program in place.

Find a need and fill it – this is a recognized recipe for building a successful business. In 2003 Shaun left the Long Beach Chamber to establish Chamber Advocacy, a professional consulting firm that builds and maintains results-oriented government affairs programs for chambers



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of commerce. Shaun has successfully parlayed the program he built for the Long Beach Chamber into a successful business serving 14 clients throughout California. The Corona Chamber of Commerce and its member-businesses are beneficiaries of Shaun's successful business formula.

Since forming Chamber Advocacy, Shaun has worked with chambers of commerce to sponsor state legislation and initiate action on over 1,200 critical issues and actively endorsed over 20 pro-job political candidates for elected office. Although the Corona Chamber of Commerce chooses to have a Legislative Advocacy Committee (LAC), rather than a Political Action Committee (PAC) that backs candidates in local and state elections, other chambers have taken more aggressive positions. Corona Chamber members have provided feedback, in the form of member-surveys, that tells us that the Legislative Action Committee has met and exceeded their expectations for representing their interests with government.

Strong partnerships foster success and the Corona Chamber of Commerce is known for choosing partners who bring admirable credentials to the table. This is particularly true in our initial decision to hire Shaun Lumachi and Chamber Advocacy and in our continued renewal of their contract. Some of Shaun's credentials include:


- Preferred Provider of Government Affairs Services, American Chamber of Commerce Executives (ACCE)
- Speaker, Mobilizing the Masses to Move Mountains, ACCE Convention, 2008
- Speaker, Oregon State Chamber Conference, 2007
- Faculty Member, Representing Business with Government, W.A.C.E. Academy, 2005-2006
- Panelist, W.A.C.E. Webinar Series, Using Your Web Site and E-Communications for Fun & Profit, 2005
- Panelist, Building Strong Grassroots Political Action, Cal Chamber Legislative Summit, 2003, 2004, 2005
- Panelist, Political Action, W.A.C.E. Annual Conference, 2003-2006
- Panelist, Political Action, Southern California Association of Chamber of Commerce Executives, 2003
- Panelist, Political Action, United States Chamber of Commerce Government Affairs Conference, 2002

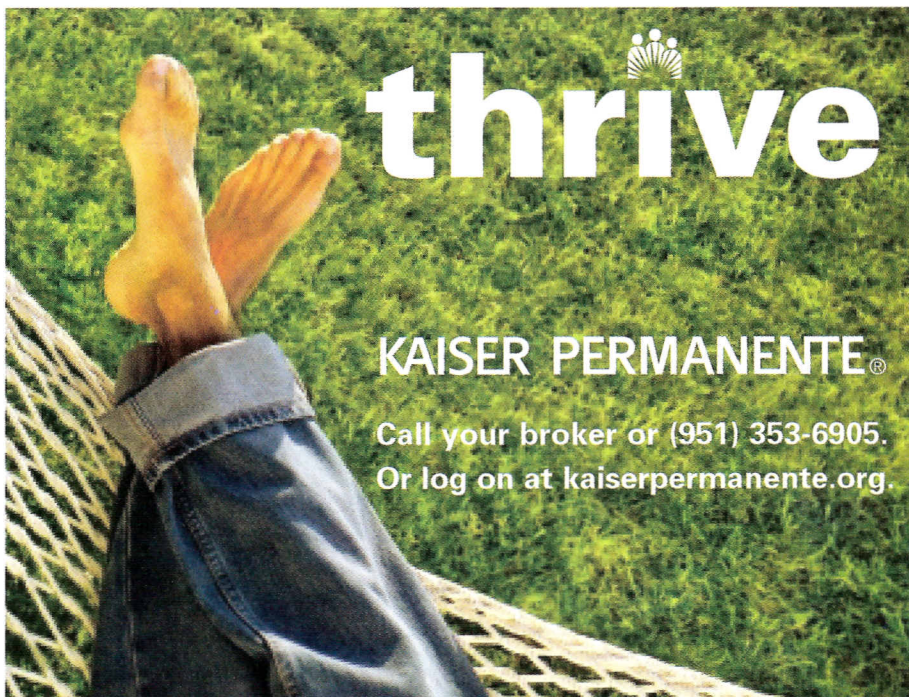
The continued success of the Corona Chamber's Legislative Action Committee is predicated upon retaining partnerships that bring experience and value to our cause.

Shaun's services to the Chamber are paid for from the proceeds of the Chamber's Signature Event, The Magic of Monte Carlo. Consequently, it is critical that this event be supported by every business in Corona who has, or will, derive value from the Chamber's political activism.

Economics dictate that we review our expenditures carefully this year. If you would like a reminder of the direct value

your Legislative Action Committee has brought to your business by virtue of supporting business-friendly legislation and helping to defeat business-killer bills, please visit our Legislative Advocacy link on the Chamber's Web site to review the successes that have benefited your company.

We are proud to partner with Shaun Lumachi and look forward to our continued successes on your behalf. 



**thrive**

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