

CompTIA

# DC FLY-IN

February 9-10  
Washington, DC



# Table of Contents

<b>03</b>	<b>Welcome</b>
<b>04</b>	<b>Current Landscape</b>
<b>06</b>	<b>Industry Facts</b>
<b>08</b>	<b>Policy Request</b>
	Work to Reform the Electronic Communications Privacy Act (ECPA)
<b>09</b>	<b>2016 Federal Policy Priorities</b>
	Corporate Tax Reform
	“Online” Sales Tax – Affiliate Nexus
	Mobile Workforce
	Digital Goods & Services
	Internet Tax Freedom Act
	Data Breach Notification
	Workforce Development – Apprenticeships and Work-Based Learning
	Immigration Reform
	Work to Free Up More Spectrum for Innovation and Rural Broadband
	Global Trade and Market Access
	Promote Practices to Allow U.S. Tech Companies to Operate in Europe
<b>29</b>	<b>Press and Social Media</b>
	How to Leverage Press and Social Media
	Sample Press Release
	Sample Letters to the Editor
	Sample Social Media Posts
	Sample Blog Posts
<b>38</b>	<b>Hill Meeting Best Practices</b>
<b>39</b>	<b>FAQs</b>
<b>43</b>	<b>Contact Information</b>
<b>44</b>	<b>Transportation</b>
<b>46</b>	<b>Speaker Biographies</b>

## Welcome to the 2016 CompTIA DC Fly-In

### Dear CompTIA DC Fly-In Participant:

We are thrilled to have you join us in Washington, D.C. for the fly-in on February 9-10, 2016. We are proud to be hosting our fifth annual fly-in event and will have record attendance this year.

This fly-in will provide you with the opportunity to educate policymakers on issues impacting your business and ensure that the policy priorities of the information technology industry are heard on Capitol Hill. Additionally, you will have the opportunity to hear from elected officials, executive agency leaders, and technology thought leaders on their vision for the coming year.

This will be an interesting time to be in Washington, D.C., given the looming 2016 elections and the way in which candidates frame debates around technology and global competitiveness. In addition, sadly we are not far removed from the aftermath of the horrific attacks in Paris and San Bernardino, CA. As a consequence, some presidential candidates, members of Congress, and law enforcement officials have asked for greater cooperation from the tech industry in meeting law enforcement objectives.

These challenging discussions around values, security and technology could still be front of mind as we gather in February, and we have the opportunity and honor to be ambassadors for our industry. More so than in years past, you may be called upon to draw from your own professional expertise to help policymakers understand the intricacies of technology and the implications of accommodating broad law enforcement mandates.

Moreover, we are well positioned to move forward with common sense legislation to ensure, for example, that if a letter is stored in a desk drawer or “in the cloud”, there is an equal expectation of privacy before the law. Our customers, and we ourselves, expect no less. That is why we should bring the Electronic Communications Privacy Act (ECPA) into the 21<sup>st</sup> century. ECPA reform will be our highlighted policy issue for the 2016 DC Fly-In.

Your attendance is important to building strong relationships with your elected officials and helping to localize important national policy issues. This DC Fly-In is a powerful avenue to work with Congress to ensure our industry remains globally competitive and a strong contributor to the U.S. economy. Again, thank you for your participation and for your ongoing support of the industry and our policy priorities.

Please contact us at any time with any questions about your upcoming trip. We hope the enclosed information will help you prepare for what we believe will be an exciting visit to the nation’s Capital.

Sincerely,



Elizabeth Hyman  
Executive Vice President of Public Advocacy

## The Current Landscape in Washington, D.C.

There was a long narrative arc to 2015, beginning with hope around immigration reform and other large legislative priorities, settling into a long partisan stalemate of inactivity, and ending the year with a flood of legislative accomplishment that cleared a large number of long-awaited priorities from the Congressional agenda.

Despite a growing partisan divide in the House and Senate, and significant skirmishes with the White House, in the last weeks of the year Congress was able to overcome gridlock to advance a number of large bipartisan bills that would have seemed virtually impossible a few months earlier.

The tech industry benefited from this sudden movement of key legislation (as did many others). For example, Congress passed Trade Promotion Authority, which will allow the President to advance trade agreements that will boost U.S. technology company exports, establish a level playing field for our goods and services, and in turn grow the U.S. economy. Congress also advanced an extension of the Export-Import Bank until mid-2016, and an extension of the Internet Tax Freedom Act (which prevents taxation of Internet access). Also included for passage was a landmark permanent extension of the R&D tax credit and a five year extension of section 179 expensing – two provisions that will help small technology companies grow and innovate. Congress was also able to advance a cybersecurity information sharing bill to share threat information in a targeted, technology neutral fashion, and on a voluntary basis as part of their end of year legislative package.

The White House has also had a busy year, advancing a number of regulatory priorities. Most significant, however, was their successful negotiation of the Trans Pacific Partnership (TPP), which now awaits Congressional action.

While successful on a number of priority issues, Congress' partisanship did hamstring an overwhelming number of issues important to the technology industry. Despite initial optimism around immigration reform and patent reform – both issues seen as top priorities at the start of 2015 – they are no closer to moving through Congress than a year ago. Despite significant support and a number of bills being introduced, a federal data breach notification standard (which would eliminate the current patchwork of state laws) was also unable to gain traction in 2015.

Much of this inaction can be credited to two significant factors – the polarization of the two parties in Congress and the looming 2016 election. The increasingly powerful conservative movement among Republican policymakers (which successfully ousted Speaker John Boehner from his leadership post) has provided little room for compromise and has made seemingly non-controversial issues (most notably the reauthorization of the Export-Import Bank) almost impossible to advance.

At the same time, the 2016 election has and will continue to shape the Congressional agenda. The Republican majorities in the House and Senate will utilize their respective chambers to push policies that provide a “win” for their own policymakers and create some political vulnerability for their Democrat counterparts. This trend will increase as the election nears. Most issues, with perhaps a few exceptions, that would require bipartisanship have little hope of moving through Congress until after the election.

While much of the 2015 policy landscape was dominated by debates around fiscal restraint, the remainder of 2016 will likely be framed around debates on national security given the recent terrorist attacks in San Bernardino and Paris, France. It is also likely that important debates on major issues – entitlement reform and tax reform, for example – will occur without meaningful progress until after the election.

# The Tech Sector Continues to Drive Innovation and Workforce Gains

Building on foundational innovations of the past decade, a range of emerging developments will propel the information technology (IT) sector to ever-greater heights.

According to the research consultancy IDC, the global information technology market, encompassing revenue generated from hardware, software, services, and telecommunications, is expected to reach \$3.8 trillion in 2016. At 28 percent of the total, representing slightly over \$1 trillion, the United States is the largest IT market in the world.

The IT channel plays an integral role in facilitating the flow of technology goods and services from producer to customer. The channel ecosystem, consisting of solution providers, managed service providers, VARs, vendors, OEMs, distributors, cloud service providers, and more, work in concert to supply and support customers' technology needs.

Cloud computing, mobility, big data, automation, and social technologies are reshaping businesses large and small. In the year ahead, these forces will continue to evolve, driving digital transformation strategies of private sector and public sector entities alike. New to the mix will be the expansive category known as the Internet of Things (IoT), where momentum appears to be accelerating. With the mantra of 'everything that can be connected, will be connected,' IoT holds the potential of adding intelligence and new capabilities to devices, systems, equipment, infrastructure, cities, people, and more.

In the backdrop of these trends sits the ever-present cyber threat landscape. Issues such as privacy, surveillance, lawful hacking, cyber-espionage, state-sponsored cyber-attacks, and the cybersecurity talent pipeline, will require attention on many fronts. In the near term, expect greater numbers of organizations to go on the offensive with cybersecurity, increasing activities such as penetration testing, external audits, and investments in new security training platforms.

The lifeblood of a healthy environment for innovation is a well-trained and skilled tech workforce. On the heels of a tight labor market for tech talent in 2015, CompTIA expects demand will continue to exceed supply for many types of skills and specializations. As a proxy for the hiring outlook, data from Burning Glass Labor Insights indicated there were 807,450 postings for IT job openings during Q4 2015. Hiring will be especially robust for positions such as cybersecurity experts, software developers, systems analysis, IT support specialists, and data experts.

For these and other insights, see CompTIA's *IT Industry Outlook 2016*.

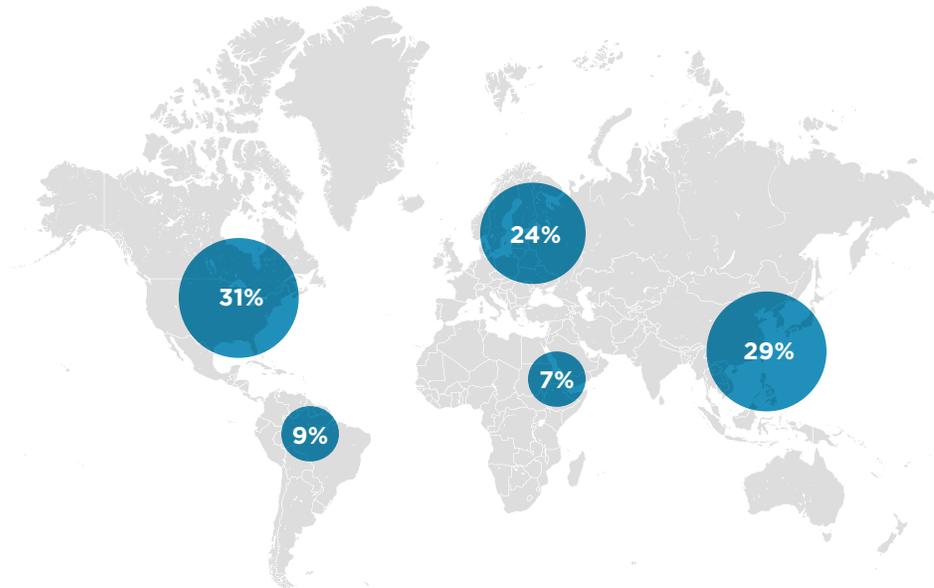
## The Technology Forces Shaping the Year Ahead



Source: CompTIA

**The Global Information Technology Industry: \$3.8 Trillion**

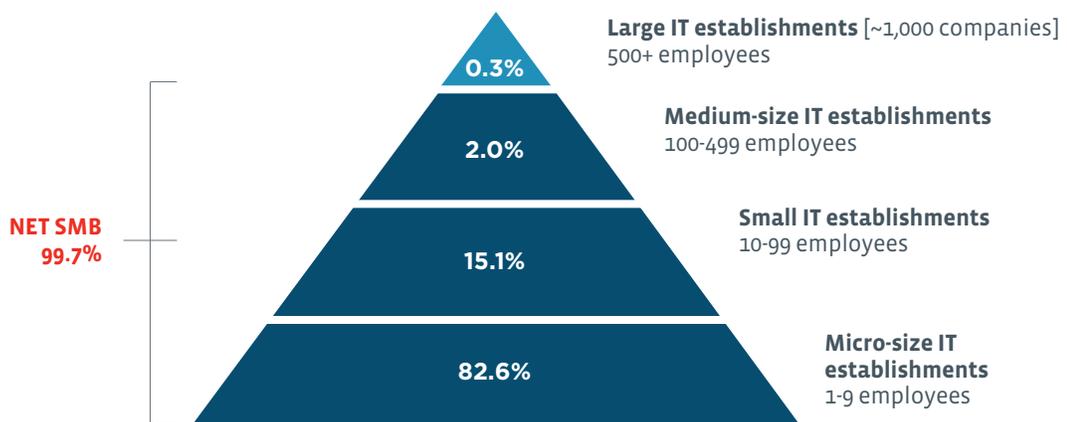
Estimated 2016 revenue at constant currency.  
Encompasses hardware, software, services and telecommunications.



Source: IDC

**Like Most Industries in the U.S. Economy, the IT Sector is Dominated by Small Businesses**

**375,000** Estimated Number of IT Industry Establishments in 2015\*



\*Employer firms only, meaning those with payroll. Self-employed, sole proprietors are not included in this chart. At the time this report was prepared, final 2015 data was not yet available.

Source: BLS | EMSI | CompTIA

# Work to Reform the Electronic Communications Privacy Act (ECPA)

## THE ISSUE:

The Electronic Communications Privacy Act (ECPA) was originally passed in 1986, when email and text messaging were still nascent technologies, and deemed all stored electronic communications over 180 days old to be “abandoned.” Under ECPA, law enforcement and government agencies can acquire these abandoned emails and text messages from a service provider without a warrant, simply needing a subpoena to obtain access.

## WHAT CompTIA SUPPORTS:

ECPA must be reformed to require government agencies and law enforcement to obtain a warrant to compel service providers to disclose the contents of emails, text messages and other private communications stored by a service provider.

## SPECIFICALLY, CompTIA SUPPORTS:

- **Pass the Email Privacy Act in the House and the ECPA Amendments Act of 2015 in the Senate:** The Email Privacy Act (H.R. 699), introduced by Rep. Kevin Yoder (R-KS), has bipartisan support and the most cosponsors (308) of any bill that hasn’t seen a floor vote. The ECPA Amendments Act (S.356), introduced by Sen. Mike Lee (R-UT) similarly has strong bipartisan support and has 24 cosponsors. Both bills appropriately update ECPA and the House is expected to mark up the Email Privacy Act in 2016.
- **No Civil Agency Exceptions:** Some civil agencies, such as the SEC, have asked for an exception to the warrant requirement because they do not have the ability to issue warrants. Such an exception would destroy the benefits gained by ECPA reform. It would erode privacy by codifying new powers for civil agencies that they do not already have. Civil agencies can still get access to emails and texts by serving subpoenas on users, not service providers.
- **No Emergency Exception:** Under current practice, the government may request digital content from providers by declaring an emergency situation. Providers may then decide whether or not to comply based on the circumstances. However, there has been a push to require providers to comply any time the government declares an emergency. This has dangerous potential for abuse. Service providers don’t want to be responsible for derailing criminal investigations, but requiring compliance with “emergencies” means that the government simply needs to declare an emergency to get the information it wants.

## THE FACTS:

The Sixth Circuit Court of Appeals ruled in a 2010 case (U.S. v. Warshak) that, under the 4<sup>th</sup> Amendment, law enforcement must use a warrant to acquire email content from providers. Most large email providers are already treating this as the law of the land and refusing to comply with subpoenas.

Despite asking for an exception to ECPA, the SEC has testified that it does not currently obtain emails from service providers, nor has it in recent history.

One email provider (Google) has publicly announced they are already complying with ~75% of emergency requests. Another (Yahoo) has said that they have procedures in place to comply with most emergency requests within one hour.

# CompTIA 2016 Federal Policy Priorities

## ADVANCE TAX & REGULATORY POLICIES THAT SPUR INNOVATION

The U.S. technology industry is a \$1 trillion market and employs approximately 5.7 million Americans. Fiscal discipline and targeted funding for investments in innovation are essential to continue economic growth. We support reasonable tax policies that promote research and development (R&D), innovation, entrepreneurship and capital investment.

- Create a fair, competitive, balanced tax code encouraging investment and innovation.
  - Lower the corporate tax rate to 25% and adopt a territorial tax system that does not adversely impact small businesses, including small pass-through entities
  - Make compliance simplification a key aspect of tax reform
  - Make bonus depreciation permanent
- Ensure simplicity and fairness in interstate taxation.
  - Interstate sales tax legislation should not result in additional compliance burdens to businesses, and any legislation should include a small business exemption
  - Support certainty in sales tax applications by enacting the “Digital Goods and Services Tax Fairness Act”
  - Support fairness in interstate business activities by enacting the “Business Activity Tax Simplification Act”
  - Make the Internet Tax Freedom Act permanent
  - Support enactment of national standards for state taxation of non-residents

## LEAD IN SECURE INTERNET BASED PLATFORM TECHNOLOGIES

Economic expansion in IT rests on the creation of new and innovative business models that leverage Internet based platforms that are trusted, secure and accessible. We support common sense data and cybersecurity policies that secure our networks and promote responsible use of consumer data so the technology experience can continue to expand and improve.

- Support a national standard for data breach notification that pre-empts the patchwork of state laws to allow entities to focus on notification and resolving the breach instead of compliance with a myriad of conflicting laws.
- Develop sensible definitions around nascent technologies such as biometrics and geolocation to drive consistency in regulation and spur on technological advancements and adoption.
- Encourage Congress to support industry-led standards for consumer data privacy whenever possible, as opposed to passing legislation mandating specific regulations on data collection, usage and storage; when regulations are necessary, work with Congress and federal

agencies to ensure they are crafted properly; and clarify the appropriate jurisdiction of federal agencies for privacy enforcement.

- Promote the passage of legislation such as ECPA reform and surveillance reform to help restore confidence in the U.S. tech industry both domestically and abroad.

### **SUPPORT NEW AND EMERGING TECHNOLOGY PLATFORMS THROUGH THOUGHTFUL POLICIES**

Advancements in cloud computing, mobility, machine to machine (M2M), and unified communications platforms; the growing commercial significance of unmanned aerial vehicles; and other applications such as mobile payments are rapidly creating new opportunities for economic advancement while also raising a host of new public policy considerations.

- Seek policy advancements and best practices around cloud, mobility, big data and data analytics (privacy, breach, R&D, and the Open Data Initiative) with particular emphasis on supporting the unveiling and operation of the Big Data Collaboration Hubs.
- Work to establish the investment, regulatory and legal environment that will allow broader adoption of the Internet of Things (IoT).
- Support strong public-private partnerships at the state and local level that will lead to Smart Cities applications.
- While remaining mindful of legitimate privacy and safety implications, resist over-regulation of unmanned aerial vehicles that would unnecessarily curtail legitimate commercial uses.

### **SUPPORT SKILLS FOR THE 21<sup>ST</sup> CENTURY WORKFORCE**

CompTIA uniquely sits at the intersection of innovation, education and economic growth. We support policies that expand life-long education in the computer sciences and basic IT skills, and promote a skilled workforce that spurs job growth and our ability to compete globally.

- Prioritize workforce development and CTE programs.
- Advocate for policies that emphasize early academic support for science, technology, engineering and math (STEM) instruction and carry these efforts through higher education institutions, to prepare students and workers for lifelong learning opportunities.
- Support the reasonable use and responsible stewardship of student data by schools, districts and service providers, such as analyzing student data to deliver personalized learning experiences and improve products for use.
- Support and develop initiatives that encourage minorities, veterans and under-represented communities to pursue IT career paths.
- Ensure the government workforce has necessary IT security skills.
  - Support the National Initiative for Cybersecurity Education
  - Seek adequate support and funding for government IT workforce training and certification
- Support high-skilled immigration reform.

- Increase green cards for high-skilled STEM graduates
- Create new visas for U.S. educated students and entrepreneurs
- Adopt market-based visa caps
- Grow domestic sources of talent through support of STEM at all levels of education

#### **ADDRESS AVAILABILITY AND DELIVERY OF BROADBAND COMMUNICATIONS**

The Internet is the infrastructure of the global economy. To ensure innovation, economic growth and social interaction, it is imperative that we keep the Internet open, encourage deployment of new, faster broadband networks and find ways to get more Americans online.

- Support transparency, no-blocking and non-discrimination rules through Congressional action to ensure an open Internet and certainty for industry investment.
- Support policies that improve broadband competition by encouraging and removing barriers to the deployment of high-speed broadband networks.
- Promote policies to get more Americans online and to increase broadband adoption.
- Advocate for policies to make more spectrum available for both licensed and unlicensed use – specifically, advocate for implementing incentives to encourage federal spectrum users to share or sell their spectrum.

#### **EXPAND MARKETS AND ADVOCATE FOR SENSIBLE RULES OF GLOBAL TRADE**

95% of the global market resides outside of the United States. The rules of trade – market access, fair and reciprocal treatment, transparency – impact the flow of technology goods and services that meet the needs of businesses and consumers. We support trade policies that create a level playing field for technology companies to compete in the global marketplace and provide their goods and services to consumers at home and abroad.

- Ensure that multi-lateral trade agreements such as the Trans-Pacific Partnership (TPP), the Transatlantic Trade & Investment Partnership (TTIP), the Trade in Services Agreement (TISA), and the Trade Facilitation Agreement (TFA) are fair, well-crafted and lead to increased access to trade.
- Advocate against non-tariff barriers that are manifest in debates surrounding cross-border data flows, privacy, and intellectual property, which prevent companies from expanding their reach into global markets.
- Oppose localization barriers to trade such as local content requirements or technology transfers as a condition of market access.
- Support the swift completion of a new Safe Harbour Agreement with the European Union to ensure the protection of data and to provide legal certainty for U.S. companies operating in Europe.

# Corporate Tax Reform

## THE ISSUE:

Our system of corporate taxation puts U.S. companies at a competitive disadvantage with their global competitors and is in urgent need of an overhaul. The last major tax reform occurred in 1986. While many support reform, Congressional debate continues, and timing for action remains uncertain.

Therefore, during this debate the technology industry must ensure any corporate tax reform proposals treat the technology industry equitably – both large companies, as well as small and medium-sized businesses. Specifically, CompTIA recommends the following issues be included in comprehensive corporate tax reform:

## WHAT CompTIA SUPPORTS:

1. Lower corporate tax rate
2. Territoriality
3. Intellectual property
4. CFC look-through rule
5. Repatriation of profits

**Current Status:** While much talked about, most anticipate concrete action on tax reform will be deferred until after the 2016 elections.

## “Online” Sales Tax – Affiliate Nexus

### THE ISSUE:

In an effort to collect state sales taxes for online (remote) transactions, a number of legislative proposals would require all remote sellers to collect and remit sales taxes for products and services sold from State A into State B, even if the seller in State A has no connection to State B (such as a building, distribution center or employees). One of the most prominent examples of such legislation is the Marketplace Fairness Act (“MFA”).

### WHAT CompTIA SUPPORTS:

CompTIA supports solutions that would not increase the compliance burden on medium and small businesses. However, we oppose legislation that would increase the already heavy tax compliance burdens to businesses. The Marketplace Fairness Act would impose new and multiple compliance requirements for all businesses. Under the MFA, businesses would be required to collect and report sales taxes for sales into any state, thus drastically increasing the sales tax compliance burden. This could force some sellers to abandon Internet sales into states, when the cost of compliance exceeds net income from such interstate sales.

The debate on the collection of sales taxes on remote transactions should be refocused to balance the needs of states to collect these taxes with the ability of businesses to cover these new compliance costs. States need to collect sales and use taxes owed, but the costs associated with moving this compliance burden from individual taxpayers onto businesses must also be weighed.

CompTIA opposes tax policies that impose a use tax collection duty on out-of-state retailers by virtue of their business relationships with in-state companies. Not only are these types of policies fraught with legal challenges, they specifically attack the business models of many U.S. based high tech companies and undermine their ability to remain viable.

**Current Status:** Pending. Not enacted in 2015.

# Mobile Workforce

## THE ISSUE:

Some states are imposing income taxes on non-residents after very brief work-related stays. This makes tax compliance more complicated for individuals and their employers; it also deters business-related travel.

## WHAT CompTIA SUPPORTS:

CompTIA supports H.R. 2315/S. 386, the Mobile Workforce State Income Tax Simplification Act of 2015, which would establish national standards for state income taxation of non-residents. This legislation would allow employee wages or compensation to be taxed by only the (i) state of the employee's residence, and (ii) the state within which the employee is present and performing employment duties for more than 30 days during the calendar year.

Employees who are required to move from state to state should not be required to file and pay state income taxes for brief periods of work, i.e., 30 days or less. This legislation does not exempt the employee from state taxes; it just provides that only the employee's state of residence or any state in which the employee worked for more than 30 days are permitted to require the employee to file and remit state taxes.

CompTIA supports legislation at the state level that simplifies non-resident employee and employer requirements to report and withhold state income taxes. CompTIA supports the balance between the business needs of today's mobile workforce and each state's authority to determine its own tax law.

**Current Status:** Pending. Not enacted in 2015.

# Digital Goods & Services

## THE ISSUE:

According to recent data, eighty-seven percent of Americans are using the Internet and over 200 million Internet users will make an online purchase this year alone. The digital economy continues to play a strong role in both the growth of the Internet and the ability for businesses to better deliver digital goods and services.

Given the importance of the digital economy to our member companies and the need to ensure we can continue to foster innovation and economic growth within this sector, we strongly support the Digital Goods and Services Tax Fairness Act (H.R. 1643). This legislation will prevent hurdles to growth and create a much needed tax framework that will provide certainty to consumers, providers, and state/local governments.

CompTIA opposes taxes on digital products. However, for those jurisdictions that have opted to impose these taxes, we recognize the need to provide consistency across state borders. The need for consistency is underscored by the potential for increased compliance costs when state sales tax laws allow two or more states to assert authority to tax a single transaction.

## WHAT CompTIA SUPPORTS:

CompTIA supports legislation such as the Digital Goods and Services Tax Fairness Act. This legislation would (i) provide consistency in determining which jurisdiction can tax a transaction, and (ii) denote which party is responsible for collecting and/or paying over the tax to the taxing jurisdiction.

While CompTIA opposes taxes on digital products, we do support legislation that would provide consistent treatment across state lines when digital products are taxed by state or local jurisdictions. The Digital Goods and Services Tax Fairness Act addresses our concerns by accomplishing two key objectives:

First, the legislation sources the purchase of a digital good or service to the consumer's home address. Therefore, only one state would have the ability to tax the transaction – if that state chose to do so. Congress took a similar approach in 2000 when it passed the Mobile Telecom Sourcing Act, which essentially sourced wireless and mobile telecommunications services to the consumer's home address to eliminate confusion around which taxing jurisdiction had the right to tax wireless services.

Secondly, the legislation would prohibit discriminatory taxes. If a state decides to tax a downloadable song, for example, the rate should be the same as if that same song was purchased in a “brick and mortar” store. Prohibiting discriminatory taxes simply brings parity between digital products and their tangible counterparts.

**(CONTINUED ON NEXT PAGE)**

As the digital economy continues to play a major role in our economic growth, Congress should make sure there is a clear framework in place that prevents the potential for confusion or – even worse – duplicative taxation. Consumers and providers alike deserve certainty and H.R. 1643 provides that for all stakeholders.

Consistent with our support for the Digital Goods and Services Tax Fairness Act, CompTIA calls on states to reject new taxes on electronically transferred digital products and electronically delivered services such as data processing, hosting and related services. Such a broad expansion of the sales tax base to include electronically transferred goods and services, particularly those that are actually business inputs, is bad public policy and will result in multiple and discriminatory taxation.

**Current Status:** Pending. Not enacted in 2015.

# Internet Tax Freedom Act

## THE ISSUE:

The Internet Tax Freedom Act will expire on October 1, 2016. Since its initial enactment in 1998, the Internet Tax Freedom Act (ITFA) has banned federal, state and local governments from taxing Internet access charges, as well as from assessing multiple taxes on electronic commerce. The stated purpose of this law was to “...promote and preserve the commercial, educational, and informational potential of the Internet.” In 2015, the House passed the Permanent Internet Tax Freedom Act (PITFA), but the Senate failed to act. While there were high hopes that the PITFA would be enacted as part of the 2015 year-end Omnibus legislation, that effort failed, and supporters moved to install another temporary extension.

If the ITFA lapses, some states might be able to adopt regulations that interpret Internet access as being taxable under existing laws. States that have been grandfathered from the ITFA requirements would continue as usual, but might seek to tax additional Internet charges. For example, in Ohio, Internet used by business is taxed, but personal Internet access charges are not. If the moratorium is allowed to lapse, Ohio would then be able to assess taxes on personal Internet access fees.

## WHAT CompTIA SUPPORTS:

CompTIA supports a permanent extension of the ITFA. This provision protects Internet access from the burden of a patchwork of federal, state and local taxes.

**Current Status:** A temporary extension of the Internet Tax Freedom Act was approved as part of the 2016 omnibus spending bill. It will expire on October 1, 2016.

# Data Breach Notification

## THE ISSUE:

There is currently no national standard for how a company must notify its customers in the wake of a data breach. Instead, companies must navigate a complex web of 47 different, often conflicting, regularly changing state data breach notification laws in the aftermath of a breach. With the increasingly mobile and decentralized nature of our economy, data storage and dissemination technologies, it can be nearly impossible for companies to determine which state laws apply when a breach occurs. The current regulatory landscape not only places an immense financial compliance burden on businesses, but also delays the process of getting information into the hands of those who need it most: the customers whose data was compromised.

## WHAT CompTIA SUPPORTS:

A national standard for data breach notification would provide consumers and businesses with consistency and predictability on how consumer notice must be provided. Until Congress passes a national standard, CompTIA and its membership continue to advocate for the following in breach notice bills:

- **“Harm” Trigger for Acquired Data**

The notification requirement should be triggered when there is a real risk of actual harm, not a theoretical concept that could lead to over-notification about data breaches that really aren't harmful.

- **No Private Right of Action**

Individuals should not be able to sue companies who have suffered a data breach for actions covered by federal data security and data breach notification laws. The businesses who have suffered breaches are victims of criminal activity.

- **Narrow Definition of “Personal Information”**

To avoid over notification of consumers and unnecessary costs, the definition of “personal information” in the legislation should not include information accessible through public records. For example, merely the combination of a name, address and birthday should not qualify as personal information.

- **Preemption of State Laws**

Any federal data security and data breach notification law should preempt state laws and requirements. Without strong preemption language, the compliance burden for small businesses will not be alleviated and the effectiveness of any law would be significantly undermined.

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- **Exemption for Use of Technology that Renders Data Unusable or Unreadable**

Federal legislation should include an exemption from notification requirements for companies who utilize technologies to render data unusable or unreadable. This exemption should be technology-neutral.

- **Limits on Financial Penalties**

Massive financial penalties are unwarranted, and could force small businesses out of existence. Penalties should be reasonable, and should take into account the size of the company that suffered the breach and the type of data that was accessed.

- **No Fixed Data Security Requirements**

Data security requirements should not be specifically enumerated within the legislation. Instead, the legislation should direct the government to work with industry to develop a set of flexible “best practices.”

- **No Overburdensome Notification Requirements**

Data breach notification legislation should avoid overly prescriptive notification requirements. In the event of a breach, companies should dedicate their resources to efforts that most directly notify and protect consumers. Additional requirements, such as those mandating the creation of call centers or the provision of credit reports, would divert resources away from small businesses seeking to protect and inform their customers.

- **Reasonable Notification Timeframe**

Legislation should require a reasonable timeframe of at least 30 days for notification, which includes allowances for risk assessment without requiring a specific time limit that must apply to every case.

- **Take Other Laws Into Account**

Companies that are subject to other data security and/or breach notification laws, such as HIPAA, Gramm-Leach-Bliley or the Fair Credit Reporting Act, should be exempt from these requirements.

## **THE FACTS:**

47 States, the District of Columbia, Guam, Puerto Rico, and the Virgin Islands all have data breach notification laws on the books. Only Alabama, New Mexico and South Dakota do not have data breach laws. According to the 2015 IBM/Ponemon study, the average cost of a data breach to a breached company is \$3.8 million, and the average cost per stolen record is \$154. According to the 2015 Verizon Data Breach Investigations Report there were 79,790 security incidents and 2122 confirmed data breaches across 61 reporting countries in 2014. Small businesses were the victim in 27% of data breaches.

**Current Status:** The House Energy & Commerce Committee passed the Data Security and Breach Notification Act (H.R. 1770) out of Committee last April on a straight partisan vote, but the bill has since stalled. The House Financial Services Committee passed the Data Security Act of 2015 (H.R. 2205) out of Committee on a unanimous vote in December. The two committees are now coming together to try to find a path forward with a compromise bill. The two pieces of legislation have a lot of differences, so there’s much work to be done.

# Workforce Development – Apprenticeships and Work-Based Learning

## THE ISSUE:

Jobs in the field of information technology (IT) are plentiful. Yet the IT industry struggles to fill these vacancies because of a lack of qualified applicants. To help close this IT skills gap, education, training and career placement programs are necessary elements to successful workforce development programs and policies in the U.S. Apprenticeships, in particular, give people the knowledge and skills needed for successful IT careers and connect people and industry to on-the-job experience opportunities. The apprenticeship model is not yet widely adopted in the IT industry and we must do more at the national, state and local levels to encourage companies to create their own programs.

## WHAT CompTIA SUPPORTS:

### • IT Training and Job Placement Programs

These programs help unemployed and under-employed individuals gain their first jobs in the tech fields. Jobs in the tech field have above average wages and lead to long-term careers in the field.

### • Work-Based Learning

We support policies that allow students to contextualize classroom learning by gaining work experience while simultaneously earning credit toward a high school diploma and post-secondary degree.

## THE FACTS:

Strong workforce development programs and policies are critical to our national and economic security. However, many workforce training programs fail to include a job-placement or on-the-job experience component in their models, instead producing trained individuals with no subsequent employment path. Research through CompTIA's Creating IT Futures Foundation found that the most successful job training programs in the U.S. also incorporate job placement.

According to the Department of Labor (DOL), apprentices earn an average starting salary of \$50,000/year while gaining a credential that is equivalent to a 2 or 4 year college degree. According to DOL, workers who complete apprenticeship programs earn \$300,000 more over a lifetime than their peers who don't. Apprenticeship programs create industry-driven and flexible training solutions to meet national and local needs.

**Current Status:** While being in the minority of issues that has some bipartisan support, finding dollars to implement legislation will be challenging.

# Immigration Reform

## THE ISSUE:

Our current immigration system is broken and causing the United States to lag behind in a competitive global marketplace for talent. By not addressing the failings of our immigration system we are threatening our future productivity, ingenuity and the competitiveness of key sectors of our economy, including and especially technology.

## WHAT CompTIA SUPPORTS:

### • Increase Green Cards for High-Skilled STEM Graduates

CompTIA supports increased access to green cards for high-skilled STEM graduates by expanding the exemptions and eliminating the annual per country limits for employment-based green cards.

### • Create New Visas for U.S. Educated Students and Entrepreneurs

These new visas will help fill the thousands of IT-related jobs currently open, furthering opportunities for starting and growing new businesses in the United States.

### • Market-based Visa Caps

Using market-based caps on H1B visas are the best way to adjust to the supply and demand in the U.S. economy.

### • Growing Domestic Sources of Talent

CompTIA, our member companies and our affiliated Creating IT Futures Foundation are strongly committed to improving U.S. science, technology, engineering and mathematics (STEM) education and encouraging more young Americans to choose careers in those fields. Key to that effort is encouraging federal, state and local investment in STEM curriculum for students from kindergarten through high school with a structured pipeline to higher education. CompTIA uniquely sits at the intersection of innovation, education, and economic growth. We support policies that expand life-long education and promote a skilled workforce that spurs job growth and our ability to compete globally. Quality education, worker training – and retraining – will help ensure the availability of a skilled and competitive workforce.

**(CONTINUED ON NEXT PAGE)**

**THE FACTS:**

The brightest scientists, researchers, innovators and engineers in the world, whether American or foreign-born, will always be in demand and will always drive economic growth and job creation. U.S. employers, be they small businesses or large multinationals, must be able to recruit and retain highly educated foreign-born professionals – particularly after they graduate from a U.S. university – as an important complement to domestic sources of talent. The reality is that 50% or more of those graduating from U.S. universities at the master’s and Ph.D. levels in STEM fields are foreign nationals

Future growth and job creation will be led by innovation, whether it’s new technologies, new cures or new sources of energy. For every foreign STEM worker who stays in the United States and works, an additional 3 jobs are created. America does not have a monopoly on brainpower, and in an increasingly competitive global environment, we have to retain the talent that will keep us leading worldwide innovation.

America benefits from the contributions of highly educated, entrepreneurial professionals, regardless of where they were born. More than 40% of Fortune 500 companies were founded in part by immigrants, or children of immigrants. Iconic American companies – and major employers – such as Intel, Sun Microsystems, eBay, Yahoo! and Google were all founded, at least in part, by foreign nationals.

**Current Status:** While listed as a priority for the President in his State of the Union address, it is unlikely we will see any activity given the election year politics.

# Work to Free Up More Spectrum for Innovation and Rural Broadband

## THE ISSUE:

Wireless broadband use has skyrocketed in recent years, and demand for wireless data is expected to continue to grow exponentially in the near future. Wireless speeds are increasing too, and in some rural areas, it may be a better long-term solution to broadband access than wireline broadband. However, there simply is not enough available spectrum to meet this coming demand, even as unlicensed spectrum begins to carry more and more of the wireless traffic. The growth of the Internet of Things (IoT) will also increase spectrum demand, creating even further need for more available spectrum.

Most of the attention on the spectrum crunch thus far has been devoted to licensed spectrum, but auctioning more spectrum licenses alone cannot meet the ever-growing demand of today. Unlicensed spectrum is an essential complement to licensed spectrum. It is used for Wi-Fi, Bluetooth, offloading wireless traffic, and providing broadband in rural areas. It also allows companies who cannot afford to purchase spectrum licenses to use spectrum in new and innovative ways.

## WHAT CompTIA SUPPORTS:

Congress, the FCC, NTIA and other government agencies must do everything within their power to make more spectrum available for both licensed and unlicensed use. Specifically, CompTIA supports:

### • More Federal Spectrum Available for Both Licensed & Unlicensed Use

The Federal Government is the largest holder of spectrum suitable for wireless use, and even they will admit that they are not using their spectrum efficiently. The recent AWS-3 auction raised nearly \$45 billion, demonstrating the immense demand for spectrum today. However, clearing and auctioning spectrum is too costly in many situations, and we must come up with new, creative ways to get government spectrum in the hands of those who need it most, be it for licensed or unlicensed use.

### • Moving Forward on 5 GHz

The FCC has already made great strides on freeing up unlicensed spectrum in the 5 GHz band, but there is more work to be done. The FCC should continue to work towards making spectrum available for unlicensed use in the U-NII-2 and U-NII-4 bands.

**(CONTINUED ON NEXT PAGE)**

**THE FACTS:**

- Mobile data traffic in the U.S. grew 120% in 2013, and 69% worldwide in 2014.
- Cisco projects that mobile data usage will increase nearly sevenfold in the U.S. by 2019.
- Wireless providers currently offload roughly two-thirds of their traffic from licensed to unlicensed networks.
- There is only one major spectrum auction on the horizon, the Broadcast Television Incentive Auction, scheduled for 2016, and it marks the last known source of sub-3 GHz spectrum suitable for licensed wireless use for the foreseeable future.
- There are no incentives in place currently to encourage federal agencies to share their spectrum.

**Current Status:** House E&C Subcommittee on Communications and Technology passed the Federal Spectrum Incentive Act (H.R. 1641) in December. The Senate Commerce Committee is expected to mark up the MOBILE NOW bill early this year, a draft bill introduced by Committee Chair John Thune (a scheduled markup late last year was canceled). It may be marked up in conjunction with Senator Schatz's Promoting Unlicensed Spectrum Act of 2015 (S.2278), which was introduced late last year.

# Global Trade and Market Access

## THE ISSUE:

CompTIA supports the goal of increased international trade by eliminating or lowering tariffs and other barriers to U.S. exports. 95% of the world's consumers live outside of the United States. Ensuring trade rules that level the playing field so U.S. companies can compete and thrive in the global market place is crucial. According to CompTIA research:

- Manufactured tech goods exports from the U.S. totaled \$209 billion in 2014, an increase of 2.1 percent year-over-year. Imports of tech goods totaled \$366 billion in 2014, an increase of 4.2 percent year-over-year. Tech imports exceeded tech exports by \$157 billion in 2014.
- Tech services and software exports totaled \$106 billion in 2013, the most recent year for which data is available. This yielded \$5.7 billion in additional revenues for U.S. tech services and software companies.
- It is estimated that in 2014 total exports covering tech manufacturing, services and sales through foreign affiliates reached more than \$500 billion.

There are three significant trade negotiations that we are closely following.

## TRANS-PACIFIC PARTNERSHIP

**Issue:** The Trans-Pacific Partnership (TPP) is an international trade agreement negotiated among 12 Pacific Rim countries, including the United States, intended to enhance trade and investment among the partner countries. The negotiating countries announced the conclusion of the TPP negotiations on October 5, 2015. The text of the agreement was released on November 5, 2015.

TPP will create new trade and investment opportunities with other partner countries for all sectors of the U.S. economy. A successful TPP agreement also establishes a template for the integration of other Asia-Pacific economies into a high-standard, comprehensive agreement that eliminates trade and investment barriers and improves competitiveness across the region. CompTIA is closely reviewing the text. During this study period, much attention will be given to key issues:

1. Market access
2. Removing duties/taxes on export/imports
3. Regulatory harmonization
4. IP protection, including copyright and "fair use" limitations
5. Cross border data flows and data protection/privacy
6. Technical standards for products and services

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7. Investment protections and investor-state dispute settlement
8. Elimination of national subsidies, including mechanisms to address the unfair competitive advantages of state-owned enterprises (SOEs)
9. Telecommunications network/infrastructure access and regulatory and licensing transparency

**Status:** The long-awaited text of the TPP agreement was released on November 5, 2015. Following release of the language, the President signed a notice of intent to Congress as required under TPA (Trade Promotion Authority) passed last summer. Under the timetable dictated under Trade Promotion Authority (TPA), the earliest date that TPP can be considered by Congress would be late April 2016. However, it is clearly possible that Congressional action could be pushed off until after the 2016 elections.

#### TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP

**Issue:** The Transatlantic Trade and Investment Partnership (TTIP) is a proposed international trade agreement being negotiated between the European Union and the United States, which is intended to promote free trade.

TTIP will help unlock opportunities for American families, workers, and businesses through increased access to European markets for American-made products. This will promote U.S. international competitiveness, jobs, and growth.

Key Issues:

- Investor State Dispute Settlement (ISDS)
- Cross-border data flows and data privacy
- Localization policies
- U.S. – EU Safe Harbor Agreement
- Telecommunications
- State Owned Enterprises (SOEs)
- Technical standards for products and services
- Regulatory harmonization

**Current Status:** The last TTIP meeting was held in Miami in October 2015. It is expected that TTIP will not be concluded until at least 2017.

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## TRADE IN SERVICES AGREEMENT

**Issue:** The Trade in Services Agreement (TiSA) is a proposed international trade agreement being negotiated by 23 members of the World Trade Organization (WTO), including the United States and the European Union, intended to address cross-border services; the negotiating countries represent approximately 75 percent of the world's \$44 trillion services market.

TiSA is part of the Obama Administration's ongoing effort to create economic opportunity for U.S. workers and businesses by expanding trade opportunities. TiSA is a trade initiative directed exclusively to services. The goal is to develop an agreement that will provide for fair and open trade for all categories of services, such as telecommunications, e-commerce, and express delivery. TiSA aims to open up markets and improve rules in areas such as transparency and domestic regulation, financial services, telecommunications, e-commerce, maritime transport, and temporary entry of professionals to provide services. TiSA will address cross-border data flows and is intended to support the development of effective regulatory policies facilitating international commerce. Services account for three-quarters of U.S. GDP and 4 out of 5 jobs in the United States.

TiSA is based on the WTO's General Agreement on Trade in Services (GATS), which involves all WTO members. The key provisions of the GATS – scope, definitions, market access, national treatment and exemptions – are also found in TiSA.

**Current Status:** The last TiSA negotiating round was completed in October 2015 in Geneva. The next round will occur from November 29 through December 4, 2015, with negotiating countries allegedly agreeing to hold a total of four rounds of negotiations between November and mid-July 2016.

# Promote Practices to Allow U.S. Tech Companies to Operate in Europe

## THE ISSUE:

While both the United States and the European Union share similar attitudes toward the scope of Fair Information Practices, they diverge significantly over how to put such practices into effect. Where as the United States takes a pragmatic approach, encouraging self-regulation where appropriate and advancing government regulation only when necessary, the EU is far more expansive in its regulatory scheme. The EU has very stringent privacy regulations that its companies must follow, but understanding the divergent approach of the U.S., until recently, American companies operating in the EU were not subject to those laws. However, in early October of 2015 the EU Court of Justice invalidated the 15 year-old Safe Harbor which provided data protection principles for U.S. companies operating in Europe. U.S. companies are now facing considerable uncertainty about how to handle data collected in Europe.

## WHAT CompTIA SUPPORTS:

CompTIA supports swift completion of a new Safe Harbor agreement to ensure the protection of data and to provide legal certainty for U.S. companies operating in Europe. Additionally, CompTIA supports the passage of the Judicial Redress Act, which will give EU citizens redress in U.S. courts if their data is misused by American government agencies. This lack of redress was cited as a factor in the Court of Justice's opinion invalidating the Safe Harbor, and redress was mentioned by the EU as a requirement for passage of a new Safe Harbor agreement.

## THE FACTS:

Over 4400 U.S. companies relied on the Safe Harbor to transfer data to the U.S.

European data protection authorities have given the European Commission until January to negotiate an alternative to the Safe Harbor before they will begin legal action against offending companies.

**Current Status:** In December, the European Commission approved the final language of their General Data Protection Regulation (GDPR), which is expected to be enacted into law in January. Companies will then have two years to come into compliance with these new, much stricter, privacy and security rules. The EU's enforcement moratorium for U.S. Companies who transferred data under the Safe Harbor agreement ends on January 31, 2016. Negotiators are working vigorously to get a new Safe Harbor in place by the end of January, but there is no guarantee it will be finalized in time.

# How to Leverage Press and Social Media

## Dear CompTIA DC Fly-In Participant:

The main purposes of the Fly-In is for you to learn more about the policymaking environment in Washington, D.C., meet your elected officials and other policymakers and, of course, advocate for federal policies that benefit the IT community.

Our top issues as we prepare for the 2016 legislation season are: cybersecurity, workforce development, privacy, tax reform, broadband access, the use of new and emerging technologies and global trade are central to our industry.

An important part of the DC Fly-In is informing your local community about your advocacy efforts on key issues. After all, policymaking and advocacy takes place in communities around the country, not just in the Capitol. To that end, we have prepared the following draft and template materials that you can use as a guide for your own efforts:

- **Local press release** to announce to your local business and technology reporters your participation and recap key issues affecting the tech sector and your local economy.
- **Sample letters to the editor** that you can submit to your local paper and business journals to express your advocacy of key policy issues impacting the tech sector and your local economy.
- **Sample blog posts** that you can post to your company website or submit as a guest post to local newspapers, online hubs and blogs (including our issue one-pagers that can be found within this briefing book.)
- **Sample social media posts** for you to post to your corporate or individual Twitter, Facebook and LinkedIn accounts or groups to let others know about your activities and views. These can link to CompTIA white papers, blog posts and other information explaining policy positions in more detail.

If you are interested in active media outreach and need more assistance, please contact Preston Grisham at [pgrisham@comptia.org](mailto:pgrisham@comptia.org). We will be happy to talk more with you about how you can leverage the Fly-In for more press coverage.

Thank you for being an advocate for the tech sector.

# Sample Press Release

## **[LOCAL BUSINESS LEADER] Heads to DC to Advocate for IT Sector**

*Cybersecurity, Workforce Development, Privacy, Tax Reform, Broadband Access, New and Emerging Technologies and Global Trade are central to our industry*

CITY, STATE, February 9, 2016 – This week, [BUSINESS LEADER] from [COMPANY: [hyperlink company name to company website](#)] joined the CompTIA DC Fly-In to advocate for IT sector priorities on Capitol Hill during the association’s annual fly-in to Washington, D.C. CompTIA, the Computing Technology Industry Association, through its advocacy arm, champions member-driven business and IT priorities that impact all information technology companies – from small managed solutions providers and software developers to large equipment manufacturers and communications service providers.

As a CompTIA DC Fly-In participant, [LEADER] met with [If more than one meeting: [Congressional representatives including](#)] [LOCAL REPRESENTATIVE] to focus their attention on policies that develop skills for the 21<sup>st</sup> century workforce, advance tax and regulatory policies that spur innovation, lead in secure Internet-based platform technologies, support new and emerging technology platforms through policies, address availability and delivery of broadband communications and expand markets and advocate for sensible rules of global trade.

“Innovation in the tech sector is a key force behind a strong 21<sup>st</sup> century economy and Congress should prioritize issues that affect technology companies,” said [LEADER of COMPANY]. “These issues include ensuring tax and regulatory policies that spur innovation; and immigration reform that includes making it easier to recruit and retain the ‘best and the brightest’ of high-tech workers in an effort to close the skills gap and remain globally competitive.”

“We look forward to the 2016 legislative agenda and remain encouraged by the conversations on Capitol Hill about issues critical to our membership,” said Todd Thibodeaux, president and CEO of CompTIA. “We will work closely with congressional leaders to push legislation that boosts the digital economy and fosters American innovation.”

[This section is for including more personalized information about a specific issue area that you may want to focus on.] In addition, [LEADER] is concerned about [SPECIFIC ISSUE] that directly affects [COMPANY].

The Fly-In runs February 9-10, 2016. For more information on CompTIA’s advocacy efforts, visit <https://www.comptia.org/advocacy>.

**About [YOUR COMPANY]**  
[Insert short summary of the company]

### **About CompTIA**

The Computing Technology Industry Association (CompTIA) is the voice of the information technology industry. With approximately 2,000 member companies, 3,000 academic and training partners and nearly 2 million IT certifications issued, CompTIA is dedicated to advancing industry growth through educational programs, market research, networking events, professional certifications and public policy advocacy. Visit CompTIA online, Facebook, LinkedIn and Twitter.

### **About CompTIA Advocacy**

Through its advocacy arm, CompTIA champions member-driven business and IT priorities that impact all information technology companies – from small managed solutions providers and software developers to large equipment manufacturers and communications service providers. CompTIA gives eyes, ears and a voice to technology companies, informing them of policy developments – and providing the means to do something about it.

## Sample Letters to the Editor

Dear Editor,

The Electronic Communications and Privacy Act (ECPA) was originally passed in 1986, long before text messaging and email existed as we know it today. Yet the laws covering user privacy haven't changed. It is critical that [YOUR STATE'S FEDERAL LAWMAKER NAMES] revamp these outdated laws to reflect the privacy concerns of today. I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a "fly-in" organized by CompTIA promoting meaningful legislation on behalf of the tech community.

The current legislation deems all stored electronic communications over 180 days old to be "abandoned." Under ECPA, law enforcement and government agencies can acquire these abandoned emails and text messages from a service provider without a warrant, simply needing a subpoena to obtain access. This legislation must be reformed to require government agencies and law enforcement to obtain a warrant to compel service providers to disclose the contents of emails, text messages and other private communications stored by a service provider.

I encourage readers to call their federally elected officials and urge them to update these outdated laws and protect our online privacy.

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Dear Editor,

As Congress considers tax reform during 2016, it is critical that [YOUR STATE'S FEDERAL LAWMAKER NAMES] keep our needs in mind. That's why I'm heading to Washington, D.C., February 9-10, for a "fly-in" organized by CompTIA which advocates on behalf of the tech community. The U.S. tech industry is a \$1 trillion market that employs approximately 5.7 million Americans. Fiscal discipline and targeted investment funding are essential to spur innovation and continue economic growth. We are urging congressional leaders to pass a fair, competitive and balanced tax code that encourages investment.

We want to ensure simplicity and fairness in interstate taxation. Any legislation affecting interstate taxation of products (including digital products) or service must not result in additional compliance burdens to businesses. It is important that any legislation proposed that requires businesses to collect sales taxes on out of state sales should include a small business exemption. Further, we support any legislation that provides consistency in taxation of digital products, such as the Digital Good and Services Tax Fairness Act. Businesses should not be required to answer to multiple states for a single digital transaction.

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Dear Editor,

As Congress reviews immigration reform during the 2016 election year, it is critical that [YOUR STATE'S FEDERAL LAWMAKER NAMES] keep our needs in mind. I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a "fly-in" organized by CompTIA promoting meaningful legislation that will boost the digital economy and make America more competitive in a global market.

Any immigration reform legislation should make it easier for businesses to recruit and retain high-tech workers in an effort to close the skills gap and remain globally competitive. Our current immigration system is broken and causing the United States to lag behind in a competitive global marketplace for talent. By not addressing the failings of our immigration system we are threatening our future productivity, ingenuity and the competitiveness of key sectors of our economy, including and especially technology.

In an effort to close the growing skills gap and make America more competitive we strongly urge Congressional leaders to: increase green cards for high-skilled STEM graduates, create new visas for U.S. educated students and entrepreneurs, utilize market-based visa caps to adjust to supply and demand and grow the domestic sources of talent by encouraging and investing in STEM education.

Congress and the Administration need to keep high-skilled, foreign-born talent in the U.S. while investing in STEM education for American students to help spur innovation and build our local economies and move forward in this 21<sup>st</sup> century.

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Dear Editor,

Advancements in cloud computing, mobility and unified communications platforms; the growing commercial significance of unmanned aerial vehicles; and other applications such as mobile payments are rapidly creating new opportunities for economic advancement while also raising a host of new public policy considerations.

As Congress studies the various new and emerging technologies in 2016, it is critical that [YOUR STATE'S FEDERAL LAWMAKER NAMES] seek policy advancements that grow the digital economy. I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a "fly-in" organized by CompTIA promoting meaningful legislation on behalf of the tech community. I want to make sure our leaders understand that it is important to support new and emerging technology platforms.

We will be encouraging congressional leaders to support public-private partnerships at the state and local level that will lead to smarter cities. We will also seek policy advancements and best practices around cloud, mobility, big data and data analytics with particular emphasis on supporting the unveiling and operation of the Big Data Collaboration Hubs.

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Dear Editor,

The Internet is the infrastructure of the global economy. To ensure innovation, economic growth, and social interaction, it is imperative that we keep the Internet open, encourage deployment of new, faster broadband networks and find ways to get more Americans online.

As Congress considers broadband legislation during 2016, it is critical that [YOUR STATE'S FEDERAL LAWMAKER NAMES] understand the importance of this technology. I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a "fly-in" organized by CompTIA promoting meaningful legislation on behalf of the tech community. I want to make sure our leaders understand that it is important to address the availability and delivery of broadband communications.

We will be encouraging our elected officials to support transparency, no-blocking and non-discrimination rules through Congressional action to ensure an open Internet and certainty for industry investment. 53% of rural American's lack access to broadband Internet as designated by the FCC. We support policies that improve broadband competition by encouraging and removing barriers to the deployment of high-speed broadband networks.

Broadband access, especially in rural areas is failing to keep pace with today's advanced rate of innovation. I encourage you to reach out to your elected officials and share with them the need for meaningful legislation that will promote increased broadband adoption.



Dear Editor,

Economic expansion in technology rests on the creation of new and innovative business models that leverage Internet based platforms that are trusted, secure and accessible. It is imperative that Congress passes common sense data and cybersecurity policies that secure our networks and promote responsible use of consumer data so the technology experience can continue to expand and improve.

In an effort to push needed legislative reforms, I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a "fly-in" organized by CompTIA promoting legislation on behalf of the tech community. I want to make sure our leaders understand that it is important to address the privacy and cybersecurity needs of today.

We will be encouraging our elected officials to support a national standard for data breach notification that pre-empts the patchwork of state laws allowing entities to focus on notification and resolving the breach. We will also encourage congressional leaders to support industry-led standards for consumer data privacy whenever possible, as opposed to passing legislation mandating specific regulations on data collection, usage and storage.

Privacy and data security are essential to the continued growth of the Internet and user security. I encourage readers to reach out to their elected officials and urge them to support meaningful reforms that will continue to spur innovation.



Dear Editor,

With over a million career postings in 2015, jobs in the field of information technology (IT) are plentiful. Yet the IT industry struggles to fill these vacancies because of a lack of qualified applicants. To help close this skills gap, education, training and career placement programs are necessary elements to successful workforce development programs and policies. Apprenticeships, in particular, give people the knowledge and skills needed for successful IT careers and connect people and industry to on-the-job experience opportunities. The apprenticeship model is not yet widely adopted in the IT industry and we must do more at the national, state and local levels to encourage companies to create their own programs.

In an effort to push for greater adoption of technology apprenticeships, I will be joining tech advocates from across the country in Washington, D.C., February 9-10, for a “fly-in” organized by CompTIA promoting legislation on behalf of the tech community. I want to make sure our leaders the IT skills gap in this country and the steps necessary to make the U.S. more competitive.

We will be encouraging our elected officials to support IT training and job placement programs that help unemployed and under-employed individuals gain their first jobs in the tech fields. Jobs in the tech field have above average wages and lead to long-term careers in the field. We also want to push for policies that allow students to contextualize the classroom learning by gaining work experience and simultaneously earn credits toward a degree (both high school and that can also be applied a post-secondary degree).



## Sample Social Media Posts

HASHTAG: #CompTIAFlyIn  
TWITTER



### Before Fly-In

- I'll be at the @CompTIAAdvocacy #CompTIAFlyIn Feb 9-10 to talk #IT policy priorities. Stay tuned for updates.
- Going to the @CompTIAAdvocacy #CompTIAFlyIn tomorrow to advocate for IT on #privacyreform, among other key tech issues.
- Looking forward to the @CompTIAAdvocacy #CompTIAFlyIn Feb 9-10 to meet lawmakers who make long-lasting impact on #tech
- Excited to meet with @CONGRESSIONAL LEADER to discuss #privacyreform, #workforcedevelopment, #cybersecurity, #broadband, #globaltrade, #CompTIAFlyIn

### At Fly-In

Feel free to tweet a picture you may take at the Fly-In along with these tweets.

- Just kicked off the #CompTIAFlyIn. Excited to champion vital #IT policy priorities like #privacyreform.
- Working with @CONGRESSIONAL LEADER @CompTIAAdvocacy #CompTIAFlyIn to advocate for #IT
- What are your top priorities for '15?
- Lots of discussion among #CompTIAFlyIn attendees around growing importance of affordable and fast broadband.
- I'm at the @CompTIAAdvocacy #CompTIAFlyIn with @CONGRESSIONAL LEADER advocating on behalf of #IT. Tweet me your questions!
- How would you rate the #Congress and what can it do to be more effective for #IT industry? #CompTIAFlyIn
- At the @CompTIAAdvocacy #CompTIAFlyIn meeting with other #IT advocates and Congressional lawmakers.
- If you had the chance to sit down with @CONGRESSIONAL LEADER and talk about one key issue, what would it be? #CompTIAFlyIn
- At the @CompTIAAdvocacy #CompTIAFlyIn. Great opportunity to chat with fellow colleagues about #IT.

**After Fly-In**

- Back home after the **@CompTIAAdvocacy #CompTIAFlyIn**. Learned about issues affecting #technology company’s #IT. How will you champion the policy issues in ‘15?
- Reflecting on a productive **@CompTIAAdvocacy #CompTIAFlyIn** in DC last week – what are the most important issues affecting #IT businesses in [YOUR STATE]?
- Reflecting on a great trip to the **@CompTIAAdvocacy #CompTIAFlyIn**, I promise to keep working with **@CONGRESSIONAL LEADER** on key #IT policy issues



**LINKEDIN / FACEBOOK**



**Before the Fly-In:**

Note, that LinkedIn doesn’t support hashtags, so you can delete the “#” in the posts.

- While at the **@CompTIAAdvocacy #CompTIAFlyIn** in DC [NEXT WEEK], I plan on meeting with **@CONGRESSIONAL LEADER** to discuss [ISSUE]. What is your top IT policy priority?
- I’m going to the **@CompTIAAdvocacy #CompTIAFlyIn** on behalf to discuss how new tax provisions should support innovation and access to capital #privacyreform #innovation

## Sample Blog Posts

### **[COMPANY/NAME AND/OR TITLE OF FLY IN ATTENDEE] Visits Washington to Champion IT Industry Priorities**

Businesses like mine are the lifeblood of our national economy. They employ more than half of the country's private sector workforce.

[COMPANY] is proud to be part of the economy. We employ professionals with [SECTOR EXPERTISE AREA] and contribute to our local economy through [EXAMPLE].

I was thrilled to join forces with fellow IT colleagues to advocates in Washington, D.C., on February 9-10, to speak with Members of Congress about issues that are critical to the future of my business and the overall tech industry.

The annual "fly-in" is organized by CompTIA to advocate on behalf of the tech community. CompTIA, the Computing Technology Industry Association, represents technology companies of all sizes and is committed to expanding market opportunities and driving competitiveness of the U.S. technology industry around the world.

Innovation is a key force behind a strong 21st century economy, and our leaders should prioritize issues that affect growing companies like [COMPANY].

While in Washington I visited [CONGRESSIONAL LEADER]'s office to advocate on tax reform, workforce development, cybersecurity, broadband communications and digital privacy—all are central to our industry. These legislative issues are key ingredients for helping technology firms like mine to become more competitive.

I particularly discussed with my elected officials the importance of:

[CHOOSE FROM THE ISSUE ONE PAGERS BEGINNING ON PAGE 9 TO INCLUDE IN YOUR BLOG POST, BUT PICK JUST ONE PER BLOG POST SO AS NOT TO OVERWHELM YOUR READERS]

## Hill Meeting Best Practices

During your visit to Washington, D.C., you will attend numerous meetings on the Hill. Whether these meetings are with staff or Members of Congress, it is important to remember a few important tips:

**The dress code is business professional.**

- When Congress is in session, the office dress code is business professional.
- Most people attending meetings follow that same dress code.

**You will be provided a schedule of all your meetings – make sure to arrive to the offices a few minutes early.**

- The detailed schedule will contain locations of all your meetings.
- There are three House office buildings – Cannon, Longworth and Rayburn.
- There are three Senate office buildings – Dirksen, Hart and Russell.
- Remember, there are security screenings at each building entrance. Plan for extra time to get through security.

**Be prepared.**

- Read over the biography of the Member, where they are from, and their key issues and positions.
- Detailed information on the Members will be provided by CompTIA.

**If the Member of Congress is in attendance, address them as “Congressman,” “Congresswoman,” or “Senator.”**

- In many cases you will be meeting with a member of the staff; however, these staff members are responsible for representing their boss and providing them with all necessary information on important topics.
- Remember to stay on message throughout the meeting; focus on the issues you came to discuss.
- You will be provided with all the necessary messaging information prior to your meeting by CompTIA staff.

**Leave contact information and any materials you have brought with you as leave-behinds.**

- You will be provided any necessary leave-behind materials prior to your meetings.

**Remember to thank them for the meeting as you are leaving!**

- Also, thank them again via email or a handwritten note later.
- A second thank you allows you to not only show your appreciation for their time, but to remain in contact.

**Provide CompTIA staff with any outstanding questions or follow-up materials requested by the staff.**

## Frequently Asked Questions

### **Q. How do I identify the buildings where my meetings are located?**

**A.** We will be providing you with a comprehensive schedule of all your meetings. Meetings in House offices will be in the Rayburn Building, Longworth Building and Cannon Building. Meetings in the Senate will take place in the Hart Building, Dirksen Building and Russell Building. All of these buildings have security procedures that include metal detectors. Therefore, plan for some additional time to enter buildings. All Senate buildings are connected internally and all House buildings are connected internally. Therefore, if you have multiple meetings in House offices, for example, you will not have to reenter security.

One thing to note: House offices have a numeric system that identifies not only the room number but the building as well. Room numbers in the Cannon Building are three digits (e.g. 234, located on the second floor). Room numbers in the Longworth Building are four digits and begin with the number 1 (e.g. 1234, located on the second floor, as the “1” only signifies the building, not the floor). Room numbers in the Rayburn Building are four digits and begin with the number 2 (e.g. 2434, located on the fourth floor, as the “2” only signifies the building, not the floor).

### **Q. Am I able to watch the House and Senate floor proceedings live?**

**A.** Yes. All visitors to the Capitol complex can visit the House and Senate chambers to watch debates and votes whenever the House and Senate are in session. In order to gain access to the viewing galleries, you must obtain a “gallery pass” from your Member of Congress or Senator. Simply visit their office and ask a member of their staff for a House or Senate gallery pass. They also should be able to guide you toward the appropriate entrance to the Capitol.

### **Q. I need some additional information on an issue. With whom should I speak?**

**A.** The CompTIA Public Advocacy team is happy to provide you with a further briefing or briefing materials on policy issues prior to your D.C. visit or after you arrive. Please contact Liz Hyman (ehyman@comptia.org) if you need additional information or data on any issue. Additionally, CompTIA staff will be providing in-person briefings prior to the meetings as part of the DC Fly-In program.

### **Q. How long do meetings traditionally last on Capitol Hill?**

**A.** Meetings are generally scheduled in 15-30 minute blocks with staff. However, meetings are sometimes shorter based on votes and Committee hearings, which can be very unpredictable.

**Q. Will I be attending meetings alone?**

**A.** No. We have set up meetings in a manner that sends small groups of CompTIA members to multiple meetings together in an effort to increase our voice and allow our issues to be elevated on Capitol Hill.

**Q. Who should lead the meeting?**

**A.** Members of Congress, Senators, and their Staff are primarily focused on the opinions and priorities of their constituents. Therefore, if there is a constituent in the meeting, they should lead the meeting and identify himself or herself as a constituent at the start of the meeting. It will then be important for all of the other attendees to introduce themselves and provide a very short background on their company and where they are located prior to a discussion on the issues.

**Q. Are there issues we should not mention in a Congressional office?**

**A.** Yes. Congressional offices are legally separated from campaign offices and, therefore, Members of Congress and their staff are prohibited from discussing or coordinating any campaign activity from their offices. Therefore, it is important that you not mention their campaigns and/or discuss any interaction you may have had with their campaign offices.

**Q. Why am I scheduled to meet with a staff member instead of a Member of Congress or Senator?**

**A.** When Congress is in session, Members of Congress and Senators have a variety of responsibilities, including: votes, committee hearings, and numerous policy and constituent meetings. Therefore, obtaining a meeting with the Member of Congress or Senator is often not possible due to scheduling conflicts. However, staff members are responsible for representing their boss and providing Members of Congress and Senators with senior-level guidance on policy issues. They play a significant role in the Congressional office, working on the issues that are important to our industry. Therefore, meetings with staff are important and your message will be appropriately communicated to the Member of Congress.

**Q. How do I address a Member of Congress or Senator in a meeting?**

**A.** Traditionally, you address a Member of Congress as “Congressman” or “Congresswoman.” You address a Senator as “Senator.” However, if the Member of Congress or Senator is the Chair of a Committee (which will be noted on your schedule), you address them as “Chairman” or “Chairwoman.”

**Q. What if I get asked a question that I don't know the answer to?**

**A.** This is not a problem. You can simply tell the Member of Congress or their staff that you will go back, discuss the matter with CompTIA staff, and provide additional follow up on the question. This also provides you with an excellent opportunity to continue the dialogue with that office.

**Q. Would it be possible to attend other meetings if there are gaps in my schedule?**

**A.** Yes, all participants will be provided with a master schedule with all meetings throughout the day. You are welcome to join a meeting that you are interested in as long as it doesn't interfere with your own schedule. Make sure to connect with the group early and make sure they are aware you will be attending the meeting with them.

**Q. What should I do if a policymaker either commits to supporting an issue or highlights his or her opposition to the issue?**

**A.** All information from a meeting is helpful to CompTIA staff as they continue to work on these issues throughout 2016. Intelligence from a meeting – including support or opposition to a meeting – is critical information that will ensure we follow-up with the office and know where they stand on our issues.

**Q. How should I dress for my meetings on Capitol Hill?**

**A.** As you will be visiting Congress while the House and Senate are in session, offices will be dressed in business attire. Most people attending meetings in these offices generally follow those same guidelines.

**Q. If I have a medical issue on Capitol Hill, who should I call?**

**A.** All House and Senate buildings have a nurse that attends to medical issues of staff and visitors. Should you need to visit the nurse while on Capitol Hill, call (202) 224-3121 and ask to be connected to the nurse's station in the building you are currently located.

**Q. Are there areas to purchase food and drinks in the House and Senate office buildings?**

**A.** Yes. In the House, there are cafeterias located in the Longworth and Rayburn Buildings on the basement levels. The cafeteria on the Senate side is located in the basement of the Dirksen Building. All buildings in the House and Senate have additional food options, which are usually located in the basement.

**Q. Where is the closest Metro to my meetings?**

**A.** On the House side, the Capitol South metro station (Orange/Blue Lines) is located just outside the Cannon Building. On the Senate side, the closest metro station is located within Union Station (Red Line).

**Q. If I need to do some work between meetings, where should I go?**

**A.** The House of Representatives has Wi-Fi in their cafeterias and eating locations in each building.

## Important Contacts

Below is important contact information during your stay in Washington, D.C. Please don't hesitate to contact CompTIA staff at any point for general information, additional briefing materials or scheduling questions.

### CompTIA Policy Staff

**Elizabeth Hyman**

Executive Vice President, Public Advocacy  
EHyman@comptia.org  
Phone: 202.577.9570

**Lamar Whitman**

Director, Public Advocacy  
LWhitman@comptia.org  
Phone: 202.841.4488

**Randi Parker**

Director, Public Advocacy  
RParker@comptia.org  
Phone: 202.445.7188

**Matthew Starr**

Director, Public Advocacy  
MStarr@comptia.org  
Phone: (703) 328

**Mary Artes**

Administrative Specialist, Public Advocacy  
MArtes@comptia.org  
Phone: (301)643-6651

**Kevin Callahan**

Director, State Government Affairs  
kevin.callahan@techamerica.org  
Phone: (202)682-4448

**David Logsdon**

Senior Director, Public Advocacy  
Phone: (301)525-8898  
dlogsdon@comptia.org

### Industry Relations Group

**Peter Kaminskas**

Vice President, Member Relations  
PKaminskas@comptia.org  
Phone: (202)841-0388

**Ann Corcoran**

Director, Member Relations  
acorcoran@comptia.org  
Phone: 202.503.3632

### Events & Education

**Lisa McKellar**

Vice President, Events and Education  
lmckellar@comptia.org  
Phone: 202.251.3242

**The Liaison Capitol Hill**

415 New Jersey Ave NW  
Washington, D.C. 20001  
Phone: (202) 638-1616

Thank you to participating State Technology Councils and TECNA for your support of this year's event.

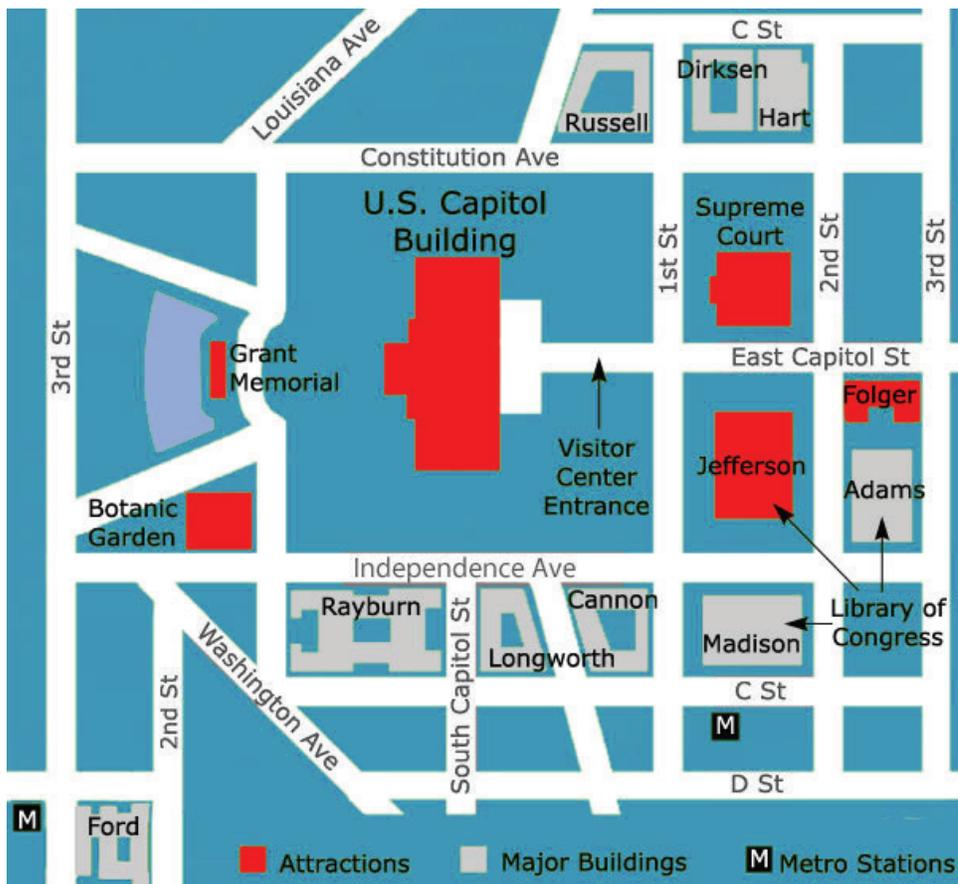
# Transportation to Washington, D.C.

There are a number of transportation options for sightseeing and traveling throughout the city or heading to the airport.



# Capitol Hill

The map below is an outline of Capitol Hill. Please note the Senate buildings in the top right hand corner and the House Offices in the bottom center of the map.



## Meet the DC Fly-In Speakers

### Jason Boxt

Managing Director  
Glover Park Group



Jason Boxt leads The Glover Park Group's Research Division, providing public opinion research, message development and issue advocacy expertise. Working for a range of clients from the UN Foundation, JPMC, PhRMA, the A&E Network and the Modernizing Foreign Assistance Network, Jason helps clients develop communication and advocacy outreach strategies, core messaging and brand positioning through the use of the most up to date quantitative and qualitative public opinion research methods – including digital and social research – being employed today.

### Congressman Michael Burgess (R-TX-26)

Chairman of the House Energy & Commerce Committee's Subcommittee on Commerce Manufacturing and Trade



Congressman Michael Burgess has served the constituents of the 26th District since 2003 in the United States House of Representatives. He currently serves on the prestigious House Energy and Commerce Committee where he serves as Chairman of the House Energy and Commerce Subcommittee on Commerce, Manufacturing and Trade and sits on the Subcommittees on Health and Oversight and Investigations. In addition, he is a member of the Rules Committee and the Helsinki Commission. In 2009, Congressman Burgess founded the Congressional Health Caucus, on which he serves as co-chairman.

Due to his medical background, Congressman Burgess has been a strong advocate for health care legislation aimed at reducing health care costs, improving choices, reforming liability laws to put the needs of patients first, and ensuring there are enough doctors in the public and private sector to care for America's patients and veterans. He has voted to repeal the Affordable Care Act 54 times and has played an important role in bipartisan efforts to reform the Food and Drug Administration.

Since he came to Congress, he has made repealing Medicare's Standard Growth Rate (SGR) formula a top priority. He has also successfully amended the Highway Bill to include development credits, design-build, and environmental streamlining. He is a proponent of a flat tax and has introduced a flat tax bill every term he has served in Congress. Congressman Burgess follows a strict adherence to the Constitution and opposes unnecessary expansion of the federal government's control over the personal freedoms of Americans. Instead, he believes in giving people more control over their lives and their money. He is also committed to reducing illegal immigration into our country and has taken action to ensure our borders are secure and our immigration laws are enforced. He strongly opposes any proposal to grant amnesty to illegal immigrants.

During his time on Capitol Hill, Congressman Burgess has earned a reputation as a problem-solver who seeks sensible solutions to the challenges Americans face and have received several awards including the Guardian of Small Business award by the National Federation of Independent Business (NFIB); the Spirit of Enterprise award by the U.S. Chamber of Commerce; and the Taxpayer Hero award from the Council for Citizens Against Government Waste; among others. In 2013, he was named to Modern Healthcare's 50 Most Influential Physician Executives and Leaders.

Today, he represents the majority of Denton County, and parts of Dallas County and Tarrant County. He was raised in Denton, and attended The Selwyn School, graduating in 1968 as valedictorian. In addition, he graduated with both an undergraduate and a master's degree from North Texas State University, now the University of North Texas.

Congressman Burgess received his M.D. from the University of Texas Medical School in Houston, and completed my residency programs at Parkland Hospital in Dallas. He also received a master's degree in Medical Management from the University of Texas at Dallas, and in May 2009 was awarded an honorary Doctorate of Public Service from the University of North Texas Health Sciences Center.

Congressman Burgess has been married to his wife, Laura, for 41 years. They have three children and two grandsons.

## Ryan Burke

Senior Policy Advisor

White House National Economic Council



Ryan Burke is a Senior Policy Advisor with the National Economic Council (NEC) at the White House where she works primarily on job skills and opportunity and the intersection of technology and skill development. While at the White House, Burke launched the TechHire initiative, which is working with 35 cities and states across the country to expand accelerated training and innovative hiring strategy to open up new pathways to tech jobs. Previously, she was the Director at Hope Street Group where she launched a \$2 million program on Jobs and Workforce, before that she worked with McKinsey & Company as an Associate serving primarily energy, telecom and consumer goods companies, and as the Chief of Staff for McKinsey's Global Social Sector Office focused on education and economic development. She has a degree in finance from the University of Virginia.

## Chris Calabrese

Vice President, Policy

Center for Democracy and Technology



Chris Calabrese is the Vice President for Policy at the Center for Democracy & Technology (CDT) where he oversees CDT's policy portfolio. Chris has long been an advocate for privacy protections, Internet openness, limits on government surveillance, and fostering the responsible use of new technologies.

Chris has testified before Congress and appeared in many media outlets, including *CBS Evening News*, *Fox News* and *National Public*

*Radio*, discussing technology and privacy issues. He has also been quoted in a variety of publications including the *New York Times*, *Washington Post* and *Associated Press*. He was named one of Washington's Top Lobbyists by *The Hill* newspaper in both 2012 and 2013. Chris also sits on the Consumer Advisory Committee of the Federal Communications Commission (FCC).

## Scott Cheney

Policy Director for Pensions, Workforce and Economic Development

Senator Patty Murray and the Senate Health, Education, Labor and Pensions Committee

Scott Cheney is the Policy Director for Pensions, Workforce and Economic Development for Senator Patty Murray and the Senate Health, Education, Labor and Pensions Committee. Previously, he served as a Senior Advisor to Senator Patty Murray on the Senate Budget Committee, and prior to that as her Staff Director for the HELP Subcommittee on Employment and Workplace Safety. Scott has over 25 years of experience in the broad areas of workforce, skills, and talent development, post-secondary education and training, and their intersection with economic development and regional competitiveness.

## Ruthbea Yesner Clarke

Research Director, Smart Cities Strategies

IDC



Ruthbea Yesner Clarke is research director of the global Smart Cities Strategies program at IDC. In this program, Clarke discusses the strategies and execution of relevant Smart City technologies including the non-technology best practice areas, such as governance, innovation, partnerships and business models essential for Smart City development. Clarke's research includes the Internet of Things, Big Data and Analytics, cloud computing, mobility and social media in public works, intelligent transportation systems, intelligent public safety, smart water and citizen engagement and

Open Data initiatives. She contributes to consulting engagements to support state and local governments' Smart City strategies and IT vendors' overall Smart City market strategies.

Clarke has had several roles at IDC over the past 12 years. She helped launch the IDC end-user research Vertical Group as the Director of Vertical Views following five years as a Consulting Director for large-scale international projects that provided strategic and tactical marketing services, including market opportunity assessments, competitive analysis, and cost/benefit analysis. She joined IDC following work as a product manager in Internet start-ups in Silicon Valley. Prior to that, she worked in state social services as a director of programs serving young adults and adolescents diagnosed with substance abuse and mental health issues. Clarke holds a BA from Wesleyan University, and graduated Summa Cum Laude from Boston College with an MBA and MSW joint degree.

## Charles Cooper

Executive Vice President  
McBee Strategic



Charles Cooper joined McBee Strategic in 2010. Cooper brings over ten years of bicameral Congressional experience to the firm, including three years within senior Republican leadership. Most recently, he served as Chief of Staff to Rep. Adam Putnam (R-FL). Through his work with Rep. Putnam, he both served as Policy Director at the House Republican Conference and served as Chief of Staff to the Republican Policy Committee. Prior to this, Cooper served as Legislative Director for Rep. Mario Diaz-Balart (R-FL), where he was responsible for the Congressman's work on the Budget Committee and the Transportation and Infrastructure Committee. He also served as Legislative Assistant for Rep. Felix Grucci (R-NY), where he handled the Congressman's housing portfolio on the House Financial Services Committee. Cooper started his career on Capitol Hill working within the U.S. Senate for Senator Jon Kyl (R-AZ) and Senator Connie Mack (R-FL). He received his Bachelor of Arts degree in political science and history from Southern Methodist University in Dallas, Texas.

## Congresswoman Suzan DelBene (D-WA-1)



Congresswoman Suzan DelBene represents Washington's 1st Congressional District, which spans from northeast King County to the Canadian border, and includes parts of King, Snohomish, Skagit, and Whatcom counties.

First sworn into the House of Representatives on November 13, 2012, DelBene brings a unique voice to the nation's capital, with more than two decades of experience as a successful technology entrepreneur and business leader in the private sector. Her depth of experience and focus on achieving concrete results allows DelBene to break through Congressional gridlock and get things done, earning her praise from the Everett Herald, who called her "the most prolific, effective member of her freshman class."

DelBene takes on a wide range of challenges both in Congress and in the 1st District. When the I-5 Bridge collapsed in May 2013, Congresswoman DelBene fought to secure emergency funding to immediately rebuild the bridge and help ensure that the Skagit Valley stayed open for business. And in the aftermath of the mudslide in Oso, DelBene worked to ensure the federal government did everything possible to help victims, their families, and all those affected by one of Washington's worst natural disasters.

Congresswoman DelBene is a strong voice on the House Agriculture Committee for Washington's farmers and growers. She was the only Member of Congress from Washington state on the bipartisan Farm Bill conference committee, which successfully negotiated a 5-year Farm Bill that was good for farmers and ranchers, preserved nutrition benefits for working families and children, and included \$200 million for DelBene's legislation to expand job-training opportunities for SNAP recipients. Washington received \$22 million for its

job-training pilot. At the start of the 114th Congress, she was named Ranking Member of the Subcommittee on Biotechnology, Horticulture, and Research.

Through her role on the House Judiciary Committee, DelBene is at the forefront of issues relating to technology and privacy, and has become a leading voice in the House calling for greater transparency and oversight of the NSA to restore American's privacy rights, which passed. She is also focused on advancing common-sense immigration reform and is a lead sponsor on H.R. 15, the Border Security, Economic Opportunity and Immigration Modernization Act, a comprehensive immigration reform bill with more than 200 cosponsors.

DelBene was appointed to serve on President Obama's Export Council, the President's advisory committee on international trade. She also serves as co-chair of the New Democrat Coalition's 21st Century Job Skills Working Group, and co-chair of the Women's High Tech Caucus, Internet of Things Caucus, Trademark Caucus, and Aluminum Caucus.

She spent part of her early childhood in Newport Hills and Mercer Island before her father, an airline pilot, lost his job. After fourth grade, her family moved all over the country in search of work. With hard work and financial aid, such as student loans and work study programs, she earned a bachelor's degree in biology from Reed College.

Following Reed, DelBene worked in the biotechnology industry before earning an MBA from the University of Washington and embarking on a successful career as a technology leader and innovator. In more than two decades as an executive and entrepreneur, she helped to start drugstore.com as its vice president of marketing and store development, and served as CEO and president of Nimble Technology, a business software company based on technology developed at the University of Washington. Suzan also spent 12 years at Microsoft, most recently as corporate vice president of the company's mobile communications business. In 2010, she was appointed by Governor Gregoire to be the Director of the Washington State Department of Revenue. During her tenure, she proposed reforms to cut red tape for small businesses. She also enacted an innovative tax amnesty program that generated \$345 million to help close the state's budget gap, while easing the burden on small businesses.

DelBene's mix of real world experience in the private and public sector gives her a deep understanding of how to build successful businesses and create jobs, implement real fiscal accountability, and adopt policies that provide individuals with access to opportunity.

She knows what it will take to ensure that our nation and this region lead in creating high-wage 21st century jobs—great educational opportunities for our children and ongoing training for adults; a financial system that is fair, strong, and transparent; incentives that foster research, innovation, and entrepreneurship; and a health care system that works for everyone. She will continue fighting for these priorities in the other Washington.

DelBene was named a Champion of Main Street Businesses by the Washington Retail Foundation, and received the 2014 Distinguished Community Health Advocate Award from the National Association of Community Health Centers (NACHC) for her work to expand access to care for our nation's most vulnerable communities. She was also awarded the President's Award from the NAACP for her work on behalf of veterans and their families.

DelBene and her husband, Kurt DelBene, have two children, Becca and Zach.

## Tim Herbert

Vice President, Research & Market Intelligence  
CompTIA



Tim Herbert serves as vice president of research and market intelligence at the CompTIA. Under his leadership, CompTIA produces a wide range of research and analysis to further the understanding of technology, channel and workforce trends. Herbert regularly pens articles for industry publications, presents at industry conferences and in his 18 years as a technology analyst has been cited in numerous media outlets, including The New York Times, The Wall Street Journal, WIRED and many others.

Prior to joining CompTIA, Herbert directed the research program and was a lead analyst at the Consumer Electronics Association, producer of the International CES, the largest technology event in the world. He also co-founded two startups: eBrain Market Research and the Memory-on-Demand cloud service. Herbert holds a degree in economics from John Carroll University and an MBA from George Mason University.

## Sallie Keller, Ph.D.

Director of the Social and Decision Analytics Lab,  
Biocomplexity Institute of Virginia Tech



Sallie Keller, Ph.D., is professor of statistics and director of the Social and Decision Analytics Laboratory within the Virginia Bioinformatics Institute at Virginia Tech. Formerly, she was professor of statistics and Academic Vice-President and Provost at University of Waterloo, director of the IDA Science and Technology Policy Institute, and professor of statistics and the William and Stephanie Sick Dean of Engineering at Rice University. Her other appointments include head of the Statistical Sciences group at Los Alamos National Laboratory, professor and director of graduate studies in the Department of Statistics at Kansas State University, and statistics program director at the National Science Foundation.

Dr. Keller has served as a member of the National Academy of Sciences Board on Mathematical Sciences and Their Applications, has chaired the Committee on Applied and Theoretical Statistics, and the Committee on National Statistics. Her areas of expertise are social and decision informatics, the statistical underpinnings of data science, uncertainty quantification, and data access and confidentiality. She is a national associate of the National Academy of Sciences, fellow of the American Association for the Advancement of Science, elected member of the International Statistics Institute, and member of the JASON advisory group. She is also a fellow and past president of the American Statistical Association. She holds a Ph.D. in statistics from the Iowa State University of Science and Technology.

## Congressman Jim Langevin (D-RI)



Congressman Jim Langevin is a senior member of the House Armed Services Committee, where he is the Ranking Member of the Emerging Threats and Capabilities Subcommittee, and of the House Committee on Homeland Security. A national leader on securing our nation's technology infrastructure against cyber threats, Langevin co-founded the Congressional Cybersecurity Caucus to increase awareness around the issue and co-chaired the Center for Strategic and International Studies (CSIS) Commission on Cyber Security for the 44th Presidency, which made policy recommendations to President Obama.

As co-chair of the bipartisan Congressional Career and Technical Education Caucus, Langevin advocates to improve and increase access to training that gives students and workers the skills that best fit the needs of expanding industries. He has successfully fought for strong CTE funding under the Carl D. Perkins Vocational and Technical Education Act and, in Rhode Island, has worked to foster employer-educator partnerships and career training programs across a variety of career fields.

A voice for those facing serious challenges, Langevin championed passage of a bipartisan bill to expand services for families caring for their elderly and disabled loved ones and authored a breakthrough law to protect foster youth. He is a strong advocate for inclusion and independence for people with disabilities, and helped pass the ADA Amendments Act that strengthened the protections of the Americans with Disabilities Act.

Langevin was inspired to enter public service by the tremendous outpouring of support he received during the most challenging time of his life, after a gun accident paralyzed him at age 16 and left him a quadriplegic. He is driven by a belief that everyone deserves a fair opportunity to make the most of their talents.

After serving as secretary for the state's Constitutional Convention in 1986, Langevin won election to the Rhode Island House of Representatives, and in 1994, became the nation's youngest Secretary of State. His leadership resulted in reforms to Rhode Island's outdated election system and a landmark report documenting widespread violations of the state's Open Meetings Law. He served in that role until winning election to Congress in 2000.

## Will Markow

Senior Analyst

Burning Glass Technologies



Will Markow is a Senior Analyst with Burning Glass Technologies' Applied Research Division where he leads Burning Glass's research in the IT, energy, manufacturing, and public sectors. While at Burning Glass, Markow's research has been featured in dozens of national and regional media outlets, and he has lead custom research projects for numerous private employers, educational institutions, workforce development organizations, and government agencies. Prior to joining Burning Glass, Markow analyzed the energy sector

for multiple policy institutions and clean technology startups, with a special emphasis on the solar industry and the impact of energy policy on small businesses. He graduated summa cum laude with a degree in Managerial Economics and Quantitative Analysis from Bentley University.

## **Nick Maynard, Ph.D.**

CEO & Co-founder  
Saros Intelligence



Prior to launching Saros, Nick Maynard was Assistant Director for telecommunications R&D at the White House Office of Science and Technology Policy, where he focused on broadband adoption and R&D policy. While at OSTP, Maynard championed a \$610 million new investment for a photonics research institute and led the team that built a telecom market platform for the Department of Defense. Previously, Maynard spent more than 10 years in communications industry before becoming a member of the National Broadband Taskforce, where he led the analysis on business broadband usage and launched a public-private partnership for small business technology training. Maynard received his BA in Political Science and MA focused on international development from the University of Chicago and a Public Policy PhD from the University of North Carolina at Chapel Hill.

## **Terrell McSweeney**

FTC Commissioner



Terrell McSweeney was sworn in as a Commissioner of the Federal Trade Commission on April 28, 2014, to a term that expires on September 25, 2017. Prior to joining the Commission, McSweeney served as Chief Counsel for Competition Policy and Intergovernmental Relations for the U.S. Department of Justice Antitrust Division. She joined the Antitrust Division after serving as Deputy Assistant to the President and Domestic Policy Advisor to the Vice President from January 2009 until February 2012, advising President Obama and Vice President Biden on policy in a variety of areas, including health care, innovation, intellectual property, energy, education, women's rights, criminal justice and domestic violence.

McSweeney's government service also includes her work as Senator Joe Biden's Deputy Chief of Staff and Policy Director in the U.S. Senate, where she managed domestic and economic policy development and legislative initiatives, and as Counsel on the Senate Judiciary Committee, where she worked on issues such as criminal justice, innovation, women's rights, domestic violence, judicial nominations and immigration and civil rights. She also worked as an attorney at O'Melveny & Myers LLP. McSweeney is a graduate of Harvard University and Georgetown University Law School.

## Randi Parker

Director, Public Advocacy  
CompTIA



Randi Parker focuses on cybersecurity and workforce development issues. This includes career and technical education, job training and certification, as well as STEM education and immigration priorities. She advocates on behalf of the IT industry to members of Congress, the Executive Branch and government agencies. Parker serves as the vice-chair for the Cybersecurity Credentials Collaborative and is a member of the IT Sector Coordinating Council executive committee.

Prior to joining CompTIA, Parker served as director of counsel of federal government relations for TechAmerica, before it was acquired by CompTIA. In this role, Parker was responsible for issues related to cybersecurity, immigration, smart grid, and STEM education. She managed various association committees while actively lobbying on Capitol Hill. Parker began her career in Washington as legislative counsel to Congressman John Shadegg (R-AZ). She was the Congressman's lead staffer on the Energy & Commerce Committee's Communications, Technology and Internet Subcommittee, as well as the office attorney. In addition, she was responsible for judiciary, immigration, national security, and foreign relations issues. Parker graduated cum laude from American University and holds a law degree from New York Law School.

## Rob Pegoraro

Journalist



Rob Pegoraro tries to make sense of computers, consumer electronics, telecom services, the Internet, software and other things that beep or blink through reporting, reviewing and analysis—from 1999 to 2011 as the Washington Post's tech columnist, now for a variety of online and print outlets.

## David Perera

Cybersecurity Reporter, Politico

Co-Author of Inside Guide to the Federal IT Market



David Perera is a cybersecurity reporter for POLITICO Pro. He has reported on all things federal agency and information technology related since January 2004, and watched the importance of cybersecurity grow exponentially during that time. He's co-author of "Inside Guide to the Federal IT Market," a business book explaining the intricacies of this particularly complex market. He thinks you'd find it a decent read. He is based in the Virginia side of greater metro Beltwayland, and grew up in Colorado. In his spare time, he likes to have spare time.

## Sokwoo Rhee, Ph.D.

Associate Director, Cyber-Physical Systems

National Institute of Standards and Technology (NIST)



Dr. Sokwoo Rhee is Associate Director of Cyber-Physical Systems (CPS) at the National Institute of Standards and Technology (NIST). He is currently leading the Global City Teams Challenge which aims to create a replicable and scalable model for collaborative incubation and deployment of Internet of Things (IoT) and CPS solutions to improve the quality of life in smart cities around the world. He previously served as a Presidential Innovation Fellow on CPS, a program by the Office of Science and Technology Policy at the White House. Prior to joining U.S. government, he was co-founder and CTO of Millennial Net, Inc., which was one of the first to successfully commercialize low-power wireless mesh/sensor network and Internet of Things technology from academia. His work and achievements have been recognized through awards including MIT Technology Review's Top Innovators under 35. He received his M.S. and Ph.D. in Mechanical Engineering from Massachusetts Institute of Technology.

## Jason Whittet

Director, Intelligent Cities

GE



Jason Whittet is currently part of GE's Intelligent Cities team. Most recently, he worked with the International Data Corporation's (IDC) public sector practice where he led local, state and federal government business development for the global technology research and advisory firm. Before IDC, Whittet helped launch the Massachusetts Broadband Institute as Deputy Director and contributed to the successful completion of the \$100MM, 1,200 mile MassBroadband 123 fiber-optic network in western Massachusetts. He has also held positions with Comcast in government relations,

with the Massachusetts State Senate Ways and Means Committee as Project Director, and with the Allston-Brighton Community Development Corporation as an AmeriCorps Volunteer. Additionally, Whittet served for six years in the Massachusetts Army National Guard. He has a Bachelor of Science from Arizona State University and a Master's in Public Administration from Northeastern.

### **Congressman Kevin Yoder (R-KS-3)**



Representative Kevin Yoder is a 5th generation Kansan and grew up on a grain and livestock farm in rural Kansas near a town called Yoder. It was on his family farm where he learned the true value of hard work, and saw first-hand the ingenuity and prairie spirit that makes Kansas such a special place. He represents the Third Congressional District of Kansas, which includes Johnson County, Wyandotte County and the northeast corner of Miami County. On January 5, 2011, Yoder was sworn in to serve his first term as a Member of the 112th Congress, where he was selected as one of only three freshmen members to serve on the powerful House Appropriations

Committee. Thanks to his work on the committee, the federal government is appropriating less money today than it was when he walked into Congress.

In 2015, Yoder returned to the House Appropriations Committee after being sworn in for his third term in the House of Representatives, serving as the Vice Chairman of the Transportation, Housing and Urban Development Subcommittee. He also serves on the Agriculture Subcommittee and Financial Services Subcommittee, focusing on balancing the federal budget, reducing the national debt, and supporting policies that help private sector job growth. His Email Privacy Act, a bill to extend Fourth Amendment search and seizure protections to our digital communications, is one of the most widely-supported bipartisan bills in the House of Representatives in the 114th Congress.

During his time in Congress, Yoder has focused on being a leading conservative voice in support of increased federal investment in biomedical research and was a long-time supporter of the University of Kansas Cancer Center receiving its National Cancer Institute designation in 2012. He was recently featured as a thought leader in the Science Coalition's Science 2034 series, and has publicly advocated for increased funding at the National Institutes of Health (NIH).

Additionally, as a product of public schools, he has been a strong advocate for early-childhood education programs like Head Start. In 2012, the National Head Start Association (NHSA) presented Yoder with the Kansas State Children's Champion Award for demonstrating outstanding leadership and a strong commitment to the improvement of the lives of many of the nation's most vulnerable children, youth, and families. In 2015, for the 50th anniversary of the creation of the Head Start Program, NHSA recognized him as an inaugural recipient of the PROMISE Award, which was created to celebrate this important anniversary and recognize the bipartisan spirit that has kept Head Start strong for 50 years.

Yoder has received several additional accolades and awards for his voting record and leadership on various issues, including the Champion of Change Award from the National Down Syndrome Society (NDSS), Legislator of the Year Award from the American Society of

Transplantation (AST), Guardian of Small Business Award from the National Federation of Independent Businesses (NFIB), Friend of Farm Bureau Award from the Kansas Farm Bureau, Spirit of Enterprise Award from the U.S. Chamber of Commerce, and Legislative Excellence Award from the National Association of Manufacturers (NAM). In 2012, along with Representative Emanuel Cleaver II (D-MO), Kevin received the Consensus Civility Award for his efforts to bring civility to public life as a Member of Congress.

Upon arriving in Washington, he was appointed to serve on the Gallaudet University Board of Trustees. Located in Washington, DC, Gallaudet University is the world's only liberal arts university for the Deaf community and hard of hearing.

Prior to being elected to Congress, Yoder represented Leawood and Overland Park as a Representative in the Kansas State Legislature, where he chaired the House Appropriations Committee. He is a proud graduate of the University of Kansas where he received degrees in political science, English, and law. He lives in Overland Park with his wife Brooke and their two daughters, Caroline Lucille and Eloise Jane.

## David Zipper

Managing Director

1776



David Zipper leads 1776's work in the Cities and Transportation sectors, including venture investments into startups as well as strategic relationships with corporations, associations, and local governments worldwide. He also oversees 1776's business development, building mutually valuable partnerships with organizations across all of 1776's target sectors. Prior to joining 1776, Zipper oversaw economic development strategy for two mayors of Washington DC, including the launch of the DC Tech Incentives program and the DC China Center in Shanghai. He was previously the Executive Director of NYC Business Solutions under Mayor Bloomberg in New York City, and

he worked with Harvard professor Michael Porter to develop strategies to create jobs across America's inner cities. A Truman and Gates Scholar, Zipper holds a bachelor's degree with high honors from Swarthmore College, a MPhil in urban planning from Cambridge University, and an MBA with highest honors from Harvard Business School.



**CompTIA Public Advocacy Office**

515 2nd Street, NE  
Washington, DC 20002  
[www.comptia.org/advocacy](http://www.comptia.org/advocacy)  
Twitter: @CompTIAAdvocacy

**CompTIA Worldwide Headquarters**

CompTIA Member Services, LLC  
3500 Lacey Road, Suite 100,  
Downers Grove, IL 60515  
[CompTIA.org](http://CompTIA.org)