

**Deanna Debruler**

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**From:** Shawn Phetteplace, Main Street Alliance <shawn@mainstreetalliance.org>  
**Sent:** Friday, March 26, 2021 7:12 AM  
**To:** Amaad Rivera  
**Subject:** [BULK] MSA-WI Weekly News: Gov. Evers @ Lobby Day Next Tuesday!

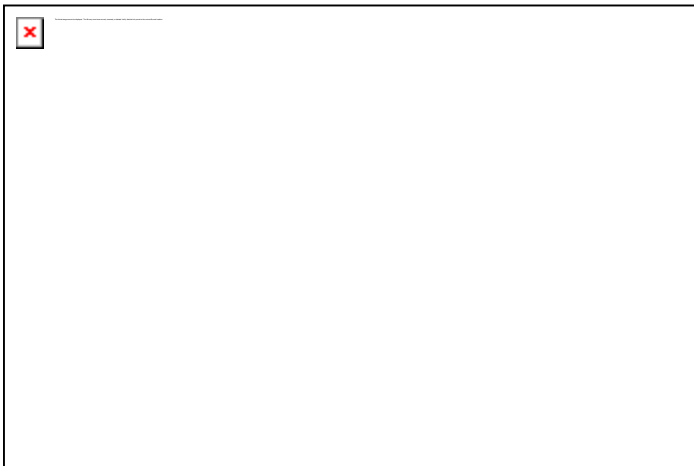
Main Street Alliance of Wisconsin



Amaad --

We are so proud of what we're building together in the Great State of Wisconsin.

**We are thrilled to announce that Gov. Evers will be joining us for our State Budget Lobby Day next week!**



**The purpose of our State Lobby Day is to influence key lawmakers as the Joint Finance Committee process kicks off to pass a state budget.**

This will impact issues we all care about...from Badgercare expansion to support for small business to dealing with the cost of childcare. Your voice

will make a **HUGE** difference to make sure that we fulfill the **#BadgerBounceback** after an incredibly challenging past year.

Come learn how you can impact this process and help make Wisconsin the best state in the country to start and run a small business.

Think you can join us? We only have 5 spots left.

**Sign Up for  
Lobby Day**

We are incredibly grateful that **State Rep. Robyn Vining**, ranking member of the Small Business Committee and **Sen. Latonya Johnson**, member of the Joint Finance Committee will be joining us as well.

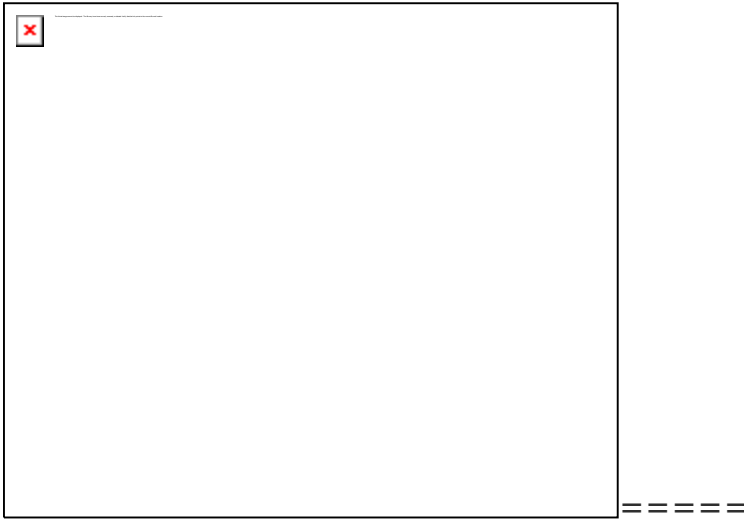
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We're excited to also announce that we are partnering with Forward Wisconsin on a program with **State Rep. Greta Neubauer** and **Rep. Evan Goyke** [next Wednesday at 7:00 P.M.](#)

This pandemic has brought terrible costs, in lives lost, long-term health outcomes, and economic impacts. We must rebuild, and we can leverage this process to build a more just economy. If Wisconsin is going to recover from COVID-19, we must continue to invest in our small businesses, foster innovation, renew our infrastructure, and grow family-supporting jobs for Wisconsin workers.

Join us for a virtual meeting on **March 31st** to hear from legislators, experts, and other Wisconsinites about our priorities in the Badger Bounceback Budget, from investing in small businesses and innovation to building affordable housing and efficient transportation, and everything in-between. Then we'll share tips and strategies about how to engage throughout the budget process, and provide ways to let our legislators know we want them to invest in these priorities in our state budget.

[RSVP here.](#)



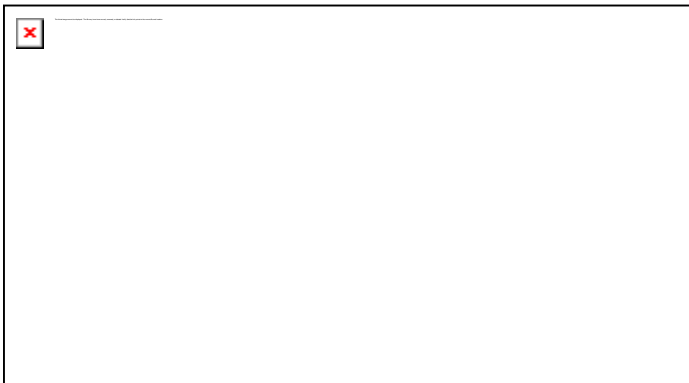
## Survey

**We want your feedback!** We're working to constantly improve, especially as a very new chapter in Wisconsin, and want your help. [Please fill out this survey](#) to give us essential information on how we can improve our work and also what you think we're doing well.

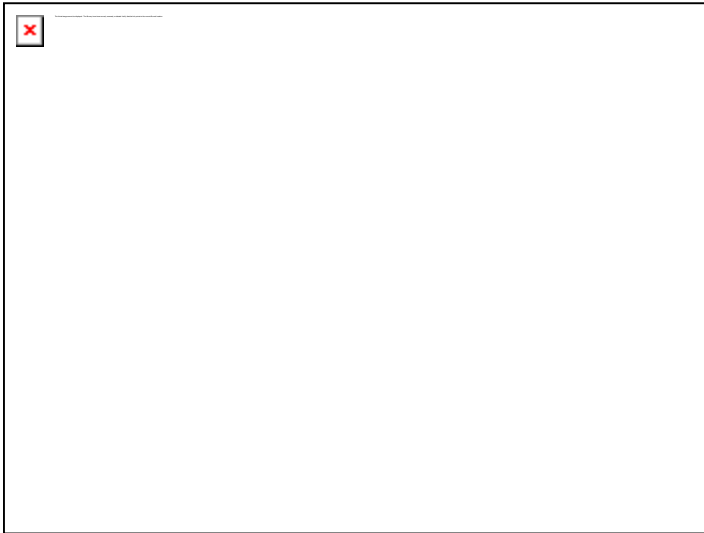
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## State Update

SB22/AB32, the "Cocktails To Go" bill, **passed the State Legislature** and is now on Gov. Evers desk. *We expect he will sign it shortly.* Thanks to everyone who advocated for this much needed 'shot in the arm' for Wisconsin small business! Huge shout out to our members (see below) who helped us get this done!



*MSA-WI member AJ Dixon, testifying on the need to pass "Cocktails to Go" legislation*



*MSA-WI Members Dan Jacobs of Dan Dan and Dave Heide of Little John's and Liliana's testify in support of SB22/AB32*

We also held fantastic 'Curbside To-Go' events to highlight the provisions in the state budget process we support (small biz, childcare, Badgercare expansion) in Green Bay with **Rep. Kristina Shelton**, Hinterland Brewing VP and Co-Owner Michelle Tressler, Dave Jerrett, COO of Bay Towel AND in LAX with **Sen. Pfaff, Rep. Jill Billings**, Coulee Bicycle Co. owner Robbie Young and Viroqua Mayor Karen Mischel!



*Our Tour "Across Wisconsin" for the Curbside To-Go Small Biz Roundtables*

Thank you all for helping to bring attention to these key issues throughout our great state!

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## **Federal Update**

Members of the Administration and Congress are beginning work on the [next major \\$3 trillion legislative package on infrastructure, including the care economy](#). Our goals are to ensure the package addresses systemic issues small business owners face with **access to credit** and that a **robust permanent paid leave program is included and passes**.

With the narrow margin in the Senate - small business will play a critical role engaging moderates and champions to hold to key principles needed for paid leave and access to capital programs to work for very small and BIPOC businesses.

### **Expect to hear from us soon about:**

- Phone call and Social Media actions targeted towards Wisconsin members of Congress;
- Letter to the Editor action;
- Setting up events for "Small Business Week", i.e. the first week of May, with key federal lawmakers;
- Localized events (via Zoom for now) on the American Rescue Plan and how small business can access its benefits.

After the lobby day next week I will be sharing a **calendar of actions for April** leading up to Small Business Week in May that you can help with! We want to provide a variety of ways you can engage to be able to impact policy makers and make a difference. **We can only do this with your help.**

And then we win,

Shawn Phetteplace, Main Street Alliance  
<http://www.mainstreetalliance.org/>

**GET INVOLVED**

**DONATE**

**SHOP YOUR VALUES**

## ABOUT US

Main Street Alliance is a national network of small business coalitions working to build a new voice for small businesses on important public policy issues. Alliance small business owners share a vision of public policies that work for business owners, our employees, and the communities we serve.

SMALL BUSINESS VOICES. SMALL BUSINESS  
VALUES.



Main Street Alliance | Main Street Alliance Action Fund  
Madison, WI

This email was sent to [Amaad.Rivera@greenbaywi.gov](mailto:Amaad.Rivera@greenbaywi.gov). To stop receiving emails, [click here](#).

## Deanna Debruler

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**From:** Jiggy Athilingam <jiggy@votingrightslab.org>  
**Sent:** Wednesday, March 31, 2021 11:25 AM  
**To:** Amaad Rivera  
**Subject:** [BULK] REMINDER: Messaging Briefing Today!

Dear friends,

A friendly reminder about our **messaging briefing on a proactive national narrative for our freedom to vote** today! We will share new data about where the public stands on the For the People Act and John Lewis Voting Rights Advancement Act and the most effective messaging to capitalize on this moment of possibility, desire for change, and openness to progressive solutions that will help us to deliver a democracy that works for us all.

- **WHAT:** Winning Words on Voting Rights for All
- **WHEN:** TODAY, March 31st 3pm ET / 12pm PT
- **WHO:** Tyler Lewis (Leadership Conference), Jiggy Athilingam (Voting Rights Lab), Anat Shenker-Osorio (ASO Communications), Spencer Olson (DFAD)
- **RSVP:** [https://zoom.us/webinar/register/WN\\_agitQFSwRSW7eHb0TBawFg](https://zoom.us/webinar/register/WN_agitQFSwRSW7eHb0TBawFg)

Look forward to seeing you there!

Click here to [unsubscribe](#) from the list.