



NJGCA PAC

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Re: NJGCA Political Action Committee

Election Day is fast approaching. You may not be giving it much thought yet, but I assure you the politicians in Trenton are. The election this November presents us with a tremendous opportunity.

All 80 members of the State General Assembly will be up for reelection this year. This means it is incredibly important that NJGCA has a voice and an influence in the coming election in order to ensure that your interests are represented in Trenton.

The typical event that we are invited to has a ticket price of **\$500** per person. If you can donate \$500 from your business to our PAC it will sponsor one ticket to an event in support of a legislator who currently supports your business, or can be convinced to support your issues.

We are hoping to raise \$50,000 this year in contributions. Doing so will narrow the gap between our industry and the PACs representing Costco, Wawa, Big Banks, Credit Card Companies, Liquor Stores, Car Manufacturers, Car Dealers, and let's not forget Oil Companies; all of whom regularly contribute hundreds of thousands of dollars every year.

This year alone we have successfully blocked legislative efforts to add the **SALES TAX** to gasoline. What would the **SALES TAX** on gasoline cost you and your business?

Many members are also enjoying the fruits of our 3 year effort to stop Oil Companies from charging **YOU** for the costs associated with their rewards programs, saving dealers **THOUSANDS** of dollars!

The **Rewards Bill** that was recently signed by Governor Christie will also prevent chains like Costco and Wawa from offering rewards at their pumps with giveaways inside their stores that would have made it harder for your small business to compete. How much money will this save you?

NJGCA members have spoken with a loud and clear voice that they would like to end the ban on self serve gasoline. Our efforts have begun! Those friends that we already have in the Legislature will be under assault from opponents and we must show our support. This could be a lengthy fight and we will have to make more friends in the Legislature over the next few years in order to achieve our goal. Remember, we must show that we are willing to do our share no matter how small in comparison to our opponents. We must help to get our friends in the Legislature re-elected.

NJGCA continues to make progress on a new law that will force Car Manufacturers to provide your repair shop with the necessary information that is needed to fix your customers cars. Won't you like to stop telling your customers "I'm sorry but you will have to take your car to the dealer"?

Last year we were the **ONLY** small business organization to fight and successfully block additional taxes on cigarettes and E-Cigs. Does your Convenience Store rely on tobacco products as a profit center? So far we have even stopped Trenton from raising the purchase age for tobacco from 19 to 21. Yes, **NJGCA is the ONLY organization** that has been visible in this fight.

When you contribute to the **NJGCA PAC**, you enable us to show support and say **Thank You** to those legislators who have championed our efforts and stood by our side. Our contributions are small compared to those of our opponents, but legislators understand that our small contributions represent a giant effort to do our part to help their campaigns.

Besides the issues that I just mentioned, your small business is under assault from those in government who want to burden you further with more increases in minimum wage, or force you to complete cumbersome bookkeeping and provide mandatory paid sick leave – even for your part time employees.

The list of issues is never ending and forever growing longer. For this reason NJGCA must remain vigilant and—not to sound like a broken record—we must support those legislators who support us!

Even a \$200 donation will allow our association, and that means you and your business, to be a leading power player in Trenton. Money is support, and support is what gives us our foot in the door, makes us new friends, makes old friends stronger, and makes potential enemies think twice about trying to go after your business.

If you cannot afford a \$500 contribution, any amount will be helpful. The strength of our association has always been our numbers, if everyone gives a little it will add up to a whole lot. I thank you deeply for your continuing support.

Please make your **check payable to NJGCA PAC** and mail to NJGCA PAC, 66 Morris Avenue, Suite 1E, Springfield NJ 07081. If you would prefer you can also donate online with a credit card at www.njgcapac.org/donate.

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'Sal', written in a cursive style.

Sal Risalvato
NJGCA PAC