

IAAPA PUBLIC AFFAIRS UPDATE



I want to take a moment to formally introduce myself for those I have yet to meet. My name is Zach Stokes and I am IAAPA's new Public Affairs Manager focused on state, local, and grassroots advocacy.

It has been a whirlwind transition coming on board to IAAPA Public Affairs after working on Capitol Hill for 12 years. I'm grateful for this opportunity to help IAAPA members thrive during these challenging times. Below you'll find an update on my efforts so far and a big workforce policy win that will impact our members in New Jersey.

Relationships are vital for any success in politics. That is why one of my first actions was to continue to build on relationships with our state and regional attractions association partners. Cooperation helps amplify our message about the significance of the attractions industry around the country. It also helps us effectively engage on policy matters that impact our members. I started a series of regularly occurring meetings that allow us to dig deeper on critical issues facing the attractions industry. Future meetings will explore grassroots advocate growth strategies, research project updates, safety & security issues, and more.

Over the past few weeks, I have had the opportunity to hit the road to build relationships at several events, including the 2022 Florida Attractions Association Annual Conference. It was a great opportunity for me to meet with our Florida-based attraction folks and learn about the issues they are facing during this busy year.

Building relationships with other segments of the travel and tourism industry is important too. For example, I attended the summer conference for the International Society of Hotel Association Executives (ISHAE), the professional association for local, state, national, and international hotel and lodging association leaders whose members are impacted by many of the same issues we face. During the conference I met with many state executives to educate them about IAAPA's mission, members, and issues.

Finally, I attended events for both the Republican Governors Association and the Democratic Governors Association. These events are essential to introduce elected officials to the attractions industry and educate governors and candidates about our issues and importance to their communities.

New Jersey Workforce Legislative Update

The New Jersey Legislature took a major step forward this month in addressing critical labor shortages around their state. Earlier in June, the NJ General Assembly passed a bill updating laws about minors in the workplace. The bill, A4222, would modernize the digital systems used to register minors for work permits, increase the number of hours for 16 and 17-year-olds can work, and increase the length of shifts for 14 and 15-year-olds.

The NJ General Assembly passed A4222 with tremendous bipartisan support, approving the measure 74 – 4. And the NJ Senate followed up on June 29th with a unanimous vote, 40 – 0. Gov.

Phil Murphy signed the bill into law on July 5th. The reforms in this bill address one of the fundamental challenges of the attractions industry during this busy summer season. We will continue advocating for these kinds of common-sense measures that help businesses navigate the tight labor market and continue giving employment opportunities to young people during their summer holidays.

Congratulations to Denise Beckson from Morey's Piers, and Chair of IAAPA's North America Government Relations Committee, for all her hard work on this achievement.

IAAPA Public Affairs Conference - Save The Date

If you haven't already received the invitation, I would like to invite you to attend the IAAPA Public Affairs Conference that will be held Sept. 21-22, 2022, in Washington, D.C. Register for the event [here](#). Get behind-the-scenes insights from public and private sector leaders about the state of the U.S. travel and tourism industry, legislative and regulatory issues impacting the attractions industry, 2022 federal midterm election projections, and more. Attendees will also have the opportunity to meet with their elected officials on Capitol Hill. Hotel accommodations can be made [here](#).

I look forward to meeting with you at the conference and will be providing more of these updates as progress continues on our initiatives. In the meantime, do not hesitate to reach out to me with any questions or concerns.

Sincerely,



Zach Stokes
Public Affairs Manager
IAAPA North America