



Thank you for supporting PIFPAC! You understand the importance of membership. Want to tell your colleagues about PIFPAC, here are a few reasons to help others understand the importance of becoming a member.

What does PIFPAC do for the insurance industry?

- PIFPAC helps elect common sense legislators who support and understand the unique needs of the insurance industry.
- The Personal Insurance Federation of California (PIFC), the policy arm of our organization, represents the insurance industry in Sacramento to educate and inform policymakers on important insurance issues like how wildfire affects the industry, consumer privacy issues, auto fraud, and many other issues.
- The fate of independent contractors hung in the balance with the introduction of Assembly Bill 5 in 2019. PIFC staff and member companies worked hard to secure an exemption for insurance agents. This is how we support the insurance industry, day in and day out to make sure your business is protected from political attacks.
- After COVID-19 broke out in 2020, efforts to rewrite business interruption insurance contracts reared its ugly head across the nation, including the California Legislature. We defeated this bad idea, and helped legislators understand this would bankrupt the insurance industry in mere months.

Why you should join PIFPAC today:

- A strong membership base is the foundation for grassroots activity. You are the face and voice of our great industry. With your political engagement and energy, the industry is seen in a positive light.
- Politics aside, this is about protecting your business. Insurance agency ownership is often a multi-generational enterprise. Safeguard the industry for yourself, as well as your family and friends.
- PIFPAC is non-partisan, supporting candidates on both sides of the aisle. We support the best viable candidate in any district who understands the unique needs of the insurance industry and small business.

- Your contribution supports legislators who understand the insurance industry. All candidates we endorse participate in a thorough vetting process: individual meetings with PIFC staff and a candidate interview. During this time, we gauge the candidate's knowledge of issues you care about: Proposition 103, wildfire, auto fraud, and consumer privacy among other topics.
- We help you develop relationships with key legislators in your district. You can help educate others on the insurance industry, and these networks are often helpful for your business.
- Many State Farm, Farmers, Allstate and other insurance agents have joined, why haven't you? You need to join today!