

On Thursday, November 2nd, 2017 Republicans in the House rolled out their proposed tax reform bill. Tax reform is a big item on the Trump administrations list and republicans are doing whatever it takes to get this accomplished. Over the past few weeks we have been sharing information about this tax reform bill and asking our member to make calls to our representatives and senators in Washington D.C., urging them to proceed cautiously into this tax reform and to preserve and maintain the treatment of advertising as a fully and immediately deductible business expense.

This spring I met with our representatives on Capitol Hill voicing our concerns early on and over the past few weeks AAF DSM leadership has met with Congressman David Young (R-IA) and had a call with Senator Chuck Grassley (R-IA) and his tax counsel as well as calls and discussions with Senator Joni Ernst office. All of these discussions involved us voicing our concerns on advertising's protection again on behalf of our all our members. We also met with Drake students to discuss the importance and implications of this legislation.

After the roll out of this bill yesterday, I spoke with the American Advertising Federation's Executive Vice President of Government Affairs who confirmed that advertising has been left out of the tax reform bill. He expressed his thanks for all of our members who took the time to write and call our representatives voicing our concerns. This is a big win for AAF and advertisers across the nation but we are not out of the woods yet. The bill will still need to be debated in the house and the senate which means it will likely be modified, AAF and AAF of Des Moines will be keeping an eye on the legislation as it moves forward towards the President's desk and will stay in contact with our legislators to make sure that advertisers in Des Moines and the state of Iowa are being represented. After my call with Clark Rector I reached out to both Congressman Dave Loebsack (D-IA) and Congressman Rod Blum (R-IA) to thank them for their support of advertising early on by signing onto a bi-partisan letter composed by Congressman Kevin Yoder (R-KS) and Congressman Elliot Yoder (D-NY), asking for the fair treatment of advertising and asking that it not be subject to any form of taxation.

The American Advertising Federation of Des Moines would like to thank Congressman Loebsack and Blum again for their support as well as Congressman Young and Senators Grassley and Ernst for taking the time to let us discuss the importance of this issue. Most importantly, we would like to express our sincere gratitude to all of the AAF of Des Moines members who called and wrote their representatives on this issue, we could not do this without you. We look forward to watching this tax reform bill take shape and will continue our oversight for our members!

Tom Woody  
AAF of Des Moines Government Relations Director