



TEXAS CIGAR MERCHANTS ASSOCIATION

*Guarding Cigar Rights & Privileges for Texans*

# Protecting Your Rights And Privileges

## — Our Mission —

To Use Every Viable Means Available to Stand Against Taxation Without Representation and Unfair Anti-Smoking Laws That Impact Fellow Merchants and Purveyors of the Cigar Trade.



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# AGENDA

- I. Call to order
- II. Who are we?
- III. Association History
- IV. Financial Update
- V. Lobbying Update
- VI. New leadership team
- VII. Upcoming Business
- VIII. Q & A
- IX. Adjournment



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# Who Are We?

The Texas Cigar Merchants Association (TxCMA) is a 501(c)6 business organization. We have remained focused on legislative matters, in Austin, that may have an impact on our members' businesses since our founding in 2007.

We represent the interests of all tobacconists in the Great State of Texas. Tobacconists can be found in all but two Senate districts and over sixty-percent (60%) of House districts from nearly one-hundred-and-fifty (150) premium tobacco retail companies.

We are self funded and governed by a multi-tiered leadership team insuring the interests of our whole organization is represented in Austin.



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# Who Are We?

Based on Membership Year (July 1 to June 30)

Based on payments/contributions to TxCMA

Year	Shops	Sales Reps	Sponsors
2013	7	6	4
2014	13	6	18
2015	11	7	13
2016	10	5	2
2017	9	2	



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## Association History

Date	Activity
Turn of the Century (2000)	Texas cities begin implementing smoking bans
Spring 2007	State wide smoking ban introduced
Summer 2007	Texas retailers gather at IPCPR to discuss state wide smoking ban
Fall 2007	TxCMA is formed
2009	OTP taxes increased
2010	TxCMA and IPCPR partner to commission lobbyist
Summer 2010	TxCMA launches what will become TxCMA Caucuses
2011, 2013, 2015	Continued efforts to implement State wide smoking ban
2015	TxCMA attempts to repeal OTP tax increase, clears House of Representatives, dies in Senate
2016	TxCMA forms Political Science Committee; informative peer-reviewed articles are periodically published
2017	Texas attempts to raise purchase/consumption age for Tobacco; measure defeated due to efforts of Texas Freedom Caucus



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# Financial Update

## Primary Expenses (July 1 2016 to June 30 2017)

### Professional Services

Accounting 750

Consulting 32,050

### Marketing and Communications

Conference Calls 30

Constant Contact 530

Member Clicks 2,050

CC Processing 360

TOTAL \$35,770



# Financial Update

**Bank Balance**      **\$12,509.70**

**PAC Balance**      **\$11,976.00**

## Funding Goals

Sponsorship      5,000

Fundraising      5,000

Outreach      2,500

**TOTAL**      **\$12,500**

## POTENTIAL BUDGET

Primary Expenses (July 1 2017 to June 30 2018)

Professional Services

Accounting      250

Consulting      22,000

Marketing and Communications

Conference Calls      30

Constant Contact      530

TxCMA Caucuses      1,500

**TOTAL**      **\$24,310**



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# Lobbying Update

## Brett Findley, Findley Consulting, LLC

Brett Findley began consulting for TXCMA and IPCPR in the Spring of 2010. Prior to joining the association, Findley was an in-house consultant for a leading healthcare company with revenues exceeding over \$2B annually. Findley was Director of Policy and Chief of Staff for State Senator Florence Shapiro and has over 15 years of political experience inside the capitol. Findley's background also includes accounting and investment banking having worked for PaineWebber, now UBS. Findley represents numerous clients who are looking to build relationships with the politicians whose policy decisions affect their industry.





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# Leadership Team - President

The office of President is responsible for our legislative agenda. This person coordinates with lobbyist and peer organizations and oversees the TxCMA Political Committee.

## Paul Carroll (CMT), Heights Cigar Lounge, Houston

Mr. Carroll hasn't been a tobacconist all that long having smoked his first cigar late summer 2008. By the summer of 2010 he formed his company and by January 2011 had opened his doors. Mr. Carroll joined IPCPR in 2010, joined TxCMA in 2014, and was elected a board member of TxCMA in 2015, accepting the appointment of Secretary. Additionally, Mr. Carroll has earned both his CRT and CMT from Tobacconist University. He was instrumental in forming our organization's PoliSci Committee.



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# Leadership Team – Vice President

The Vice President primarily serves as a liaison with manufacturers/importers and is the primary recruiter for Association Sponsors. This position also manages communications regarding local issues with retailers.

## Lee Moore, En Fuego Tobacco Shop, Rockwall

Mr. Moore is a co-owner of En Fuego Tobacco Shop. En Fuego opened in 2006 and has 3 locations in the Dallas area. Mr. Moore has been a member of IPCPR since 2006 and a TXCMA member since 2010. Mr. Moore recently served on the Board as Director of Special Projects.



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# Leadership Team - Treasurer

The treasurer manages the TxCMA Operating and Political Committee Funds, financial records and filings (local/state/federal), as well as tracking/monitoring Association Memberships.

## John Garcia (CRT), Hill Country Humidor, San Marcos

Mr. Garcia has been working for the Hill Country Humidor for a little over two years. Mr. Garcia was introduced to TxCMA a year ago and accepted an invitation to join the PoliSci Committee soon after. While serving on that committee he authored "The Texas Legislative Process." Mr. Garcia will be finishing a degree in Political Science this May from Texas State University with plans for attending law school with the goal of working towards a future career in politics.



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# Leadership Team - Secretary

The Secretary is responsible for filings with the Texas Secretary of State, manages communications with members and required meeting minutes as well as hosting the conference bridge.

**Jara Murphy (CRT), the Briar Shoppe, Houston**



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## **Leadership Team – Director, Member Relations**

The Membership Relations Director works in concert with the Treasurer and manages the TxCMA membership drives for converting Standard Members to Contributing Members.

### **Brian McGee, Crowned Heads, Dallas**

Mr. McGee has been in the cigar industry for 20 years. Mr. McGee started his career with Up in Smoke and has worked for Centennial Fine Wine and Spirits managing all instore humidors and on premise sales. In 2005 Mr. McGee joined the CAO sales force and started his career as an outside sales manager. He moved to Torano in 2010 and in 2014 began with Crowned Heads.



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## **Leadership Team – Director, Special Projects**

The Special Projects Director works in concert with Board Members and Contributing Members to establish revenue producing project for the Association.

### **Jeff Stroup, 3Rs Cigars, Duncanville**

Mr. Stroup is the owner of 3R's Cigars and has turned his passion for cigars, which started in 2009, into his dream career. Prior to turning to cigars full-time, Mr. Stroup was a high school history teacher for 11 years. Mr. Stroup is looking forward to educating and furthering cigar awareness throughout the Great State of Texas.

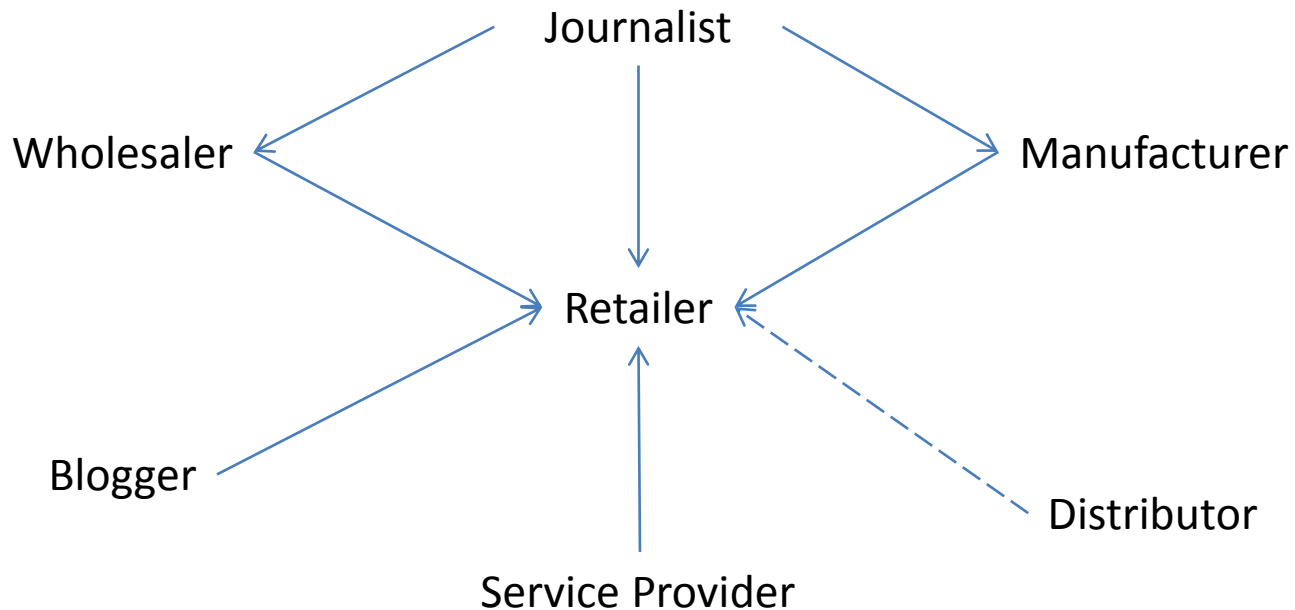


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# Upcoming Business

Grow membership through recognizing additional business types





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# Upcoming Business

Restructure our organization

Insure that we aren't faced with the potential of losing all association leadership experience every two years





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# Org Chart as it exists today

President

Vice  
President

Treasurer

Secretary

Director  
Membership  
Relations

Director  
Special  
Projects



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## Org Chart as it could exist in the future

Board of Directors

\* Five Board Members \* Voted on by Contributing Members \* Staggered Tenures \* Three Year Terms

President

\* Appointed by BOD \* Two year term

Vice President

\* Appointed by BOD \* Two year term

Secretary

\* Appointed by BOD

\* Two year term

Treasurer

\* Appointed by BOD

\* Two year term

PoliSci Committee

\* President is Committee  
Chairman

Outreach Committee

\* Director of Membership  
Relations is Committee  
Chairman

Fundraising Committee

\* Director Special Project is  
Committee Chairman

Assistant Secretary

\* Appointed by BOD

Assistant Treasurer

\* Appointed by BOD



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# Upcoming Business

Provide members with educational excursions





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# Upcoming Business

Continue growing communications to membership





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# Upcoming Business

Host additional membership meetings throughout the year





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# Upcoming Business

Update our governing documents to reflect current operations and state law





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# Upcoming Business

Increase our fiduciary responsibilities by implementing standard business financial activities to include but not limited to budgets and periodic financial disclosures.



**“Our books are balanced. 50% of our numbers are real and 50% are made up.”**



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# Upcoming Business

Work with our commissioned lobbyist to continue increasing TxCMA's presence and awareness at the State Capitol



**"Today in school we learned about the three main branches of government: lobbyists, fund-raisers and media."**





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# Upcoming Business

Reform election process

- Vote with knowledge of candidates, and
- Provide adequate time for transition of responsibilities



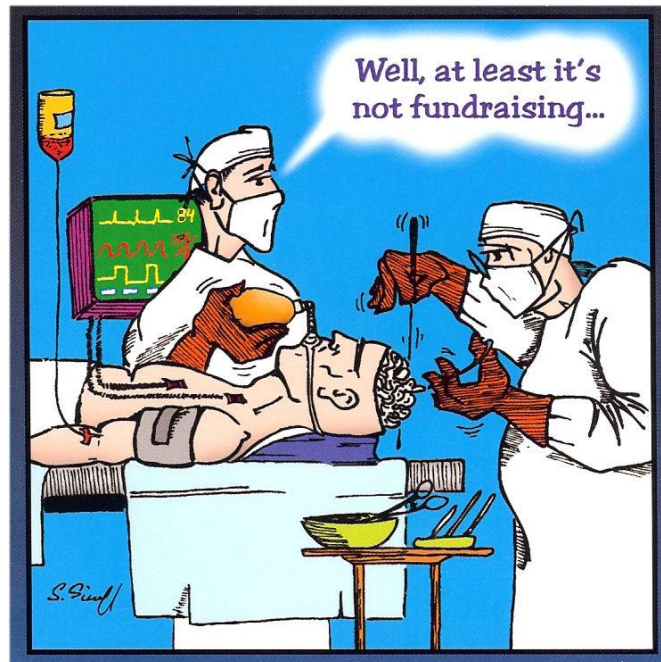
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# Upcoming Business

Host fundraisers to increase organization's operating and PAC funds





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# Upcoming Business

Create realistic sponsorship packages that benefit all parties involved





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