

# Strength in numbers

WCEY coalition management  
drives policy change



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Washington Council Ernst & Young (WCEY) is a group within Ernst & Young LLP that combines the power of a leading global professional services organization with the on-the-ground knowledge, personal relationships, and attention to detail of a boutique policy firm. We provide our clients with timely, relevant Washington insights and legislative advisory and advocacy services customized to their needs.

### **Bipartisan, bi-cameral tailored legislative and regulatory strategy**

WCEY navigates all aspects of the legislative process, ranging from House and Senate procedural rules to the intricacies of budget reconciliation and the role of Congressional leadership. A bipartisan mindset means that we can better craft legislative and regulatory initiatives to meet clients' best interests. With extensive Executive Branch experience, WCEY also provides unique insights into the regulatory and agency rule-making actions.

### **Coalition management**

There's strength in numbers. WCEY has proven experience bringing companies, trade associations, membership organizations, and other stakeholders together to achieve a unified legislative or regulatory policy goal. Clients have successfully leveraged WCEY's track record of coalition development and management across a variety of sectors and industries, including domestic and international tax, health care, and energy.

### **Why use a coalition?**

Coalitions give stakeholders a powerful tool to amplify their message in the halls of Congress, the Executive Branch, the media, and across the country. Adding voices, expanding the scope of outreach on a single issue beyond just one company or trade association, sharing the work and dividing the cost – WCEY implements coalition efforts to gain maximum efficiency and effectiveness, up the chances of success, and reduce the risks of a go-it-alone approach.

## Examples of WCEY coalition work

- ▶ **The Alliance to Fight the 40 | Don't Tax My Health Care** - WCEY represents a broad, bipartisan coalition of diverse businesses, patient and consumer advocates, and labor stakeholders seeking relief from the Affordable Care Act's (ACA) 40% tax on employer-provided health care coverage and working to protect the employer-sponsored system.
- ▶ **Working Group for Competitive International Taxation** - WCEY represents a group of US-based companies from a variety of industries that is working with the Treasury Department and the Internal Revenue Service to develop regulations implementing the Global Intangible Low-Taxed Income (GILTI) provisions included in the Tax Cuts and Jobs Act. The objective is fair and equitable rules that do not impede the ability of US-based multinational companies to compete effectively in global markets. Longer term, the working group is engaging with policymakers to recraft the GILTI provisions so that they operate more like a true minimum tax.
- ▶ **The Employers for Flexibility in Healthcare (EFLEX) Coalition** - WCEY brought together employers, large and small, focused on improving the ACA's employer reporting and employer mandate requirements. Working with Congress, the Internal Revenue Service and the Treasury Department, this coalition succeeded in achieving the necessary regulatory changes needed to make the ACA-mandated requirements manageable for employers and more meaningful for employees.
- ▶ **The R&D Credit Coalition** - WCEY represented a diverse coalition of businesses, trade associations and research institutions advocating for tax policies that support and incentivize research and development activities in the United States, including the R&D tax credit. The coalition focused on efforts to enact a permanent and strengthened R&D tax credit. For several years, the coalition successfully achieved numerous extensions of the credit. Then in 2015, the coalition was successful in the enactment of legislation to make the R&D tax credit permanent and add other enhancements to the credit.
- ▶ **International Tax Reform and Financial Services Coalition** - WCEY represented a group of banks, insurance companies, broker-dealers and finance companies working to modernize the US international tax rules relating to the treatment of the financial services industry.
- ▶ **OECD Base Erosion and Profit Shifting (BEPS) Project** - WCEY represents two groups – a group of banks and finance companies and a group of global insurance companies – as the Organisation for Economic Co-operation and Development (OECD) continues to develop draft legislation and guidelines that OECD members could adopt in a uniform manner to combat erosion of their tax bases by global companies. The objective of the groups is to seek draft legislative proposals and guidelines that take into consideration the unique business models and regulatory regimes of these companies. This project involves meetings with the OECD secretariat in Paris and government officials of key OECD member countries, and leverages EY international tax resources in the United States and around the world.
- ▶ **Intangibles Working Group** - WCEY represented a group of high-tech, pharmaceutical and manufacturing companies that sought anti-base erosion or minimum tax proposals adopted as part of a territorial tax system in tax reform that did not discriminate against companies with large amounts of intellectual property.

## Winning formula

Put WCEY's strength and experience to work for you. We call it a win-win. We think you will, too.

- ▶ Coalition development and recruitment
- ▶ Relationship management
- ▶ Issue papers
- ▶ Legislative and regulatory advisory and advocacy services and analysis
- ▶ Internal Revenue Service, Treasury Department, and HHS regulatory projects
- ▶ Strategy development and implementation
- ▶ Public relations and communications

Do you need a legislative or regulatory solution to a critical business challenge?  
**Let's talk.**

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## Contact

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