

TAG Consulting Group, LLC Presentation
on Washington, DC

To the
American Pyrotechnics Association



Annual Meeting

Mark Anderson, Founder & Managing Partner



State of Play in Washington

- President Trump sworn in January 2025 and it has been a whirlwind.
- The White House states the following as successes: passage of the One Big Beautiful Bill (largest tax cut in history), \$9 billion in recissions, net 671,000 jobs added, 1.8 million illegals deported and zero crossings, mortgage rates at a three year low, NATO increased spending, companies and foreign governments have pledged close to \$9 trillion in new US investments, over **\$200 billion in revenue** from tariffs causing a \$27.2 billion surplus in June, first time since 2005, and deals on US Steel and critical minerals secured.
- The Democratic Party continues to be leaderless with the far left driving the agenda. The Republican Party is following President Trump. No one wants to get in front of the Trump train. Issues like immigration may change the trend.
- Government needs to agree on a budget by September 30, 2025, or the government shuts down. This may happen this year. The House passed a CR Friday and now the Senate must act.

*“Tariffs
are America’s Security”
--President Donald J. Trump*



What is happening and what is not happening?

NFA Takes Capital Hill in February Educating on Tariffs

Stacy Blake, Steve Houser and Mark Anderson talk tariffs with members of Congress and Senators just before 1st round of tariffs.



- *Met with members of Congress and Senators, educating them on fireworks and tariffs.*
- *Supply chain conversations in addition to discussions on America 250 helped prepare for what was to come.*
- *Began laying the groundwork for 2 new fireworks champions, Senator Eric Schmitt (R-MO) and Shelley Moore Capito (R-WV).*
- *Early advocacy paid off and helped prepare for what was to come.*
- *NFA President Blake heads to Las Vegas to attend APA convention alerting them of what is in store.*
- *The tariff announcement happens shortly after the APA convention.*

The First Salvo in the Tariff Fight

April 2nd...Tariffs Heard Round the World.



- President Trump announces tariffs on countries believing that this will get new trade agreements in place quickly.
- Over the course of the next six months tariffs go up and down but the economy fails to react negatively.
- US Treasury is expected to bring in over \$200 billion into the US Treasury and some see it going to maybe \$500 billion before the end of 2025.
- Disruption in supply chains and higher transportation costs become part of the norm and the economy continues to grow.
- Some trade agreements are announced but the China/US agreement remains under negotiations.
- What happens if a trade agreement does or does not happen? Does it need to happen? More questions and no answers.

APA and NFA Full Court Press



***Time to pull out all the stops
to save July 4th, America 250,
and the industry.***

- APA and NFA join forces to save the industry.
- Assembles a team of PR professionals, former US Ambassadors with Trump ties, and adds to consultant team to enhance expertise.
- Advocate in Congress and educate dozens of members and staff on fireworks, tariffs, and why the industry needs relief ASAP.
- Our issue landed on the front page of the New York Post, WSJ, NYTimes, Washington Post, and other influential papers in America.
- Countless interviews with Julie Heckman and Stacy Black with press across a multitude of media platforms across the country.
- Prepared strategy for second assault on Capitol Hill with the APA and members of both associations.

APA Pulls Out all the Stops

**CALL
TO
ACTION**

**WE NEED
YOU!**

CHECK OUT THE UPDATED
ADVOCACY TAB ON OUR
WEBSITE.



APA & NFA JOIN FORCES

STAY INFORMED AS WE FIGHT TO
PROTECT THE FUTURE OF FIREWORKS IN
AMERICA.

[READ NOW →](#)

THE APA & NFA ARE FIGHTING BACK

THE APA & NFA ARE TAKING ACTION TO ADVOCATE
FOR RELIEF AT THE HIGHEST LEVELS OF
GOVERNMENT.

- JOINT LETTER SUBMITTED TO PRESIDENT TRUMP, URGING TARIFF REMOVAL.
- MEETINGS HELD WITH LAWMAKERS, TRADE REPS, AND INDUSTRY LEADERS.
- FOCUSED DISCUSSIONS ON THE ECONOMIC CHALLENGES THESE TARIFFS BRING TO BUSINESSES, EMPLOYEES, CONSUMERS, AND PUBLIC CELEBRATIONS.

WE'RE IN THIS FIGHT, AND WE WON'T BACK DOWN!

[NEXT →](#)

- Developed a strategy that got the industry on the front page of many major papers...WP, WSJ, NYT and others.
- Peter's firm got the NFA into major news outlets and local TV so the tariff message could be delivered.
- Tremendous success as people understand the importance of fireworks to America's heritage.

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NFA and APA Visit USTR to Talk Tariffs



The USTR visit helped give the Administration information they did not have and a better understanding about tariffs and their devastating effects. The second onslaught on the Hill also helped to clarify the industries position.

JULY 21-22, 2025

APA & NFA VISIT CAPITOL HILL



What is the fireworks industry doing?



- The second visit results in getting more champions from the US Senate.
- The APA and NFA advocate for a **10%** across the board tariff on all fireworks imports, as well as all inputs (HTS Codes).
- Lobbied Capitol Hill, USTR, Treasury, State, and the House and Senate.
- Attended fundraisers and developed and solidified fireworks champions.
- **America 250** is now the driver of our effort. What happens on July 4, 2026, without fireworks?



AMERICA



- Fireworks were present in 1776 and praised by one of America's Founding Fathers, John Adams.
- The America250 congressional caucus is one of the largest bipartisan in congress...150+.
- Celebrations are taking place throughout our nation up until July 4th, 2026, and the remainder of the year.
- All evidence shows that President Trump loves fireworks and we are going to use this to our advantage.
- This celebration will be our rallying cry to help get the industry a favorable tariff rate of 10%.

What is happening?



- Many believe congress has yielded all power to the Administration. This may soon change.
- Amb. Greer (USTR) and Treasury Secretary Bassett are working tariffs, especially regarding China.
- Certain frameworks have been concluded (EU, UK, and Japan) just to name three. Many others still in the works.
- Tens of millions of dollars being spent on advocacy in Washington...new coalitions forming.
- China headed towards a \$1.2 Trillion trade surplus.
- President Trump has asked for an expedited ruling on this appeal to the Supreme Court. Oral Arguments expected in November. Decision ?
- If appeal rejected, look for new measures to be attempted...Section 338 of Smoot Hawley and Congress.

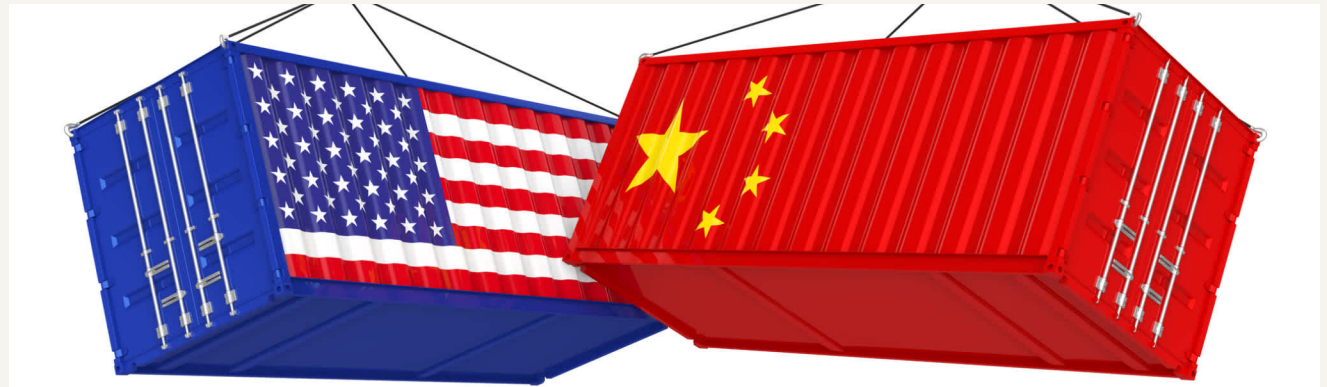
What isn't happening?

The TRADE DEAL

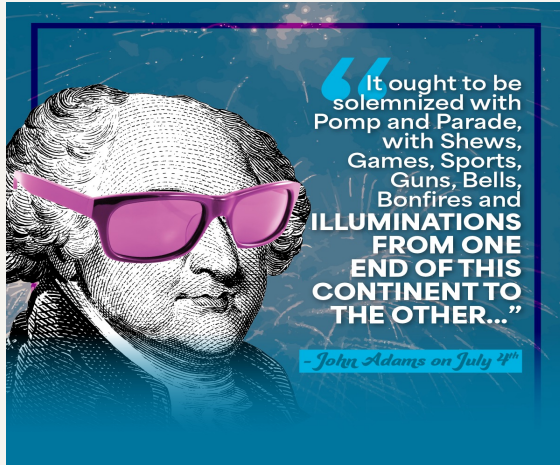
Some believe a deal is necessary.

- A trade agreement between the US and China remains elusive.
- A 90-day extension of the tariff pause remains in effect until mid-November. It could be indefinitely extended.
- Supreme Court will hear oral arguments on appeal in November. Decision may not be issued as quickly as we would like.
- No tariff deal is expected until the two leaders meet in person at the Asia-Pacific Economic Cooperation in South Korea October 31st.
- Tik Tok, Trade, Fentanyl and Ukraine/Russia may be discussed.

President Trump says maybe not.



Conclusion



- Washington is a challenging environment to work in. Getting your issue heard is as tough as ever.
- When and will there be a US/China tariff deal? Tough to predict. The APA and NFA are not waiting.
- Something must happen soon, or challenges could occur for 2026 and for America 250.
- The first nine months of 2025 have been consumed with Senate confirmations. Tariffs have focused Senators and members of Congress, but no one wants to challenge President Trump.
- We have grasped the issue and will continue to engage. Our champions have told us this last week that we are having effect.
- The APA and NFA will continue to secure champions and use America 250 as the reason that we should be allowed to pay a **10%** across the board tariff and be out of the US/China deal should it happen.
- **If you are not at the table, you are on the menu.**



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