



**American  
Alliance of  
Museums**

Champion Museums. Nurture Excellence.

# Museums Advocacy Day 2018 DRAFT Program

As of 1/11/2018

<b>SUNDAY, FEBRUARY 25</b>		
2–5 p.m.	<b>Registration and Materials Pick Up</b>	Washington Plaza Hotel (10 Thomas Circle NW, Washington, DC)
3:30-4:30 p.m. (Optional Program)	<b>Using Social Media to Make an Impact</b> at #MuseumsAdvocacy2018 and beyond. <i>Featuring <b>Amanda Sterling</b>, Social Media Coordinator and Tweeter-In-Chief, Corning Museum of Glass</i>	Washington Plaza Hotel
3:30-4:30 p.m. (Optional Program)	<b>Legislative Study Hall</b> Get help researching your legislators from the Alliance’s Capitol Hill lobbyist. Bring your own device for maximum impact. <i>Featuring <b>Ben Kershaw</b>, Director, Policy and Legislative Affairs, American Alliance of Museums.</i>	Washington Plaza Hotel
3:30-5:00 p.m. (Optional Program)	<b>Student Advocates Meeting</b> We invite our student advocates (along with university representatives) for a special briefing. <i>Featuring <b>Lori Kartchner</b>, Programs Associate, Museum Collections, The George Washington University Museum and the Textile Museum; <b>Allison Titman</b>, Accreditation Program Officer, American Alliance of Museums; <b>Andy Finch</b>, Director of Policy, Association of Art Museum Directors</i>	Washington Plaza Hotel—THOMAS CIRCLE SUITE
5:30 p.m.	Travel to Historic Sixth & I Synagogue (on your own)	
6-7:30 p.m.	<b>Welcome Reception</b> All Museums Advocacy Day attendees are welcome! Jointly hosted with the Council of American Jewish Museums. <i>Featuring remarks from <b>Senator Ben Cardin</b>, (D-MD); <b>Melissa Yaverbaum</b>, Executive Director, Council of American Jewish Museums; <b>Laura Lott</b>, President and CEO, American Alliance of Museums</i>	Historic Sixth & I Synagogue (600 I Street NW, Washington, DC)
<b>MONDAY, FEBRUARY 26</b>		
7:30–8:30 a.m.	<b>Registration and Networking Breakfast</b> Get caffeinated and grab some nourishment while	Washington Plaza Hotel (10 Thomas

	networking with advocates from around the country. Find fellow advocates from your state.	Circle NW, Washington, DC)
8:30 a.m.	<b>Welcome and Orientation</b> We formally kick off our two-day program.	Washington Plaza Hotel—GRAND Ballroom and NATIONAL Ballroom (overflow room)
8:50 a.m.	<b>Why We're Here and What's at Stake in 2018</b> AAM President and CEO <b>Laura Lott</b> will welcome advocates from around the nation.	Washington Plaza Hotel
9:00 a.m.	<b>Meet National Endowment for the Humanities Acting Chairman John Peede</b> An overview of the agency's programs and initiatives, and how it supports museums.	Washington Plaza Hotel
9:10 a.m.	<b>Inside the National Park Service</b> An overview of the agency's programs and initiatives, and how it supports museums. <i>Featuring <b>Megan Brown</b>, Chief, State, Tribal, Local Plans &amp; Grants, National Park Service</i>	Washington Plaza Hotel
9:20 a.m.	<b>Meet National Endowment for the Arts Chairman Jane Chu</b> An overview of the agency's programs and initiatives, and how it supports museums.	Washington Plaza Hotel
9:30 a.m.	<b>Inside the Institute of Museum and Library Services</b> An overview of the agency's programs and initiatives, and how it supports museums. <i>Featuring <b>Paula Gangopadhyay</b>, Deputy Director for Museum Services, Institute of Museum and Library Services</i>	Washington Plaza Hotel
9:45 a.m.	Break	
10:00 a.m.	<b>Concurrent Sessions</b>	
OPTION A:	<b>Advocacy Essentials</b> Get expert advice from the Advocacy Guru <b>Stephanie Vance</b> of Advocacy Associates, on being your best advocate for museums. This session will prepare you to be successful in visiting congressional offices and help you navigate Capitol Hill. We'll cover what to expect, how to approach the day, and how to follow up. Ideal for first-time attendees or anyone in need of a refresher.	Washington Plaza Hotel—GRAND Ballroom
OPTION B:	<b>Making the Case for Museums: A View from the Future</b> <i>Featuring <b>Dr. Nicole Ivy</b>, Director, Inclusion, American Alliance of Museums</i>	Washington Plaza Hotel—NATIONAL Ballroom
11:00 a.m.	Break	
11:15 a.m.	<b>Special Guest Speaker</b>	Washington Plaza Hotel
11:45 a.m.	<b>Making the Case with Newly Released Research</b> Get the scoop on economic impact and public polling research recently released by AAM, and learn how to use it to make your case to legislators. <i>Featuring <b>Rob Stein</b>, Executive Vice President and Chief Program Officer, American Alliance of Museums; <b>Susie Wilkening</b>, Principal, Wilkening Consulting</i>	Washington Plaza Hotel

12:15–1:15 p.m.	<b>Networking Lunch</b> Meet advocates from your state and region to begin preparing for Tuesday's visits to Capitol Hill.	Washington Plaza Hotel
1:30-2:15 p.m.	<b>Capitol Hill Briefing Part I</b> Get the latest developments on the key policy issues facing museums, including what we are asking for and how to frame the issues. This session is essential for everyone making the case on Capitol Hill, so we can speak with an informed, unified voice.	Washington Plaza Hotel
2:15	Break	
2:30-3:00 p.m.	<b>Capitol Hill Briefing Part II</b>	Washington Plaza Hotel
3:00 p.m.	Break	
3:15-3:45 p.m.	<b>Concurrent Public Policy Briefings</b> Not every policy issue affects every museum, but that doesn't mean they aren't vital to our cause. Get all the details on some additional issues that may be of particular interest to you or to your museum. Learn what's going on and how to best make your case.	Washington Plaza Hotel
Concurrent public policy briefing A	<b>The National Endowments for the Arts and Humanities</b> <i>Featuring <b>Andy Finch</b>, Director of Policy, Association of Art Museum Directors; <b>Beatrice Gurwitz</b>, Deputy Director, National Humanities Alliance</i>	Washington Plaza Hotel—GRAND Ballroom
Concurrent public policy briefing B	<b>Historic Preservation Funding and Issues</b> <i>Featuring <b>Thomas Cassidy</b>, Vice President for Government Relations and Policy, National Trust for Historic Preservation</i>	Washington Plaza Hotel—NATIONAL Ballroom
Concurrent public policy briefing C	<b>STEM Funding</b> <i>Featuring <b>Cristin Dorgelo</b>, President and CEO, Association of Science-Technology Centers; <b>Jennifer Keaton</b>, Vice President, Congressional Affairs, Association of Zoos and Aquariums</i>	Washington Plaza Hotel—THOMAS CIRCLE SUITE
3:45 p.m.	Break	
4–5:30 p.m.	<b>Prepare and Practice Your Hill Visits</b> Re-convene with fellow advocates from your state and region to plan (and practice!) your Hill visits.	
<b>TUESDAY, FEBRUARY 27</b>		
8–9:30 a.m.	<b>Congressional Kickoff and Breakfast on Capitol Hill</b> Get inspired and get ready to take our unified message to congressional offices. <i>Featuring keynote remarks from <b>William D. Adams</b>, Senior Fellow, Andrew W. Mellon Foundation and Former Chairman, National Endowment for the Humanities</i>	SD-G50 Dirksen Senate Office Building (Constitution Avenue NE, Washington, DC)
9:30 a.m.–5:30 p.m.	<b>Meetings on Capitol Hill</b> The Alliance is arranging your Capitol Hill visits for you based on information you provided during registration. Your customized schedule will be available— <b>via electronic format</b> —when you check in at the Washington Plaza Hotel on Sunday afternoon	Refer to personalized scheduled provided.

	or on Monday morning.	
5–7 p.m.	<b>Congressional Reception</b> Following your Capitol Hill visits, gather with fellow advocates and members of Congress and their staff. We look forward to celebrating our Congressional Honorees	Rayburn Foyer Rayburn House Office Building (Independence Avenue SW, Washington, DC)