



American
Alliance of
Museums

Museums Advocacy Day 2018 Program (as of 1/29/2018)

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

a.m.	Get caffeinated and grab some nourishment while networking with advocates from around the country. Find fellow advocates from your state.	Hotel (10 Thomas Circle NW, Washington, DC)
8:30 a.m.	Welcome and Orientation We formally kick off our two-day program. <i>Featuring Kevin Russell, Practice Manager, Blackbaud</i>	Washington Plaza Hotel—GRAND Ballroom
8:50 a.m.	Why We're Here and What's at Stake in 2018 AAM President and CEO Laura Lott will welcome advocates from around the nation.	Washington Plaza Hotel
9:00 a.m.	Meet National Endowment for the Humanities Senior Deputy Chairman Jon Peede An overview of the agency's programs and initiatives, and how it supports museums.	Washington Plaza Hotel
9:10 a.m.	Inside the National Park Service An overview of the agency's programs and initiatives, and how it supports museums. <i>Featuring Megan Brown, Chief, State, Tribal, Local Plans & Grants, National Park Service</i>	Washington Plaza Hotel
9:20 a.m.	Meet National Endowment for the Arts Chairman Jane Chu An overview of the agency's programs and initiatives, and how it supports museums.	Washington Plaza Hotel
9:30 a.m.	Inside the Institute of Museum and Library Services An overview of the agency's programs and initiatives, and how it supports museums. <i>Featuring Paula Gangopadhyay, Deputy Director for Museum Services, Institute of Museum and Library Services</i>	Washington Plaza Hotel
9:45 a.m.	Break	
10:00 a.m.	Concurrent Sessions	
OPTION A:	Advocacy Essentials Get expert advice from the Advocacy Guru Stephanie Vance 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:	Making the Case for Museums: A View from the Future <i>Featuring Dr. Nicole Ivy, Director, Inclusion, American Alliance of Museums</i>	Washington Plaza Hotel—NATIONAL Ballroom
11:00 a.m.	Break	
11:15 a.m.	Museums and the Power of Travel <i>Featuring Jonathan Grella, Executive Vice President of Public Affairs, U.S. Travel Association</i>	Washington Plaza Hotel
11:45 a.m.	Making the Case with Newly Released Research 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 Rob Stein, Executive Vice President and Chief Program</i>	Washington Plaza Hotel

	<i>Officer, American Alliance of Museums; Susie Wilkening, Principal, Wilkening Consulting</i>	
12:15–1:15 p.m.	Networking Lunch 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.	Capitol Hill Briefing Part I 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. <i>Featuring Manuel Contreras, Legislative Aide, Senate Health, Education, Labor, and Pensions Committee Minority Staff, and Ben Kershaw, Director, Policy and Legislative Affairs, American Alliance of Museums</i>	Washington Plaza Hotel
2:15	Break	
2:30-3:00 p.m.	Capitol Hill Briefing Part II <i>Featuring Allison Grayson, Director, Policy Development and Analysis, Independent Sector</i>	Washington Plaza Hotel
3:00 p.m.	Break	
3:15-3:45 p.m.	Concurrent Public Policy Briefings Not every policy issue affects every museum, but that doesn’t mean they aren’t vital to our cause. Get all the details on an additional issue 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
OPTION A:	The National Endowments for the Arts and Humanities <i>Featuring Andy Finch, Director of Policy, Association of Art Museum Directors; Beatrice Gurwitz, Deputy Director, National Humanities Alliance</i>	
OPTION B:	Historic Preservation Funding and Issues <i>Featuring Thomas Cassidy, Vice President for Government Relations and Policy, National Trust for Historic Preservation</i>	
OPTION C:	STEM Funding <i>Featuring Cristin Dorgelo, President and CEO, Association of Science-Technology Centers; Jennifer Keaton, Vice President, Congressional Affairs, Association of Zoos and Aquariums</i>	
3:45 p.m.	Break	
4–5:30 p.m.	Prepare and Practice Your Hill Visits Re-convene with fellow advocates from your state and region to plan (and practice!) your Hill visits.	
TUESDAY, FEBRUARY 27		
8–9:30 a.m.	Congressional Kickoff and Breakfast on Capitol Hill Get inspired and get ready to take our unified message to congressional offices. <i>Featuring 2018 Congressional Honoree Senator Lisa Murkowski (R-</i>	SD-G50 Dirksen Senate Office Building (Constitution Avenue NE, Washington, DC)

	<p>AK); keynote remarks from William D. Adams, Senior Fellow, Andrew W. Mellon Foundation and Former Chairman, National Endowment for the Humanities, and brief remarks from Bonnie Styles, Executive Director, Association of Science Museum Directors, Dan Ashe, President and CEO, Association of Zoos and Aquariums, Casey Sclar, Executive Director, American Public Gardens Association, Laura Huerta Migus, Executive Director, Association of Children’s Museums, Cristin Dorgelo, President and CEO, Association of Science-Technology Centers, Jennifer Thomas, Executive Director, Virginia Association of Museums</p>	<p>Please note: -Closest building entrance to G50 is on C Street NE (non-ADA) -ADA entrances via hallways from Hart Building doors on Constitution Ave. NE or Second Street NE -Closest Metro: Union Station (red) -Please allow a lot of extra time for security screening</p>
<p>9:30 a.m.– 5:30 p.m.</p>	<p>Meetings on Capitol Hill The Alliance is arranging your Capitol Hill visits for you based on information you provided during registration. Your customized schedule will be available—via electronic format—when you check in at the Washington Plaza Hotel on Sunday afternoon or on Monday morning.</p>	<p>Refer to personalized scheduled provided.</p>
<p>5–7 p.m.</p>	<p>Congressional Reception Following your Capitol Hill visits, gather with fellow advocates and members of Congress and their staff. <i>Featuring 2018 Congressional Honoree Representative Suzanne Bonamici (D-OR)</i></p>	<p>Rayburn Foyer, First Floor, Rayburn House Office Building (Independence Avenue SW, Washington, DC)</p>