



**American  
Alliance of  
Museums**

Champion Museums. Nurture Excellence.

## Museums Advocacy Day 2017 Program (as of 2/10/17)

<b>SUNDAY, FEBRUARY 26</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>Meet AAM’s Lobbyist</b> Learn how to prepare for meetings with your legislators and then get help doing your homework from the Alliance’s Capitol Hill lobbyist. Bring your own device for maximum impact. Featuring <b>Ben Kershaw</b> , Director of Government Relations, American Alliance of Museums.	Washington Plaza Hotel
3:30-4:30 p.m. (Optional Program)	<b>Student Advocates Meeting</b> We invite our student advocates (along with university representatives) for a special briefing, especially for those participating for the first time. Featuring <b>Ember Farber</b> , Director of Advocacy, American Alliance of Museums; <b>Andy Finch</b> , Director of Policy, Association of Art Museum Directors; <b>Lori Kartchner</b> , Education Programs Coordinator, The George Washington University.	Washington Plaza Hotel—THOMAS CIRCLE SUITE
5:30 p.m.	Travel to The National Museum of Women in the Arts (on your own)	
6-7:30 p.m.	<b>Welcome Reception</b> All advocates are welcome! Brief program to include remarks by AAM Board Chair <b>Doug Jones</b> , Director, Florida Museum of Natural History, and <b>Susan Fisher Sterling</b> , Alice West Director, National Museum of Women in the Arts. We will also honor our Star Advocates, participating in Museums Advocacy Day for the 5 <sup>th</sup> time!	National Museum of Women in the Arts (1250 New York Ave., NW, Washington, DC)
<b>MONDAY, FEBRUARY 27</b>		
7:30–8:30 a.m.	<b>Registration and Networking Breakfast</b> Get caffeinated and grab some nourishment while networking with advocates from around the country. Find fellow advocates from your state by their ribbons.	Washington Plaza Hotel (10 Thomas Circle, NW, Washington, DC)
7:30–8:30 a.m.	<b>Pre-event Welcome for Museum Trustees</b> We are proud to welcome museum trustees to Museums Advocacy Day this year. Join us for an	Washington Plaza Hotel—GRAND Ballroom

	informal breakfast with the AAM Board of Directors.	
8:30 a.m.	<b>Welcome and Orientation</b> We formally kick off our two-day program with brief remarks by <b>Gail Ravnitzky Silberglied</b> , Vice President for Government Relations and Communications, American Alliance of Museums, and event sponsors <b>Kevin Russell</b> , Consulting Services Practice Manager, Blackbaud, and <b>Brett Rees</b> , President, Mid-Atlantic Region, Northern Trust.	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 2017</b> AAM President & CEO <b>Laura L. Lott</b> will welcome advocates from around the nation.	Washington Plaza Hotel
9:00 a.m.	<b>Meet NEH Chairman Dr. William (Bro) Adams</b> An overview of the National Endowment for the Humanities, its current priorities and how the agency partners with museums.	Washington Plaza Hotel
9:10 a.m.	<b>Karen Stratman</b> , Director of National Public Engagement at the <b>US Department of Education</b> , will provide an overview of the department's priorities and how its programs can support museums' work.	Washington Plaza Hotel
9:20 a.m.	<b>Inside the National Endowment for the Arts</b> NEA's Director of Museums, Visual Arts & Indemnity <b>Wendy Clark</b> will provide an overview of the agency, its initiatives and how it supports museums.	Washington Plaza Hotel
9:30 a.m.	<b>Meet IMLS Deputy Director Paula Gangopadhyay</b> An overview of the Institute of Museum and Library Services, its priorities and ways it serves the entire museum field.	Washington Plaza Hotel
9:45 a.m.	Break	
10:00 a.m.	<b>Concurrent Sessions</b> These sessions are designed to help you achieve success on Capitol Hill and to leverage these skills on the state and local level.	
OPTION A:	<b>Advocacy Essentials</b> Get expert advice from <b>Brad Fitch</b> , President and CEO of the Congressional Management Foundation, on winning strategies for making the case on Capitol Hill. 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>Leverage Your Museum's Economic Power: Travel and Tourism in Advocacy</b> Learn how to leverage your museum's economic impact in advocating for museums. Including <b>Malinda Horton</b> , Executive Director, Florida Association of Museums; <b>Don Wildman</b> , Travel Channel Host; and <b>Rob Casseti</b> , Senior Director, Creative Services and Marketing, Corning Museum of Glass	Washington Plaza Hotel—NATIONAL Ballroom
11:00 a.m.	Break	
11:10 a.m.	<b>Call to Action for Nonprofits</b> <b>Tim Delaney</b> , President and CEO of the National Council of Nonprofits, previews what will happen in	Washington Plaza Hotel

	Congress—and in the states—on nonprofit issues and how museums can effectively make the case.	
11:45 a.m.	<b>The Vital Role of Trustees in Advocacy</b> Get a preview of the <i>Leading with Intent</i> survey results about board members and advocacy, and hear how museums are successfully leveraging their board members with policymakers and public officials. Featuring <b>Kathy Dwyer Southern</b> , Board Member, Biggs Museum of American Art, and Director of Special Initiatives for the American Alliance of Museums (moderator); <b>Anne Wallestad</b> , President and CEO, BoardSource; <b>Christine Holm</b> , Regional Director, Northern Trust; and <b>Meg Ferguson</b> , Trustee, The Walters Art Museum.	Washington Plaza Hotel
12:20–1:20 p.m.	<b>Networking Lunch</b> Meet advocates from your state and region to begin preparing for Tuesday’s visits to Capitol Hill. Special guest speaker <b>Elizabeth Merritt</b> (30 minutes beginning at 12:45pm), Founding Director of the Center for the Future of Museums, will talk about the role of a disruptive event—such as a major shift in the political landscape—in shaping the future and how museums can respond.	Washington Plaza Hotel
1:30-2:45 p.m.	<b>Capitol Hill Briefing</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. Featuring <b>Ben Kershaw</b> , Director of Government Relations, American Alliance of Museums, and <b>Heather Noonan</b> , Vice President for Advocacy, League of American Orchestras.	Washington Plaza Hotel
2:45 p.m.	Break	
3-3:45 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> Get the lay of the land when it comes to the national endowments and Capitol Hill, and learn how to advocate for increased support. Featuring <b>Andy Finch</b> , Director of Policy, Association of Art Museum Directors; <b>Stephen Kidd</b> , Executive Director, National Humanities Alliance.	Washington Plaza Hotel—GRAND Ballroom
Concurrent public policy briefing B	<b>What’s Happening to Nonprofits in the States</b> Get the details on various proposals being considered by state legislatures. Featuring <b>David Thompson</b> , Vice President of Public Policy, National Council of Nonprofits.	Washington Plaza Hotel—NATIONAL Ballroom
Concurrent public policy	<b>STEM Funding</b> Learn the latest developments on science,	Washington Plaza Hotel—THOMAS

briefing C	technology, engineering and mathematics, and how Congress is investing in these areas. Featuring <b>Jennifer Keaton</b> , Vice President for Congressional Affairs, Association of Zoos and Aquariums and <b>Ben Kershaw</b> , Director of Government Relations, American Alliance of Museums.	CIRCLE SUITE
3:45 p.m.	Break	
4–5 p.m.	<b>Prepare and Practice Your Hill Visits</b> Re-convene with fellow advocates from your state and region and plan (and practice!) your Hill visits.	
<b>TUESDAY, FEBRUARY 28</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. Featuring brief remarks by <b>Laura L. Lott</b> , President and CEO, American Alliance of Museums; keynote speaker <b>Rep. Paul Tonko</b> (D-NY); Congressional Honoree <b>Sen. Thad Cochran</b> (R-MS); <b>Laura Huerta Migus</b> , Executive Director, Association of Children’s Museums; <b>Todd Boyette</b> , President, Association of Science Museum Directors; <b>Kris Vehrs</b> , Executive Director, Association of Zoos and Aquariums; <b>Sarah Beck</b> , Program Manager, American Public Gardens Association; <b>Jennifer Thomas</b> , Executive Director, Virginia Association of Museums; <b>Christine Anagnos</b> , Executive Director, Association of Art Museum Directors; and <b>Anthony (Bud) Rock</b> , President and CEO, Association of Science-Technology Centers.	902 Hart Senate Office Building <b>Please note:</b> •902 Hart is ONLY accessed by NORTH bank of elevators •Building entrances at Constitution Ave., NE (ADA) and Hart Horseshoe Door on Second Street, NE (ADA) •Closest metro: Union Station •Please allow a lot of extra time for security screening
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—via electronic format—when you check in at the Washington Plaza Hotel on Sunday afternoon or on Monday morning.	Refer to personalized scheduled provided.
5:30–7 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 Congressional Honoree <b>Rep. Carolyn Maloney</b> (D-NY) and the 2017 Champion of Museums awardee <b>Margaret Benjamin</b> , former Board Chair, Greensboro History Museum, and Board Member, Weatherspoon Art Museum and Museum Trustee Association, introduced by <b>Rep. Alma Adams</b> (D-NC, invited).	Library of Congress (Madison Building)—the MUMFORD Room (LM 649) is on the 6th Floor. The Madison Building is located on Independence Avenue, SE, between 1st and 2nd Streets, SE.