



## MUSEUMS ADVOCACY DAY 2019 PROGRAM *(as of 2/5/2019)*

### SUNDAY, FEBRUARY 24

2:00 PM – 5:00 PM	<b>Registration and Materials Pick Up</b> <i>(10 Thomas Circle NW, Washington, DC)</i>	Washington Plaza Hotel
3:30 PM – 5:00 PM	<b>Legislative Study Hall (Optional Program)</b> <i>Get help researching and learning about your legislators and how their work relates to museums. Featuring <b>Barry Szczesny</b>, Director, Government Relations and Public Policy</i>	Washington Plaza Hotel GRAND Ballroom C
3:30 PM – 5:00 PM	<b>Student Advocates Meeting (Optional Program)</b> <i>We invite our student advocates and program representatives to join us for a special briefing. Featuring:</i> <ul style="list-style-type: none"> <li>- <b>Andy Finch</b>, Director of Policy, Association of Art Museum Directors</li> <li>- <b>Lori Kartchner</b>, Programs Associate, Museum Collections, The George Washington University Museum and the Textile Museum</li> <li>- <b>Allison Marsh</b>, PhD, Co-Director, Ann Johnson Institute for STS and Coordinator, Public History Program, University of South Carolina</li> </ul>	Washington Plaza Hotel GRAND Ballroom B
5:00 PM – 6:30 PM	<b>Advocate Welcome &amp; Networking Reception</b> <i>We hope you'll join us for light refreshments immediately following the optional programs. Come network with your fellow advocates and kick off Museums Advocacy Day 2019!</i>	Washington Plaza Hotel Ballroom Foyer

### MONDAY, FEBRUARY 25

7:30 AM – 8:30 AM	<b>Registration and Networking Breakfast</b> <i>Get caffeinated and grab some nourishment while networking with advocates from around the country.</i>	Washington Plaza Hotel
8:30 AM – 8:40 AM	<b>Welcome and Orientation</b> <i>Featuring <b>Kevin Russell</b>, Practice Manager, Blackbaud</i>	Washington Plaza Hotel GRAND Ballroom
8:40 AM – 8:50 AM	<b>Why We're Here and What's at Stake in 2019</b> <i>AAM President and CEO <b>Laura Lott</b> welcomes advocates from around the nation.</i>	Washington Plaza Hotel GRAND Ballroom
8:50 AM – 9:00 AM	<b>Inside the National Science Foundation</b> <i>An overview of the directorate's programs and initiatives, and how it supports museums.</i> <i>Featuring <b>Karen Marrongelle</b>, Head of Directorate for Education and Human Resources, NSF</i>	Washington Plaza Hotel GRAND Ballroom



9:00 AM – 9:10 AM	<b>Meet National Endowment for the Humanities Chairman Jon Peede</b> <i>An overview of the agency's programs and initiatives, and how it supports museums.</i>	Washington Plaza Hotel GRAND Ballroom
9:10 AM – 9:20 AM	<b>Inside the National Park Service</b> <i>An overview of the agency's programs and initiatives, and how it supports museums.</i> <i>Featuring <b>Megan Brown</b>, Chief, State, Tribal, Local Plans &amp; Grants Division, National Park Service</i>	Washington Plaza Hotel GRAND Ballroom
9:20 AM – 9:30 AM	<b>Meet Institute of Museum and Library Services Director Dr. Kathryn K. Matthew</b> <i>An overview of the agency's programs and initiatives, and how it supports museums.</i>	Washington Plaza Hotel GRAND Ballroom
9:30 AM – 9:45 AM	Networking Break	
9:45 AM – 10:30 AM	<b>Concurrent Sessions</b>  <b>OPTION A: Advocacy Essentials</b> <i>Get expert advice on being your best advocate for museums from the Advocacy Guru <b>Stephanie Vance</b> of Advocacy Associates. This session will prepare you to be successful in visiting congressional offices and helping 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 interested in a refresher.</i>  <b>OPTION B: Building the Future of Education: Where Are We and Where Do We Want to Go?</b> <i>Featuring:</i> <i>- <b>Elizabeth Merritt</b>, Vice President, Strategic Foresight &amp; Founding Director, Center for the Future of Museums</i> <i>- <b>Loredana Valtierra</b>, House Education and Labor Committee Majority Staff</i>	Washington Plaza Hotel  GRAND Ballroom  NATIONAL Ballroom
10:30 AM – 10:45 AM	Networking Break	
10:45 AM – 10:55 AM	<b>Meet National Endowment for the Arts Chairman, Mary Anne Carter</b> <i>An overview of the agency's programs and initiatives, and how it supports museums.</i>	Washington Plaza Hotel GRAND Ballroom
10:55 AM – 11:10 AM	<b>Making the Case for Museums – A Chief of Staff's Perspective</b> <i>Featuring <b>Kimberly Rudolph</b>, Chief of Staff, Representative Andre D. Carson (D-IN)</i>	Washington Plaza Hotel GRAND Ballroom
11:10 AM – 11:25 AM	<b>Making the Case: Leveraging Twitter for Advocacy</b> <i>Featuring <b>Neal Denton</b>, CAE, SVP, Chief Government Affairs Officer, YMCA OF THE USA</i>	Washington Plaza Hotel GRAND Ballroom



11:25 AM – 12:00 PM	<b>Making the Case with Critical Data</b> <i>Highlights from <b>Museums as Economic Engines</b> and <b>Museums and Public Opinion</b></i> <i>Featuring AAM President and CEO <b>Laura Lott</b></i>	Washington Plaza Hotel GRAND Ballroom
12:00 PM – 1:30 PM	Networking Lunch	Washington Plaza Hotel
1:30 PM – 2:00 PM	<b>Post-election Environment with Capitol Hill Insider</b> <i>An overview of the new Congress, environment on Capitol Hill, and post-election insights and analysis.</i> <i>Featuring former Congressman <b>James P. Moran</b></i>	Washington Plaza Hotel GRAND Ballroom
2:00 PM – 2:15 PM	<b>Preparing for Capitol Hill – Setting the Stage and Understanding the Budget Process</b> <i>Featuring <b>Sarah Abernathy</b>, Deputy Executive Director, Committee for Education Funding</i>	Washington Plaza Hotel GRAND Ballroom
2:15 PM – 2:30 PM	Networking Break	
2:30 PM – 3:15 PM	<b>Preparing for Capitol Hill – Key Issues and Asks</b> <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 all speak with an informed, unified voice. Featuring:</i> <i>-<b>Barry Szczesny</b>, Director, Government Relations and Public Policy</i> <i>-<b>Andy Finch</b>, Director of Policy, Association of Art Museum Directors</i>	Washington Plaza Hotel GRAND Ballroom
3:15 PM – 3:30 PM	Networking Break	
3:30 PM – 4:00 PM	<b>Concurrent Public Policy Briefings</b> <i>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 your museum. Learn what's going on and how to best make your case.</i>	Washington Plaza Hotel
	<b>OPTION A: The National Endowments for the Arts and Humanities</b> <i>Featuring <b>Beatrice Gurwitz</b>, Deputy Director, National Humanities Alliance and <b>Lauren Cohen</b>, Federal Affairs and Grassroots Senior Coordinator, Americans for the Arts</i>	GRAND Ballroom
	<b>OPTION 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>	NATIONAL Ballroom
	<b>OPTION C: STEM Funding &amp; Priorities</b> <i>Featuring <b>Christofer Nelson</b>, Chief Operating Officer, Association of Science-Technology Centers; <b>Jennifer Keaton</b>, Vice President, Congressional Affairs, Association of Zoos and Aquariums</i>	THOMAS CIRCLE Suite



4:00 PM – 4:15 PM

Networking Break

4:15 PM – 5:30 PM

**Prepare and Practice Your Capitol Hill Visits**

*Re-convene with fellow advocates from your state and region to plan (and practice!) your Hill visits.*

Washington Plaza Hotel

**TUESDAY, FEBRUARY 26**

8:00 AM – 9:30 AM

**Congressional Kickoff and Breakfast on Capitol Hill**

*Get inspired and get ready to take our unified message to congressional offices. Featuring keynote remarks from **Dr. David J. Skorton**, Secretary of the Smithsonian, and brief remarks from Museums Advocacy Day **Co-Convenor and Leader** supporter organizations, Association of Science Museum Directors, Association of Zoos and Aquariums, American Public Gardens Association, Association of Children’s Museums, Association of Science-Technology Centers, Association of Art Museum Directors, and American Association for State and Local History*

*Allow extra time for security screening!*

**Capitol Visitor Center – South Orientation Theater – CVC 241**

The Capitol Visitor Center, the main entrance to the U.S. Capitol, is located beneath the East Front plaza of the U.S. Capitol at First Street & East Capitol Street.

9:30 AM – 5:30 PM

**Meetings on Capitol Hill**

*The Alliance is arranging your Capitol Hill visits for you based on information you provided during registration. Your customized schedule (emailed prior to the event) 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 schedule of congressional visits for meeting locations.

10:00 AM – 4:00 PM

**United Methodist Building**

*Space will be available for advocates between meetings.*

100 Maryland Ave N.E.  
Washington, DC

5:00 PM – 7:00 PM

**Congressional Reception**

*Following your Capitol Hill visits, gather with fellow advocates and members of Congress and their staff.  
Featuring 2019 Congressional Honorees*

**Capitol Visitor Center  
Café – Lower Level,  
First Street & East  
Capitol Street**