



American
Alliance of
Museums

MUSEUMS ADVOCACY DAY 2020 PROGRAM

(as of 2/22/2020)

SUNDAY, FEBRUARY 23

2:00 PM – 5:00 PM	Registration and Materials Pick Up <i>(10 Thomas Circle NW, Washington, DC)</i>	Washington Plaza Hotel
2:00 PM – 3:00 PM	Issues Forum (Optional Program) <i>What issues, including federal, state, and local, concern you and your museum? All advocates are invited to participate in the discussion.</i> <i>Featuring:</i> Paul Hammond , Executive Director, Colorado Railroad Museum Stephanie Shapiro , Manager, Eagle Hill Consulting	Washington Plaza Hotel
3:30 PM – 5:00 PM	What to Expect at Museums Advocacy Day (Optional Program) <i>We invite new and returning advocates, including student advocates, to join us for a special briefing highlighting the unique and important elements of Museums Advocacy Day. Featuring:</i> Lori Kartchner , Curator of Education at The George Washington University Museum and The Textile Museum Melissa Ballard , Senior Manager of Public Policy and Advocacy, Association of Science and Technology Centers Ember Farber , Director, Advocacy, American Alliance of Museums	Washington Plaza Hotel
5:00 PM – 6:30 PM	Advocate Welcome & Networking Reception <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 2020!</i>	Washington Plaza Hotel

MONDAY, FEBRUARY 24

7:30 AM – 8:30 AM	Registration and Networking Breakfast <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	Welcome Dale Strange , President & General Manager, Arts & Cultural Solutions, Blackbaud	Washington Plaza Hotel
8:40 AM – 8:50 AM	Why We're Here and What's at Stake in 2020 <i>AAM President and CEO Laura Lott welcomes advocates from around the nation.</i>	Washington Plaza Hotel
8:50 AM – 9:10 AM	Inside the Office of Museum Services at IMLS <i>An overview of the agency's programs and initiatives, and how it supports museums. Featuring:</i> Paula Gangopadhyay , Deputy Director of Museum Services, Institute of Museum and Library Services	Washington Plaza Hotel



9:10 AM – 9:30 AM	Meet National Endowment for the Humanities Chairman Jon Parrish Peede <i>An overview of the agency's programs and initiatives, and how it supports museums.</i>	Washington Plaza Hotel
9:30 AM – 9:50 AM	Inside the National Park Service <i>An overview of the agency's programs and initiatives, and how it supports museums. Featuring:</i> Megan Brown , Chief, State, Tribal, Local Plans & Grants Division, National Park Service	Washington Plaza Hotel
9:50 AM – 10:05 AM	Networking Break	
10:05 AM – 10:50 AM	Concurrent Sessions OPTION A: Advocacy Essentials <i>Get expert advice on being your best advocate for museums from the Advocacy Guru Stephanie Vance 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> OPTION B: Museums and Voter Engagement <i>Wondering how your museum can participate in voter engagement? What are the questions to consider? Featuring:</i> Ben Kershaw , Director, Public Policy and Government Relations, Independent Sector Janice Ryan , Partner, Venable LLC Debi Lombardi , Partner Engagement Manager, Nonprofit VOTE	Washington Plaza Hotel GRAND Ballroom NATIONAL Ballroom
10:50 AM – 11:05 AM	Networking Break	
11:05 AM – 11:25 AM	Inside the National Endowment for the Arts <i>An overview of the agency's programs and initiatives, and how it supports museums. Featuring:</i> Tom Simplot , Senior Deputy Chairman, National Endowment for the Arts	Washington Plaza Hotel
11:25 AM – 11:45 AM	Inside the National Science Foundation <i>An overview of the agency's programs and initiatives, and how it supports museums. Featuring:</i> Karen Marrongelle , Head of Directorate for Education and Human Resources, National Science Foundation	Washington Plaza Hotel
11:45 AM – 12:00 PM	Making the Case with Critical Data <i>Highlights from Museums as Economic Engines and Museums and Public Opinion. Featuring:</i> Susie Wilkening , Principal, Wilkening Consulting	Washington Plaza Hotel



12:00 PM – 1:15 PM	Networking Lunch	Washington Plaza Hotel
1:15 PM – 1:30 PM	Making the Case: Leveraging Twitter for Advocacy <i>Natanya Khashan, AAM Director of Communications and Marketing</i>	Washington Plaza Hotel
1:30 PM – 1:45 PM	Making the Case for Museums – A Chief of Staff’s Perspective <i>Kimberly Rudolph, Chief of Staff, Representative André D. Carson (D-IN)</i>	Washington Plaza Hotel
1:45 PM – 2:00 PM	Preparing for Capitol Hill – Setting the Stage and Understanding the Budget Process <i>Sarah Abernathy, Deputy Executive Director, Committee for Education Funding</i>	Washington Plaza Hotel
2:00 PM – 2:30 PM	Networking Break	
2:30 PM – 3:15 PM	Preparing for Capitol Hill – Key Issues and Asks <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>Barry Szczesny, AAM Director, Government Relations and Public Policy</i> <i>Andy Finch, Director of Policy, Association of Art Museum Directors</i>	Washington Plaza Hotel
3:15 PM – 3:30 PM	Networking Break	
3:30 PM – 4:00 PM	Concurrent Public Policy Briefings <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
	OPTION A: The National Endowments for the Arts and Humanities <i>Alexandra Klein, Communications Manager, National Humanities Alliance</i> <i>Lauren Cohen, Federal Affairs and Grassroots Senior Coordinator, Americans for the Arts</i>	GRAND Ballroom
	OPTION B: Historic Preservation Funding and America250 <i>Thomas Cassidy, Vice President for Government Relations and Policy, National Trust for Historic Preservation</i> <i>John Dichtl, President and CEO, American Association for State and Local History</i>	NATIONAL Ballroom
	OPTION C: STEM Funding & Priorities <i>Melissa Ballard, Senior Manager of Communications, Association of Science and Technology Centers</i> <i>Jennifer Keaton, Vice President, Congressional Affairs, Association of Zoos and Aquariums</i>	THOMAS CIRCLE Suite



4:00 PM – 4:15 PM	Networking Break	Washington Plaza Hotel
4:15 PM – 5:30 PM	Prepare and Practice Your Capitol Hill Visits <i>Re-convene with fellow advocates from your state and region to plan (and practice!) your Hill visits.</i>	Washington Plaza Hotel

TUESDAY, FEBRUARY 25

8:00 AM – 9:30 AM	Congressional Kickoff and Breakfast on Capitol Hill <i>Brief remarks from Museums Advocacy Day Co-Convenor and Leader supporter organizations: Association of Science Museum Directors, Association of African American Museums, 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</i> <i>Be sure to allow extra time for security screening!</i>	Capitol Visitor Center – Congressional Atrium 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 <i>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.</i>	Refer to personalized schedule of congressional visits for meeting locations.
10:00 AM – 4:00 PM	United Methodist Building <i>Space will be available for advocates between meetings.</i>	100 Maryland Ave N.E. Washington, DC
5:00 PM – 7:00 PM	Congressional Reception <i>Following your Capitol Hill visits, gather with fellow advocates and members of Congress and their staff. Featuring: 2020 Congressional Honorees</i>	Capitol Visitor Center Meeting Room North