Museums Advocacy Day 2013
PROGRAM
(as of 2/14/13)

SUNDAY, FEBRUARY 24

8–11 p.m. Informal Oscars Watch Party – Melrose Hotel (2430 Pennsylvania Ave, NW)
Gather in the bar of the Melrose Hotel (how Hollywood!) to meet fellow advocates and watch the Academy Awards.

MONDAY, FEBRUARY 25

7:30–8:45 a.m. Registration and Networking Breakfast – The George Washington University Marvin Center (800 21st Street, NW), 3rd floor

7:45–8:30 a.m. Concurrent Early Bird Sessions

- Networking: Goals, Opportunities, and Strategies – Marvin Center Room 308
  Join colleagues for this “rise and shine” practical workshop designed to help you better understand what “networking” is and what it can do—for you, your institution, your community, and the field. We’ll help you identify networking goals, explore how networking fits into your overall career strategy, and why “networking” and “advocacy” fit hand-in-glove. Bring your business cards, your enthusiasm, and your best networking ideas! Greg Stevens, Assistant Director for Professional Development, American Alliance of Museums

- PILOTs and Other Nonprofit Issues: Using State and Local Issues to Influence Federal Policymakers – Marvin Center Room 310
  Come early to learn about local challenges such as payments in lieu of taxes (PILOTs), spending cuts, and threats to nonprofit independence that are spreading across the country. Learn how you can use this information during Museums Advocacy Day in Washington to be more persuasive during your Congressional meetings. David L. Thompson, Vice President of Public Policy, National Council of Nonprofits

- Perfecting Your Museum’s Elevator Speech – Marvin Center Room 311
  As a leader in your institution, in your community, in the field, the elevator speech you craft for your museum is a critical communications tool. You must be able to make the case for your institution in two minutes or less—on Capitol Hill, with major donors, or whenever key opportunities present themselves. Spend a few minutes with us to learn (or review) the elements of developing and presenting your museum’s most effective elevator speech. Dan Yaeger, Executive Director, New England Museum Association

8:45–9 a.m. Welcome and Orientation – Marvin Center Grand Ballroom
We’ll set the stage for your participation in Museums Advocacy Day, including the unique budgetary and political challenges museums face in 2013 and the power of having the museum field speak with one voice. Ford W. Bell, President, American Alliance of
Commitment to Excellence – *Marvin Center Grand Ballroom*

We will recognize museums participating in excellence programs (such as accreditation, STEP, MAP, Core Documents Review, Pledge of Excellence), and encourage others to learn about how these programs can advance your museum’s mission. Meme Omogbai, Board Chair, American Alliance of Museums, and Chief Operating Officer of the Alliance-accredited Newark Museum.

Political Update – *Marvin Center Grand Ballroom*

Get the latest political developments in Washington, DC and learn what’s motivating some of the recent activity on Capitol Hill. Gail Ravitzky Silberglied, Senior Director of Government Relations and Advocacy, American Alliance of Museums.

Concurrent Federal Agency Roundtables – Hear what’s happening at some of the museum field’s key federal agencies and learn about grants and other resources that are available to help your museum serve your community. Choose from:

- **Institute of Museum and Library Services (IMLS) – Marvin Center Room 301**
  Director Susan Hildreth and Deputy Director for Museum Services Claudia French, introduced and moderated by Laura Foster, President and CEO, Please Touch Museum.

- **National Endowment for the Humanities (NEH) – Marvin Center Room 308**
  Chairman James Leach, introduced and moderated by Ford W. Bell, President, American Alliance of Museums.

- **National Endowment for the Arts (NEA) – Marvin Center Room 310**
  Chief of Staff and Director of Public Affairs Jamie Bennett, introduced and moderated by Laurie Norton Moffatt, Director/CEO, Norman Rockwell Museum.

- **National Science Foundation (NSF) – Marvin Center Room 311**
  Acting Deputy Assistant Director, Directorate for Education and Human Resources, Dr. James Lightbourne, introduced and moderated by Anthony (Bud) Rock, CEO, Association of Science-Technology Centers.

Concurrent Sessions – We’ll explore advocacy strategies in these sessions tailored to your level of advocacy experience. Choose from:

- **Core Advocacy Refresher – Marvin Center Grand Ballroom**
  Review essential advocacy strategies and techniques, and learn how to maximize your advocacy impact before, during, and after your Capitol Hill meetings. Stephanie Vance, Advocacy Guru, Advocacy Associates, Inc.

- **Leadership Assembly – Marvin Center Room 310**
  This session is for CEOs, Directors, and senior staff. We’ll cover strategies for empowering your key stakeholders – board members, donors, community leaders, and visitors – as advocates for your museum, especially at a time when museums and other nonprofits are facing significant threats at both the federal and state level. Tim Delaney, President & CEO, National Council of Nonprofits.
• **Achieving Excellence – Marvin Center Room 308**
  Learn about the many opportunities to help your museum achieve national standards, and learn to demonstrate your commitment to these standards to the public, to funders, and to elected officials. *Julie Hart, Senior Director of Fieldwide Services, American Alliance of Museums; Bob Beatty, Vice President for Programs, American Association for State and Local History; Denny Lewis, Vice President of Accreditation Programs, Association of Zoos and Aquariums*

  12:15–1:45 p.m. **Lunch** (Program to begin at 12:45 p.m.)

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  12:45–1:45 p.m. **Museums and the Future of Education – Marvin Center Grand Ballroom**
  America’s educational system is on the cusp of dramatic change—what role will museums play in the future of learning? Get a guided tour of the forces shaping the educational landscape. *Elizabeth Merritt, Founding Director, Center for the Future of Museums, introduced by Carol B. Stapp, Director, Museum Education Program, The George Washington University*

  1:45–2 p.m. **Break**

  2–2:15 p.m. **Capitol Hill Briefing, Part I: Setting the Stage – Marvin Center Grand Ballroom**
  With all the pressing issues in Washington, DC how can we be sure our message will be heard? We’ll explore the mindset of Congressional staffers and Members of Congress, and learn how to use that information to craft the most compelling message. AAM’s newest Capitol Hill alumnus will share what things look like from the Congressional staff side of the table, including some buzzwords that really get their attention. *Ben Kershaw, Assistant Director for Congressional Relations, American Alliance of Museums*

  2:15–3 p.m. **Issue Briefings: What Are We Asking For – Marvin Center Grand Ballroom**
  Get the latest policy developments on legislative issues important to the museum field and learn how to most effectively frame the “asks”. Special thanks to Tom Adams, president of High Ground Strategies, LLC for his work on the video presentations. *Ben Kershaw, Assistant Director for Congressional Relations, American Alliance of Museums; Andy Finch, Co-Director of Government Relations, Association of Art Museum Directors; Sean Smith, Director of Government and Public Relations, Association of Science-Technology Centers*

  3–3:45 p.m. **Capitol Hill Briefing, Part II: Q&A with former Congressional Staff – Marvin Center Grand Ballroom**
  Get the inside scoop from former Congressional staff, who will help us understand the political pressures on Capitol Hill, translate some of the “Hill speak” you’re likely to hear, and help us respond to commonly asked questions. Submit your questions throughout the day via email to governmentrelations@aam-us.org or submit questions over Twitter using #MuseumsAdvocacy. *Jennifer Keaton, Vice President for Congressional Relations, Association of Zoos and Aquariums; Isaac Brown, Counsel, National Assembly of State Arts Agencies; Meg Thompson, Partner, The Oldaker Group*

  3:45–4 p.m. **Break**

  4–5 p.m. **State Delegation Coordination and Practice Visits** – This is a critical time to coordinate messages with fellow advocates as you prepare for your Capitol Hill meetings. Join fellow advocates from your state and region to compare your Capitol Hill schedules, discuss the issues and determine who will deliver which messages, and practice making your case as a group. This is also when you will receive “leave behind” materials for Congressional offices. See the instructions sheet on your tables to make the most of this time.
- States in the **Western** (AK, AZ, CA, HI, ID, NV, OR, UT, WA) and **Mountain-Plains** regions (CO, KS, MT, NE, NM, ND, OK, SD, TX, WY) – *Marvin Center Room 301*

- States in the **Mid-Atlantic** region (DC, DE, MD, NJ, NY, PA) – *Marvin Center Room 308*

- States in the **Midwest** (IL, IA, IN, MI, MN, MO, OH, WI) and **Southeastern** regions (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV) – *Marvin Center Room 310*

- States in the **New England** region (CT, NH, ME, MA, RI, VT) – *Marvin Center Room 311*

5–6 p.m. **Reception – Marvin Center Grand Ballroom**

After a day of issue briefings and preparing for Capitol Hill visits, we’ll gather at GWU with fellow advocates where we’ll honor several “Advocacy Aces” with Outstanding Achievement in Advocacy awards. **Honorees:** Elsa Bailey, Monta Lee Dakin, Terry Davis, Anna Deych, Janet Rice Elman, Kathy Kelsey Foley, George Moroz, Lin Nelson-Mayson, Kate Schureman, Christine Shearer, Carol B. Stapp, Bonnie Styles, Howard Taylor, Sheridan Turner, Guy Vanderpool, John Wetenhall, Karen Witter. **Brief remarks by Ford W. Bell,** President, American Alliance of Museums, Michael J. Feuer, Dean of the Graduate School of Education and Human Development, The George Washington University

6:30 p.m. **Networking dinners (at own expense)** – Join fellow advocates to unwind after an intense day of issue briefings and political spin at informal dinners at local restaurants in GWU’s Foggy Bottom neighborhood. Choose a dinner to attend at registration on Monday, February 25.

- **Dinner #1: All About Accreditation – Primi Piatti (2013 I Street, NW)**
  Join Accreditation Commissioner Bonnie Styles for this informal conversation about the museum field’s highest recognition of national standards and best practices.

- **Dinner #2: More Advocacy Practice – Ping Pong Dim Sum (1 Dupont Circle, NW)**
  Join experienced advocates Karen Witter and the Alliance’s Assistant Director for Advocate Engagement Ember Farber to get your final questions answered and to practice advocating in advance of Tuesday’s visits to Capitol Hill.

- **Dinner #3: State Association Leaders – District Commons (2200 Pennsylvania Avenue, NW)**
  If you have a leadership role in your state museum association, join Lin Nelson-Mayson (Steering Committee Chair of Minnesota Association of Museums and co-chair, Steering Committee of National Alliance for State Museum Associations) for a dialogue about the opportunities for state museum associations to explore and advance advocacy.

- **Dinner #4: Western Museums: Are we fully represented? – La Tomate Italian Bistro (1701 Connecticut Avenue, NW)**
  Things are different out west, and it can be a challenge to make sure our voices are heard back in Washington, DC. Join Mountain-Plains Museums Association Executive Director Monta Lee Dakin for a conversation about how western museums can be fully understood and engaged on public policy issues, and how to make the most of our neighborly relationships with our western policymakers.
• Dinner #5: The Future of Museums – Jardenea (in the Melrose Hotel, 2430 Pennsylvania Avenue, NW)
Continue the lunchtime conversation on the future of education with Elizabeth Merritt, Founding Director of the Center for the Future of Museums. The Center, a project of the American Alliance of Museums, explores the cultural, political, and economic challenges that will shape the future of museums.

• Dinner #6: Museum Program Students Unite! – meet in the Marvin Center lobby (1st floor)
Join GW Museum Education Program students in the class of 2013 (Shannon Marriott, Emily Porter, Kaitlyn Leaf, and Lori Kartchner) for dinner at a nearby eatery with a student-friendly menu and atmosphere. Compare notes and form friendships as Emerging Museum Professionals, while checking out the local scene.

TUESDAY, FEBRUARY 26

8–9:30 a.m.  Congressional Kickoff and Breakfast on Capitol Hill – Room B-338-340 Rayburn House Office Building (Independence Avenue and South Capitol Street)
Get inspired and get ready to take our unified message to Congressional offices during this special event featuring President Abraham Lincoln (as portrayed by Fritz Klein from the Abraham Lincoln Presidential Library and Museum in Springfield, Illinois). Additional speakers will include Ford W. Bell, American Alliance of Museums; Bonnie Styles, President, Association of Science Museum Directors; Kris Vehrs, Executive Director, Association of Zoos and Aquariums; Jane Werner, Executive Director, Children’s Museum Pittsburgh (Board Chair, Association of Children’s Museums); Christine Anagnos, Executive Director; Association of Art Museum Directors; Casey Sclar, Executive Director; American Public Gardens Association; Terry Davis, President & CEO, American Association for State and Local History.

9:30 a.m.–5:30 p.m.  Meetings on Capitol Hill – The Alliance is arranging your Capitol Hill visits for you. Your customized schedule will be available when you check in at registration.

5–7 p.m.  Congressional Reception – Room 325 Russell Senate Office Building/Kennedy Caucus Room (Constitution Avenue and 1st Street, NE)
Following your Capitol Hill visits, gather with fellow advocates and members of Congress and their staff. We’ll celebrate museums, honor selected members of Congress, and welcome President Abraham Lincoln, (as portrayed by Fritz Klein from the Abraham Lincoln Presidential Library and Museum in Springfield, Illinois). The 2013 Congressional honorees are:

• Sen. Orrin Hatch (R-UT) (invited)

• Sen. Richard Durbin (D-IL) (invited)

• Rep. David McKinley (R-WV), introduced by Christin Byrum, Director of Museums, Oglebay Institute

• Rep. John Lewis (D-GA), introduced by Susan Perry, Executive Director, Southeastern Museums Conference