FINAL PROGRAM

SUNDAY, FEBRUARY 27, 2011

5:30 p.m. – 7:00 p.m.  Emerging Museum Professionals Reception – all Museums Advocacy Day participants are welcome!
*Generously sponsored by Metcalf Federal Relations*

Corcoran Gallery of Art
500 Seventeenth Street, NW, Washington, DC 20006, 202-639-1700
(Located on 17th Street between New York Ave. and E St. There are 2 Metro options: Orange/Blue Line to Farragut West or Red Line to Farragut North. Light refreshments will be served.)

Program begins at 6:15 p.m.:
- Welcome by Ford W. Bell, President, American Association of Museums
- Welcome by Fred Bollerer, Director, Corcoran Gallery of Art
- Welcome by Guzel duChateau, National EMP Coordinator

MONDAY, FEBRUARY 28, 2011

7:30 a.m. – 9:00 a.m.  Registration and Continental Breakfast
Georgetown University Hotel and Conference Center
3800 Reservoir Road, NW, Washington, DC 20057  T: 202-687-3200
(NOTE: Please visit www.speakupformuseums.org for detailed directions. If you are driving, we recommend getting directions to the Georgetown University Hospital, which is next door. The conference center is not next to a metro station, but there are shuttle buses that run from 2 metro stations.)

*****THIS IS WHERE YOU WILL RECEIVE INFORMATION ABOUT YOUR HILL VISITS FOR TUESDAY*****
8:00 a.m. – 9:00 a.m.  **First-timers Immersion Training** (open to all participants)
- **Ember Farber**, Federal Policy Representative and Grassroots Manager, American Association of Museums (moderator)
- **Allyn Lord**, Director, Shiloh Museum of Ozark History
- **Karen Witter**, Associate Director, Illinois State Museum
- **Christine Fowler Shearer**, Executive Director, The Ananda Center for the Arts

9:10 a.m. – 9:15 a.m.  **Welcome**
- **Ford W. Bell**, President, American Association of Museums

9:15 a.m. – 9:55 a.m.  **ISSUE BRIEFING:**
*Funding for the IMLS Office of Museum Services: What we’re asking for*
- **Gail Ravitzky Silbergleid**, Director of Government Relations, American Association of Museums
- **Terry Davis**, President & CEO, American Association for State and Local History
- **Moira Lenehan**, Legislative Assistant, Office of Senator Jack Reed

9:55 a.m. – 10:15 a.m.  **SPECIAL GUEST SPEAKER:**  **Susan Hildreth**, Director, Institute of Museum and Library Services (IMLS), introduced by **Douglas G. Myers**, CEO/Executive Director, San Diego Zoo Global, member of the National Museum and Library Services Board, and Chairman of the AAM Board

10:15 a.m.  **Break**

10:30 a.m. – 11:10 a.m.  **ISSUE BRIEFING:**
*Why Museums Have Been Targeted and How We Stop It* (Did you bring your Economic Impact Statement?)
- **Ford W. Bell**, President, American Association of Museums (moderator)
- **Nav Dayanand**, Assistant Director of Federal Affairs, Wildlife Conservation Society
- **Malinda Horton**, Executive Director, Florida Association of Museums
- **Laurie Norton Moffatt**, Executive Director, Norman Rockwell Museum

11:10 a.m. – 11:30 a.m.  **SPECIAL GUEST SPEAKER:**  **Mike McCurry**, Partner, Public Strategies Washington, and former White House Press Secretary, introduced by **Jim Maddy**, President & CEO, Association of Zoos and Aquariums
11:30 a.m. – 1:15 p.m.  State Delegation Coordination, Materials/Instructions, Working Lunch
*Please note that this is a critical time to coordinate the structure and message of Hill visits.*
- Stephanie Vance, “Advocacy Guru,” Advocacy Associates
- Janet Rice Elman, Executive Director, Association of Children’s Museums

1:30 p.m. – 2:10 p.m.  ISSUE BRIEFING:
The Role of Museums in Education Policy: What’s at Stake in 2011
- Carla J. Myers, Assistant Director of Government Relations, American Association of Museums (moderator)
- Helen Pajcic, Education Policy Advisor, House Committee on Education and the Workforce
- Carol B. Stapp, Ph.D., Director, Museum Education Program, The George Washington University
- Andy Finch, Co-Director of Government Relations, Association of Art Museum Directors

2:10 p.m. – 2:30 p.m.  SPECIAL GUEST SPEAKER: Jon Vaupel, Special Assistant, Office of Planning, Evaluation & Policy Development, U.S. Department of Education

2:30 p.m. – 3:30 p.m.  ROLE PLAY: Full-fledged Practice Hill Visits (what to expect)
- Stephanie Vance, Moderator
  Visit #1 – “The Budget Hawk” featuring “Congresswoman” Jill Koverman, advocates Elizabeth Merritt and Donna Reiner, and Kate Gaskill as a Hill staffer
  Visit #2 – “The Brand New Member of Congress” featuring “Congresswoman” Margo Carlock, advocates Greg Stevens and Kathy Foley, and Lauren Silberman as a Hill staffer
  Group Discussion and More Practice
  Q&A

3:30 p.m. – 3:45 p.m.  Break

3:45 p.m. – 4:45 p.m.  CONCURRENT Breakout sessions – Choose a Topic and Learn More

SESSION 1: “Charitable Giving Incentives at Risk in 2011”
- Carl Nold, President and CEO, Historic New England (moderator)
- David Thompson, Vice President of Public Policy, National Council of Nonprofits
- Jason Lee, General Counsel, Association of Fundraising Professionals
- Geoffrey Plague, Director of Government Relations, Independent Sector
SESSION 2: “How NEA, NEH, and Other Federal Agencies are Faring in the FY12 Appropriations and Budget Process”
- Barry Szczesny, Vice President, Metcalf Federal Relations (moderator)
- Sean Smith, Director of Government and Public Relations, Association of Science-Technology Centers
- Jessica Jones Irons, Executive Director, National Humanities Alliance
- Erik Hein, President, Preservation Action
- Gladstone Payton, Associate Director of Federal Affairs, Americans for the Arts

SESSION 3: “Getting Your Board Involved in Advocacy”
- Laura Foster, President and CEO, Please Touch Museum (moderator)
- Juanita Moore, President and CEO, Charles H. Wright Museum of African American History
- Sheldon Hackney, Board Member and Development Chair, Martha's Vineyard Museum, and former Chairman of the National Endowment for the Humanities
- Howard Taylor, Director, San Angelo Museum of Fine Art
- Michael Garcia, President and CEO, Duluth Children’s Museum

Note: All participants are welcome and all Board Members are invited to participate in this discussion.

MONDAY, FEBRUARY 28, 2010 – EVENING EVENT

5:15 p.m. BUSES begin leaving Georgetown University Hotel/Conference Center

6:00 p.m. – 8:00 p.m. Congressional Reception at the U.S. Botanic Garden
100 Maryland Avenue SW, Washington, DC 20001 T: 202-225-8333 (Metro: Blue or Orange Line to Federal Center SW)

Program begins at 6:30 p.m.:
- Welcome by Ford W. Bell, President, American Association of Museums
- Welcoming Remarks by Holly Shimizu, Executive Director, United States Botanic Garden

HONOREES:
- Rep. Leonard Lance (R-NJ), introduced by Elizabeth Romanaux, President, New Jersey Association of Museums, and Meme Omogbai, Chief Operating Officer, Newark Museum
- Rep. John Larson (D-CT), introduced by Katherine Kane, Executive Director, Harriet Beecher Stowe Center
• **Rep. Jan Schakowsky** (D-IL), introduced by **Sheridan Turner**, President & CEO, Kohl Children’s Museum of Greater Chicago
• **Sen. Tom Harkin** (D-IA) (invited), presented by **Tracey Kuehl**, Director, and **Melinda Al Sheikha**, Board Member, of the Family Museum, and accepted by **Thomas Showalter**, who serves on Senator Harkin’s staff
• **Rep. Mike Simpson** (R-ID) (invited), accepted by **Nikki Watts**, who serves on Congressman Simpson’s staff
• **Sen. Kirsten Gillibrand** (D-NY) (invited), accepted by **Ben Rosenbaum**, who serves on Senator Gillibrand’s staff

7:45 p.m.  
**BUSES begin leaving the U.S. Botanic Garden for Georgetown University**

**TUESDAY, MARCH 1, 2011**

7:15 a.m.  
**BUSES begin leaving Georgetown University for Capitol Hill**

8:00 a.m. – 9:30 a.m.  
**Congressional Kickoff and Continental Breakfast on Capitol Hill**

**G-50 Dirksen Senate Office Building (Ground Floor)**

Located at Constitution Avenue NE, C Street NE, and Second Street NE

(Metro: Red Line to Union Station – exit the metro station and proceed south on Delaware Avenue NE for 3 blocks to Constitution Avenue NE. Turn left.)

**NOTE:** Please leave a LOT of extra time for security screening

Program begins at 8:15 a.m.:

(Members of Congress will speak as they arrive)

• **AAM President Ford W. Bell**, to serve as M.C.
• Keynote Address by **Rep. Paul Tonko** (D-NY), introduced by **D. Stephen Elliott**, President, New York State Historical Association
• Remarks by **Rep. Bob Filner** (D-CA)
• Remarks by **Rep. Betty McCollum** (D-MN)
• Remarks by Rep. **Danny K. Davis** (D-IL)
• Remarks by additional Members of Congress (invited)
• Remarks by **Kaywin Feldman**, representing the Association of Art Museum Directors
• Remarks by **Keasha Dumas**, representing the California Association of Museums
• Remarks by **Brian Bray**, representing the Association of Midwest Museums
• Remarks by **Julia Bland**, representing the Association of Children’s Museums
• Remarks by **Bill Peterson**, representing the Museums Association of Montana
• Remarks by **Kate Schureman**, representing the Illinois Association of Museums
• Remarks by **Malinda Horton**, representing the Florida Association of Museums
• Remarks by **Bonnie Styles**, representing the Association of Science Museum Directors
• Remarks by **Terry Davis**, representing the American Association for State and Local History
• Remarks by **Anthony (Bud) Rock**, representing the Association of Science-Technology Centers
• Remarks by **Jim Maddy**, representing the Association of Zoos and Aquariums

10:00 a.m. – 5:00 p.m. **Hill visits**

*Your individual schedule of meetings – that AAM has arranged – will be available on Monday morning, February 28, between 7:30 a.m. and 9:00 a.m., during registration at the Georgetown University Hotel and Conference Center.*

5:00 p.m. – 7:00 p.m. **Informal Debriefing** (Optional)

**America Restaurant**
50 Massachusetts Avenue, NE (inside Union Station)
Unwind after a long day of being a “Citizen Lobbyist” and connect with other advocates to compare notes on how things went.

And don’t forget to SAVE THE DATE for Museums Advocacy Day 2012:
February 27-28, 2012 in Washington, DC!

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*For more information, please contact American Association of Museums at 202-289-1818 or visit AAM’s advocacy website at [www.speakupformuseums.org](http://www.speakupformuseums.org).*