FINAL PROGRAM

SUNDAY, FEBRUARY 26

4:00pm-6:00pm
EMP Happy Hour
(Location: Clyde's of Georgetown, 3236 M Street, NW, Washington, DC, 202-333-9180)
This is an informal opportunity to meet emerging museum professionals (EMPs) and others who are gathering in Washington, DC for Museums Advocacy Day.

6:30pm-8:30pm
Reception for Advocates
(Location: National Museum of the American Indian, 300 Maryland Avenue SW, Washington, DC, 202-633-1000, Federal Center SW metro)
Advocates are invited to attend a special reception at the National Museum of the American Indian before the official Museums Advocacy Day activities begin.

MONDAY, FEBRUARY 27

8:00am
Registration and Continental Breakfast
(Location: Georgetown University Hotel and Conference Center, 3800 Reservoir Road NW, Washington DC, 202-687-3200)

8:30am–9:00am
Welcome and Orientation
- Ford W. Bell, DVM, President, American Association of Museums

9:00-11:30am
CONCURRENT SESSIONS
Please choose one of these tracks:

Option 1: Advocacy Essentials Track – Salon GH
This program will cover the core concepts of advocacy, including the federal budget process, how Congress works, and what to expect over the next two days. This program is scheduled to be webcast.
- Kippen de Alba Chu, Executive Director, Iolani Palace, Honolulu (AAM Board Member)
- **Ellen M. Charles**, Board President, Hillwood Estate Museum & Gardens, Washington, DC (AAM Board Member)
- **William Harris**, Senior Vice President of Development & Marketing, California Science Center Foundation, Los Angeles (AAM Board Member)
- **Ember Farber**, Federal Policy Representative and Grassroots Manager, American Association of Museums

**Option 2: Director/Trustee Track – Salon E**
This program will cover how to involve your staff, volunteers, board members, and other supporters in effective advocacy at all levels.

- **Juanita Moore**, President and CEO, Charles H. Wright Museum of African American History, Detroit (AAM Board Member)
- **Laurie Norton Moffatt**, Director, Norman Rockwell Museum, Stockbridge, Mass. (AAM Board Member)
- **Kathy Kelsey Foley**, Director, Leigh Yawkey Woodson Art Museum, Wausau, WI
- **Van Romans**, President, Fort Worth Museum of Science and History (AAM Board Member)

**Option 3: Excellence Track – Salon F**
Learn more about the museum field’s Excellence programs (Accreditation, StEPs, MAP, etc.), how they can help your museum succeed, and how you can use your museum’s participation in Excellence programs as an advocacy tool.

- **Laura H. Foster**, President and CEO, Please Touch Museum, Philadelphia (AAM Board Member)
- **Bonnie W. Styles**, Ph.D., Director, Illinois State Museum (Chair, AAM Accreditation Commission)
- **Terry Davis**, President and CEO, American Association for State and Local History
- **Julie Hart**, Senior Director of Fieldwide Services, American Association of Museums
- **Jill Connors-Joyner**, Assistant Director of Museum Assessment Program (MAP), American Association of Museums
- **Dewey Blanton**, Director of Strategic Communications, American Association of Museums

**Option 4: Futurist Track: Forecasting the Political Future – Salon A**
Join this interactive session to explore the role of forecasting in shaping advocacy. Participants will create “implication wheels” to
plot the long-term consequences of proposed legislation, generate bright and dark scenarios of the political future, and “backcast” to discover what policy-related actions they can take now to nudge us in desirable directions.

- **Elizabeth Merritt**, Founding Director, Center for the Future of Museums, American Association of Museums
- **Nik Honeysett**, Head of Administration, J. Paul Getty Museum, Los Angeles (AAM Board Member)

**Option 5: Student Track – Conference Room 6**
This program will cover the core concepts of advocacy, including what to expect over the next two days, and how to use your unique status as a student to make your case during meetings on Capitol Hill. We’ll also explore practical tools for beginning your career and building relationships in the museum field.

- **Meme Omogbai**, Chief Operating Officer, Newark Museum, Newark, NJ (AAM Board Member)
- **Andy Finch**, Co-Director of Government Relations, Association of Art Museum Directors
- **Greg Stevens**, Assistant Director, Professional Development, American Association of Museums

**11:30am**  Break

**11:45am-12:30pm**  **Inside the Mind of a Member of Congress**
During this interactive session, participants will have an opportunity to step into the shoes of elected officials and experience the challenges and complexities of the decision making process they face each day.

- **Gail Ravnitzky Silberglied**, Senior Director of Government Relations and Advocacy, American Association of Museums

**12:30pm-1:45pm**  **Working Lunch with Federal Agency Leaders**
During this working lunch, we will hear what’s happening at several federal agencies that support museums. This program is scheduled to be webcast.

- **Ford W. Bell**, DVM, President, American Association of Museums
- **The Honorable Susan Hildreth**, Director, Institute of Museum and Library Services
- **Dr. Cora Marrett**, Deputy Director, National Science Foundation, introduced by Anthony (Bud) Rock, CEO, Association of Science-Technology Centers
- **The Honorable Jim Leach**, Chairman, National Endowment for the Humanities, introduced by Terry
Davis, President and CEO, American Association for State and Local History

- Robert Frankel, Director of Museums and Visual Arts, National Endowment for the Arts

1:45pm-2:00pm Break

2:00pm-3:30pm Our Legislative “Asks”
During this session, participants will hear from a panel of Washington insiders about the museum field’s primary legislative “asks” and how best to craft an effective, persuasive message for elected officials.

- Barry Szczesny, Barry Szczesny Consulting, on behalf of the American Association of Museums
- Andy Finch, Co-Director of Government Relations, Association of Art Museum Directors
- Nav Dayanand, Assistant Director of Federal Affairs, Wildlife Conservation Society
- Sean Smith, Director of Government and Public Relations, Association of Science-Technology Centers

3:30pm Break

3:40pm-4:00pm Key Data Points and Other “Asks”
In this session, we will discuss key data points that resonate on Capitol Hill and techniques for relationship-building with Congressional offices. We will also answer any final questions you may have.

- Karen Witter, Associate Director, Illinois State Museum, Springfield (Advocacy Committee Chair, Association of Midwest Museums, and Board Member, Illinois Association of Museums)

4:00pm-4:45pm State delegation coordination
Following brief instructions, participants will meet with others from their state or region to coordinate the flow and messaging for meetings the following day on Capitol Hill.

5:15pm Buses Depart Georgetown for Capitol Hill

6:00pm-8:00pm Congressional Reception
(Location: Cannon Caucus Room on Capitol Hill, 3rd floor of the Cannon House Office Building, Independence Ave and 1st Street, SE., Capitol South Metro. Enter the Cannon Housing Office Building at New Jersey & Independence Ave.) This program is scheduled to be webcast.
• **Ford W. Bell**, DVM, President, American Association of Museums, to serve as M.C.

• Remarks by **Susan Hildreth**, Director, Institute of Museum and Library Services

• **Sen. Daniel Inouye** (D-HI), introduced by Kippen de Alba Chu, Executive Director, Iolani Palace, Honolulu (AAM Board Member), Loretta Yajima, Board President, Hawaii Children's Discovery Center, Honolulu (ACM Board Member), and **Roberta (Bobbie) Conner**, Director, Tamástslikt Cultural Institute, Pendleton, OR, and Chair of the Board of Trustees, National Museum of the American Indian (AAM Board Member). The award was accepted by Sen. Inouye’s wife, Irene Hirano.

• **Sen. Richard Burr** (R-NC), introduced by Kimerly Rorschach, Director, Nasher Museum of Art at Duke University (AAMD Board President-elect). The award was accepted by Sen. Burr’s staff member, Walter F. Zaykowski III

• **Rep. Aaron Schock** (R-IL), introduced by Jim Richerson, President and CEO, Lakeview Museum of Arts & Sciences, Peoria, IL, and **Bonnie W. Styles**, Ph.D., Director, Illinois State Museum, Springfield

• **Rep. Xavier Becerra** (D-CA, Invited). The award was presented to the Congressman in his office the following day.

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**TUESDAY, FEBRUARY 28**

7:00am Buses Depart Georgetown University

8:00am-9:30am Congressional Kickoff and Breakfast on Capitol Hill***

(Location: Senate Dirksen Office Building, Room G-50 on the Ground Floor, Constitution Avenue, C Street, and 2nd Street NE, Red Line Metro to Union Station – exit the metro station and proceed south on Delaware Avenue NE for 3 blocks to Constitution Avenue NE. Turn left. Enter the building at 1st & C Street NE. Please allow extra time for security screening.) This program is scheduled to be webcast.

• **Ford W. Bell**, DVM, President, American Association of Museums, to serve as M.C.

• **Rep. Carolyn Maloney** (D-NY)

• **Rep. Erik Paulsen** (R-MN)

• **Rep. Jan Schakowsky** (D-IL)

• **Rep. Chaka Fattah** (D-PA)

• Additional **Members of Congress** (invited)

• Remarks by **Kris Vehrs**, Executive Director, Association of Zoos & Aquariums
Remarks by D. Stephen Elliott, Director and CEO, Minnesota Historical Society (Board Chair, American Association for State and Local History)
Remarks by Paul B. Redman, Director, Longwood Gardens, Kennett Square, PA (Board President, American Public Gardens Association)
Remarks by Dan Yaeger, Executive Director, New England Museum Association
Remarks by Douglas S. Jones, Ph.D., Director, Florida Museum of Natural History, University of Florida (Past President and Board Member, Florida Association of Museums)
Remarks by Donna K. Sack, Executive Director, Illinois Association of Museums
Remarks by Christine Anagnos, Executive Director, Association of Art Museum Directors
Remarks by Julia Bland, Executive Director, Louisiana Children’s Museum (Board President, Association of Children's Museums)
Remarks by Jim Richerson, President and CEO, Lakeview Museum of Arts & Sciences, Peoria, IL, (President, Association of Midwest Museums)
Remarks by Bonnie W. Styles, Ph.D., Director, Illinois State Museum, Springfield (President, Association of Science Museum Directors)
Remarks by Celeste DeWald, Executive Director, California Association of Museums
Remarks by Jill Koverman, Chief Curator of Collections & Research, McKissick Museum, University of South Carolina, Columbia (Past President, South Carolina Federation of Museums)

9:30am-5:30pm Meetings on Capitol Hill
Meetings have been scheduled for you by AAM.

5:00pm-7:00pm Informal Debrief
(Location: Thunder Grill at Union Station, 50 Massachusetts Ave. NE, Washington, DC, 202-898-0051, Union Station Metro)
This is an informal gathering to report back on how things went on Capitol Hill.

SAVE THE DATE for Museums Advocacy Day 2013!
February 25-26