Museums Advocacy Day 2014
FINAL PROGRAM
(as of 2/28/14)

SUNDAY, FEBRUARY 23

5:30–7 p.m. Welcome Reception—National Geographic Museum (1145 17th Street, NW, Washington, DC)
  • Welcome by Meme Omogbai, Chief Operating Officer, Newark Museum (Chair of the Board, American Alliance of Museums)
  • Welcome by Kathryn Keane, Vice President of Exhibitions, National Geographic Society

MONDAY, FEBRUARY 24

8–9 a.m. Registration and Networking Breakfast—The George Washington University Marvin Center (800 21st Street, NW, 3rd floor, Washington, DC)

9 a.m. Welcome and Orientation (Marvin Center Grand Ballroom)—We’ll set the stage for your participation in Museums Advocacy Day, including what to expect over the next two days and your vital role in influencing the debate on Capitol Hill. Gail Ravnitzky Silberglied, Vice President of Government Relations and Advocacy, American Alliance of Museums; Michael J. Feuer, Dean of the Graduate School of Education and Human Development, The George Washington University

9:15 a.m. What’s at Stake for Museums (Marvin Center Grand Ballroom)—We’ll discuss how museums are perceived on Capitol Hill, the difficult legislative choices facing elected leaders, how the federal government shutdown affected museums and the political forces that will shape the debate in 2014. Ford W. Bell, President, American Alliance of Museums

9:30 a.m. Perfecting Your Elevator Speech (Marvin Center Grand Ballroom)—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. We’ll review the elements of developing and presenting your museum’s most effective elevator speech. You’ll also get a chance to practice yours. Dan Yaeger, Executive Director, New England Museum Association

10 a.m. Federal Agency Briefing (Marvin Center Grand Ballroom)—Hear from federal agency leaders about the state of the federal budget, grant opportunities and other initiatives that support museums. Send us your questions in advance to governmentrelations@aam-us.org.
  • The Honorable Susan Hildreth, Director, Institute of Museum and Library Services
  • Claudia French, Deputy Director for Museums, Institute of Museum and Library Services
  • The Honorable Carole Watson, Acting Chairman, National Endowment for the Humanities
11:15 a.m.  Break

11:30 a.m.  CONCURRENT SESSIONS

Legislative Process Refresher (Marvin Center Grand Ballroom)—Geared toward first-time attendees or anyone just in need of a refresher, this session will explain the role of an advocacy day and prepare you to be successful in visiting Congressional offices. We’ll cover what to expect, how to navigate the day and how to follow up. We’ll also explore the mindset of Congressional staffers and members of Congress, and learn how to use that information to craft the most compelling message.  
Stephanie Vance, Advocacy Guru, Advocacy Associates

Advanced Legislative Process (Marvin Center Room 302) —Designed for those who have previously participated in Museums Advocacy Day, you’ll get the inside scoop on the inner-workings of the Congressional office, including how the big decisions are made and what happens in the Congressional office after your visit. We’ll also discuss some advanced ways to prepare for your meetings, especially if you’ve visited in previous years. Ben Kershaw, Assistant Director for Congressional Relations, American Alliance of Museums

Center for the Future of Museums (Marvin Center Room 301)—Get a guided tour of the future and how the Center for the Future of Museums is helping museums prepare for it. The Center explores cultural, political and economic challenges facing society and monitors cultural, technological, political and economic trends of importance to museums. Learn how to equip your museum to serve its community in the coming decades in this futuristic session. Elizabeth Merritt, Founding Director, Center for the Future of Museums, an initiative of the American Alliance of Museums

12:30–1:30 p.m.  State delegation lunches—Get to know fellow advocates from your state and region, and share intel about your legislators. Seasoned advocates are encouraged to talk about their previous Hill visits to these offices. Through the Museums Advocacy Day mobile app, the Advocate Handbook, or the Alliance’s website at www.aam-us.org/advocacy you can access the legislator directory, issue briefs and the updated legislative record. Following the afternoon issue briefings, your group will re-convene to determine how your group will make its case during each Congressional visit.

- 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 308
- States in the Mid-Atlantic region (DC, DE, MD, NJ, NY, PA)—Marvin Center Room 309
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 301

States in the **New England** region (CT, NH, ME, MA, RI, VT)—Marvin Center Room 302

1:45 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 that museums and other nonprofit organizations will be heard? We’ll explore the mindset of Congressional staffers and members of Congress, and learn the rules of the road for visiting Capitol Hill. *Jason Lee, General Counsel, Association of Fundraising Professionals*

2–3 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.” *Ben Kershaw, Assistant Director for Congressional Relations, American Alliance of Museums; Andy Finch, Director of Policy, Association of Art Museum Directors; John Laughner, Legislative and Communications Manager, Magnet Schools of America*

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. *Sean Smith, Director of Government and Public Relations, Association of Science-Technology Centers (moderator); Kate McClanahan, Director of Federal Affairs, Americans for the Arts; Pam Bowman, Director of Government Relations, Independent Sector; Ellen Riddleberger, Vice President, McAllister & Quinn*

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.

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- States in the **Mid-Atlantic** region (DC, DE, MD, NJ, NY, PA)—Marvin Center Room 309
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- States in the **New England** region (CT, NH, ME, MA, RI, VT)—Marvin Center Room 302
TUESDAY, FEBRUARY 25

8–9:30 a.m. Congressional Kickoff and Breakfast on Capitol Hill—Room B-338-339 Rayburn House Office Building (Independence Avenue and South Capitol Street)—Get inspired and get ready to take our unified message to Congressional offices. Speakers will include:

- Ford W. Bell, President, American Alliance of Museums
- Kevin Russell, Consulting Services Practice Manager, Blackbaud
- Don Wildman, Host, Travel Channel's Mysteries at the Museum
- Keynote address by William Pate, President & CEO of the Atlanta Convention & Visitors Bureau
- Bonnie W. Styles, Director, Illinois State Museum (President, Association of Science Museum Directors)
- Jim Maddy, President & CEO, Association of Zoos and Aquariums
- Jane Werner, Executive Director, Children’s Museum of Pittsburgh (Board Chair, Association of Children’s Museums)
- 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 The George Washington University Marvin Center on Monday.

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 look forward to celebrating our 2014 Congressional Honorees—U.S. Senator Tom Udall (D-NM) and U.S. Representative Michael Grimm (R-NY)—and our Great American Museum Advocates: 8-year-old Spencer Hahn from Indianapolis and 16-year-old Simone Batiste from Oakland, California.

- Welcome by Alliance President Ford W. Bell
- Remarks by Rep. Michael Grimm (R-NY), whose award will be presented by Richard Graves, United States Holocaust Memorial Museum
- Remarks by Sen. Tom Udall (D-NM), whose award will be presented by Tey Marianna Nunn, Director, Museum and Visual Arts Program, National Hispanic Cultural Center
- Remarks by Erica Hahn Cunningham, mother of Great American Museum Advocate, 8-year-old Spencer Hahn, speaking on behalf of The Children’s Museum of Indianapolis
- Remarks by Great American Museum Advocate, 16-year-old Simone Batiste, speaking on behalf of the Chabot Space and Science Center in Oakland, California (Simone will be introduced by Alexander Zwissler, Executive Director/CEO, Chabot Space & Science Center)
- Remarks by Rep. Paul Tonko (D-NY)