Museums Advocacy Day 2015
FINAL PROGRAM

SUNDAY, FEBRUARY 22

2–6 p.m. Registration and Materials Pick Up (Liaison Capitol Hill Hotel, 415 New Jersey Ave. N.W., Washington, DC)

4:30-5:30 p.m. Student Advocates Meeting (National Building Museum Auditorium, 401 F St. N.W., Washington, DC)—We are pleased to host a special gathering of students (along with university representatives) participating in Museums Advocacy Day for the first time. Previous student advocates will share lessons learned, what they would tweak about their approach the second time around and tips for maximizing your participation in Museums Advocacy Day. Featuring former student advocates Megan Bell (currently individual giving coordinator at Americans for the Arts); Lori Kartchner (currently affiliated with the GW Museum/Textile Museum and the White House Historical Association); and Elin Meliska (currently exhibit program coordinator for "Food: Our Global Kitchen" at National Geographic)

5:30–7 p.m. Welcome Reception (National Building Museum 401 F St. N.W., Washington, DC)—Remarks by Chase W. Rynd, director of the National Building Museum, and Ford W. Bell, president, American Alliance of Museums

MONDAY, FEBRUARY 23

8–8:45 a.m. Registration and Networking Breakfast (Liaison Capitol Hill, 415 New Jersey Ave. N.W., Washington, DC)

8:30 a.m. Welcome and Orientation (Liaison Capitol Hill, Metropolitan Ballroom, 415 New Jersey Ave. N.W., Washington, DC) Gail Ravnitzky Silberglied, vice president for government relations and advocacy, American Alliance of Museums; Kevin Russell, consulting services practice manager, Blackbaud

8:45 a.m. The 114th Congress: What’s at Stake for Museums? (Liaison Capitol Hill, Metropolitan 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. Ford W. Bell, president, American Alliance of Museums

9 a.m. The Art of “The Ask” (Liaison Capitol Hill, Metropolitan Ballroom)—A key component of advocacy is “making the ask.” You do it with your visitors, your board members and your funders, and you will soon be
asking your legislators to support the issues we care about. Learn the elements of a good ask, techniques for successfully delivering the ask and strategies for getting the answer you want. We’ll also cover the importance of having an elevator speech, a critical communications tool in advocating for your museum, your community and the museum field. During this session, you’ll get a chance to develop and practice making the ask. Dan Yaeger, executive director, New England Museum Association

9:45 a.m. Break

10 a.m. Federal Agency Briefing (Liaison Capitol Hill, Metropolitan 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 William (Bro) Adams, chairman, National Endowment for the Humanities
- Claudia French, deputy director for museum programs, Institute of Museum and Library Services
- Wendy Clark, director of museums, visual arts and indemnity, National Endowment for the Arts
- Stacy White, cultural programs director, Bureau of Educational and Cultural Affairs, U.S. Department of State
- Joan Ferrini-Mundy, assistant director of the education and human resources directorate, National Science Foundation
- Kippen de Alba Chu, executive director, Iolani Palace (moderator)

11:15 a.m. Break

11:30 a.m. CONCURRENT SESSIONS

Advocacy Day: What’s It All About? (Liaison Capitol Hill, Metropolitan Ballroom)—Our very own “advocacy guru,” Stephanie Vance, will lead this session geared toward first-time attendees or anyone just in need of a refresher. This session will explain the role of an advocacy day, prepare you to be successful in visiting congressional offices and help you navigate Capitol Hill. We’ll cover what to expect, how to approach the day and how to follow up. Stephanie Vance, advocacy guru, Advocacy Associates

Advocacy 201 (Liaison Capitol Hill, The Grid/The Hub Room)—Designed for those who have previously participated in Museums Advocacy Day, the session provides an advanced look at how to prepare for your visits and choose the messages that will appeal best to your legislators. We’ll also discuss the inner workings of a congressional office, how to translate your experience into impactful local advocacy back home and how to use social media to reinforce your presence on Capitol Hill. Ben Kershaw, assistant director for congressional relations, American Alliance of Museums; Ember Farber, assistant director for advocate engagement, American Alliance of Museums

Center for the Future of Museums (Liaison Capitol Hill, The Hill Room)—While advocating for the immediate needs of museums, we need to keep an eye on the long-term future as well. Join us for a
review of the political, social, technological, economic and ecological forces of change shaping the policy landscape of nonprofits. *Elizabeth Merritt, founding director, Center for the Future of Museums, an initiative of the American Alliance of Museums*

12:30–1:15 p.m. **State delegation lunches** (Liaison Capitol Hill, all rooms)—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 aam-us.org/advocacy, you can access the legislator directory, issue briefs and the latest legislative record. Following the afternoon issue briefings, your group will reconvene to determine how your group will make its case during each congressional visit.

- States in the **Midwest** region (IL, IA, IN, MI, MN, MO, OH, WI) and the **Western** region (AK, AZ, CA, HI, ID, NV, OR, UT, WA)—Liaison Capitol Hill, The Grid/The Hub Room
- States in the **Mid-Atlantic** region (DC, DE, MD, NJ, NY, PA) and the **New England** region (CT, NH, ME, MA, RI, VT)—Liaison Capitol Hill, Metropolitan Ballroom
- States in the **Mountain-Plains** region (CO, KS, MT, NE, NM, ND, OK, SD, TX, WY) and the **Southeastern** region (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)—Liaison Capitol Hill, The Hill Room

1:30 p.m. **Capitol Hill Briefing, Part I** (Liaison Capitol Hill, Metropolitan Ballroom)—Get the latest developments on the major policy issues facing museums, including what we are asking for and how to frame the issues, followed by a few examples of how to make the ask. This session is absolutely essential for everyone joining us on Capitol Hill, so we can speak with a unified voice and maximize our impact. *Ben Kershaw, assistant director for congressional relations, American Alliance of Museums; Andy Finch, director of policy, Association of Art Museum Directors; Kate McClanahan, director of federal affairs, Americans for the Arts; Brandon Gryde, director of government affairs, OPERA America and Dance/USA; Kathy Kelsey Foley, director, Leigh Yawkey Woodson Art Museum; and Cliff Vanderpool, director, Panhandle-Plains Historical Museum*

2:30 p.m. **Legislative Lightning Round** (Liaison Capitol Hill, Metropolitan Ballroom)—Not every policy issue affects every museum, but that doesn’t mean they aren’t vital to our cause. Get a quick rundown of the “other” issues that are influencing the museum field and learn how to make your case. *Gail Ravnitzky Silberglieid, vice president for government relations and advocacy, American Alliance of Museums; Esther Mackintosh, president, Federation of State Humanities Councils; Andy Finch, director of policy, Association of Art Museum Directors; Jennifer Keaton, vice president for congressional affairs, Association of Zoos and Aquariums; Elizabeth Hebron, deputy director, National Conference of State Historic Preservation Officers; Brandon Gryde, director of government affairs, OPERA America and Dance/USA*

3 p.m. **Capitol Hill Briefing, Part II: Q&A with former congressional staff** (Liaison Capitol Hill, Metropolitan 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. *Ben Kershaw, assistant director for congressional relations, American...*
Alliance of Museums; Kate McClanahan, director of federal affairs, Americans for the Arts; Jennifer Keaton, vice president for congressional affairs, Association of Zoos and Aquariums; Carly Katz, senior policy associate, The Sheridan Group

3:30 p.m.  **How to Approach Your Capitol Hill Meetings** (Liaison Capitol Hill, Metropolitan Ballroom)—Before you actually divvy up who will deliver which messages, we’ll share a few guiding principles to ensure your meetings go smoothly. We’ll cover how to share the responsibilities in a congressional meeting and how to maximize your effectiveness. We’ll also cover how to approach a meeting with a congressional office if you have a very large group. *Donna Sack, executive director, Association of Midwest Museums*

3:45 p.m.  **Break**

4–5 p.m.  **Prepare and Practice Your Hill Visits** (Liaison Capitol Hill, all rooms)—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, determine who will deliver which messages and practice making your case as a group.

- States in the **Midwest** region (IL, IA, IN, MI, MN, MO, OH, WI) and the **Western** region (AK, AZ, CA, HI, ID, NV, OR, UT, WA)—Liaison Capitol Hill, The Grid/The Hub Room
- States in the **Mid-Atlantic** region (DC, DE, MD, NJ, NY, PA) and the **New England** region (CT, NH, ME, MA, RI, VT)—Liaison Capitol Hill, Metropolitan Ballroom
- States in the **Mountain-Plains** region (CO, KS, MT, NE, NM, ND, OK, SD, TX, WY) and the **Southeastern** region (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)—Liaison Capitol Hill, The Hill Room

**TUESDAY, FEBRUARY 24**

8–9:30 a.m.  **Congressional Kickoff and Breakfast on Capitol Hill** (Room 325, Russell Senate Office Building/Kennedy Caucus Room, Constitution Ave. and 1st St. N.E.)—Get inspired and get ready to take our unified message to Congressional offices. Brief remarks by:

- **Ford W. Bell**, president, American Alliance of Museums
- Past Congressional Honoree **U.S. Senator Jack Reed** (D-RI), introduced by **Pieter Roos**, executive director, Newport Restoration Foundation
- **Jean Toal Eisen**, appropriations staff member for Congressional Honoree **U.S. Senator Barbara Mikulski** (D-MD), introduced by **Mark Edward**, trustee, National Aquarium, and board member of the American Alliance of Museums, joined by advocates from some of Maryland’s finest museums
- **Jim Maddy**, president and chief executive officer, Association of Zoos and Aquariums
- **Bonnie W. Styles**, director, Illinois State Museum (past president, Association of Science Museum Directors)
- **Laura Huerta Migus**, executive director, Association of Children’s Museums
• Jennifer Thomas, executive director, Virginia Association of Museums
• Sarah Beck, program manager, American Public Gardens Association

9:30 a.m.–5:30 p.m. Meetings on Capitol Hill—The Alliance is arranging your Capitol Hill visits for you based on information you provided during registration. Your customized schedule will be available when you check in at the Liaison Capitol Hill Hotel on Sunday afternoon or on Monday morning. Missouri advocates present Congressional Honoree U.S. Senator Roy Blunt (R-MO) with his award during their visit in his office.

5–7 p.m. Congressional Reception (B-339, Rayburn House Office Building)—Following your Capitol Hill visits, gather with fellow advocates and members of Congress and their staff. We look forward to celebrating our 2015 honorees:
• Congressional Honoree U.S. Representative David Price (D-NC), introduced by Emlyn Koster, director, North Carolina Museum of Natural Sciences, Sharon Robinson, president, North Carolina Museums Council
• Great American Museum Advocate Fernando Valles, an Iraq war veteran who has helped to establish a program at the Chicago Botanic Garden to help veterans coping with post-war trauma, introduced by a fellow veteran, The Honorable William (Bro) Adams, chairman, National Endowment for the Humanities, who served in the Army during the Vietnam War.
• Stratton Edwards, staff member for Congressional Honoree U.S. Representative Tom Cole (R-OK), introduced by Brenda Granger, executive director, Oklahoma Museums Association
• Great American Museum Advocate Robert Gray, a retired fire captain from Arlington, Virginia, who was a first responder at the Pentagon on 9/11 and whose fire helmets now reside in the National September 11 Memorial and Museum in New York. Captain Gray will be introduced by Alice Greenwald, director of the National September 11 Memorial and Museum
• Past Congressional Honoree U.S. Representative Paul Tonko (D-NY)

Save the Date for Museums Advocacy Day 2016
February 22-23, 2016
Washington, D.C.