

# Draft Schedule for American Associations Day 2012

## March 14

### Hyatt Regency on Capitol Hill

1:00 – 2:00 PM

Advocacy 101: The Basics

How early should you arrive at a Hill meeting? Are there certain discussions you can't have during a Hill visit? What is the best and easiest way to make my meeting a success? Our expert panel will walk you through the basics of holding a successful Hill meeting, as well as telling you what to expect when you walk into a Congressional office.

The Panel:

Cherilyn T. Cepriano JD (Executive Director, the Kidney Care Council)

Ericka Cage JD (former Legislative Assistant, Rep. Tom Perriello)

Nathan Smith (Associate Director of Government Relations, ATSSA)

David Thompson (VP of Public Policy, National Council of Nonprofits)

2:00 – 2:15 PM

Welcome Remarks

Welcome to American Associations Day 2012! Some special VIPs will welcome you and share why they think this is an important event.

John H. Graham IV, CAE (President & CEO, ASAE)

Janegale Boyd (Chair, 2011-2012 ASAE Public Policy Committee)

2:15 – 3:00 PM

Advocacy 201: Social Media

Another Twitter discussion? Not quite. Our presenters will give an in-depth, informative discussion of how ASAE will be using social media during American Associations Day, as well as how these strategies transfer to the Power of A campaign and your own advocacy strategies. Know Facebook, love FourSquare, but don't know how to Tweet? This is a session for veterans and newbies, and our veteran presenters will be available after the session to answer more questions.

The Panel:

Mandy Stahl (Community Manager, ASAE)

Stefanie Reeves MA, CAE (Sr. Leg. & Federal Affairs Officer, APA)

Susan Urbanczyk, CAE (Director of Marketing & Communications, Assn Forum of Chicagoland)

3:15 – 3:30 PM

Welcome Remarks 2

Want to learn more about how to get involved in ASAE? Inspired by today and want to ensure that ASAE can continue its work on Capitol Hill? Listen as 2011-2012 APAC Chair Tom Quattlebaum explains how attendees can become more involved in ASAE.

Tom Quattlebaum, CAE (2011-2012 ASAE PAC Chair)

3:30 – 4:30 PM

Advocacy 301: The Issues and How to Discuss Them

You know how to hold a successful meeting and you know how to share your meetings on social media. Now it's time for the heart of the matter: what you will be discussing on March 15 and how to discuss it. Join our volunteer leaders and staff as they walk through important association management issues and how to discuss them during your visits.

Jim Clarke, CAE (Senior Vice President of Public Policy, ASAE)

4:30 – 5:00 PM

State group get-togethers

You have the information, now it's time to plan strategy. Meet up with your state's attendees to discuss your meeting schedule for the next day and meet each other maybe for the first time!

5:00 – 7:00 PM

American Associations Day Reception  
ASAE Sentinel Award Presentation to the Honorable Jim Moran

Meet and greet your fellow attendees, DC area association CEOs, and the VIPs of the association community as you overlook the U.S. Capitol. Sponsored by the ASAE Board of Directors, this reception is the best place to network with association pros and join ASAE in honoring Rep. Jim Moran (VA-8) with the 2012 Sentinel Award.

## March 15

8:00 AM – 5:00 PM

Visit your members of Congress on Capitol Hill and share the Power of A message.

12:00 – 2:00 PM

American Associations Day Congressional Lunch  
Rayburn B-340

Take a break from your meetings and grab a sandwich and a drink! ASAE will hold a stand-up luncheon in a Capitol Hill reception room for attendees to take a breath and eat. Or, invite staff members of your state's Congressional delegation to stop by, grab a sandwich with you, and talk about your association.