ASH Advocacy Leadership Institute
October 1-2, 2014

ASH Headquarters Conference Center
2021 L Street NW, 10th floor
Washington, DC 20036
(202) 776-0544
AGENDA

Fourth Annual
ASH Advocacy Leadership Institute
October 1-2, 2014
ASH Headquarters Conference Center
2021 L Street NW, 10th floor
Washington, DC 20036

Objectives:

- Participants will gain an understanding of how the federal legislative and regulatory processes work;
- Participants will learn about ASH’s position on key policy issues;
- Participants will learn how to become effective advocates for hematology and will demonstrate new skills during visits with their congressional delegation;
- Participants will learn how ASH is involved in policy development;
- Participants will learn what opportunities are available through ASH to get involved in advocacy and other Society activities.

Wednesday, October 1, 2014

8:00 a.m.      Breakfast Available

8:30 a.m.      Welcome and Introductory Remarks
                Alan Lichtin, MD
                Chair, 2014 ASH Advocacy Leadership Institute

                Introductions
                ASH Advocacy Leadership Institute Participants

                Overview of Workshop Objectives
                Alan Lichtin, MD

9:00 a.m.      How a Bill Becomes a Law and What Happens Next
                Suzanne Leous, MPA
                ASH Director of Government Relations, Practice and Scientific Affairs
9:30 a.m.  Federal Budget 101, the National Debt Debate and the Impact on Health Funding
David Reich
Senior Policy Consultant
Center on Budget and Policy Priorities

Emily Holubowich, MPP
Executive Director, Coalition for Health Funding
Co-Chair, NDD United
Senior Vice President, Cavarocchi Ruscio Dennis Associates

11:00 a.m.  NIH Perspective: Outlook for Hematology Research Funding and Workforce
Dr. Sally Rockey
Deputy Director for Extramural Research
National Institutes of Health (NIH)

12:30 p.m.  BREAK/Lunch Available

1:00 p.m.  Overview of ASH Programs, Activities, and Opportunities and How You Can Get Involved
Martha Liggett, Esq.
ASH Executive Director

Matthew Gertzog, MBA, CAE
ASH Deputy Executive Director

- ASH Abstract Review Process
  Joanna Robertson
  ASH Annual Meeting Publications Manager

- ASH Clinical News Magazine
  Karen Learner
  ASH Communications Manager, Publications
  Managing Editor, ASH Clinical News

- ASH Education, Training, and Quality Programs
  Charles Clayton
  ASH Senior Director, Education, Training, and Quality
  Julie Orlando-Castro
  ASH Director of Education
  Cara Molinari
  ASH Director of Training
  Robert Plovnick, MD, MS
  ASH Director of Quality Improvement Programs
• ASH Fundraising, Awards, and Diversity Programs
  Patricia Frustace
  ASH Director of Development

• ASH Image Bank
  Deborah Christian
  ASH Publications Manager

• ASH International Programs
  Chase Willett
  ASH International Programs Specialist
  Michelle Lara
  ASH International Programs Specialist

• ASH Practice Programs & Resources
  Brian Whitman
  ASH Senior Manager for Policy and Practice

• ASH Advocacy
  Suzanne Leous, MPA
  Tracy Roades
  ASH Legislative Advocacy Manager
  o Perspective of Previous ALI Graduate
  ▪ Rachel Cook, MD, MS (2011 ALI Graduate)

2:00 p.m.  BREAK

2:15 p.m.  Congressional and Agency Staff Perspective: What It’s Really Like to Work on Capitol Hill and the Federal Agencies and Why Advocacy Matters
  Brett Baker
  Professional Staff
  House Committee on Ways & Means
  Ronald Kline, MD
  Robert Wood Johnson Foundation Health Policy Fellow (2013-14)
  Current: Center for Medicare and Medicaid Innovation (CMMI)
  Former: Office of Senator Ron Wyden (D-OR)

3:00 p.m.  Role of Media in Advocacy
  • ASH’s Role in Getting the Message Out
    Andrea Slesinski
    ASH Communications Manager

  • Role of Social Media and Taking Advocacy Back Home
    Jodie Curtis
    Executive Vice President
    The District Policy Group
Erin Will Morton  
Senior Policy and Advocacy Advisor  
The District Policy Group

4:00 p.m.  BREAK/Group Photo  
4:15 p.m.  Workshop Session: Tools for Capitol Hill Visits  
Suzanne Leous, MPA  
Ellen Riker  
- General Tips for Capitol Hill Visits  
- Review of Issues and Talking Points  
- Discussion of Fact Sheets  
- Role-Playing for Capitol Hill Visits  

5:30 p.m.  Adjourn

Thursday, October 2, 2014

7:30 a.m.  Breakfast Available  
7:45 a.m.  Capitol Hill Visits/Strategy Review  
- Overview, Logistics, and Schedule  
  ASH Staff  
8:15 a.m.  Travel to Capitol Hill  
9:00 a.m. – 4:00 p.m.  Congressional Visits  
Each participant will visit his/her Representative and Senators as scheduled and will leave ASH fact sheets with the Member of Congress or staff person.  
5:00 p.m.  Departure

Follow-Up:
- Each participant will participate in an ASH advocacy campaign and will successfully encourage at least two colleagues to participate.  
- Participants will be recognized at the Grassroots Network Lunch on Saturday, December 6, 2014 at the 56th ASH Annual Meeting and Exposition in San Francisco, CA.
2014 ASH ADVOCACY LEADERSHIP INSTITUTE PARTICIPANTS

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