ASH Advocacy Leadership Institute
September 12-13, 2012
ASH Headquarters Conference Center
2021 L St. N.W., 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, September 12, 2012

8:00 a.m.  Breakfast Available

8:30 – 9:00  Welcome and Introductory Remarks  
Roy Silverstein, MD  
Overview of Workshop Objectives and Meeting Materials  
Roy Silverstein, MD

9:00 – 9:30  Overview of the Appropriations Process: How Does the NIH Get Funded?  
Suzy Leous, MPA  
Mila Becker, Esq.
9:30 – 9:45  A Day in the Life of a Capitol Hill Staffer
Erik Fatemi, majority clerk for the Senate Appropriations Subcommittee on Labor, Health and Human Services, Education, and Related Agencies, Office of U.S. Senator Tom Harkin (D-IA)

Sheila Grant, Legislative Assistant, Office of U.S. Congressman John Carney (D-DE)

9:45 – 10:00  Question and Answer Session with Erik and Sheila

10:00 – 10:15  Break

10:15 – 10:45  National Debt Debate and Impact on Health Funding
Emily J. Holubowich, MPP, Executive Director, Coalition for Health Funding

10:45 – 11:15  ASH Response to NIH Budget Cuts
Mila Becker, Esq.

11:20 a.m. – 12:45 p.m.
Moderator: Matthew Gertzog, MBA

- Roy Silverstein, MD
  **Perspective from former Committee on Government Affairs Chair, former The Hematologist Editor-in-Chief, 2012 Scientific Program co-Chair, Scientific Committee member, etc, etc.**
- Joseph Mikhail, MD
  **Perspective from CRTI Oversight Committee member, Development Committee member, The Hematology Book Editor, etc, etc.**
- Manali Patel, MD, MPH
  **2011 ALI Graduate perspective**

12:30 – 12:45  How to Get Involved in ASH
Matthew Gertzog, MBA

- ASH Advocacy (**Mila Becker, Esq.**)
- ASH Academy Update and Call for Beta Testers (**Charles Clayton and Karen Kayoumi**)
- ASH Fundraising, Awards and Diversity Programs (**Patricia Frustace**)
American Society of Hematology
Advocacy Leadership Institute

- ASH in the News – a Look at ASH’s Media Relations Efforts
  *(Jenifer Hamilton and Andrea Slesinski)*
- The ASH Image Bank *(Deborah Christian)*
- Increased Visibility for the *Blood* Journal *(Nina Hoffman)*
- ASH International Programs *(Chase Willett)*

12:45 – 1:00  Break

1:00 – 2:45  **Workshop Session: Tools for Capitol Hill Visits**
*Mila Becker, Esq.*
*Ellen Riker*

- General tips for Capitol Hill visits
- Review of talking points
- Discussion of personalized NIH funding fact sheets
- Role-playing for Capitol Hill visits

2:45 – 3:00  Break

3:00 p.m.  **The Congressional Perspective: Why Advocacy Matters in Health Policy on Capitol Hill**
*Hon. John E. Porter, Research!America, Hogan Lovells US LLP*

3:30 – 3:45  Question and Answer Session with Mr. Porter

4:00 – 4:30  **NIH Perspective: Outlook for Hematology Research Funding and Workforce**
*Susan Shurin, MD, Deputy Director of the National Heart, Lung, and Blood Institute (NHLBI), National Institutes of Health*

4:30 – 4:45  Question and Answer Session with Dr. Shurin

5:00 p.m.  Adjourn

6:00 p.m.  **Dinner**
*Kellari Taverna, 1700 K St. NW* *(http://www.kellaridc.com/)*
Thursday, September 13, 2011

8:00 a.m.    Breakfast Available

8:30    Group Meeting with Kyle Brown, PhD, Legislative Assistant for Health and Education at the Office of Sen. Frank R. Lautenberg (D-NJ)

9:00    Travel to Capitol Hill

9:30 a.m. – 4:00 p.m.    Congressional Visits

Each participant will visit his/her Representative and Senators as scheduled. Participants will leave personalized fact sheets with the Member of Congress or staff person, and complete a congressional evaluation form after each meeting.

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.

- There will be a graduation ceremony for participants at the Grassroots Network Lunch on Saturday, December 8, 2012 at the International Ballroom D of the Omni Hotel at CNN Center at the ASH Annual Meeting in Atlanta, GA.