ASH Advocacy Leadership Institute
October 22-23, 2013

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

Third Annual
ASH Advocacy Leadership Institute
October 22-23, 2013
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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 about the role of media in policy development and engage in media training to develop skills to use in future interactions with the media;
- 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.

Tuesday, October 22, 2013

8:00 a.m. Breakfast Available

8:30 a.m. Welcome and Introductory Remarks
Alan Lichtin, MD
Chair, 2013 ASH Advocacy Leadership Institute

Overview of Workshop Objectives
Alan Lichtin, MD

9:00 a.m. Overview of the Budget and Appropriations Process
- How the Appropriations Process Should Work
Suzanne Leous, MPA
ASH Director of Government Relations, Practice and Scientific Affairs
National Debt Debate and Impact on Health Funding
Emily Holubowich, MPP
Executive Director, Coalition for Health Funding
Co-Chair, NDD United
Senior Vice President, Cavarocchi Ruscio Dennis Associates

10:15 a.m.  Federal Entitlement Programs

- Medicare Physician Payment
  Ellen Riker
  ASH Consultant
  Senior Vice President, Cavarocchi Ruscio Dennis Associates

- Implementation of the Affordable Care Act
  Johanna Gray, MPA
  Vice President, Cavarocchi Ruscio Dennis Associates

11:30 a.m.  BREAK – Lunch Available

11:45 a.m.  Working Lunch: Overview of ASH Programs, Activities, and Opportunities and How You Can Get Involved
Matthew Gertzog, MBA, CAE
ASH Deputy Executive Director

- ASH Academy (Charles Clayton and Karen Kayoumi)
- ASH Fundraising, Awards, and Diversity Programs (Patricia Frustace)
- ASH Image Bank (Deborah Christian)
- ASH International Programs (Chase Willett)
- ASH Practice Programs & Resources (Stephanie Kaplan)
- ASH Advocacy (Suzanne Leous, MPA)
  - Perspective of Previous ALI Graduates
    - Jonathan Hoggatt, PhD (2011 ALI Graduate)
    - Lawrence S. Lamb, Jr., PhD (2012 ALI Graduate)

12:45 p.m.  BREAK

1:00 p.m.  Workshop Session: Media Training
Jennifer Hamilton, CAE
ASH Director of Communications
Andrea Slesinski
ASH Communications Manager
Mark Senak, Esq.
Senior Vice President & Partner, FleishmanHillard

- ASH In the News – A Look at ASH’s Media Relations Efforts
- Role of the Media in Advocacy and Policy Development
- General Media/Interviewing Tips
- Role Playing
3:30 p.m.   BREAK
3:45 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

**Wednesday, October 23, 2013**

7:30 a.m.   Breakfast Available

8:00 a.m.   NIH Perspective: Outlook for Hematology Research Funding and Workforce  
* Susan Shurin, MD  
  Deputy Director, National Heart, Lung, and Blood Institute (NHLBI)

9:00 a.m.   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 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 7, 2013 at the [55th ASH Annual Meeting and Exposition](#) in New Orleans, LA.