



**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 <i>Roy Silverstein, MD</i> Overview of Workshop Objectives and Meeting Materials <i>Roy Silverstein, MD</i>
9:00 – 9:30	Overview of the Appropriations Process: How Does the NIH Get Funded? <i>Suzy Leous, MPA</i> <i>Mila Becker, Esq.</i>



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.**

Working Lunch

11:30 – 12:30

Panel Discussion: Confessions of an ASH Volunteer – How I Got Involved, Why I Stayed Involved, and Why You Should Too

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 Mikhael, 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*)



- 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. – Congressional Visits

4:00 p.m.

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.