

American Society of Hematology
Advocacy Leadership Institute



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

Ellen Riker
ASH Consultant
Senior Vice President, Cavarocchi Ruscio Dennis Associates

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
 - 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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