



AMERICAN  ASSOCIATION OF MUSEUMS

Museums Advocacy Day

March 22–23, 2010 • Washington, DC

www.speakupformuseums.org

DRAFT PROGRAM 2010

*****Please note that ALL items on this schedule are subject to change.*****

SUNDAY, MARCH 21, 2010

- 5:00 p.m. – 7:00 p.m.** EMP Reception – all Museums Advocacy Day participants are welcome!
Dumbarton House
2715 Q Street, NW, Washington, DC 20007
(Metro: Dupont Circle – exit at Q Street North and go 6 blocks west on Q St.)
Volunteers and staff will be conducting tours, and light refreshments served.
Please RSVP to emergingprofessionals@aam-us.org by March 19.

MONDAY, MARCH 22, 2010

- 8:00 a.m. – 9:00 a.m.** **Registration and Continental Breakfast**
National Building Museum Great Hall
401 F Street NW, Washington, DC
(Metro: Judiciary Square)

*******THIS IS WHERE YOU WILL RECEIVE INFORMATION ABOUT YOUR HILL VISITS FOR TUESDAY*******

- 9:00 a.m. – 9:10 a.m.** **Opening Remarks**
- **Ford W. Bell**, President of the American Association of Museums
- 9:10 a.m. – 9:15 a.m.** **Welcome to the National Building Museum**
- **Scott Kratz**, Vice President for Education, National Building Museum
- 9:15 a.m. – 10:00 a.m.** **The Landscape of Federal Funding for Museums**
- **Gail Ravnitzky Silberglied**, Director of Government Relations, American Association of Museums
 - **Sean Smith**, Director of Government and Public Relations, Association of Science-Technology Centers
 - **Jessica Jones Irons**, Executive Director, National Humanities Alliance
 - **Erik Hein**, President, Preservation Action
 - **Andy Finch**, Co-Director of Government Affairs, Association of Art Museum Directors



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10:00 a.m. – 10:20 a.m. Update from IMLS

- **Marsha Semmel**, Acting Director, Institute of Museum and Library Services (also Deputy Director for Museum Services and Director for Strategic Partnerships)

10:20 a.m. – 10:45 a.m. Update from the Department of Education

- _____, Office of Planning, Evaluation and Policy Development, Department of Education *[TBA]*

10:45 a.m. – 11:00 a.m. Coffee Break

11:00 a.m. – 11:45 a.m. Advocacy In-Depth – Working with Congressional Staff

- **Brenda Raney**, Director of Government Relations, Science Museum of Minnesota (moderator)
- **Kathy Kelsey Foley**, Director, Woodson Art Museum
- **Mary Ellen Pelzer**, President and CEO, South Street Seaport Museum

11:45 a.m. – 12:30 p.m. Using the Working Lunch Wisely - Capitol Hill Schedules, Advocate Materials, and Hill Visit Preparation

- **Stephanie Vance**, “Advocacy Guru,” Advocacy Associates

12:30 p.m. – 2:00 p.m. Networking Lunch for states to coordinate Hill visits

2:00 p.m. – 3:15 p.m. ROLE PLAY: Full-fledged Practice Hill Visits (what to expect!)

- **Stephanie Vance**, Moderator
 - Visit #1
 - Visit #2
 - Group Discussion and Review – Lessons Learned

3:15 p.m. – 3:30 p.m. Coffee Break



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3:30 p.m. – 4:30 p.m. CONCURRENT Breakout sessions – Choose a Topic and Learn More

- **Charitable Giving and other Nonprofit Issues**
 - **Andy Finch**, Co-Director of Government Relations, Association of Art Museum Directors (moderator)
 - **David Thompson**, Vice President of Public Policy, National Council of Nonprofits
 - **Jason Lee**, Director, Government Relations, Association of Fundraising Professionals

- **The Role of Museums in Elementary and Secondary Education Act Reauthorization**
 - **Carla J. Myers**, Assistant Director of Government Relations, American Association of Museums (moderator)
 - **Gladstone Payton**, Associate Director of Federal Affairs, Americans for the Arts
 - **Carol B. Stapp**, Ph.D., Director, Museum Education Program, The George Washington University

- **Congress 101**
 - **Ember Farber**, Federal Policy Representative and Grassroots Manager, American Association of Museums (moderator)
 - **Kate Schureman**, Vice President of Administration and Government Relations, Lakeview Museum of Arts and Sciences
 - **Suzanne Day**, Director of Federal Relations, Harvard University



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MONDAY, MARCH 22, 2010 – EVENING EVENT

6:00 p.m. – 7:30 p.m. Congressional Reception at the U.S. Botanic Garden

100 Maryland Ave, SW (Metro: Federal Center SW)

NOTE: Transportation on your own

Program to begin at 6:30 p.m.:

- **Welcome by Ford W. Bell**, President, American Association of Museums
- Welcoming Remarks by **Holly Shimizu**, Executive Director, United States Botanic Garden
- **HONOREES:**
 - **Rep. Betty McCollum** (D-MN), introduced by **Lin Nelson-Mayson**, Director, Goldstein Museum of Design
 - **Rep. Louise Slaughter** (D-NY), introduced by **Kate Bennett**, President, Rochester Museum & Science Center
 - **Rep. Todd Platts** (R-PA), introduced by ____, award accepted by ____ (*Rep. Platts is not able to accept the award in person on 3/22, but his Chief of Staff will accept on his behalf*)
 - **Sen. Lamar Alexander** (R-TN), (*Sen. Alexander is not able to accept the award in person on 3/22, but will be presented his award during his visit with constituents on 3/23*)
 - **Sen. Jack Reed** (D-RI) (*Sen. Reed is not able to accept the award in person on 3/22, but will be presented his award during his visit with constituents on 3/23*)
 - **Rep. Paul Tonko** (D-NY), (*Rep. Tonko is not able to accept the award in person on 3/22, but will be presented his award during his visit with constituents on 3/23*)



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TUESDAY, MARCH 23, 2010

8:00 a.m. – 9:30 a.m. **Congressional Kickoff and Continental Breakfast on Capitol Hill
Russell Senate Office Building
Russell Caucus Room**
Located at the corner of Constitution and Delaware Ave., NE
(Metro: Union Station)
NOTE: Please leave a LOT of extra time for security screening

Program to begin at 8:15 a.m.:

- AAM President **Ford Bell** to serve as M.C.
- Keynote Address by **Senator Richard Durbin** (D-IL), introduced by **Karen Witter**, Associate Director, Illinois State Museum and Immediate Past President, Association of Midwest Museums
- Remarks by **Janet Landay**, Executive Director, Association of Art Museum Directors
- Remarks by **Terry Davis**, President & CEO, American Association for State and Local History
- Remarks by **Janet Rice Elman**, Executive Director, Association of Children's Museums
- Remarks by Members of Congress [*INVITED*]

10:00 a.m. – 5:00 p.m. **Hill visits**

Your individual schedule of meetings – that AAM has arranged – will be available on Monday morning, March 22, between 7:30 a.m. to 9:00 a.m., during registration at the National Building Museum

5:00 p.m. – 7:00 p.m. **Informal Debriefing (Optional)**

America Restaurant (inside Union Station)

Unwind after a long day of being a Citizen Lobbyist and connect with other advocates to compare notes on how things went.

For more information, please contact American Association of Museums' Government Relations at 202-289-1818 or visit us online at www.speakupformuseums.org.