

**American Associations Day 2017**  
**March 15-16, 2017**  
Your Schedule of Classes

## **March 15**

### **Hyatt Regency on Capitol Hill**

- 12:00 – 1:00 PM      Registration and State group get-togethers
- Arrive and register for the day. Meet up with your state’s attendees to discuss your meeting schedule for the next day, and perhaps meet for the first time!
- 1:00 – 1:20 PM      Welcome Remarks
- Welcome to American Associations Day 2017! Hear from leaders in the association community share why they think this is such an important event.
- John H. Graham IV, FASAE, CAE  
President & CEO  
ASAE: The Center for Association Leadership
- Scott D. Wiley, FASAE, CAE  
Chair, 2016-2017 ASAE Board of Directors  
President and CEO  
The Ohio Society of CPAs
- Danielle Staudt  
Chair, 2016-2017 ASAE Public Policy Committee  
Executive Director  
Population Association of America
- 1:20 – 2:00 PM      Advocacy 101: Brad Fitch, President & CEO of the Congressional Management Foundation will speak on the challenge of advocacy. Get an insider view and the latest research on how to make your meeting a success.
- Brad Fitch  
President and CEO  
Congressional Management Foundation
- 2:00 – 2:15 PM      Break/ State Group Planning Period
- 2:15 – 3:15 PM      Hill Meetings: Using the Power of A Message
- You’ve heard us talk about the Power of A message. How can it help you tomorrow and in your own association? Listen to a knowledgeable panel explain how to tell your story and make the Power of A message work for you.

Learn from the experts by watching a simulation of two different versions of meetings on Capitol Hill.

Paul Pomerantz, FASAE, CAE  
Chair, 2016-2017 ASAE Power of A Committee  
CEO  
American Society of Anesthesiologists

3:15 – 4:30 PM Public Policy: Issues that Affect Associations

Now it's time for the heart of the matter: what you will be discussing on March 16 and how to discuss it. Join our staff as they walk through important association management issues and how to discuss them during your visits.

4:30 – 4:45 PM Final Send Off - Jim Clarke, CAE will answer final questions about meetings on the Hill and logistics for the next day.

5:00 – 7:00 PM American Associations Day Reception  
Thornton Room

Meet and greet your fellow attendees, the ASAE Board of Directors, DC area association CEOs, and the VIPs of the association community as you overlook the U.S. Capitol. This reception is the best place to network with association pros.

Join us as we honor a Member of Congress with the Sentinel Award for support of associations on Capitol Hill.

## March 16

8:00 AM – 5:00 PM Visit your members of Congress on Capitol Hill and share the Power of A message.

Our success at American Associations Day ultimately comes down to the visits we make to congressional offices to share our collective message with the Hill. Join meetings in small state groups and tell your story. Share how your association is driving the economy and improving society in your community. These visits make it much more likely that our elected officials will stand up for us when we need them most!

12:00 – 2:00 PM American Associations Day Congressional Lunch  
2044 Rayburn House Office Building

Take a break from your meetings and grab a sandwich and a drink! ASAE will hold a stand-up luncheon in room B-339 of the Rayburn House Office Building reception room for attendees to take a breath and eat. Or, invite staff members of your state's Congressional delegation to stop by, grab a sandwich with you, and talk about your association.