American Associations Day 2020  
March 19-20, 2020  
Your Schedule of Classes

March 19  
Hyatt Regency on Capitol Hill

12:30 – 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 – 1:10 PM  Welcome Remarks  
Welcome to American Associations Day 2020! Hear share why they think this is such an important event.

Mary Kate Cunningham, CAE  
Vice President, Public Policy  
ASAE: The Center for Association Leadership

1:10 – 1:35 PM  Advocacy 101: Listen to Scott Wiley, FASAE, CAE, Chair, 2019-2020 Public Policy Committee and President & CEO of The Ohio Society of CPAs, speak on the challenge of advocacy, how tax reform exemplified how a challenging issue can unite the association community, and how to make the best impact during your meetings on Capitol Hill.

1:35 – 2:30 PM  Public Policy: Issues that Affect Associations  
Now it’s time for the heart of the matter: what you will be discussing on March 20 and how to discuss it. Join our staff and policy leaders as they walk through important association management issues and how to discuss them during your visits.

Jeff Evans  
Associate Director, Public Policy  
ASAE: The Center for Association Leadership

Denise Roosendaal, CAE  
Executive Director  
Institute for Credentialing Excellence

Craig J. Saperstein  
Partner  
Pillsbury Winthrop Shaw Pittman LLP

Christopher Vest, CAE  
Director, Public Policy  
ASAE: The Center for Association Leadership
2:30 – 2:40 PM    ASAE Leadership Welcome

Susan Robertson, CAE
Interim President & CEO
ASAE: The Center for Association Leadership

Pat Blake, FASAE, CAE
Chair, ASAE Board of Directors
Chief Executive Officer
Heart Rhythm Society

2:40 – 3:00 PM    Break/ State Group Planning Period

3:00 – 3:45 PM    The Power of Associations and Civil Discourse

Finding a common purpose with others is a hallmark of associations, a community of leaders practiced in the art of civil discourse. Associations have their roots in America’s founding, and over time, we have perfected the art of working together so that industries, professions, and individuals can succeed to their fullest. This session will discuss ASAE’s Civil Discourse initiative, the Congressional Civility and Respect Caucus, and how associations can make an impact.

Arlene A. Pietranton, PhD, CAE, FASAE
CEO
American Speech-Language-Hearing Association

Nick Bush
Deputy Chief of Staff
Rep. Steve Stivers (R-OH-15)

3:45 – 4:15 PM    Hill Meetings: The Secret to Success

From logistics to how to engage with Congressional staff to get your message across, this session will feature review how to have a success meeting on Capitol Hill.

Jeff Evans
Associate Director, Public Policy
ASAE: The Center for Association Leadership

Amaia Stecker
Managing Partner
Pilar and Co

4:15 – 4:30 PM    Final Send Off – Nathan Fisher, Manager, Public Policy and APAC 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 Andrew Grossman, Chief Tax Counsel, House Ways and Means Majority, with the Sentinel Award.

March 20

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 2044 of the Rayburn House Office Building, 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.