



Seventh Annual  
ASH Advocacy Leadership Institute  
September 27-28, 2017

ASH Headquarters Conference Center

will gain an understanding of how the federal legislative and regulatory processes work;

- x PDUWLF L S D Q W V Z L O O O H D U Q D E R X W \$ 6 + ¶ V S R V L W L R Q R
- x Participants will learn how to become effective advocates for hematology and will demonstrate new skills during visits with their congressional delegation;
- x Participants will learn how ASH is involved in policy development;
- x Participants will learn what opportunities are available through ASH to get involved in advocacy and other Society activities.

Wednesday, September 27, 2017

- 7:30 a.m. Breakfast Available
- 8:00 a.m. Welcome and Introductory Remarks  
Alan Rosmarin, MD  
Chair, 2017 ASH Advocacy Leadership Institute  
  
Introductions  
ASH Advocacy Leadership Institute Participants  
  
Overview of Workshop Objectives  
Alan Rosmarin, MD
- 8:15 a.m. Legislative Process: How a Bill Becomes a Law  
Suzanne Leous, MPA  
ASH Director of Government Relations and Practice
- 8:30 a.m. Federal Budget and Appropriations Process  
Tannaz Rasouli  
Senior Director, Public Policy & Strategic Outreach, Association of American Medical Colleges (AAMC)

- 9:15 a.m. Why Advocacy Is Important to Science and Medicine  
Benjamin Corb  
Director of Public Affairs, American Society for Biochemistry and Molecular Biology (ASBMB)  
Jennifer Zeitzer  
Director of Legislative Relations and Deputy Director of Public Affairs  
Federation of American Societies for Experimental Biology (FASEB)
- 10:00 a.m. BREAK
- 10:15 a.m. Hill Day Issue #1: NIH Hematology  
Tracy Roades  
ASH Legislative Advocacy Manager
- 10:30 a.m. Being an Effective Advocate and Telling Your Story  
Cliff Johnson  
Practice Leader, National Journal Leadership Council
- 11:15 a.m. Breakout Session: Crafting Your Story NIH Funding  
x Participants will break into groups to work on crafting stories and talking points about the importance of NIH funding to use in congressional meetings
- 12:15 p.m. Get Involved in ASH: Overview of ASH Programs, Activities, and Opportunities  
Matthew Gertzog, MBA, CAE  
ASH Deputy Executive Director
- 12:30 p.m. LUNCH
- 1:15 p.m. : How Advocacy Helps Hematology  
Researchers, Clinicians, and Patients  
x Drug Access Legislation  
Leslie Brady, MPH  
ASH Policy and Practice Manager  
Foster Curry  
ASH Government Relations Coordinator  
x Affordable Care Act (ACA) Repeal and Replacement  
Ellen Riker  
ASH Consultant  
Senior Vice President, Cavarocchi Ruscio Dennis Associates  
x Physician Reimbursement Issues  
Suzanne Leou, MPA  
x Sickle Cell Disease  
Stephanie Kaplan  
ASH Senior Manager for Government Relations and Public Health  
LaTasha Lee, PhD, MPH  
ASH Manager of Sickle Cell Disease Policy and Programs
- 2:00 p.m. Hill Day Issue #2: Federal Legislation Related to Sickle Cell Disease  
Ellen Riker

- 2:45 p.m. Breakout Session: Crafting Your Story Sickle Cell Disease
  - x Participants will break into groups to work on crafting stories and talking points about sickle cell disease to use in congressional meetings.
- 3:30 p.m. BREAK
- 3:45 p.m. Tools for Capitol Hill Visits  
Suzanne Leous, MPA  
Ellen Riker
- 4:15 p.m. Role of ASH Communications in Getting the Advocacy Message Out  
Stephen Fitzmaurice  
ASH Communications Specialist
- 4:30 p.m. ASH Hill  
Catherine Zander, PhD  
2017-2018 ASH Congressional Fellow
- 5:15 p.m. Adjourn

Thursday, September 28, 2017

- 7:30 a.m. Breakfast Available
- 8:00 a.m. Capitol Hill Visits/Strategy Review  
ASH Staff
  - x Review of Previous Day
  - x Review of Hill Day Issues and Talking Points
  - x : K D W ¶ V + D S S H Q L Q J R Q & D S L W R O + L O
  - x Hill Day Group BreakOut
    - o Discuss who in group will lead each meeting
    - o Practice telling stories developed previous day
    - o Review congressional member bios
- 10:00 a.m. Travel to Capitol Hill
- 10:30 a.m. Congressional Visits
- 4:00 p.m.
  - x 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:

- x Each participant will participate in an [ASH advocacy campaign](#) and will successfully encourage at least two colleagues to participate.
- x Participants will be recognized at the Grassroots Network Luncheon Saturday, December 9, 2017 at the [15th ASH Annual Meeting and Exposition](#) in Atlanta, GA.