



Briefing Day Schedule

May 7, 2018

Master of Ceremonies: Kent Oliver, Chair, Committee on Legislation

- 8:00-9:00 a.m. **Continental Breakfast and Check-In**
State coordinators pick up and distribute bags and folders to all participants.
- 9:00-9:10 a.m. **Welcome and Announcements**
James Neal - President, American Library Association
Mary Ghikas - Executive Director, American Library Association
- 9:10 – 10:30 a.m. **Issue Briefing**
A discussion of this year's most pressing legislative issues.
Kathi Kromer, Associate Executive Director, ALA Washington Office
Kevin Maher, Deputy Director, ALA Washington Office
Aissa Canchola, Director, Penn Hill Group
Marijke Visser, Associate Director and Senior Policy Advocate, ALA Washington Office
Ellen Satterwhite, Vice President, Glen Echo Group
- 10:30 -10:45 a.m. **Break**
- 10:45 -11:45 a.m. **"How to Hug a Porcupine: Relationship Building with Lawmakers and Why It's Important"**
Participants will learn: who Members of Congress and state legislators listen to; what congressional staffers believe are the most effective communications tactics for influencing undecided Members of Congress; and how to conduct effective in-person meetings and influence legislators at town hall meetings, as well as effective advocacy in the state/district.
Brad Fitch, President and CEO, Congressional Management Foundation
- 11:45-12:30 p.m. **State Delegation Meetings**
Find your state delegation to discuss strategies for Hill meetings. Make sure you know where to meet your delegation on Tuesday, and what role each person will play in the meetings.
- 12:30 - 2:00 p.m. **Lunch (on your own)**



2:00 – 2:40 p.m.

Mock Meeting – Tips for Making the Most of a Congressional Meeting

A demonstration of what you can expect in a meeting with elected officials, and tips for avoiding common advocate mistakes.

Megan Ortegon, Manager of Public Policy, ALA Washington Office

Daniel Snedden, Manager of Public Policy, ALA Washington Office

Katherine Dean, Intern, ALA Washington Office

Joaquin Falcon, Communications Specialist, ALA Office of Library Advocacy

2:40 – 3:10 p.m.

Q + A with the Committee on Legislation

Do you have questions about the Library Services and Technology Act? Are you looking for advocacy advice? The Committee on Legislation is here to help.

James Teliha, Director of the Library & Learning Commons, Utica College

Janet O'Keefe, Librarian, Flint Public Library

Robert Banks, Retired Chief Operating Officer, Topeka and Shawnee County Public Library

Mary Hastler, Chief Executive Officer, Harford County Public Library

3:10 - 3:20 p.m.

Break

3:20 - 4:00 p.m.

Applying Advocacy Strategies at Home

The strategies you learned today are effective in D.C., but how can you put them to use when you are back home? These skilled advocates will share their experiences and tips for making advocacy a year-round activity at your library.

Candice Townsend, President, District of Columbia Library Association

Nicolle Davies, Executive Director, Charleston County Public Library

Kimberly Knight, Area Manager of Branches, Prince George's County Memorial Library System

Lance Werner, Director, Kent District Library

Jeremy Johannesen, Executive Director, New York Library Association

4:00 - 4:05 p.m.

Wrap Up

Kathi Kromer, Associate Executive Director, ALA Washington Office



5:00-7:00 p.m. **Reception on Capitol Hill**

Hart 902

Hart Senate Office Building

Constitution Ave and 2nd St NE

Washington, DC 20510

(Please note that only one elevator in Hart goes to the 9th floor – it is located near the southwest entrance of the building)

Schedule:

5:30 – 5:35 p.m.

Welcome

Candice Townsend, President, District of Columbia Library Association

5:35 – 5:45 p.m.

White House Conference on Library and Information Services Taskforce

Jim Neal, President, ALA

5:45 – 6:10 p.m.

North Carolina Library Association Student Ambassadors

Christina Haley Williams, 10th grade, Garner, NC

Alizdair Sebastien Ray, 9th grade, Hope Mills, NC

Angelina Bayrak, 10th grade, Mooresville, NC

Sam Kostiuk, 9th grade, Cherryville, NC

6:10 – 6:20 p.m.

Recognition of Joan Ress Reeves, Lifelong Library Advocate

6:20 – 6:25 p.m.

Closing Remarks

Mary Ghikas, Executive Director, American Library Association

Tuesday, May 8, 2018 - Congressional Office Visits

Where:

Capitol Hill

Washington, D.C.

Metro:

Senate – Red Line to Union Station

House – Orange/Blue/Silver Lines to Capitol South Station