



The Arthritis Foundation's

Summit Orientation Presentation

2015 Advocacy Summit

Washington, DC
March 23-24, 2015



2015 Advocacy Summit



**We look forward to seeing you at the
Advocacy Summit!**



2015 Advocacy Summit



Preparing for Your Trip

- Pre-Summit E-mails
- Dressing for March in DC
 - Bring an umbrella
 - Wear comfortable shoes
- Dressing for your Hill meetings
 - Business dress
 - No t-shirts or jeans!

2015 Advocacy Summit



Double Tree Crystal City



- Walking distance to Pentagon City Mall
- Debit card hold upon check in – use credit card only
- Indoor pool
- Check in is 4:00 PM
- Check out is 11:00 AM
- Free shuttle bus from Reagan Airport



2015 Advocacy Summit



Getting to Washington, DC and the Hotel

- Free hotel shuttle from Washington Reagan National Airport (DCA)
- Super Shuttle from Dulles (IAD) or Baltimore (BWI) Airports
- Uber
- Metro (DCA)
- Washington Flyer (IAD)
- Taxi (recommended from DCA or Union Station)
- If you are driving, self parking at the hotel is preferred



Free hotel shuttle

2015 Advocacy Summit



Getting to Capitol Hill

- Shuttle bus schedule will be handed out at the Summit
- Shuttles will leave regularly from the hotel and Capitol Hill
- All buses are accessible
- Please take the buses! Metro can have unpredictable service during the day
- If you need an accessible taxi, below are a few companies:
 - Royal Taxi 202-398-0500
 - Yellow Paratransit 202-544-1213

2015 Advocacy Summit



Advocacy Summit Agenda

Monday, March 23, 2015

10:00 – Registration and Exhibit Tables open

11:00 AM – 12:00 PM – Boxed Lunches

11:30 AM – 11:45 AM – Kids' Summit Parent Orientation

11:45 AM -12:00 PM – Kids' Summit Drop Off

12:00 PM – 6:00 PM – Kids' Summit

12:00 PM – 12:45 PM – **Welcome, Advocacy, and Arthritis Foundation Overview**

Sandie Preiss, Vice President, Advocacy and Access, Arthritis Foundation

12:45 PM – 1:30 PM – **Patient Reviewers Panel**

Dr. Melissa Green-Parker, US Army Research and Materiel Command

Jessica Edgar, Arthritis Foundation Ambassador, CDMRP Peer Reviewer

2015 Advocacy Summit



Advocacy Summit Agenda

Monday, March 23

1:30 PM – 1:45 PM – Break

1:45 PM – 2:30 PM – **Bringing Advocacy Home: What You Can Do to Be an Effective Advocate**

Mark Guimond, Director of State Legislative Affairs, Arthritis Foundation

2:30 PM – 3:15 PM – **Social Media Training and Summit Meeting Logistics**

Moderated by Sandra Mackey, Vice President, Marketing and Communications, Arthritis Foundation

Tiffany Kaszuba, Senior Policy Associate, Cavarocchi Ruscio Dennis Associates

Angela Young, Ambassador from Kentucky

Christopher Kush, CEO, Soapbox Consulting

3:15 PM – 4:00 PM – **Break and Delegation Meetings**

2015 Advocacy Summit



Advocacy Summit Agenda

4:00 – 6:00 - Beginning Advocacy Training

Anna Hyde, Director of Health Policy and Federal Affairs

Michele Guadalupe, Vice President of Advocacy, Heartland Region

Laura Keivel, Manager of Grassroots Advocacy

4:00 – 6:00 – Intermediate Advocacy Training

Christopher Kush, Soapbox Consulting

4:00 – 6:00 – Advanced Advocacy Training

Mike Splaine, Splaine Consulting

2015 Advocacy Summit



Advocacy Summit Agenda

6:30 PM – 8:30 PM – Advocacy Summit Awards Dinner

Welcome by CEO Ann Palmer and Mike Ortman

Arthritis Foundation Advocacy Congressional Leadership Award

Presentation of Awards to Emerging Leader and Kennedy Winners

Platinum Ambassador Recognition

8:30 PM – 10:00 PM – Dessert Reception

2015 Advocacy Summit



Advocacy Summit Agenda

Tuesday, March 24, 2015

7:30 AM – 8:15 AM – Continental Breakfast and Hotel Check Out

8:30 AM – 10:00 AM – **General Session**

10:30 AM – 4:30 PM – **Hill Meetings**

2015 Advocacy Summit



Kids' Summit Overview

The Parent Orientation on March 23rd at 11:30 AM is mandatory!

- The Summit is geared toward children in grades K-8. High school students will attend all other sessions with their parents
- Infants cannot be accommodated in the Kids' Summit
- Kids will hear from professional advocacy experts on how they can advocate for themselves
- Kids will be prepared to speak during Capitol Hill meetings
- Corporate Kids Events will provide supervision and security
- Kids create projects to present to their Senators and Representative
- Kids are expected to attend the General Session on Tuesday, March 24th

2015 Advocacy Summit



Your Congressional Meetings

- State Coordinators are your main point of contact for each delegation going to Capitol Hill
- They will have your materials and schedules
- The Soapbox app will tell you in real time the information on your schedule and facts about who you are meeting with. Visit sboxapp.com for more information!
- Upload your photos through the app!
- Look for the **Navy ribbon** on their badge
- Take photos! Upload them on the Soapbox app and post on social media with the hashtag **#AdvocateForArthritis**

2015 Advocacy Summit



Summit Asks

Anna Hyde, Director, Health Policy and Federal Affairs

- The Patients' Access to Treatments Act
- Department of Defense arthritis research
- Join the Congressional Arthritis Caucus

2015 Advocacy Summit



Summit Follow Up

- Send a thank you to the staff you met with
- Complete Congressional feedback forms either on the Soapbox app or on the Summit webpage
- Facebook, Tweet, blog and network with fellow advocates across the nation

2015 Advocacy Summit



Virtual Summit and Social Media

Participate online using social media to share your experience with Advocates that cannot attend!

#AdvocateforArthritis

Read blogs, follow updates, and be part of the action!

2015 Advocacy Summit



Advocate Sign Up Contest

- Advocacy Summit attendees are encouraged to sign up others to be Advocates
- Use the template located on the website and in the pre-Summit e-mails to collect new Advocates
- Every 5 Advocates earns 1 ticket at the Advocacy Summit
- Pick up raffle tickets at the Advocacy Booth
- Please send in your Advocates to advocacy@arthritis.org by Friday, March 20th to be eligible

The winner of the drawing receives a FREE trip to the 2016 Advocacy Summit!

2015 Advocacy Summit



Questions?

Please press #6 on your phone to unmute your line

For offline questions, please contact Laura Keivel,
Manager of Grassroots Advocacy at
lkeivel@arthritis.org or 202-887-2913

2015 Advocacy Summit



See You at the Summit!
Thank You for Participating!

