



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!

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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



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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

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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

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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

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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**

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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

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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

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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**

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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

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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

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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

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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

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Virtual Summit and Social Media

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

#AdvocateforArthritis

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

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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!

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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

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See You at the Summit!
Thank You for Participating!

