

ASAE American Association's Day

Hyatt Regency on Capitol Hill

400 New Jersey Avenue NW, Washington, D.C. 20001

Wednesday, March 21st, 2018

March 21

12:00 – 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 – 1:20 PM Welcome Remarks

Welcome to American Associations Day 2018! Hear from leaders in the association community share why they think this is such an important event.

John H. Graham IV, FASAE, CAE

President & CEO

ASAE: The Center for Association Leadership

Emily Walker, CAE

Chair, 2017-2018 Public Policy Committee

Vice President of Advocacy

Virginia Society of CPAs

Matthew R. Shay, CAE

ASAE Board Chair

President & CEO

Natl Retail Federation

1:20 – 2:00 PM Advocacy 101: Listen to Jim Clarke, CAE, ASAE's Senior Vice President of Public Policy 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.

Jim Clarke, CAE

Senior Vice President, Public Policy

ASAE: The Center for Association Leadership

2:00 – 2:15 PM Break/ State Group Planning Period

2:15 – 3:15 PM Hill Meetings: Using the Power of A Message

You've heard us talk about the Power of A message. Learn how it can help you tomorrow and in your own association.

Paul Pomerantz, FASAE, CAE Chair, 2017-2018 ASAE Power of A Committee
CEO
American Society of Anesthesiologists

Learn from the experts by watching a simulation of two different versions of meetings on Capitol Hill.

3:15 – 4:30 PM Public Policy: Issues that Affect Associations

Now it's time for the heart of the matter: what you will be discussing on March 22 and how to discuss it. Join our staff as they walk through important association management issues and how to discuss them during your visits.

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

Christopher Vest, CAE
Director, Public Policy
ASAE: The Center for Association Leadership

4:30 – 4:45 PM Final Send Off - Jim Clarke, CAE 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 a Member of Congress with the Sentinel Award for support of associations on Capitol Hill.

March 22

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

2168 Rayburn House Office Building (Gold Room)

Take a break from your meetings and grab a sandwich and a drink! ASAE will hold a stand-up luncheon in room 2168 of the Rayburn House Office Building, known as the Gold Room, 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.