



PUBLIC POLICY SYMPOSIUM AGENDA

Thursday January 10, 2019
Marriott Magnificent Mile
540 North Michigan Avenue, Chicago, IL 60611

8:00 - 8:15am **Welcome, Introductions and Overview**

John de Jong, DVM, President, American Veterinary Medical Association

Lori Teller, DVM, Chairwoman, State Advocacy Committee

District VIII, AVMA Board of Directors

8:15 - 9:15am **Move the Needle: Strategic Thinking and Effective Advocacy**

Moderator: Angela Roberts, Chief Marketing and Communications Officer,
American Veterinary Medical Association

Presenter: Kristin A. Hellquist, MS, CAE, Director, Advocacy & Practice Affairs,
American Society for Dermatologic Surgery
CE: 1.00

Elected and volunteer leadership as well as staff can change from one year to the next. Yet it can take years of sustained focus and effort to achieve success in the public policy arena. You must be positioned to take advantage of opportunities that present themselves and overcome challenges that arise each legislative session while managing the expectations of your members. This session will include a discussion of proactive steps you can take to move the advocacy needle; the importance of crafting policy positions that match your association's values; the components of effective leave behinds; how to use data and information to bolster your case; and how to master advocacy tools.

9:15 - 10:15am **Teamwork Makes the Dream Work: Components of Effective Advocacy Teams**

Presenter: C. Scott Litch, Esq., CAE, Chief Operating Officer & General Counsel,
American Academy of Pediatric Dentistry
CE: 1.00

You may have an effective advocacy plan but without the right team in place you may never realize legislative or regulatory achievements. Successful advocacy is relational. Team dynamism doesn't just happen, it is nurtured, assessed and improved over time. During this session you will gain an understanding of considerations to keep in mind when building an effective government relations team to carry out your advocacy plan. Gain insight into what attributes you ought to consider when hiring permanent staff and retaining a government relations consulting firm. Learn keys to inspiring and motivating volunteer leaders so they are effective and committed advocates year-round. Finally, understand the steps you can take to build strategic alliances and engage stakeholders.

10:15 - 10:25am **Break**

10:25 - 11:25am **Staying on Message: Components of Effective Business and Consumer Media Relations**

Presenter: Paul Gerrard, Vice President of Strategic Communications,
Blue Cross Blue Shield Association
CE: 1.00

All communication teams are confronting a rapidly evolving media landscape, in which traditional print and broadcast media work hand in hand with digital and social media channels to reach target audiences. During this session you will gain an understanding of the new media landscape and how effective media relations in 2019 requires a combination of old and new best practices, including: a clear understanding of your organization's core principles and how they are applied, value proposition and business priorities; research and message testing which ensures the right message is delivered to the right people at the right time; designing a strategic plan based on data and analytics, which ensures an effective mix of paid, earned, shared and owned (PESO) media activities; and story-telling and brand journalism.

11:25am - 12:05pm **Pack a Punch with Your PAC**

Presenter: Sarah Milligan, Director of Political Affairs,
American Dental Political Action Committee

A Political Action Committee is a tool you can use to great effect. PACs can amplify your organization's voice and expand your reach. Learn about considerations you should make when establishing and maintaining a PAC. Strategies to market, grow and leverage your PAC will be discussed. Learn how to motivate your members to contribute, and how to reward and recognize contributors without alienating members who don't contribute and/or disdain politics and politicians. Real life examples of successful and unsuccessful PAC fundraising campaigns will be covered.

12:05 - 1:00pm **Lunch**

1:00 - 1:50pm **Case Studies**

Moderator: Kent McClure, DVM, JD, Chief Government Relations Officer,
American Veterinary Medical Association
CE: 0.5

- Scope of practice: Physical therapists (Ms. Valerie Fenstermaker, California VMA)
- Scope of practice: Chiropractors (Ms. Diane Matt, Colorado VMA)
- Tax on veterinary services (James M. Weber, DVM, MBA, Kentucky VMA)

1:50 - 2:00pm **Break**

2:00 - 3:30pm **Roundtable Exercise**

Moderator: Ashley Morgan, DVM, CAE, Director, Division of State Advocacy,
American Veterinary Medical Association
CE: 0.75

- Marijuana
- Telemedicine/VCPR (MVPA perspective)
- Banning declaw

3:30 - 4:00pm **Q&A**