



## **4<sup>th</sup> Annual Conference and Lobby Day Agenda** **March 15-18, 2010**

**Monday, March 15th** – Old Town Hilton (1767 King Street, Alexandria, VA 22314)  
*Casual Attire*

*\* \* \* C3 staff and refreshments will be available in the Plaza Foyer beginning at 3:30pm. If you need assistance before 3:30pm please call Catherine Knowles at 202-276-5682 \* \* \**

- **4:30-5:30 pm** – *Conference Registration Opens*
  - o Plaza Foyer
  
- **5:30-6:00 pm** – *Welcome and Opening Remarks*
  - o Washington-Jefferson Room
    - Brenda Elsagher, Author and Comedian
    - Carlea Bauman, President, C3: Colorectal Cancer Coalition
  
- **6:00-8:00 pm** – *Dinner*
  - o Washington-Jefferson Room

**Tuesday, March 16th** – Old Town Hilton (1767 King Street, Alexandria, VA 22314)  
*Casual Attire*

- **7:00 am** – *Breakfast*
  - o Plaza Foyer
  
- **8:15 am** – *Welcoming Remarks*
  - o Washington-Jefferson Room
    - Carlea Bauman, President, C3: Colorectal Cancer Coalition
  
- **8:30 am** – *Issue Briefing: What You Will Be Asking Members to Support Tomorrow*
  - o Washington-Jefferson Room
    - Catherine Knowles, Policy Director, C3: Colorectal Cancer Coalition



- **9:15 am** – *Advice from Congressional Staff: How to Lobby Effectively*
  - Washington-Jefferson Room
    - Tom Wharton, Legislative Assistant for Rep. Dan Boren (D-OK) – sponsor of the Colorectal Cancer Screening and Detection Act (H.R. 1330)
    - Theresa Vawter, Legislative Assistant for Rep. Kay Granger (R-TX) – sponsor of the Colorectal Cancer Prevention, Early Detection, and Treatment Act (H.R. 1189)
  
- **10:15 am** – *Break*
  
- **10:30 am** – *Breakout Sessions* – You will be assigned to one of two workshop groups.
  - **Lobbying 101** (First Time Attendees)
    - Madison Room
    - Presenters – Catherine Knowles (C3) and Grassroots Action Committee
  
  - **Media Advocacy Training** (Repeat Attendees)
    - Washington-Jefferson Room
    - Presenters – Caitlin Carroll (Public Strategies) and Judi Sohn (C3)
  
- **11:40 am** – *Break*

\*\*\* We will be taking a group photo of all advocates during this break \*\*\*

*If sunny, the photo will be taken on the tiered stairs leading down to the courtyard. In the event of inclement weather, the photo will be taken in the staircase off of the Plaza Foyer.*
  
- **12:00 pm-1:30pm** – *Lunch*
  - *Lisa Fund Research – Stem Cells and Late-Stage Colorectal Cancer Treatments*
    - Washington-Jefferson Room
    - Dr. Jeffrey Chou, Fred Hutchinson Cancer Center
  
- **1:30 pm** – *Congressionally Directed Medical Research Programs and Colorectal Cancer Research*
  - Washington-Jefferson Room
    - Donna Kimbark, PhD, Program Manager, Department of Defense Peer Reviewed Cancer Research Program,
  
- **2:00 pm** – *Centers for Disease Control and Prevention’s CRC Screening Program and Cancer Prevention Programs*
  - Washington-Jefferson Room
    - Laura Seeff, MD, Acting Branch Chief, Comprehensive Cancer Control Branch, Division of Cancer Prevention and Control, Centers for Disease Control and Prevention



- **2:30 pm** – *Break*
- **2:45 pm** – *Interactive Exercise: Script Your Own Meetings*
  - o Washington-Jefferson Room
    - Catherine Knowles (C3) and Grassroots Action Committee
- **3:15 pm** – *Preparing for Tomorrow’s Visits* – Soapbox Consulting
  - o Washington-Jefferson Room
- **3:45 pm (approximate)** – *Logistics for Tomorrow*– Soapbox Consulting
  - o Washington-Jefferson Room
- **4:45 pm** – **ADJOURN (approximate)**

### **Wednesday, March 17th** – Capitol Hill, Washington, DC

***Wear your Cover Your Butt T-Shirts, comfortable shoes and khakis or dress slacks (No Jeans or sneakers)***

- **6:00 – 11:00 am** – *Breakfast*
  - o Seagar’s Restaurant (ground floor of Hilton – off the lobby)

\*\*\* *Use the ticket you received when you registered on Monday afternoon* \*\*\*
- **7:00 – 11:00 am** – *C3 Help Desk*
  - o Marble Foyer
- **9:00 am – 5:00 pm** – *Advocate Meetings on Capitol Hill*

\*\*\* **Be sure to leave for the hill at least one hour before your first meeting is scheduled** \*\*\*
- **6:00 – 7:00 pm** – *Cocktail Hour*
  - o Salon A and B Foyer
- **7:00 – 8:30 pm** – *Annual Advocates Awards Dinner*
  - o Salon A and B

### **Thursday, March 18th**

- **9:00 – 10:30 am** – *C3 Open House and Breakfast*
  - o C3 National Headquarters (1414 Prince Street, Suite 204, Alexandria, VA)
- **Departure at your leisure**



## **Important Information for Wednesday March 17th**

- ◆ It is essential that you **DO NOT SKIP ANY APPOINTMENT** that has been made for you. If you find yourself running late, please phone the congressional office by calling the Capitol Switchboard at 202-224-3121.
- ◆ Visit the **C3 Help Desk** for more Hill leave-behind packets or if you lose your Hill meetings schedule. Located in the Marble Foyer on the ground floor of the Hilton, 7:00 – 11:00 AM.
- ◆ If you encounter issues or problems on Capitol Hill, call Catherine Knowles at 202-276-5682.