



**AGENDA: SPRING KIDNEY CANCER
Advocacy Education Seminar**

MONDAY, March 11, 2:00 p.m.

**Hamilton Hotel, Franklin Park Room, Washington
1001 14th St., NW, Washington, DC 20005 www.hamiltonhoteldc.com/**

- **2:00 -2:15 p.m. Welcome & Introductions (Bryan Lewis)**
- **2:15 – 2:30 p.m. History of kidney cancer advocacy**
- **2:30-3:00 p.m. Industry Perspectives & Issues**

Speaker: David Cooling, Sr. Mgr., Government Affairs, Genentech; Matt Sulkala, Director, Federal Government Affairs, Genentech

- **3:00 p.m. Orientation –Advocacy 101 (Educational Seminar)**

Speaker: Mark Vieth, SVP, Cavarocchi, Ruscio, & Dennis Associates

- **Current Policy Landscape & Budget Caps, Emergency Declaration**
- **The Defense Health Research Consortium**
- **Policy Issues for Kidney Cancer**
- **How do Congressional Meetings Work (What to Expect)**
- **Questions & Discussion**
- **4:00 p.m. Overview of Meetings (Latest Schedule)**

Speaker: Noah Becker, Prime Advocacy

- **What is your Role in the Process. Your Story & How to Make your Voice Heard**
- **What to Expect & Your Story assignments**
- **Sample Role Play of Congressional Meeting (Breakout)**
- **Talking Points Discussion**
- **Logistics (Transportation, Security, Dress Code, etc.)**
- **Q&A – Wrap Up**
- **5:30 – 6:00 p.m. Refreshments & Networking**

TUESDAY, March 12

- **8:00 a.m. Breakfast on own**
- **8:30 a.m. Lobby – Hamilton Hotel - Talking Points & Review**
- **8:45 a.m. Last Minute Schedule updates, Final Q&A**
- **Travel to Capitol Hill via Metro or Uber (depending on Hill schedules)**
- **10:15 a.m.- 5:00 p.m. Capitol Hill (House & Senate) appointments**
- **Departures**

