



# LEADERSHIP & ADVOCACY CONFERENCE

NOVEMBER 14 – 16, 2023

Park Hyatt

1201 24th Street, NW, Washington, DC

## Tuesday, November 14

5:30 – 8:00pm

Welcome Reception & Dinner  
Location: Park Hyatt Salon Foyer, 1201 24th Street NW

## Wednesday, November 15

7:00 – 8:00 a.m.

Breakfast  
Location: Park Hyatt Gallery Ballroom Foyer

8:15 a.m.

Bus Departs for McDermottPlus Offices  
Location: 500 N Capitol St NW

9:00 – 9:15 a.m.

Opening Remarks  
Lou Ellen Horwitz, UCA, Chief Executive Officer  
Selena Gurley, Fast Pace Health, UCA Advocacy,  
Committee Chair  
Eric Zimmerman, McDermottPlus, Principal

9:15 – 9:45 a.m.

What's happening on Capitol Hill?  
Speakers: Rodney Whitlock & Debbie Curtis, McDermottPlus

9:45 – 10:45 a.m.

Why you are here: UCA Advocacy Goals and Strategy  
Speakers: Amy Kelbick, Eric Zimmerman, and Leigh Feldman  
Objective: Discuss UCA goals, strategy, and Hill Day talking points

10:45 – 11:00 a.m.

Break

11:00 a.m. – 12:00 p.m.

How to Conduct a Congressional Meeting  
Speakers: Kayla Holgash and Amy Kelbick  
Objective: Review best practices and provide an example of a Hill meeting

12:00 – 1:00 p.m.

Lunch Break

1:00 – 2:30 p.m.

Break-out Sessions  
Objective: Break into four smaller groups to perfect meeting pitches with the assistance of advocacy professionals

2:30 – 2:45 p.m.

Break

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2:45 – 3:30 p.m.

Hill Visit Logistics & Materials Review  
Speakers: Amy Kelbick and Julia Grabo  
Objective: Meet your group lead and review the plan for the next day's meetings

3:30 p.m.

Buses Depart for Park Hyatt

5:45 p.m.

Buses Depart for dinner at Sequoia

6:00 – 8:00 p.m.

Reception & Dinner with Congressional Guests  
Location: Sequoia, 3000 K Street, NW  
Speaker: Senator Bill Cassidy (R-LA)

## Thursday, November 16

7:00 – 8:00 a.m.

**Breakfast** | Park Hyatt Gallery Ballroom Foyer

8:15 a.m.

**Buses Depart for Capitol Hill**

10:00 a.m. – 3:00 p.m.

**Lobby Day Visits**  
Visit schedules provided on 11/15 (see above)

**Conference Adjourned**

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