

AIAA's "How-to Guide" to get Ready for CVD

Kim Hicks – chair@pnwaiaa.org
Pacific Northwest Section Chair
John Rose – John.c.rose@boeing.com
Deputy Director, Public Policy, Region 6

So, you are going to Washington DC!!!!

..... Now what???



- State/Regional Team Planning
- Individual Planning

State/Regional Team Planning

Identify a State or Region captain. Captain should:

- Obtain list of participants from AIAA
- Contact participants; remember for some this is their first CVD and will have questions
- Make sure everyone knows how to contact their rep and request an appointment
- Gather all the scheduled meetings and create a master calendar (example follows)
- Check for multiple meetings. Only want ONE (1) AIAA meeting
- Form teams w/ 3 or 4 (max) people for each meeting
- Create a contact list of participants in case of meeting changes, etc.
- Gather relevant member info: Office information, committee assignments, etc.
- Try to schedule meetings with representatives from your state/region even if you don't have a constituent on your team.
- Research the representatives for relevant legislation or positions in line with Key Issues

State/Regional Team Planning

Member Information (Example)

March 21st, 2012		Washinton State							
Congressional Leader's Name	AIAA POC NAME	Congressional Staff Contact Name	Congressional Staff Contact Email	Congressional Staff Contact Phone	Building	Office Number	Time of Appointment	Length of Appointment	Notes
EXAMPLE	John Smith	Jane Doe	jane.doe@senate.us.gov	703-555-5555	Dirksen	B001	8:00 AM	15 min	Ranking member of appropriations committee
SENATORS									
Senator 1									
Senator 2									
HOUSE OF REPRESENTATIVES									
District 1: Name									
District 2: Name									
District 3: Name									
District 4: Name									
District 5: Name									
District 6: Name									
District 7: Name									
District 8: Name									
District 9: Name									

Contact List (Example)

March 21st, 2012		Washinton State			
AIAA POC Name	Email Address	Cell Phone Number (during CVD)	Contacting:	Arival info into DC	Departing info from DC
John Smith	john.smith@gmail.com	123-456-7890	Rep 1; Senator 2, Rep 13	Tuesday at 10:00am	Wednesday at 2:00pm

State/Regional Team Planning

Make a CVD day of schedule

March 21st, 2012		Washinton State		
	NAME (AIAA POC)			
TIME	Name 1	Name 2	Name 3	Name 4
8:00 AM		Rep 1		Rep 1
8:15 AM	Senator 1	Rayburn 201	Senator 1	Rayburn 201
8:30 AM	Dirk B001		Dirk B001	
8:45 AM				
9:00 AM				
9:15 AM				
9:30 AM				
9:45 AM				
10:00 AM				
10:15 AM				
10:30 AM				
10:45 AM				
11:00 AM				
11:15 AM			Name 3 unavailable for meetings	
11:30 AM				
11:45 AM				
12:00 PM				
12:15 PM				
12:30 PM				
12:45 PM				
1:00 PM				
1:15 PM				
1:30 PM				

Example of how to make a schedule with your State team members. Show the team members on the top row, then in the meeting box, list their meeting location and who they are meeting with at the appropriate time. Also block out times in gray when a team member is unavailable for meetings.

Individual Planning

Educate yourself on what the key issues are that AIAA will be presenting:

Attend/call in to the Region VI Public Policy colloquium or other info sessions

Go to: <http://www.aiaa.org/KeyIssues2012/>

Ask questions!!

Prepare BEFORE you get to DC

Find out who all your state representatives and senators are

House of Representatives: <http://www.house.gov/representatives/find/>

Senate: http://www.senate.gov/general/contact_information/senators_cfm.cfm

Contact your representative and request a meeting. Identify as being from AIAA and that you are a constituent. Different offices have different preferences on how to schedule...be ready to fax, submit online, or call in.

Individual Planning – Request a Meeting



CONGRESSMAN NORM DICKS
Representing Washington's 6th District

Constituent Services | Legislation | The 6th District | Newsroom | About Norm | Resources

MEETING REQUESTS

If you wish to request a meeting with the Congressman or one of his staff members, you may utilize our online form, located below, or you may fax/mail the request to either the Tacoma office for Washington State requests, or the Washington DC office for any requests outside of Washington State.

Submit a Scheduling Request

If you wish to request a meeting with Norm and/or his staff, please fill out the following form in addition to "Section A." If you wish to invite him to an event, please fill out the following contact information as well as "Section B" below.

Name: *

Organization: *

Address: *

Email: *

Office Phone: *

Cell Phone: *

(for use on the day of the meeting/event)

* Is this request for Washington State or Washington, DC?
 Washington State
 Washington, DC

Please fill out either Section A or B, below, please be as specific as possible.

For meeting requests with Norm or his staff, please fill out Section A below.
 For event invitations for Norm or his staff, please fill out Section B below.

Quick Links
 Homepage
 Email Norm
 Do I Live in the 6th District?
 Office Locations
 Norm's Biography
 How Norm Voted
 Issues
 Bills Sponsored by Norm
 About the District
 Constituent Services

Can't find it?

 Search

U.S. HOUSE OF REPRESENTATIVES

STAY INFORMED!
 SUBSCRIBE TO
 CONGRESSMAN
 NORM'S
 NEWSLETTER

SEND
 NORM
 AN
 EMAIL

SEARCH
 FOR A
 BILL

Meeting Requests

- Remember that some members of congress will only speak with constituents that live in their district, so leverage the geographical location of your team to your advantage.

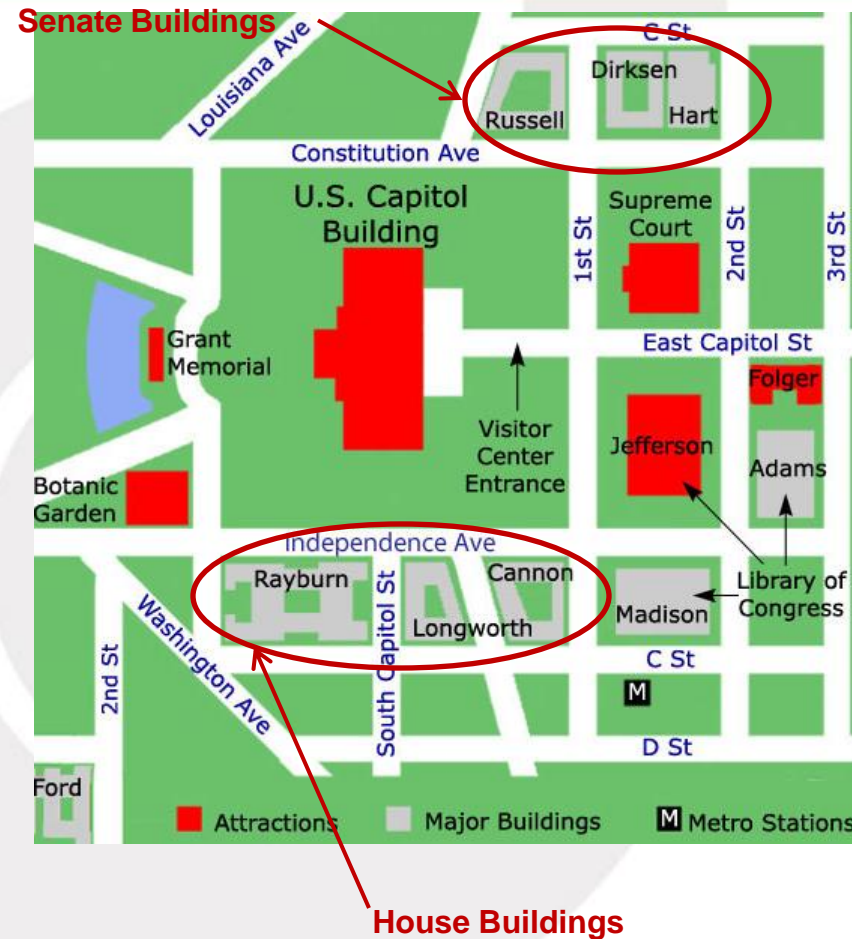
- Tell your team captain when you have an appointment; you don't want to schedule multiple AIAA meetings if you have more than one constituent in your group.

Note: This is a sample of how to submit a meeting request on one representative's page. Each representative has their own page/style so it may be located somewhere else and/or in a different format.

Individual Planning – Request a Meeting

Scheduling the meeting (cont.):

- Use the online meeting request
- Fax or e-mail appointment letters to schedulers
- Follow up calls – be polite....but persistent
- Allow 30 minutes (you may get 15) for appointments
- Include transit time between appointments
- Plan on 15 minutes between the House and Senate buildings



Individual Planning – Request a Meeting

Scheduling the visit continued...

Sample e-mail follow up email with a congressional staff assistant

Hi Nichole,

I received your voice-mail concerning the meeting request that we faxed in this morning. I along with Jane Doe will be in Washington DC on Wednesday March 16th for The American Institute of Aeronautics and Astronautics (AIAA's) Congressional Visits Day and would like to, if possible, schedule a brief meeting with Congressman Reichert.

Every year, AIAA members – engineers, scientists, researchers, students, educators, and technology executives – come to Washington, D.C. to take part in AIAA's Congressional Visits Day program (CVD). Our goal is to meet with national decision makers from Washington state on Wednesday March 16th to discuss critical industry issues in civil aeronautics, civil astronautics, and defense.

Since we know the congressmen has an extremely busy schedule, we promise to come well prepared with a brief summary of each issue so that we can cover the topics quite rapidly.

I look forward to hearing from your office as soon as possible so that we can arrange a meeting time on March 16th that would be most convenient for the congressman. You may reach me by phone at: 555-555-5555 or at 555-555-5555 or by email at name@yahoo.com

Sincerely,

Kim Hicks

Meeting Protocol

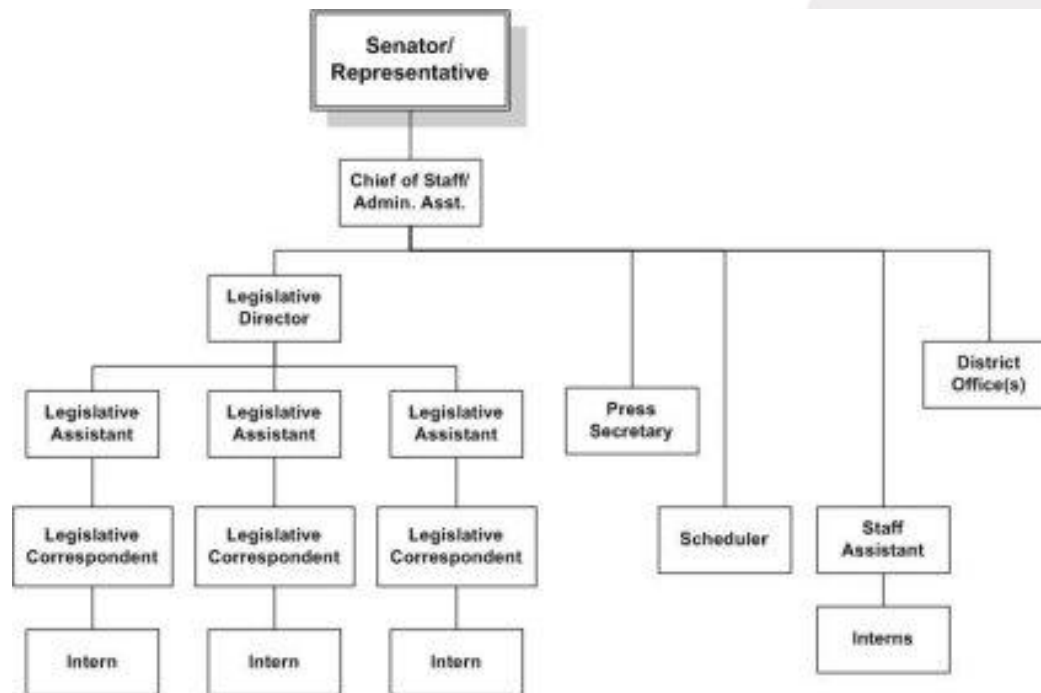
Things to remember...

- Keep on AIAA message...not about our company or non Key Issue topics
- Meetings will likely be 10 – 15 minutes and may be in the office or even in the hallway
- Discuss Key Issues that are relevant to the rep...know your audience.
- Keep topics to 2 or 3...don't try to cover all 10
- Check for multiple meetings. Only want ONE (1) AIAA meeting
- Form teams w/ 3 or 4 (max) people at each meeting
- Create a contact list of participants in case of meeting changes, etc.

Meeting Protocol

Research which committees your representatives/senators are on and what pieces of legislation they are most involved in.

When planning your visit you should discuss with them the AIAA topics that best resonate with their platform, committees, or legislation that they are involved in. Understand that there is a good possibility that you will be meeting with a legislative aide. Be sure to know who you are meeting with and what their role is:



Chief of Staff/Administrative Assistant: Top Advisor to Member

Legislative Director: Analyzes Pros and Cons of Policy Proposals

Legislative Assistant: Reports to Legislative Director on Policy in the Assistant's Policy Area.

Legislative Correspondent: Reports to Legislative Director on Policy

Meeting Protocol

Prepare for your visit:

Research – Know your audience

Select – Select the Issue(s) that fit(s) them the best. Make them relevant to their district and keep it to 2 or 3 max.

Plan – Select the speaker to present the issue(s)

Polish – Make sure the presentation is well thought out and prepared – but have an “elevator speech”

Pack – DC is business dress, wear comfortable shoes, be prepared for weather, leave the briefcase at home, bring your camera and business cards. Your business cards should be AIAA business cards. A template is available

Keys for a Successful Visit

- Punctuality – be on time for your appointment – but understand they may not be
- Introduce – introduce yourselves and who you represent. Remember CVD is about AIAA and our industry, NOT who your employer is. Business cards are expected.
- Present – present your advocacy in a polished professional way but keep it brief – you want discussion.
- Focus – Pay full attention to the discussion. No cell phones or private side conversations.
- Respond – Be responsive to questions and have supporting data handy. Take notes on follow-up actions.
- Photos – Congressmen usually love photos; it's OK to ask.
- Thank – Express thanks for their time and interest in aerospace.
- Follow up – Make sure to follow up on any questions they have of you that you couldn't answer during the meeting.

Washington, DC Logistics



- Use the DC Metro – allows you to stay farther out of town, meaning a cheaper hotel stay. Easy to get into town.

- Airports:

Reagan National – on the Metro
Dulles – cab ride into DC
Baltimore – Train into DC

- Flights – Tues morning check in means you can do a redeye. Fares are going up and fewer flights are available.

- Hotels – Check corporate rates & also the discount travel sites.



HAVE FUN!