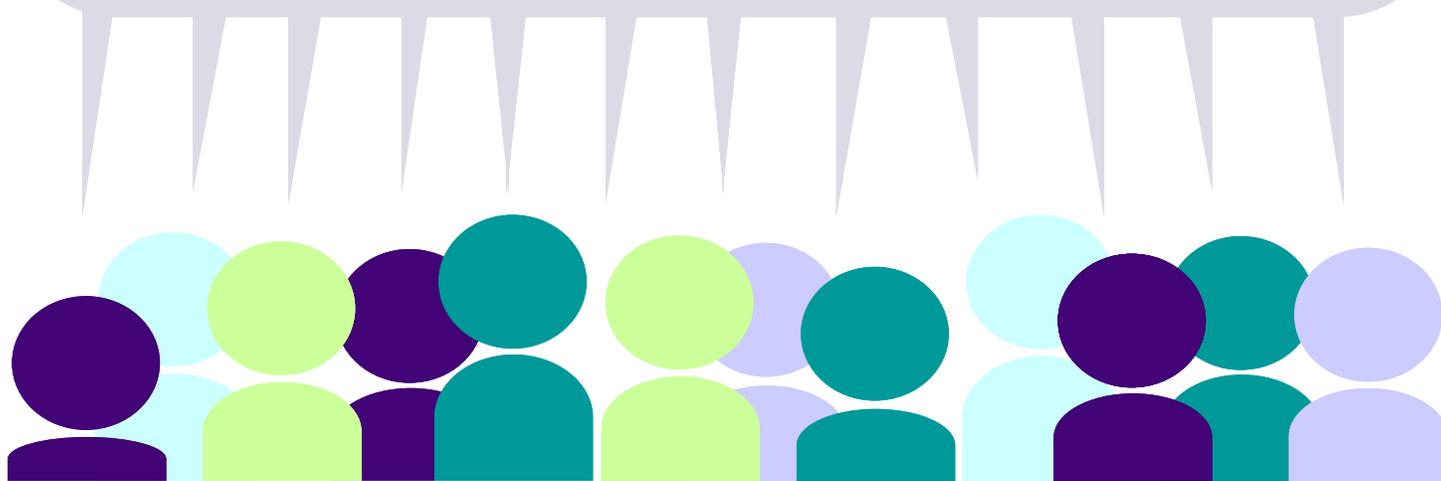


# 2013 Advocacy Leadership Conference

**Together  
One  
Voice**



# CONFERENCE SPEAKERS



## **ALLAN I. BERGMAN**

is the CEO of HIGH IMPACT Consulting, a national firm he established in 2010. He is a nationally recognized thought leader in influencing the development of federal and state policy reflecting “best practice” supports and services for persons with disabilities. He also is a national expert in

Medicaid policy and practice regarding individuals with disabilities and their families and has extensive knowledge of all components of the Affordable Care Act. Since 2010, Allan has provided consultation, training and technical assistance in fourteen states, about 50% of this effort in the area of managed long term supports and services for people with disabilities. He is also under contract as a subject matter expert for the U. S. Department of Labor on Employment First and Rebalancing State day and employment supports into the "most integrated setting." Earlier in his career Allan held several leadership positions with United Cerebral Palsy in Washington, D.C. Allan also served as the President and CEO of the Brain Injury Association of America.

Allan is the father and step-father of two adult daughters, Dina and Mindy. Dina lives with mild intellectual disabilities and Mindy lives with multiple disabilities secondary to Rett Syndrome. Both live in their own apartments with supports and are employed.



## **MARCIA AVNER**

is a consultant whose practice includes advocacy strategy, issue campaign design, organizing, lobbying, media training, curriculum development, and facilitation. She works with nonprofits, foundations, and academic centers on initiatives to advance advocacy. She is a faculty member and coordinator

of the Nonprofit Concentration in the Masters in Advocacy and Political Leadership Program (MAPL) at the University of Minnesota-Duluth. She teaches courses in the relationships between government and nonprofits, nonprofit advocacy and organizing, and the role of art in social change movements. Marcia has authored various books and advocacy materials including: The Lobbying and Advocacy Handbook for Nonprofit Organizations: Shaping Public Policy at the State and Local Level (2002 & 2013), The Board Member's Guide to Lobbying and Advocacy (2004), and Advocate for Impact: Policy Guide for State and Local United Ways (2010). Her articles have been published in The Nonprofit Quarterly and numerous nonprofit and foundation newsletters, websites, and books.

Marcia is also the mother of an adult son who is deaf.



## **Senator Dan Claitor**

represents District 16 in East Baton Rouge Parish. He is a member of the Senate Finance, Health and Welfare, and Education Committees and on the Joint Legislative Committee on the Budget.



## **Representative Patricia Haynes Smith**

represents District 67 in East Baton Rouge Parish. She is a member of the House Appropriations and Education Committees and on the Joint Legislative Committee on the Budget.



## **Representative J. Rogers Pope**

represents District 71 in Livingston Parish. He is a member of the House Appropriations and Health and Welfare Committees and on the Joint Legislative Committee on the Budget.

# CONFERENCE PROGRAM

8:00 – 8:45 A.M.	<b>Registration and Continental Breakfast</b>	
8:45 – 9:45 A.M.	<b>Opening Plenary Session - Cypress Ballroom</b> <i>Welcome and Opening Remarks</i> Kay Marcel, Chairperson, Louisiana Developmental Disabilities Council <b>The Winning Power of a Unified Message</b> Allan Bergman Our message about government’s investment in the lives of individuals with developmental disabilities and their families represents the best of a “winning” non-partisan policy. As stated in the federal Developmental Disabilities Act, we are seeking valued outcomes that make up the American Dream: “self-determination, independence, productivity, integration and inclusion in all facets of community life.” This motivational presentation will provide us the tools to develop and maintain a unified message.	
9:45 – 10:00 A.M.	<b>Break/Transition</b>	
10:00 – 11:15 A.M.	<b>Concurrent Session #1</b>	
	Mississippi/Delta Room	Bayou/Levee Room
	<b><i>Framing the Message for Effective Communication: Language and Personal Stories Make a Difference</i></b> Allan Bergman Words are powerful tools of communication. They often are associated with negative images, stigma and stereotypes such as the now abandoned “R” word. It also is easy for policymakers to say “no” to faceless statistics and fact sheets. In this interactive session we will discuss the best use of image enhancing language and the power of personal stories for framing a message to policymakers, the media and the community at large.	<b><i>Advocacy with an Impact: Strategies for Making a Difference at the Legislature</i></b> Marcia Avner This interactive session focuses on a framework for designing effective advocacy. There are three primary tools for meeting policy goals: education/advocacy, grassroots base building, and media advocacy. Meeting policy goals requires skills and confidence in all three areas. With attention to long term as well as immediate objectives, we explore how to position your organization to be a respected resource to decision makers and their staff. Specific topics include how to cultivate champions for your issues, how to create a strategic issue campaign based on sound relationships and compelling messages, and how to implement your plan with a coordinated, high impact effort. Participants will have materials from the <i>Lobbying and Advocacy Handbook for Nonprofit Organizations</i> to guide discussions back at home and as work advances for 2014 and beyond.
11:15 – 11:30 A.M.	<b>Break/Transition</b>	
11:30 – 1:30 P.M.	<b>Lunch ‘n Learn – Cypress Ballroom</b> <b><i>Strategic Opportunities in Social Media: When, What, and Why</i></b> Marcia Avner New media are developing at a rapid pace in a society experiencing information overload. This session suggests how to decide when your message will reach your target audience most effectively through social media. Building on discussions about the power of winning messages, this presentation demonstrates how social media can be a high impact component of an issue campaign’s communications strategy. It illustrates effective models of issue campaigns using diverse high impact media. It also underscores the risks inherent in using social media and how to avoid negative unintended consequences. <b>Lunch will be served at 12:10 p.m.</b>	

# CONFERENCE PROGRAM

	<p><b>Lunch 'n Learn continued</b> - Cypress Ballroom</p> <p><b><i>“Policymakers are People Too”</i></b></p> <p>Senator Dan Claitor; Representatives Rogers Pope and Patricia Smith</p> <p>Facilitated by Allan Bergman</p> <p>Three legislators with seats on powerful committees will share their personal perspective on how best to share our message and achieve our advocacy goals. Participants will have an opportunity to submit questions to the panel.</p>	
<b>1:30 – 1:45 P.M.</b>	<b>Break/Transition</b>	
<b>1:45 – 3:00 P.M.</b>	<b>Concurrent Session #2</b>	
	<p>Bayou/Levee Room</p> <p><b><i>Advocacy with an Impact: Moving into Action at the Legislature</i></b></p> <p>Marcia Avner</p> <p>At the Capitol and in the district, each advocate/constituent matters. We can advance our cause by using the power of personal stories and by building good working relationships with elected officials. This session gets into the specifics of how to gain and sustain access and influence decision makers. This is work worth doing well, and skills and stories shared here will propel individuals into increasingly effective advocacy. You can be a voice wherever you are!</p>	<p>Mississippi/Delta Room</p> <p><b><i>DOs and DON'Ts of Grassroots Legislative Advocacy: Tools for Networking and Relationship Building</i></b></p> <p>Allan Bergman</p> <p>Everything we do in our lives is based on our relationships. At the end of the day, work at the grassroots level will “make or break” any campaign. In this interactive session we will discuss the importance and use of the “Golden Rule” with ourselves and with policymakers. We also will role play some of the DOs and DON'Ts to demonstrate that a negative attitude is an expensive luxury that persons with disabilities and their families cannot afford. We will learn how to be a good opponent and how to fight issues and not personalities.</p>
<b>3:00 – 3:15 P.M.</b>	<b>Break/Transition</b>	
<b>3:15 – 4:15 P.M.</b>	<p><b>Closing Plenary Session</b> – Cypress Ballroom</p> <p><b><i>Moving Forward with One Voice for Our Shared Values and Vision</i></b></p> <p>Allan Bergman</p> <p>Blending the information, tools, and skills learned today with the old and new relationships established in this room has set the foundation for our future legislative advocacy in an increasingly competitive and difficult fiscal environment. This session will review those components and provide the keys to moving forward with one voice. The key elements are: a shared vision; consistent messaging; personal commitment; open and frequent communication; and treating each other with dignity and respect.</p>	



# Thank you

**for attending the 2013 Advocacy Leadership Conference**