

Northeast Grassroots Training

Marriott Marquis-Times Square
1535 Broadway
New York, NY

August 11, 2010

6:30pm-8:30pm

Dinner
Marriott Marquis

August 12, 2010

8:30am-9:30am

Breakfast
“Eggs and Regs” –Tammy Halligan, CCA

9:30am-9:45am

2010 Outlook

9:45am-10:15am

Federal Legislative Update

10:15am-10:30am

Coffee Break

10:30am-11:00am

Why is Grassroots Important
Discuss roles of state/regional captains
Discuss town halls, campus visits and other metrics

11:00am-12:15pm

Building Relationships
How to Conduct a Successful Campus Visit
Muriel Adler, Institute of Audio Research

12:15pm-1:00pm

Lunch

1:00pm-2:15pm

Sustaining Relationships
Building Credibility
Developing Legislative Champions

2:15pm-2:30pm

Coffee Break

2:30pm-3:45pm

Growing Relationships
Fundraising and PAC

3:45pm-4:15pm

Wrap Up & Survey

6:00pm-8:00pm

Dinner
Opening Remarks Senator Kirsten Gillibrand (D-NY)
Marriott Marquis