



2025 Legislative Conference Agenda
March 17–18, 2025
JW Marriott Washington, DC

Theme: Empowering Advocates for Podiatric Medicine

Monday, March 17, 2025

Salons D&E

Conference Moderator: Holly Spohn-Gross, DPM, Chair, Legislative Committee

9:30–10:00 a.m.

Registration & Networking Continental Breakfast

- **Description:** Pastries with coffee and tea, providing an opportunity for attendees to network before the sessions.
- **Engagement:** Introduce yourself to your colleagues and share your passion for advocacy for the profession!

10:00–10:20 a.m.

Welcome & Event Overview

- **Speakers:** Meghan McClelland, MBA, Executive Director/CEO, and Chad Appel, JD, CAE, Vice President, Advocacy
- **Topics Covered:**
 - Goals for the day and importance of advocacy.
 - Overview of legislative visits and key talking points.

10:20–11:00 a.m.

Advocacy 101: Telling Your Story Effectively

- **Speaker:** Laura Brigandi, Public Affairs Council
- **Description:** Training on how to share compelling personal stories that resonate with lawmakers.
- **Activities:**
 - Techniques for crafting narratives about patient care and challenges as business owners.
 - Practice in small groups to refine stories.
- **Takeaway:** A polished, personal story ready for use during legislative meetings.

**Subject to change*

11:00–11:15 a.m.

Social Media Advocacy: Amplify Your Voice

- **Speakers:** Peggy Tresky, MA, Vice President, Communications, Marketing & Membership, and Will Scott, Director, Communications & Digital Resources
- **Description:** Hands-on training on using social media to support advocacy efforts.
- **Topics Covered:**
 - Crafting impactful posts and using hashtags effectively.
 - Tagging lawmakers and using visuals to enhance messages.
- **Engagement:**
 - Create and share a post during the session using a custom event hashtag.
 - Live demonstration of effective advocacy tweets or posts.

11:15–11:45 a.m.

Connecting the Dots: Understanding Medicare Physician Payment

- **Speaker:** Cindy Moon, MPH, MPP, Vice President, Health Care Payment and Delivery Systems, Hart Health Strategies
- **Description:** Detailed briefing on the specific Medicare payment policies attendees will discuss during their legislative visits.
- **Topics Covered:**
 - Medicare Physician Fee Schedule.
- **Engagement:**
 - Q&A session to clarify key points.

11:45 a.m. **Break and Transition to Lunch**

12:00–12:45 p.m.

Lunch & Fireside Chat

- **Speakers:** Lauren Hodge, Chief of Staff, Office of Rep. Brett Guthrie (R-KY)
- **Moderator:** Brian Sutter, Partner & CEO, Capitol Hill Consulting Group
- **Topics Covered:**
 - Importance of constituent advocacy.
- **Engagement:**
 - Q&A session with speakers.

12:45–1:15 p.m.

Making an Impact: Best Practices for Congressional Hill Visits

- **Speakers:** Max Seltzer, Office of Sen. Roger Marshall (R-KS) and Ethan Gunnlaugsson, Office of Rep. Brad Schneider (D-IL)
- **Moderator:** Meghan McClelland, MBA, Executive Director/CEO
- **Engagement:** Include common challenges or questions lawmakers might pose.

**Subject to change*

1:15–2:00 p.m.

Policy Deep Dive: Legislative Priorities for Podiatric Medicine

- **Speakers:** Brian Sutter, Partner & CEO, Capitol Hill Consulting Group
- **Description:** Detailed briefing on the specific bills and policies attendees will discuss during their legislative visits.
- **Engagement:**
 - Q&A session to clarify key points.
 - Sample Capitol Hill materials.

2:00–2:45 p.m.

Role-Playing Legislative Visits

Facilitators: Will Long, DPM, and Holly Spohn-Gross, DPM, APMA Board of Trustees

- **Description:** Interactive session in which participants practice mock meetings with each other.
- **Engagement**
 - Receive feedback from APMA Advocacy Team and Lobbyists.

2:45–3:15 p.m.

Closing Session: Rally for Advocacy

- **Speaker:** Brooke Bisbee, DPM, President
- **Description:** A motivational send-off to energize attendees for their legislative visits.

3:15–4:15 p.m.

APMAPAC Coordinator Training

- **Description:** A motivational and instructional session to provide PAC Coordinators with the framework for soliciting donations from members.

4:30–5:30 p.m.

Salon F

APMAPAC Reception

- **Description:** Join your colleagues for a reception celebrating APMAPAC.

The Day's Takeaways:

Participants leave with:

- Confidence in their ability to tell their story.
- Clarity on legislative priorities.
- Practical social media skills to amplify their advocacy.
- Excitement and a sense of camaraderie for their visits.

**Subject to change*

Tuesday, March 18, 2025

7:00–8:00 a.m.

Pennsylvania Avenue Terrace

Breakfast

- **Description:** Fuel up for a busy day on Capitol Hill!

8:00 a.m.

Load Buses

- **Description:** Meet outside the Pennsylvania Avenue entrance to load buses and ride over to Capitol Hill.

8:20 a.m.

Group Photo

- **Description:** We will gather in front of The Capitol for a group photo.

8:30 a.m.–5:00 p.m.

Capitol Hill Visits

- **Description:** Visit Congressional Offices and advocate for podiatry!