

AIAA Congressional Visits Day 2021 Training Webinar Slides

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5 February 2021

Today's Agenda

- Congressional Visits Day (CVD) Overview
- Purpose of AIAA Public Policy
- 2021 Key Issues
- Team Preparations and Logistics
- Post Event Actions
- Outreach Documents
- List of State Captains

CVD Program

- Annual gathering of AIAA members for a week of advocacy on Capitol Hill
- Helps professional and student members better understand the inner workings of the legislative process, enhances their career development, and presents the opportunity to be a champion for the aerospace community
- 2019 Numbers:
 - 174 total attendees
 - Over 60% (110) of the participants were students
 - 36 states and 37 sections represented
 - State teams visited about 275 offices
- 2020 event was cancelled due to the pandemic

CVD 2021 Schedule

- **Formal Training Session and Team Breakouts**
 - Thursday, 11 March: 1:00 – 5:00 p.m. ET
 - Link to Join: <https://aiaa.zoom.us/j/93262101090>

- **Team Meetings w/ Congressional Delegations:**
 - Monday, 15 March – Friday, 19 March
 - Coordinate with your State Captains prior to scheduling meetings!

- **Virtual Culmination Event:**
 - Tuesday, 23 March (time TBD)
 - Link to Join: TBD

Formal Training Session Agenda

- **1:00 – 1:05 p.m.:** Welcome remarks from Dan Dumbacher, Executive Director, AIAA
- **1:05 – 1:10 p.m.:** Remarks from Tim Dominick, Public Policy Chair, AIAA
- **1:10 – 2:00 p.m.:** High-level review of key issues, pertinent legislation, and general information
- **2:00 – 2:25 p.m.:** Remarks from Kate Kronmiller, Vice President of Government Relations, Jacobs
- **2:25 – 2:50 p.m.:** Remarks from Rick Podliska, Senior Policy Advisor, Rep. Bill Posey (FL)
- **2:50 – 3:00 p.m.:** Break
- **3:00 – 3:45 p.m.:** Dos and Don'ts (mock Hill meetings)
- **3:45 – 5:00 p.m.:** State Teams organize

AIAA – An Advocate for Aerospace

- The Institute delivers extensive technical expertise and policy guidance to decision makers at the federal and state levels
 - We are a reliable resource on a full spectrum of aerospace issues
- AIAA can help provide:
 - One-on-one meetings between technical experts and lawmakers to offer background on key aerospace issues
 - Informational seminars on key issues for groups
 - Expert testimony before lawmakers
 - White papers on specific aerospace topics
- CVD is an instrumental part of this outreach!

Benefits of Public Policy

Put a Face to a Name – AIAA’s exposure

As a Resource – AIAA becomes the “Go To” technical and policy organization

Health of the Industry – Advocate for the industry, highlighting the sector’s importance and contributions



What We Are Trying to Accomplish

- Sharing our [Key Issues](#)
 - Speaking to the issue(s) that align with each individual office
- Explain why they are important to our community and to the member's constituents
- Striving to get the member more engaged in these important issues
 - What information can our community provide to assist their legislative efforts?
 - Other ways we can help and be a resource?
- Building new relationships
 - Conversations should continue after your "visits"

What You Will (Hopefully) Learn

- Issues important to our aviation, defense, and space sectors
- How to personally engage with your representatives in Washington, DC
- The legislative process
- Policy and how it affects what aerospace engineers do and how you do it

- CVD also provides an extraordinary opportunity to network with your aerospace community peers

Key Issues

- Focal points of the Institute's engagement with Congress, the administration, state and local officials
- Support formation of discussions at annual AIAA forums
- Form the basis of smaller focused events (on and off Capitol Hill)
- Three Policy Pillars:
 - Funding Stability and Competitiveness
 - R&D and Innovation
 - Workforce Development and Enhancement
- Our motive is to strengthen our profession and serve as a valued resource for decision makers

Executive Summary – Primary Message

- The COVID-19 pandemic has created a crisis for the A&D industry
- The industry is critical to our economic prosperity and national security
- The industry has stepped-up in response to the crisis by rapidly producing and transporting needed PPE, developing and delivering critical ventilators, and now distributing the vaccines
- It will be an essential part of our nation's rapid recovery from the pandemic
- The sector is also critical for addressing climate change and it provides significant opportunity for young people of all races and economic conditions to tackle complex challenges
- AIAA calls on lawmakers to support the people and the companies of the A&D industry by increasing investments in research and providing adequate funding for programs and missions

Policy Pillar: Funding Stability and Competitiveness

- Provide stable and sustained funding for the A&D sector, including:
 - DOD, at a level that supports efficient, effective **multi-year acquisitions and operations**.
 - NASA directorates in a balanced and predictable manner to meet **short and long-term program and mission requirements**.
 - FAA at a level to support **safe ongoing operations**, to incorporate **vital technology advancements**, and to lead **collaboration with global civil aviation regulatory authorities**.
 - **Foundational and applied research in federal laboratories and universities** at levels consistent with maximizing economic growth & technological leadership.
 - Streamlining the **certification and defense acquisition processes** by tailoring oversight requirements to risk.
 - Accelerating the establishment of policies for advancing the **development and integration of new aerospace technologies**, often by small businesses, into A&D supply chains and into larger society.
 - Examining **A&D current and planned product supply chains** to identify policy initiatives to address potential global disruption weaknesses, such as access to rare earth elements essential for weapons systems.
 - Continuing to review and roll back **restrictive export controls**.

Policy Pillar: R&D and Innovation

- Invest in A&D research and development to protect jobs now, provide opportunity for future employment, and to sustain into the future the U.S. leadership position in aerospace innovation. For example,
 - Supporting robust, **long-term federal research and technology initiatives** in aeronautics and space funded at a level that will ensure U.S. leadership in critical areas such as artificial intelligence, autonomy, cybersecurity, hypersonics, and robotics.
 - Offering **incentives for research by large corporations and small businesses**, including the commercialization of that research into new products and services.
 - Streamlining the **federal government's A&D product development process** by tailoring risk acceptance to better align with potential benefits, timeliness, and lifecycle cost management.
- Invest in the tools and processes that support and drive innovation, advancing research into new technologies and development into new A&D products. For example,
 - Sustaining **infrastructure critical to the advancement of R&D** such as computational modeling/simulation and experimental ground and flight-testing capabilities.
 - Supporting federal programs in critical areas to **accelerate innovation and technology transition** to operational applications.
 - Re-energizing the **Small Business Innovation Research (SBIR) program** across the government by emphasizing new initiatives that address barriers in bringing SBIR/STTR technologies to the marketplace.

Policy Pillar: Workforce Development and Enhancement

- **Enable a diverse and robust STEM pipeline. For example,**
 - Develop **public/private partnerships** at national, state, and local levels to:
 - Rebuild the nation's K-12 educational process, with particular focus in underrepresented and economically disadvantaged communities – as math and reading proficiencies below 50 percent overall and much lower for minority students limit the future of many.
 - Broadly expand and increase availability of remedial learning to help bridge the gap for those struggling in K-12 to future opportunities in tech/craft apprenticeships and at colleges/universities.
 - Pass legislation, such as the Higher Education Act, that enhances the **pipeline of STEM-competent workers** into the U.S. economy, including initiatives aimed at underrepresented communities and institutions.
 - Encourage the recruitment and professional development of **K-12 STEM teachers** through federal incentives, increased salaries, improved working conditions, and grants.
 - Increase research grants to minority-serving institutions by utilizing specific targets and goals to improve capabilities and include research as direct technical support to the vital programs of federal agencies.
 - Encourage support of professional societies as sources of knowledge, career growth, and organizations with direct connection to drive the above STEM-related recommendations.
- **Support development of the workforce for all skill types and stages of career to advance learning commensurate with tech and product advancement. For example,**
 - Promote **training and educational initiatives** that support knowledge retention and stability for mid-career and transitioning workforce.
 - Incentivize industry to recruit **military personnel transitioning to the civilian workforce** by standardizing the process and better categorizing the military skill set.
 - Pass visa legislation that welcomes and retains **highly educated international professionals** who earn advanced STEM degrees from U.S. colleges and universities.

CVD Preparation Checklist

- ✓ Team communication/organization
- ✓ Schedule meetings
- ✓ Research the lawmakers
- ✓ Know who you are speaking with
- ✓ Plan to make the most of your meeting
- ✓ Review the AIAA guidance for successful advocacy and “dos and don’ts”

Scheduling Meetings

- Start calling/emailing congressional offices to schedule your meetings now!
 - For meetings with the [representative/senators](#), you will need to speak directly with the office scheduler
 - For meetings with a legislative staff member, you will need to speak directly with that individual
 - Staffer should handle aerospace, space, science/technology, or aviation/transportation issues for the member
 - Email and/or call office and continue to follow-up
 - You may also ask the receptionist for their email address, and seek assistance from the local district office
 - Sample House Email: firstname.lastname@mail.house.gov
 - Sample Senate Email: firstname_lastname@senatorlastname.senate.gov
 - Coordinate all appointments with your team members, especially if you are designating team member(s) to help schedule meetings
- Our goal is to “visit” as many offices as possible to ensure broad exposure of our issues.
 - Meet with as many offices in the state as there are members of Congress

Virtual Platforms

- The most important factor in choosing a virtual platform is choosing one that you and your team are familiar with and are all able to use
 - **Zoom**
100 Participants, 40-minute meeting (max)
<https://zoom.us/signup>
 - **Microsoft Teams**
100 Participants, 60-minute meeting (max)
<https://www.microsoft.com/en-us/microsoft-365/microsoft-teams/free>
 - **Google Meet**
250 Participants, 60-minute meeting (max)
<https://apps.google.com/meet/>

Invitation Process

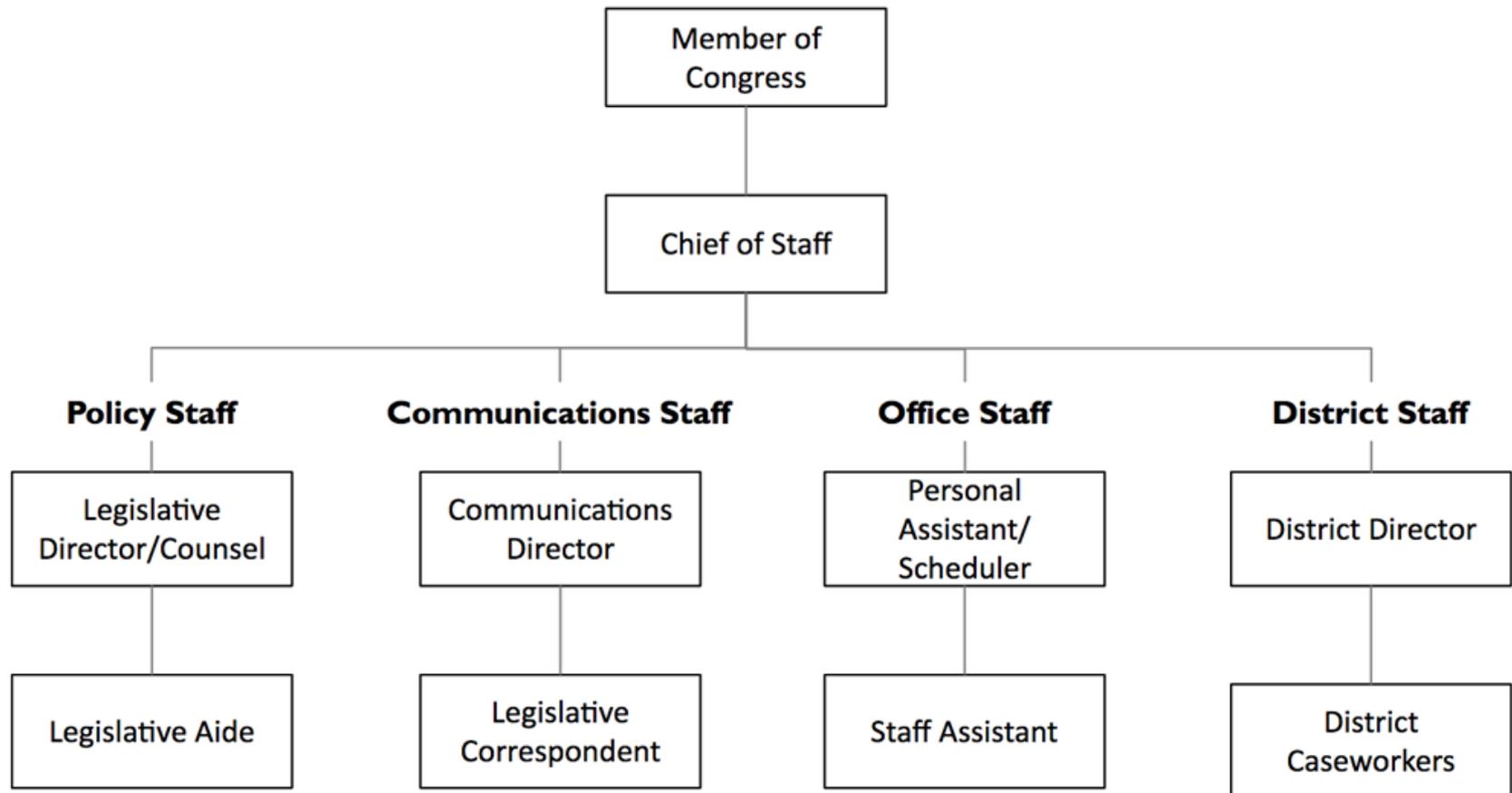
- When scheduling a meeting share your preferred platform to be sure that works for the office
- Ask for all the names and email addresses of attendees from the office
 - Include all team members, staff, and your Deputy Director-Public Policy for their awareness
- Create a calendar invite, selecting the link to your meeting as the “Location” so that it is easy to use, but also include call-in data in the body of the invite
- Attach documents, including the [Key Issues](#) and [state fact sheet](#), to the invitation
 - Follow-up with the documents in an email confirming they received the invite

Research the Lawmakers

- **Know their background**
 - Are they a former educator, a former military service member, a pilot, a scientist, or a space enthusiast?
- **Know their districts**
 - Are there any research universities, aerospace companies, third-tier suppliers, NASA centers, and/or major airports?
- **Know their committee assignments and caucus memberships**
 - Pertinent Committees: Appropriations, Armed Services, Education & Workforce, Science, Transportation
 - Pertinent Caucuses: Aerospace, Career and Technical Education, NASA, Planetary Science, R&D, Space Force, STEM Education, Unmanned Systems
- **Know their stance on relevant issues**
 - Has the lawmaker recently offered any public statements about aerospace?
- **Remember that the aerospace sector is geographically diverse... it has a positive impact on nearly all congressional districts**
 - The sector provides high-paying jobs, which help the local economy (be familiar with your state fact sheet)
- **Be able to relate committee assignments to aerospace issues, even if they are not the key aerospace committees**
 - Examples: Role of aviation and space in agriculture and forestry for remote sensing/crop management, border security, foreign relations, environment, energy/natural resources, small business

Know Who You Are Speaking With

Sample Organization of a Congressional Office



Plan to Make the Most of Your Meetings

- **Research** – Know your audience... the Lawmaker *and* the Staffer you may be speaking to
 - Know the number of AIAA members in the state (“[Members by State](#)”)
- **Select** – Select 1 or 2 Key Issue items that are relevant to the lawmaker
 - It’s fine to ask the staffer if they are familiar with a particular issue
- **Designate** – Select the speaker to present the issue (work with your state captain)
- **Polish** – Make sure the presentation is well thought out and prepared
- **Focus** – Remember we are here for AIAA’s advocacy... Not YOUR company’s, program’s, or own personal cause!
 - Keep a clear focus on AIAA’s issues and recommendations
- **Be Yourself** – You are not a professional lobbyist and the staffer knows that
 - Be honest. Don’t be afraid to say “I don’t know” when responding to a question
- **Have Fun** – Enjoy the experience!

Prior to Your Meeting

- AIAA CVD outreach material should be sent to the staffer ahead of the meeting
- Start the meeting by introducing yourself, who you are representing (AIAA), and remind them of the CVD outreach material
 - Have one designated person to introduce the team and start the conversation
 - Describe AIAA as “the world’s largest aerospace professional society”
- Congressional staffers have usually met with a small number of participants due to cramped offices, but virtual meetings technically have no attendance limit
 - If your team is large you may want to designate 2-3 people to do most of the speaking
- The staffer may be running late – be flexible!
 - Leverage the full week of CVD to space out your meetings, so you can avoid running late for your next appointment
 - Potential risk of getting to your next appointment on time... be sure to inform your main POC that you are running late
 - Team may want to split up in order to make the next appointment

Successful Advocacy – At The Meeting

- **Present** – Present your advocacy in the most concise and professional way possible
 - What were the 1 or 2 Key Issues your team planned to focus on?
- **Be Personable** – The best meetings are conversations
- **Focus** – Pay full attention; silence cell phones and other programs on your computer
- **Respond** – Be responsive to questions and have supporting information handy
 - Let the member or staffer know if you would prefer to follow up later!
- **Action** – Take necessary notes for follow up
- **Show Appreciation** – Thank the member or staffer for their time and support

Successful Virtual Advocacy – Do's and Don'ts

Do...

- Practice using Zoom (or another platform) with your team beforehand!
 - Test your audio/video settings
- Wear appropriate, professional clothing
- Arrive a few minutes early to set up your personal Zoom settings
- Use your video if you want, and sit in front of a simple/non-busy background
- Mute yourself unless you are speaking
- Listen to who is talking, and be responsive
- Be mindful of the time and avoid running over

Don't...

- Wear inappropriate clothing, like wearing pajamas
- Arrive late
- Sit in front of a window or in front of kids playing in the background
- Leave your mic unmuted, or make a lot of background noise (e.g., vacuuming, chewing)
- Interrupt the speaker
- Talk over your teammates



Image source: [Zoom.com](https://zoom.us)

Potential Enhancements with Virtual Meetings

- Zoom and Microsoft Teams allow virtual background
 - If you choose to use this, pick one that is appropriate for a professional meeting!
- If you will present slides, use Aerospace & Defense visuals such as aviation and space pictures
 - Examples: Aurora borealis for northern states, Earth from orbit, Int'l Space Station
- Snap a screen shot of everyone at the end!
 - Ask permission first

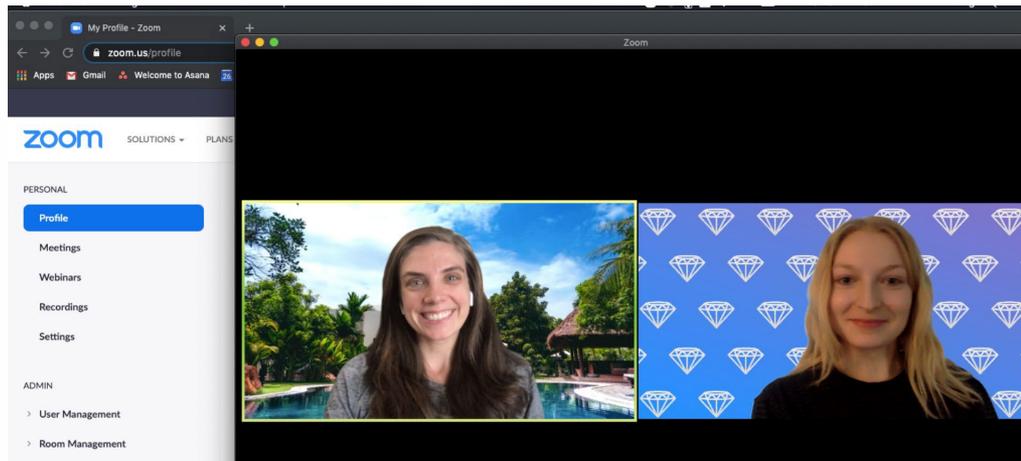


Image source: [Schooladmin.com](https://www.schooladmin.com)

Successful Advocacy – After The Meeting

- **Thank** – Send a thank you note (letter or email)
...it can't hurt!
 - Send the staffer digital files of the outreach materials
 - Remind the staffer of action items set during the meeting
- **Follow up** – Provide any requested information in a timely manner
- **Report** – Provide feedback on your visits
- **Reflect** – Reflect on what went right and wrong, and how to make CVD 2022 better
 - There will likely be many lessons learned with this being our first virtual CVD

Team Meeting Reports

- Want to measure our impact
- Teams will submit reports for each meeting held
 - Team reports to include:
 - Member/staffer information
 - Key Issues covered
 - Meeting feedback
- PPC's Advocacy WG to produce a comprehensive CVD report following the event
 - To be shared with AIAA leadership and posted to the website
- Meeting report form will be available on Survey Monkey
 - State Captains to identify one member from each team to fill out meeting report: <https://www.surveymonkey.com/r/7Y3M7HT>

Outreach Documents

- [2021 Key Issues](#)
- [Information Papers](#) (as appropriate for the congressional office)
- [State aerospace fact sheet](#)

- Should be delivered electronically

State Team Captains

- **Alabama** Naveen Vetcha (nvetcha@gmail.com)
- **Arizona** Matt Angiulo (matt.angiulo@rtx.com)
- **California** Steve Reiff (sreiff.56@gmail.com)
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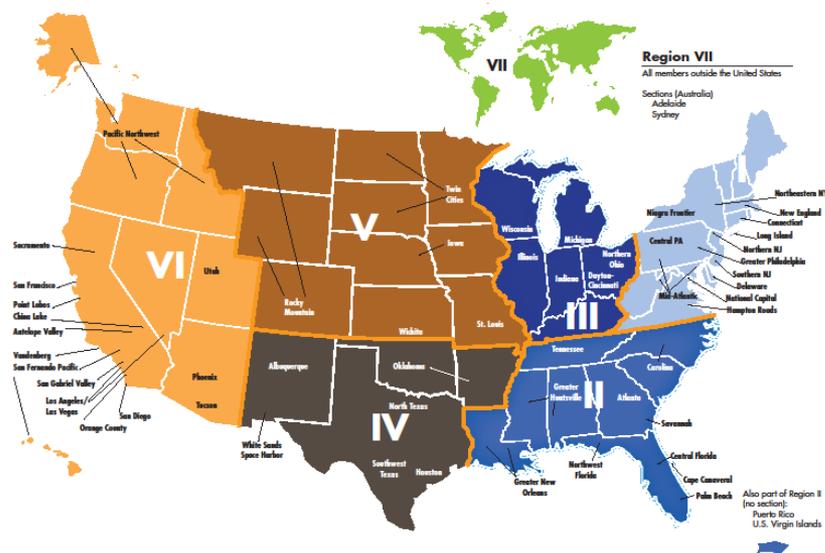
State Team Captains (cont.)

- **Minnesota** Cristin Finnigan (cristin.finnigan@gmail.com)
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AIAA Sections and Geographical Regions



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