AIAA Congressional Visits Day 2021
Training Webinar Slides

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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](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
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
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](https://zoom.us/signup)

- **Microsoft Teams**
  100 Participants, 60-minute meeting (max)

- **Google Meet**
  250 Participants, 60-minute meeting (max)
  [https://apps.google.com/meet/](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

- 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

- Member of Congress
  - Chief of Staff
    - Policy Staff
      - Legislative Director/Counsel
        - Legislative Aide
    - Communications Staff
      - Communications Director
        - Legislative Correspondent
    - Office Staff
      - Personal Assistant/Scheduler
        - Staff Assistant
    - District Staff
      - District Director
        - District Caseworkers

American Institute of Aeronautics and Astronautics | AIAA.ORG
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
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
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
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<thead>
<tr>
<th>State</th>
<th>Team Captain</th>
<th>Email</th>
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<tbody>
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