AIAA Congressional Visits Day 2020
Training Webinar Slides

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Congressional Visits Day Program

- Annual gathering of AIAA members for a day 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
1:00 – 5:00 p.m.: Formal, in-person training

Location:

700 Pennsylvania Avenue, S.E.
Washington, D.C. 20003

No security access requirements

- Participants will be escorted to the training room

Getting There:

- Metro: Eastern Market Station (Blue/Orange/Silver lines)
- Driving: Limited, metered street parking
- Taxi/Uber/Lyft
Formal In-Person Training Agenda

- 1:00 – 1:05 p.m.: Welcome remarks from Tim Dominick, Public Policy Chair, AIAA
- 1:05 – 2:00 p.m.: High-level review of key issues, pertinent legislation, and general information
- 2:00 – 2:30 p.m.: Remarks from Kate Kronmiller, Vice President of Government Relations, Jacobs
- 2:30 – 3:00 p.m.: Remarks from John Shelton, Legislative Assistant, Congressman Bill Posey
- 3:00 – 3:30 p.m.: Dos and Don’ts (mock Hill meetings)
- 3:30 – 3:45 p.m.: Break
- 3:45 – 5:00 p.m.: State Teams organize
7:30 a.m.: Doors to congressional buildings open

9:00 a.m.–5:00 p.m.: Meetings with congressional offices (as per your team’s schedule)
  - Lunch hours on your own

5:00 – 7:00 p.m.: AIAA sponsored reception in 2168 Rayburn House Office Building (The Gold Room)
  - Remarks from Angelo Iasiello, Chief Operating Officer, AIAA
  - Remarks from Dr. Scott Pace, Executive Secretary, National Space Council
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
What You Will (Hopefully) Learn

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

- Provide sustained investment for foundational and applied research in federal laboratories and universities at levels consistent with maximizing economic growth and technological leadership – this early investment is necessary to deliver new technologies within 5–10 years.
- Provide the DOD with stable and predictable funding that supports efficient and effective multi-year acquisitions and operations.
- Streamline the certification and defense acquisition processes by tailoring oversight requirements to risk.
- Provide long-term authorizations and appropriations to fund all NASA directorates properly in a balanced and predictable manner to meet short- and long-term program and mission requirements.
- Accelerate the establishment of policies for advancing the development and integration of new aerospace technologies into society, such as drones and supersonic aircraft.
- Expand support for small businesses to foster technical innovation and facilitate the transition of those new products up the supply chain to support civil and military capabilities.
- Continue to review and roll back restrictive export controls that hinder U.S. A&D global competitiveness.
Key Issues Policy Pillar: R&D and Innovation

- Support robust, long-term federal civil aeronautics and space research and technology initiatives funded at a level that will ensure U.S. leadership.
- Invest in computational modeling and simulation technologies, as well as experimental ground and flight-testing capabilities, to advance basic and applied research and development of new military and commercial products.
- Ensure sufficient and stable funding for federal programs in critical areas to accelerate innovation and technology transition to operational applications.
- Create programs that enable greater interaction and cooperative arrangements between federal research laboratories, academia, and industry to foster innovation and growth.
- Offer incentives for research by large corporations and small businesses including the commercialization of that research into new products and services.
- Streamline the government A&D product development process by tailoring risk acceptance to better align with timeliness and lifecycle cost management.
- Ensure that federal agency R&D budgets provide sufficient funding to maintain long-term U.S. technical leadership in critical areas such as autonomy, hypersonics, and space.
- Re-energize the Small Business Innovation Research (SBIR) program with adequate funding and adequate government resources to execute the Commercialization Readiness Program, emphasizing new initiatives that address barriers in bringing SBIR/STTR technologies to the marketplace.
Key Issues Policy Pillar: Workforce Development and Enhancement

- 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.
- Promote educational and training programs for both the existing workforce and new entrants, as well as encourage the recruitment and professional development of K-12 STEM teachers through federal incentives and grants.
- Support programs that specifically focus on technical jobs, improve the pipeline from high schools, and provide grants for these activities.
- Incentivize industry and the military to engage directly with recruiting military personnel transitioning to the civilian workforce such as creating a standard to process and categorize military skill sets.
- Pass visa legislation that welcomes and retains highly educated international professionals who earn advanced STEM degrees from U.S. colleges and universities.
Getting to Washington, DC

- Participants are responsible for making their own travel and lodging arrangements
  - Book your accommodations immediately…this is a very busy time of year in DC!
  - Closest airports: Ronald Reagan Washington National (DCA) and Dulles International (IAD)
  - Suggested lodging locations other than downtown DC: Alexandria, VA (Old Town); Arlington, VA (Ballston, Clarendon, Courthouse, Crystal City, Pentagon City, and Rosslyn); Bethesda, MD; Silver Spring, MD; Tysons Corner, VA
    - It’s best to stay near a Metro station
- Share your travel plans with your Team Captain!
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)
Scheduling Meetings

- Teams are responsible for scheduling their own meetings
  - More likely to be offered a meeting when a team member is a constituent
  - Coordinate all appointments with your Team Captain!

- When contacting the office...
  - Remember you are representing AIAA (be polite and positive)
  - State that you are a constituent (or from the state)
  - Ask to speak to the staff member who is responsible for aerospace policy
  - State your name and affiliation, explain what you would like to discuss, describe why your meeting is relevant to the member, and ask when would be a convenient time to meet
    - Simply leave a message if the staffer is not available
  - Sample House Email: firstname.lastname@mail.house.gov
  - Sample Senate Email: firstname_lastname@senatorlastname.senate.gov

- Be persistent when scheduling your meetings (it may take several calls or emails!) and always follow-up
Other Important Details

- Do not bring your luggage or other large personal belongings with you to the Hill!

- Dress accordingly
  - Plan for the weather (umbrella, topcoat, etc.)
  - Wear business attire
    - Lots of walking, so wear comfortable shoes

- Use a camera or your smart phone to document the event
  - Upload photos to AIAA’s social media sites
  - Can also submit photos to AIAA (communications@aiaa.org)

- Don’t forget to tweet about your experiences (#AIAACVD)
Map of Capitol Complex
Getting Around The Hill

- Nearest Metro stations:
  - House side: Capitol South (Blue/Orange/Silver lines)
  - Senate side: Union Station (Red line)

- Plan your meetings accordingly!
  - Roughly a 20-minute walk from the House side to the Senate side and vice versa
    - You may want to hold meetings on one side of the Hill in the morning and the other side in the afternoon

- Security checkpoints at all entrances
  - Tunnels between the House buildings and the Senate buildings

- Food locations (all are open to public):
  - House side: Longworth and Rayburn buildings
  - Senate side: Dirksen and Russell buildings
  - Nearby restaurants on Pennsylvania Ave. SE and in Union Station
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
Making the Most of CVD

➢ **Research** – Know your audience!
➢ **Select** – Select 1 or 2 Key Issue items that are relevant to the lawmaker
➢ **Plan** – Select the speaker to present the issue (work with Team Captain)
➢ **Polish** – Make sure the presentation is well thought out and prepared
➢ **Focus** – Remember we are here at CVD 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’re not a professional lobbyist and the staffer knows that
  - Be honest and do not be afraid to say “I don’t know” when responding to a question
➢ **Have Fun** – Enjoy the experience!
Upon Arrival At Your Meeting

- Let the front office staffer know who you are meeting with and who you are representing (AIAA)
- Congressional offices are cramped
  - Large groups should wait outside the office
  - Your meeting could be held in the reception area, the hallways, or in the nearby cafeteria
- The staffer may be running late – be flexible!
  - Potential risk of getting to your next appointment on time… be sure to call the other office and let them know
    - Team may want to split up in order to make the next appointment
- Introduce self/organization and provide the outreach folder to the staffer at the beginning of the meeting
  - Describe AIAA as “the world’s largest aerospace professional society”
Successful Advocacy – At The Meeting

- **Present** – Present your advocacy in the most concise and professional way possible
- **Repetition** – Make your main point(s) multiple times
- **Focus** – Pay full attention to the message delivery; no cell phones and no private side conversations
- **Respond** – Be responsive to questions and have supporting information handy
- **Action** – Take necessary notes for follow up
- **Show Appreciation** – Thank the member or staffer for their time and support
Successful Advocacy – After The Meeting

- **Follow up** – Provide any requested information in a timely manner
- **Thank** – Send a thank you note, it can’t hurt!
- **Report** – Provide feedback on your visits
- **Reflect** – Reflect on what went right and wrong, and how to make CVD 2021 better
Something New This Year… Meeting Forms

- Looking 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
  - Comprehensive report to include:
    - Membership participation
    - Congressional coverage
    - Meeting topics
    - Reception data
  - Annual reports will help define our reach and success
    - To be shared with AIAA leadership and posted to AIAA website
Outreach Folders

- AIAA Public Policy brochure
- 2020 Key Issues
- Information papers (as appropriate for member office)
- State aerospace fact sheet
- AIAA Members by State document
- CVD reception invitation (encourage staffers to attend)
- Steve Sidorek’s business card
State Team Captains

- **Alabama**
  - Naveen Vetcha (nvechta@gmail.com)

- **Arizona**
  - Mike Hotto (michael.c.hotto@raytheon.com)

- **California**
  - Kamal Shweyk (kamal.m.shweyk@boeing.com)

- **Colorado**
  - Alex Dukes (dukes.alexandra@gmail.com)

- **Delaware**
  - Di Ena Davis (diena.davis@ngc.com)

- **Florida**
  - Kevin Simmons (ksimmons@bluecubesat.com)

- **Georgia**
  - Bob Greene (aeronautcorp@live.com)

- **Indiana**
  - Melanie Grande (mgrande@purdue.edu)

- **Louisiana**
  - Michael Eller (michael.r.eller@lmco.com)

- **Maine**
  - Tim Dominick (timothy.dominick@ngc.com)

- **Maryland**
  - Michael Barton (michael.barton@ai-solutions.com)

- **Massachusetts**
  - Kevin Duda (kduda@draper.com)
  - Phil Hattis (phattis@draper.com)
State Team Captains (cont.)

- **Michigan**  
  Patrick McNally (pjmcn@umich.edu)

- **Minnesota**  
  Josh Borchardt (borchjd@gmail.com)

- **Mississippi**  
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- **Missouri**  
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- **Nevada**  
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- **New Hampshire**  
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- **New York**  
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- **Tennessee**  
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- **Texas**  
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- **Virginia**  
  Steve Dunn (steven.c.dunn@nasa.gov)

- **West Virginia**  
  Kerri Phillips (kerri.phillips@jhuapl.edu)
Region Directors - Public Policy

- **Region I**  Kerri Phillips (kerri.phillips@jhuapl.edu)
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- **Region III**  Patrick McNally (pjmcn@umich.edu)
- **Region IV**  David Fox (david.fox@lmco.com)
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