



ADVOCACY BOOTCAMP WEBINAR SERIES

September 3	1:00 - 2:30 p.m.
September 10	1:00 - 2:00 p.m.
September 17	1:00 - 2:00 p.m.

Thank you to our sponsor:



Who will benefit from this series?

- Leadership
- Clinicians
- Middle Management
- Social workers

ADVOCACY BOOTCAMP WEBINAR SERIES

COVID-19 has presented a unique opportunity for aging services providers to hone their advocacy skills. The pace of change in laws and rules is rapid. Public officials have rarely been so interested in what is happening in nursing homes and how home- and community-based providers are meeting the needs of older Ohioans who are isolated in their homes. Onsite meet-and-greets with lawmakers have given way to more intimate Zoom briefings, and candidates are working to understand how the topics covered in the headlines are playing out in their district. This election season, make a point to brush up on your advocacy skills, with a focus on nuts and bolts, grassroots action and political giving.

Each session of this series will include assignments, building upon each presentation to help participants build relationships with local leaders and develop a plan for grassroots action.

Session 1

September 3

1:00 - 2:30 p.m.

Advocacy 101: What You Learned in High School Civics Class and Never Thought You Would Need

Bridget E. McAuliffe, BS, Lobbyist, Governmental Services and Finance Department, Barnes & Thornburg LLP

Susan Wallace, MSW, LSW, Director of Government Relations and Public Affairs, LeadingAge Ohio

This interactive series will begin with a review of some of the basics of advocacy to help organizations build the skills needed to enact action. This session will include a review of the state and federal government entities, as well as the legislative and regulatory cycles. Discussion will encompass the differences between the relevant branches of government, a review of laws and rules, and an overview of Ohio's budget process and election cycle.

Session 2

September 10

1:00 - 2:00 p.m.

Grow Your Grassroots

Bridget E. McAuliffe, BS, Lobbyist, Governmental Services and Finance Department, Barnes & Thornburg LLP

State Representative Bill Reineke

Chris Widman, BSBA, Executive Director, Good Shepherd Home

Susan Wallace, MSW, LSW, Director of Government Relations and Public Affairs, LeadingAge Ohio

By building upon information from Session 1, attendees will identify the steps needed to construct a strong grassroots action plan. This session will feature State Representative Bill Reineke and Good Shepherd Home's Chris Widman. The pair will discuss how scheduling a visit with your legislator, or other local leader, can give your organization a stronger voice when decisions are made, and how providing first-hand knowledge to issues that matter most, creates a deeper connection for your district's legislator. Attendees will hear how to tailor their grassroots efforts in the COVID era, when grassroots work is often done remotely.

Session 3

September 17

1:00 - 2:00 p.m.

Get Personal: PACs and Individual Action

Kevin Stanek, JD, Associate, Barnes & Thornburg LLP

Patrick Schwartz, BA, Director of Strategic Communications, LeadingAge Ohio

Kevin Stanek, government relations attorney and expert on campaign finance laws, will kick off this final session with a presentation on Ohio campaign finance laws and will include an outline on how a Political Action Committee (PAC) functions, an overview of Ohio's campaign framework, and a comprehensive explanation on the difference between a PAC and a 501(c)(4). The efforts and strategy of the LeadingAge Ohio PAC will be discussed, along with the importance of fundraising in our sector. The principles that guide LeadingAge Ohio PAC spending will also be shared.

REGISTRATION INFORMATION

Conference Registration Fees	
Member Per Site Fee	\$199
Non-Member Per Site Fee	\$400
Fee includes materials and continuing education hours.	

Total Registration Payment Enclosed: \$ _____

2 Easy Ways to Register!



Online registration is required when paying by credit card. Visit www.LeadingAgeOhio.org

Click on Education and Events; select date and event, click link to register.



Mail registration and payment to:
LeadingAge Ohio
2233 North Bank Drive
Columbus, OH 43220

To pay for registration by check or money order, please make payable to:
LeadingAge Ohio

Your registration will be complete upon receipt of this form and payment. All registrants will receive an email confirmation with Zoom registration instructions. If you do not receive a confirmation, please contact Corey Markham at (614) 545-9015 or cmarkham@leadingageohio.org.

Substitution and Cancellation Policy: Substitutions, in writing, are welcome at no additional cost. Cancellations received by two calendar weeks prior to event date will be fully refunded. Cancellations received between 7 and 13 days prior to the event date will be refunded minus a \$40 processing fee. No refunds will be issued 6 or fewer days prior to the event date.

Mark your calendar!



[Click here for more information and to register for the PAC Golf Outing.](#)

Name (Last, First)	
Organization	
Professional Licensure/Credentials	
Title	
Address	
City	
State	Zip
Phone/Cell Phone (circle one)	
E-mail (required for receipt of confirmation)	

Continuing Education

3.5 clock hours and 4.2 CPE hours will be awarded upon successful completion.

Criteria for successful completion: Attendance at entire event and submission of completed evaluation form.

LeadingAge Ohio is an approved provider by the Board of Executives of Long Term Services and Supports. Core of knowledge subject area: Leadership and Management.

As stated in the Ohio Administrative Code 4723-9-05, education that has been approved by a board or an agency that regulates a health care profession in Ohio or another jurisdiction is an acceptable option to meet nursing continuing education requirements.

LeadingAge Ohio is an approved CPE Sponsor from the Accountancy Board of Ohio, CPE.379, expiration date: 5.31.2021.

LeadingAge[®]
Ohio

Monday, October 12, 2020

PAC
POLITICAL ACTION COMMITTEE

Golf Outing

NEW IN 2020!

The Golf Club of Dublin
5805 Eiterman Rd
Dublin, OH 43017