



AHDI/MTIA ADVOCACY SUMMIT

USER'S GUIDE

June 2 – 4, 2009

TRAVEL AND LODGING

HOTEL

Holiday Inn Arlington
4610 North Fairfax Dr.
Arlington, VA 22203
Phone: 703-243-9800
Toll Free: (800) HOLIDAY

LOCAL TRAVEL INFORMATION

The subway system for the Washington, DC, metropolitan area is called the Metro. The Metro is an easy and economical way to get around the DC area. The closest Metro station to the hotel is Ballston on the Orange Line, and the hotel is just a couple blocks from the station. You can get to the House Office building complex from the hotel by taking the Orange Line to Capitol South station. The trip takes approximately 25 minutes. You can get to the Senate Office building complex from the hotel by taking the Orange Line into the city, transferring to the Red Line at Metro Center station, and taking the Red Line to Union Station. This trip takes approximately 30 minutes. Once you are in the Capitol Hill area, it is easier to walk from the House Office building complex to the Senate Office building complex or vice versa than to take the train. You can find more information about the Metro at its website: <http://www.wmata.com/>.

AIRPORTS

DCA—Ronald Reagan Washington National Airport (7.2 miles):
<http://www.mwaa.com/national/index.htm>

IAD—Washington Dulles International Airport (20.8 miles): <http://www.mwaa.com/dulles>

BWI—Baltimore/Washington Thurgood Marshall International Airport (31.7 miles):
<http://www.bwiairport.com>

SHUTTLES

SuperShuttle: http://www.supershuttle.com/Washington_airport_transfer.aspx

MAPS

Capitol Hill: http://www.aoc.gov/cc/cc_map_entrances.cfm

Metro System: <http://www.wmata.com/rail/maps/map.cfm>

MapQuest: <http://www.mapquest.com/>

Google Maps: <http://maps.google.com/>

What You Need to Bring with You to Lobby

- Government-issued photo ID, which you will be asked to present when entering a House or Senate office building
- A schedule of your appointments with legislators
- Your registration packet, which includes your talking points and handouts
- Other members' letters, if you have any to deliver
- Business Cards to give to legislators and legislative aides
- A paper pad on which you can take notes
- Maps of Metro and Capitol Hill
- Optional personal items:
 - Cameras are allowed. Alert your legislators if you want to have pictures taken with them.
 - Umbrella and raincoat
 - Comfortable shoes are a must, as you will be walking a lot.

Things to be Prepared for

- Be prepared to go through security checkpoints.
- Do not bring any prohibited items to Capitol Hill. You can find the list of prohibited items here: <http://www.aoc.gov/cc/visit/prohibited-items.cfm>.

TIPS FOR TALKING WITH YOUR LEGISLATORS

- Do your homework. Find out what you can about an official. Link the transcriptionist message to something you know that relates to their special interest or cause.
- Whenever possible, bring to the meeting information and materials supporting your position. Members are required to take positions on many different issues. In some instances, a member may lack important details about the pros and cons of a particular matter. It is therefore helpful to share with the member information and examples that demonstrate clearly the impact or benefits associated with a particular issue or piece of legislation.
- Members of Congress want to represent the best interests of their district or state. Wherever possible, demonstrate the connection between your request and the interests of the member's constituency. If possible, describe for the member how you or your group can be of assistance to him/her. Where it is appropriate, remember to ask for a commitment.
- When it is time to meet with your legislator, be punctual and be patient. It is typical for a legislator to be late, or to have a meeting interrupted, due to the member's crowded schedule. If interruptions do occur, be flexible. When the opportunity presents itself, continue your meeting with a staff member.
- Be prepared to summarize your message in 2 minutes or less. Time is extremely precious for public officials because of the many demands on them. Don't expect meetings to last more than a half-hour and often, much less. A well-organized presentation is much appreciated by time-pressed legislators and their staffs. Well-intentioned individuals who do not stay "on message" hurt your cause more than help it.
- Foster relationships with federal as well as local and state lawmakers. A growing number of federal policy issues have a direct impact on local and regional transcription services.
- Get to know the staff. Legislative staff members can be very powerful. If convinced about your issue, they can become important allies. Staff members change frequently. Be sure to stay current. Offer to brief new staff on health information issues.
- Don't give misinformation. If you don't know the answer or have the information at your fingertips, promise to get back to the lawmaker as soon as possible.
- Be personal. Don't be afraid to use charm to impress the legislator.
- Seal the deal. Be direct about what you want and try to get a commitment.