



COMMUNICATING WITH POLICY MAKERS A WSSPC/CREW WORKSHOP



Marriott Seattle Downtown/ Lake Union
Puget Sound Conference Room

Thursday May 2, 2013

1:30 – 4:30 p.m.

AGENDA

1. Welcome
Patti Sutch, Executive Director, WSSPC
John Schelling, Earthquake, Tsunami, and Volcano Program Manager, Washington EMD,
and President, CREW
 2. [Communicating with Policy Makers: Is it Advocacy or Lobbying?](#) (10 min)
Patti Sutch, WSSPC
 3. [Overcoming Obstacles to Actionable Policy](#) (20 min)
Jim Mullen, Former Director, Washington Emergency Management Division and Past
President of the National Emergency Management Association
 4. [Effectively Engaging Policy Makers and Staff](#) (30 min)
John Bwarie, Strategy & Communications Officer, SAFRR Project: Science Application for
Risk Reduction, Natural Hazards Mission Area, U.S. Geological Survey
 5. From The Trenches: Impacting Policy, A Panel Discussion (30 min)
John Bwarie, USGS SAFRR (Facilitator)
 - Matt Cowles, Government Relations Director, National Emergency Management
Association
 - John Madden, Director, Alaska Division of Homeland Security and Emergency
Management, and President of the National Emergency Management Association
 - Kristan Uhlenbrock, Public Affairs Coordinator, American Geophysical Union
- BREAK (20 minutes)
6. [Keys to More Effective Verbal Communication](#) and [Exercise](#)(30 minutes)
Kristan Uhlenbrock, AGU
 7. [Point Paper – Another Tool in the Tool Box](#) (10 min)
[State Example](#)
Patti Sutch, WSSPC
 8. Hearings – Providing written and oral testimony (30 min)
John Madden, AK DHS&EM, NEMA
Matt Cowles, NEMA
 9. Closing Remarks