

National Association of REALTORS®
2017 FPC Training & Federal Policy Conference

Veteran FPC Training Conference

Thursday, February 9, 2017

7:30am – 8:30am **Veteran FPC Breakfast & Welcome**
Location: Columbia 5-8

8:30am – 8:45am **BREAK**

8:45am – 12:00pm **Veteran FPC Training Conference *Part I***
Location: Columbia 5-8

I. Policy Conference Debrief with NAR Lobbyists

II. Breaking Through the Clutter - What Makes the Most Impact with Hill Staff

- *Drew Wayne, Legislative Director to Rep. Tom Reed (R-NY)*
- *Eric Bergren, Chief of Staff to Rep. Brett Guthrie (R-KY)*
- *Adam Elias, Chief of Staff to Rep. Bill Foster (D-IL)*
- *Alyssa Marois, Legislative Director to Rep. Kyrsten Sinema (D-AZ)*

Moderator: **Jamie Gregory**, Deputy Chief Lobbyist, NAR

BREAK

III. Basic Training Refresher

- *Victoria Givens, Manager REALTOR® Mobilization Programs*

IV. RPAC and the Decision Making Process

- *Scott Reiter, VP RPAC Disbursements & Political Programs*

12:00pm – 12:45pm **Veteran FPC Luncheon**
Location: Columbia 5-8

“Planning Your Year of Engagement and Other Important Tips for Being an Expert Advocate”

- *Mrs. Stephanie Vance, The Advocacy Guru*

1:50pm – 2:10pm **BREAK**

National Association of REALTORS®

2017 FPC Training & Federal Policy Conference

2:10pm – 3:30pm **Veteran FPC Training Conference *Part II***

I. FPC Breakout Sessions

- *FPCs will choose a session they would most like to participate in*

Session A: *Legislator Wrangling (Lobbyist Panel)*

Location: Columbia 1-2

- *How to handle a “tough” legislator.*
- *How to discuss opposition to an issue without offending the MOC.*
- *How to lobby Congress when your Member has changed chambers.*
- *How to professionally control Realtors in a Hill or District meeting who may get out of line and away from Realtor issues.*
- *How to keep the Realtor agenda relevant on a District level with Congressional Staff.*
- *What to do if NAR did not support your Member during the campaign.*

Session B: *Social Media and The Hill - How best to follow and engage your Member of Congress on Social Media*

Location: Columbia 3-4

- ***Brad Fitch*** (data), Congressional Management Foundation
- ***TJ Doyle***, Director, Executive & Digital Communications at NAR
- ***Melissa Horn***, Manager of Online Advocacy at NAR

Session C: *Tools to Reaching the Next Level: Creative Ideas for Your Next Meeting or Hosted Event*

Location: Columbia 9-10

- *Panel of FPCs who have taken risks and gone outside the box to conduct unique events or engage with their Member of Congress above and beyond the FPC scope of responsibilities.*

II. Breakout Session Regroup

3:30pm

Dismissal