

## 2021 Specialty Physician and Dentist Candidate Workshop Friday, November 5, 10:00 am – 3:45 pm (Eastern)

- 10:00 am      **Welcome & Introductions**  
Doug Lundy, Chair, AAOS Council on Advocacy
- 10:15 - 10:55 am      **Ready, Set, Run?**
- *The Honorable Phil Roe, MD (former R-TN-01)*
  - Rep. Kim Schrier, MD (D-WA-08)
    - Considering or want to learn more about what it takes to run for elected office? Hear from these expert physician candidates about the peaks and valleys associated with the process.
- 10:55 - 11:55 am      **What to Expect...When Electing (or When Electing and Selecting)**
- Maureen Erwin, Principal, The Maureen Erwin Group
  - Jeff Burton, President, Burton Strategy Group
    - Where do I begin? Who should I hire? Find out what to expect - the good, the bad, and the ugly - and what campaigning means for you...and your family.
- 11:55 am - 12:35 pm      **Campaign Case Study**
- Rep. Raul Ruiz, MD, MPP, MPH (D-CA-36) – recorded session
  - Rep. Mariannette Miller-Meeks, MD (R-IA-02)
    - Hear from newly elected and seasoned specialty colleagues regarding their campaign trials and tribulations, and the important role our PACs play to elect more health professionals to Congress.
- 12:35 - 12:45 pm      **\*BREAK\***
- Grab some grub and a quick bio break and “meet” back at 12:45 pm.
- 12:45 - 1:15 pm      **Preparing Your Posse or Expanding Your Circle of Trust**
- Stacie Monroe, Founder, The Doc Shop
    - Identify the friends (and foes) needed to expand your network and build a base of loyal supporters.
- 1:15 - 1:45 pm      **Fundraising Fundamentals**
- Justin Davey, President, Davey Consulting, LLC
  - Ashlee Reid Morehouse, Founder, Republic Strategies
    - Discover what it takes, both mentally and physically, to raise the funds necessary to secure success.
- 1:45 - 2:15 pm      **Digesting Digital: A Beginner’s Guide to Digital Fundraising and Social Media Strategy**
- Marne Pike, CEO, Veracity Media
    - In this totally tubular digital world, it’s important to understand digital fundraising and social media channels at your disposal.

2:15 - 2:35 pm

**Securing Specialty Support**

- Ted Burnes, Senior Director, RADPAC
- Katie Oehmen, Manager, ACSPA-SurgeonsPAC and Grassroots
  - While securing support from your national specialty society may seem like a no-brainer, you'd be surprised how many folks do not recognize the critical role our PACs play in the process. Learn the importance of contacting your Washington staff early, and often, to help set the foundation for strong DC support.

2:35 – 3:15 pm

**Building Your Brand, Perfecting the Pitch, and Messaging**

- Daniel Huey, Partner, Something Else Strategies
- Dominique James, Founder, Politics with Purpose

3:15 – 3:45 pm

**Big Takeaways & Adjourn**

*Pending Schedule*

