

Produce Advocacy Bootcamp



Advocacy Action
Network

Monday, June 10

Independence A Ballroom, Independence Level (5B)

Welcome to Produce Advocacy Bootcamp!

Learn effective strategies for sharing the produce industry's voice with elected officials during our Congressional Meetings on Capitol Hill and back home.

Fuel Up: Grab Breakfast and Meet Your Peers | 7:30 AM

Network with fellow advocates and get ready for bootcamp beginning at 8:00 am sharp.

Welcome to Bootcamp | 8:00 AM

Gain a clear understanding of what you can expect during three days in Washington DC and 5 hours on Capitol Hill. Your work on Capitol Hill carries the weight of 365 days of impact and influence!

By: Rebeckah Adcock, VP, U.S. Government Relations

Weights: Strengthen Your Knowledge of the Key Issues Impacting the Industry | 8:05 - 8:20 AM

Participate in an easy to understand, discussion on the 3 top issues and policy asks you will discuss during Congressional meetings. Gain insights on how to deliver your labor crisis, consumption & nutrition policy and the 2024 Farm Bill message in a meaningful and concise way, that will also leave an impression well beyond your 20-minute meeting!

Lead By: Bootcamp Coach & Chair, Grassroots Working Group, Marissa Dake, Vice President of Brand and People, DNO Produce

Mollie Van Lieu, VP, Nutrition and Health

John Hollay, Director U.S. Government Relations

Sara Neagu-Reed, Director, Production & Environmental Policy

Walk: Through Basic Training with Your Team | 8:20 - 8:30 AM

Warm up by discussing what you just heard and learned with a small group at your table. Prepare to share and expand on your thoughts with fellow bootcamp attendees.

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Agility: Mobilizing the Power of Fresh | 8:30 - 8:40 AM

Boost your confidence before heading to Capitol Hill with one of the most respected and eloquent experts in DC. Dive into the current state of play on Capitol Hill that could impact the “typical day” for a Member of Congress.

Lead By: *Anne MacMillan, Legislative Counsel, Invariant*

Cardio: Run Through How to Conduct Effective Meetings with Congress | 8:40 - 9:05 AM

The political epicenter of our nation, Washington, DC, can be mysterious, exciting and, in some cases, intimidating. Led by key congressional staff, learn the basic elements of a Hill meeting and gain tips for how you can personally share vital facts Members of Congress want to know about you and your company – make it memorable and effective.

Lead By: *Marissa Dake, Vice President of Brand and People, DNO Produce*

Johanna Montiel, Legislative Director; Deputy Chief of Staff, Office of Rep. Salud Carbajal (D-CA-24)
Karen Williams, Legislative Assistant; Council, Office of Rep. Max Miller (R-OH-7)

Stretching & Flexibility: Interactive Role-Playing Exercises | 9:05 - 9:30 AM

Staying nimble during your Congressional visits is key to success! Take what you’ve learned and put it into practice as you participate in small group role-playing with your industry peers, where you will finetune your position points. Political Advisory Committee Members and Congressional Team Leaders will help facilitate discussion and share one-on-one their personal expertise.

Lead By: *Marissa Dake, Vice President of Brand and People, DNO Produce*

Cool Down: Networking

Take a bit of time to meet fellow advocates!

#PowerOfFresh