



11TH ANNUAL CALL-ON CONGRESS

Sunday, March 12

6:30pm

Holiday Inn

Bus pickup at Holiday Inn

If you're staying at the Holiday Inn, this is your ride to the Bulldog Tavern for the Mix and Mingle. The bus will return to pick you up at 8:30pm.

7:00pm

Bulldog Tavern

Welcome Hour

Mix and mingle with other attendees at the Bulldog Tavern. Fight CRC staff and the Grassroots Action Committee (GAC) will be present to answer any questions you may have about Call-on Congress.

8:30pm

Bus pickup for Holiday Inn return

Monday, March 13

8:00am

Holiday Inn

Bus pickup at Holiday Inn – Early Bird

Please take this bus if you are attending the first-time attendee or veteran attendee sessions at 9am.

8:30am

West Lobby

Continental Breakfast

If you're attending a 9am session, use this time to register and grab a bite to eat.

9:00am

Ballroom

Call-on Congress 101 – First Time Attendee Orientation

This session is strongly encouraged for first time attendees.

Get prepared for your first Call-on Congress! In a small group setting, you will meet fellow first timers, learn about how advocacy works, ask all your questions and more. Don't be nervous!

- *Emily Piekut, Advocacy Manager*
- *Grassroots Action Committee (GAC) members*

9:00am

Salon C

Where is Fight CRC Going? – Veteran Attendee Session

Have you been to Call-on Congress multiple times? Join us for an open forum to discuss our goals as an organization, priorities for 2017 and hear firsthand about the progress we are making.

- *Nancy Roach, Founder and Board Chair*
- *Anjee Davis, MPPA, President*
- *Andrea (Andi) Dwyer, Director of Health Promotion*

10:00am

Holiday Inn

Bus pickup at Holiday Inn

This is your last ride to Georgetown this morning! If you miss this bus, please ask the front desk call a cab for you, or use your smartphone to request an Uber.

10:00am

West Lobby

Registration

11:00am

Ballroom

Welcome & Opening Remarks

Anjee Davis, MPPA, President

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11:30am
Ballroom

Introduction to Advocacy

Advocacy is education—telling law makers your story. We will outline for you what to expect over the next two days and how you can stay engaged once you return home. We'll make it easy and provide all the tools you need!

Emily Piekut, Advocacy Manager

11:45am
Ballroom

Keynote Address

As the lead author of the Faster Cures report, "Colorectal Cancer: A Giving Smarter Guide," Dr. Briggs will explain how research efforts are shedding light on the biology of the disease with the aim of developing more effective treatments and diagnostics, while pushing us to think about the role we can play in accelerating the translation of high-impact research into accessible medical solutions.

LaTese L. Briggs, PhD, Director, Programs and Strategy, Milken Institute, Center for Strategic Philanthropy

12:15pm
Ballroom

Working Lunch: Mentor Groups Pam, Maria, Chris, Trish

Pick up your lunch and return to your seat. If you're waiting to get lunch, use this time to shop in our store!

12:30pm
Ballroom

Working Lunch: Mentor Groups Amanda, Chad/Sheila, Kristin, Lauren, Walter

Pick up your lunch and return to your seat to hear from our exciting research panel.

12:45pm
Ballroom

Research: MDs and PhDs also need YOU!

During this session, speakers will discuss how advocacy and research are interconnected, as well as Fight CRC's role in colorectal cancer research.

Moderated by Sharyn Worrall, MPH, Patient Education Manager

- *Andrea (Andi) Dwyer, Director of Health Promotion*
- *Dustin Deming, MD, University of Wisconsin Carbone Cancer Center*
- *Yasmeem Watson, Stage III Survivor, Research Advocacy Training and Support (RATS) Program Member*

1:15pm
Ballroom

Break

1:30pm
Ballroom

Prevention, Treatment and Survivorship: Today and on the Horizon

Meet two leading experts who are passionate about advocacy. They will share their perspective about the state of cancer care, explaining where we are now and how the healthcare field is expanding to help patients through survivorship.

Moderated by Angela Nicholas, MD and Caregiver

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- *Dennis Ahnen, MD, University of Colorado Hereditary Cancer Clinic*
- *Al Benson, MD, Northwestern University*

Q & A

2:00pm
Ballroom

Immunotherapy Rockstars

This impressive panel will share the latest and greatest in colorectal cancer research—specifically what it means to target the immune system. With breakthrough research on the horizon, now is the time to advocate for increases to colorectal cancer research funding.

Moderated by Andrea Dwyer, Director of Health Promotion and Dan Canfield, Research Advocacy Manager

- *Bao Lam, MD, Senior Clinical Director, Merck*
- *Luis Diaz, Jr., MD, Associate Professor of Oncology, Johns Hopkins University School of Medicine*

Q & A

3:00pm
Ballroom

Break

3:30pm
Ballroom

Share Your Story – Survivor Speakers

*Jo Beth Petty, Stage IIIc Survivor & Kristy Petty, Caregiver
2016 Call-on Congress Attendees*

3:45pm
Ballroom

Share Your Story – Group Sharing

This is your chance to share what brought you to Call-on Congress and what you hope to accomplish on the Hill and at home.

6:00pm
Ballroom

Closing Remarks

Anjee Davis, MPPA, President

6:30pm
East Hallway

Mix and Mingle Reception

7:00pm
Ballroom

Dinner

While you enjoy time with your fellow attendees, we will show you some of our newest celebrity PSA videos and share with you what's happening in our 2017 awareness campaign. Some of our Congressional Advisory Committee (CAC) members may stop by, and Dr. John Marshall will join us to share information about Georgetown's Ruesch Center for the Cure of Gastrointestinal Cancer.

John Marshall, MD, Georgetown University Hospital, Lombardi Comprehensive Cancer Center

9:00pm

Bus pickup to return to Holiday Inn

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11TH ANNUAL CALL-ON CONGRESS

Tuesday, March 14

7:45am

Holiday Inn

Bus Pickup at Holiday Inn

If you're staying at the Holiday Inn, this is your ride! Miss the bus? Ask the front desk to call a cab for you, or use your smartphone to request an Uber.

8:00am

West Lobby

Continental Breakfast

8:30am

Ballroom

Welcome

Anjee Davis, MPPA, President

8:45am

Ballroom

Trending Topics

Each panelist will provide valuable, actionable insight into current and emerging trends.

Moderated by Anjee Davis, MPPA, President

- **Financial Toxicity** – Alan Balch, PhD, CEO, Patient Advocate Foundation
- **The Cancer Moonshot** – Patrick Mahoney, Advocacy Relations Manager, National Cancer Institute Office of Advocacy Relations
- **Prevention: 80% by 2018** – Emily Butler Bell, MPH, Associate Director, National Colorectal Cancer Roundtable (NCCRT)

Q & A

9:45am

Ballroom

Break

Stretch your legs and grab a snack!

10:00am

Ballroom

This is Crap - Early Onset CRC

A survivor, a prevention expert and a genetic counselor will explore the complexity of how, as a community, we can tackle the question: Why are so many young people being diagnosed with CRC? Hear how they have contributed in the fight thus far and what WE can do next.

Moderated by Andrea (Andi) Dwyer, Director of Health Promotion

- *Amanda Houston, Stage II Survivor, Grassroots Action Committee (GAC) Member*
- *Dennis Ahnen, MD, University of Colorado Hereditary Cancer Clinic*
- *Beth Peshkin, MS, CGC, Board Certified, Senior Genetic Counselor, Georgetown Lombardi Comprehensive Cancer Center*

Q & A

11:00am

Ballroom

Breakout Sessions

These interactive breakout groups are designed to encourage discussion. Select which topic best applies to your connection to CRC.

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Group A, Salon C: Newly Diagnosed

Chances are, there's no shortage of questions you have related to your recent diagnosis. If you're curious about how to make informed treatment decisions, how to process all the information you've likely received, or are just looking to talk with others who have been recently diagnosed, this breakout session is for you. You'll have a chance to hear their challenges and victories of others, while receiving support from a top expert in the field.

Key Discussant: *Al Benson, MD, Northwestern University*

Moderated by Dan Canfield, MPH, Research Advocacy Manager

Group B, Salon H: Survivorship Issues

There are over 1 million colorectal cancer survivors in the United States. Colorectal cancer survivors face unique challenges – from ostomy care, to neuropathy, to psychosocial issues and more. This breakout group is an opportunity to talk about your survivorship with others.

Key Discussant – Group 1: *Claire Saxton, Senior Director of Education and Outreach, Cancer Support Community*

Key Discussant – Group 2: *Sharyn Worrall, MPH, Patient Education Manager*

Group C, Ballroom: Caregivers & Family Members

Caregivers play a significant role in the day-to-day care of patients. If you are a caregiver of someone with a colorectal cancer diagnosis, this breakout session has been prepared just for you. It is an opportunity to connect with other caregivers and family members about your experiences and discuss different strategies of self-care.

Key Discussant – Group 1: *Sara Goldberger, LCSW-R, Senior Director, Programs, Cancer Support Community*

Key Discussant – Group 2: *Martha Raymond, MA, CPN, Executive Director Michael's Mission and founder of The Raymond Family Foundation*

12:00pm
West Lobby

Lunch

Emily will notify your breakout group when it's time to pick up your lunch.

1:00pm
Ballroom

Policy Panel: Understanding our priorities

This panel was designed to give you a deeper dive into specific policy areas. Our experts will make policy digestible and meaningful.

Moderated by Margaret Carvin, Director of Government Affairs and Emily Piekut, Advocacy Manager

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Removing Barriers to Colorectal Cancer Screening

- *Caroline Powers, Director, Federal Relations, American Cancer Society Cancer Action Network (ACS CAN)*
- *Whitney Jones, MD, Founder, Colorectal Cancer Prevention Project*

Q&A

Investing in Colorectal Cancer Research

- *Nancy Roach, Founder and Board Chair*
- *Patrick Mahoney, Advocacy Relations Manager, National Cancer Institute Office of Advocacy Relations*

Q&A

Protecting the Best Interests of Patients

- *Anjee Davis, MPPA, President*

Q&A

2:00pm
Ballroom

Hill Day Prep

Kevin will teach you everything you need to know about meeting with your members of Congress, including an overview of your meeting schedule and how to use the Soapbox Mobile App.

Kevin Schultze, VP, Congressional Relations, Soapbox Consulting

2:30pm
Ballroom

Break

Grab a snack, visit the Soapbox Helpdesk if you have questions and pick up your schedules from your mentor.

3:00pm
Ballroom

Small Group Practice

Meet with your mentor groups to rehearse your talking points for tomorrow's congressional meetings.

4:00pm
Ballroom

My First Hill Day

It is normal to be nervous? Yes. Will you knock it out of the park tomorrow? Yes. Learn from this veteran advocate what her first Hill day experience was like and why she keeps coming back.

- *Michell Baker, Partnerships Manager, caregiver*
- *Marsha Baker, Grassroots Action Committee (GAC) member, caregiver*
- *LaRisha Baker, caregiver*

4:30pm
Ballroom

Wrap Up

We'll spend this time reviewing tomorrow's schedule, collecting evaluations, and answering any remaining questions.

Emily Piekut, Advocacy Manager

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5:00pm
Ballroom

Sparks of Strength – Luminary Event

Sparks of Strength is a community event. We will illuminate the night to honor and remember our friends. Together, we are One Million Strong in a united effort to defeat this cancer.

*Andrew Wortmann, Content and Community Coordinator
Craig Campbell, country music artist
Erica Hoffman, stage IV survivor, singer/songwriter*

6:15pm
Georgetown Lobby

Bus pickup for Holiday Inn return

Dinner tonight is on your own. The GAC is planning an optional dinner at 6:30pm.

Wednesday, March 15 – HILL DAY

6:30am
West Lobby

Breakfast – Georgetown Hotel & Conference Center

6:30am
Main Lobby

Breakfast – Holiday Inn

7:15am
Hotel Entrance

Bus Pick Up

Buses will pick up at both the Georgetown Hotel & Conference Center and the Holiday Inn Rosslyn. Please be prompt and ready to go by 7am – the buses don't wait!

8:00am
1st St. SW Side

Group Picture on Capitol Hill

The buses will drop you off where you need to be for the photo. If you're a DC local and meeting us there, we'll be on the backside of the Capitol

9:00am
2167 RHOB

Colorectal Cancer Hill Briefing

Members of the Fight CRC Congressional Advisory Committee and celebrity guests will join us at this Hill briefing to address the impact of colorectal cancer, how to increase screening and the need for increased funding for medical research.

10:00am-5:00pm
Capitol Hill

Hill Meetings

Soapbox Consulting has scheduled meetings for you with your members of Congress and/or their staff. Please refer to your congressional schedule for meeting times and locations.

6:15pm
Holiday Inn

Bus pick up at Holiday Inn

Your chariot awaits! Take this bus for our annual Celebration Dinner.

6:30pm
Ballroom

Celebration Dinner

Let's celebrate 11 years of advocacy and our day on the Hill! The Community Advocate Award and Andrew Giusti Memorial Award will be presented.

This year's theme is totally tubular! You guessed it – it's the 80s!

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