

Tuesday, July 9, 2019

5:30 PM **Retail Advocacy Bootcamp Welcome Reception**

*Eaton Hotel Rooftop
1201 K St NW, Washington, DC 20005*

Wednesday, July 10, 2019

Retail Advocacy Bootcamp

Location:

National Retail Federation, Board Room
1101 New York Ave NW, Suite 1200
Washington, DC 20005

8:00 AM **Breakfast**

8:15 AM **Welcome Remarks and Introductions**

*David French, Senior Vice President, Government Relations
National Retail Federation*

8:30 AM **Congressional Keynote**

Representative Jackie Walorski, R-IN-02

9:00 AM **Capstone Session - Creating Effective Stories to Share with Lawmakers: How to Create Stories to Move the Hearts, Minds, and VOTES of Lawmakers**

Seth Turner, Director of Citizen Engagement, Congressional Management Foundation

10:15 AM Break

10:30 AM **Promoting Secure Payments and Merchant Choice in Payment Technology and How Tariffs Gamble with the American Economy**

*Stephanie Martz, Senior Vice President and General Counsel,
National Retail Federation
Jonathan Gold, Vice President, Supply Chain and Customs Policy,
National Retail Federation*

11:15 AM **Taking Advocacy to the Next Level: Advocate Testimonials**

*Danny Reynolds, Stephenson's of Elkhart, Elkhart, IN
Erin Calvo-Bacci, CB Stuffer, Swampscott, MA
Neil Abramson, ECI Stores, Leominster, MA*

11:30 AM **Lunch and Preparing for Capitol Hill Meetings**

*Kevin Schultz, Vice President, Congressional Relations, Soapbox
Consulting*

12:30 PM **Adjourn**

1:00 PM – 5:00 PM **Capitol Hill Visits**