

**The Association of Florida Colleges**  
**2019 LEGISLATIVE DAYS**  
**1725 Mahan Dr., Tallahassee, FL 32308**  
**February 6-7, 2019**

**ADVOCACY and ISSUE TRAINING**

**February 6, 2019**

Noon	<b>Registration Open – AFC Building, 1725 Mahan Dr., Tallahassee, FL 32308</b>
1:00pm	Welcome - 2019 AFC President Marjorie McGee
1:10pm	The AFC Advocacy Process – Michael Brawer, AFC CEO Statewide
1:45pm	Social Media and Legislative Messaging: How to Be a Good Member Advocate - Karen Moore, President, Moore Communications Group
2:30pm	Break
2:45pm	How a Bill Becomes Law – President Joe Pickens, Jack Hall, Director of Academic Program Support/Government Relations and College Lobbyist, St. Johns River State College and
3:30pm	Legislative Outlook to date – Allyce Heflin, Lobbyist, Southern Strategies
3:45pm	Legislative Issues Review and Talking Points – Rachael Bonlarron, Chair, AFC Legislative Committee (College Lobbyists)
4:15pm	Q and A
4:45pm	Adjourn
<b>6:00pm</b>	<b>Florida College System SGA Dinner and Opening Session – Lifetime Sports Complex. Tallahassee Community College, 444 Appleyard Way, Tallahassee, FL 32304</b>

**February 7, 2019**

8:00 am	Legislative visits to Capitol with College Lobbyists
9:00am	SGA Legislative Panel, City Hall (optional)
Noon	Lunch on Your Own - ADJOURN