

**The Association of Florida Colleges**  
**2020 LEGISLATIVE DAYS**  
**1725 Mahan Dr., Tallahassee, FL 32308**  
**January 28-29, 2020**

**ADVOCACY and ISSUE TRAINING**

**January 28**

- Noon            **Box Lunch - Registration Open – AFC Building, 1725 Mahan Dr., Tallahassee, FL 32308**
- 1:00pm        Welcome
- Matt White (CC), 2020 AFC President
  - Michael Brawer, AFC CEO and Executive Director
- 1:10pm        Speaker, Jeffrey Schweers, Legislative and Investigative Reporter, Gannett – “The Florida Elections”
- 1:45pm        Legislative Issues Review – Jack Capra (NWFSC), Chair, and Jessica Kummerle (CCF), Vice-Chair, AFC Legislative Committee (College Staff Lobbyists)
- 2:15pm        Break
- 2:45pm        State Legislative Outlook– Seth McKeel, Lobbyist, Southern Group
- 3:15pm        How a Bill Becomes Law – Jack Hall, (SJRSC)
- 3:45pm        Social Media and Legislative Messaging: How to Be a Good Member Advocate – Logan Lewkow, Director of Advocacy, The Moore Agency
- 4:15pm        AFC Advocacy Process and Resources – Michael Brawer, CEO, Association of Florida Colleges
- 4:45pm        Q and A
- 5:00pm        Adjourn
- 6:30pm        Dinner on Your Own

**January 29**

- 8:00am        House Higher Education and Career Readiness Committee - (7:45am meet at Capitol Rotunda, first floor by entrance security)
- Noon           Lunch on Your Own - ADJOURN