

Storming the Hill - The Process A Review by President Graham

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Take Action

Storming the Hill 2014

Review MOAA's 2014 *Storming the Hill Brochure*

Go to TAKE ACTION –*Don't Tax Military People First* SEND EMAIL

See EVENT COVERAGE Facebook Pictures, Military Officer magazine will also have big spread

1. For years, I have listened to the feedback and advice from past NCCOC Presidents after their experiences with MOAA's Storming the Hill. All reported how impressed they were with MOAA's preparation and execution of this important event. They all reported very positively how our Council and Chapter Presidents /Spouses were involved/valued/treated. **We report 100% agreement with this historical perspective.** Bob Garman provided comprehensive orientation to Storming the Hill.
2. **Sequence of process points.**
 - a. Request for validation of planned attendance sent to MOAA list.
 - b. Initial packet of information sent to validated attendees including instructional letter from Admiral Ryan.
 - c. MOAA CONNECT Community for "Stormers" was established. All necessary information was placed there so easy access for users.
 - d. Advised to look at membership on selected committees; location of buildings and transport between same; select hours for making appointments; contact individual offices to find out how they receive appointment requests; timeline for requesting appointments and schedulers individual approaches to meeting multiple demands.
 - e. I maintained communication with COL Mike Rogers. Each Council/Chapter "team" is supported by a MOAA staff or Board member.
 - f. Graham /Baisden signed in to hotel Monday 7 April, had orientation/instructions on 8 April and then transported to Capital 9 April where we conducted our Storming opportunities. Follow up programs on Thursday, 10 April.
 - g. Other events during the week included Dinners, Award Ceremony, Guest speakers, Sponsor presentations, vendor tables, great opportunities for networking with other Council/Chapter Presidents, MOAA Staff.
 - (1) MOAA Awards Ceremony
 - Colonel Arthur T. Marix Congressional Leadership Award
 - The Honorable Bernie Sanders – United States Senate
 - The Honorable Tim Walz – United States House of Representatives
 - MOAA Distinguished Service Award
 - Mr. Lee R. Anderson Sr., Chairman of the Board, APi Group, Inc.
 - Safeway, Inc.
 - Colonel Paul. W. Arcari Meritorious Achievement Award
 - Mr. Steve Robertson, Staff Director
 - Senate Committee on Veterans' Affairs
 - (2) Senator Kelly Ayotte
 - (3) Brig Gen Ivan Denton, ARNG

3. How did it really work?

- a. All MOAA information right on target. Important to contact each office ahead of time as they differ in how they make appointments. Most do not want email letters or fax requests. Many offices now use electronic appointment systems on their individual websites.
- b. Most schedulers won't make appointments early on as there is little way to know exactly what will happen on Storming Day due to voting, committee meetings etc.
- c. Schedulers most often do ALL of the scheduling, in DC and in home offices. Good to work with local office POC's.
- d. Your own flexibility is critical. Smile, take deep breaths and demonstrate your understanding of the many factors involved in keeping a schedule. 9 April turned out to be the day that every high school student in America was visiting the Capital. Lines entering each building were often HUGE and everyone had to go through security. We wound up zipping back and forth to keep up with last minute changes. Underground transport is excellent but you must be accompanied by a staff person. Take snacks/water...you may miss lunch and miss the bus.
- e. You may have an appointment with a principal but then things change at the last moment.
- f. The Legislative Assistants are very prepared. They are charged with putting together the information for their boss and probably asked for their suggestions etc. We met active duty Fellows who were assigned to principals. Several offices also had Military Legislative Assistants. ALL staff were hard charging, well educated, polite, customer service oriented, understanding that elections were coming up, wanted to help, listened carefully, questioned appropriately. We were VERY VERY prepared by MOAA as to what to expect.
- g. I have sent Thank You letters to each principal and have received neat responses. I also plan to keep up my communications with each office, especially after elections.
- h. I sent a follow up letter to MOAA Col Mike Hayden.
- i. Forwarded photos to MOAA Images.
- j. Here's the NC Team list:
 - Senator Kay Hagan – participated with Senator Hagan in her Carolina Coffee, and then met with her L.A.
 - Senator Richard Burr – participated in his Photo Op plan, chatted with him and then met with his L.A.
 - Representative Walter Jones – met with him.
 - Representative David Price – had appointment with him but last minute schedule change and then met with L.A.
 - Representative Mike McIntyre – met with him briefly, had photo in his office and also met with his L.A.
 - Representative G.K. Butterfield – met with him briefly, had photo in his office and also met with his L.A.
 - Representative Virginia Fox – again, schedule had to be changed, met with L.A. I also met with Virginia at the High Country Applebee's event.
 - Representative Howard Coble – had appointment with him, photo in office and also met with his L.A.
 - Representative Patrick McHenry – met briefly with him, photo in office. Also, had appointment with L.A. after schedule changes but not able to keep it.