Mr. Particle Physicist Goes to Washington

HEP User Community Government Relations in the Context of P5

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4/8/14

What is HEP Outreach?

- High Energy Physics Outreach – communicating information about HEP to people outside of HEP
- Who?
  - Is the audience? Is the communicator?
- What?
  - Information is shared?
- Where &
- When
  - Is best to do it?
- How?
  - Through which methods?
- Why?
  - Are you bothering? What is the purpose, goal?

HEP Outreach Categories

- **Education (specifically K-12)**
  - **Fermilab programs, Quarknet (~50,000 students/year)**
  - **Motivation: first attractor**
  - **Challenge: Geographically limited**

- **General Public**
  - **symmetry magazine, "Events" (e.g. Angels & Demons, Higgs discovery, WPPM videos)**
  - **Motivation: societal vision and values, responsibility**
  - **Challenge: field of HEP relatively abstract**

HEP Outreach Categories

- Other Science Fields
  - Almost non-existent (e.g. AAAS meetings)
  - Motivation: broader informed support, enabling tools and techniques
  - Challenge: we're too insular
- Government Relations (GR)
  - Annual DC Trip, related smaller efforts
  - Motivation: $$$, key component of US scientific leadership
  - Challenge: clearly demonstrated benefit

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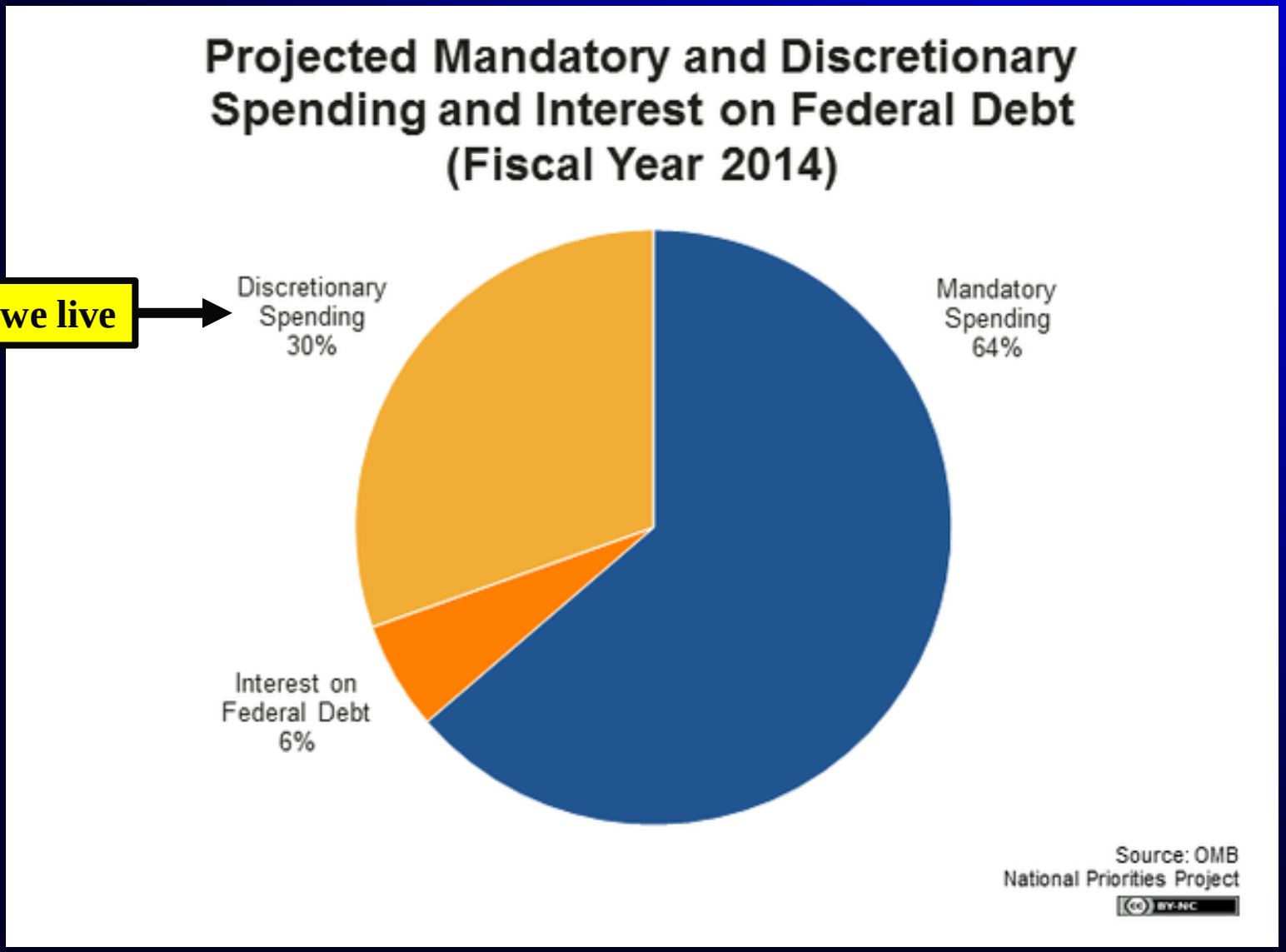
Budget Context

Where we live



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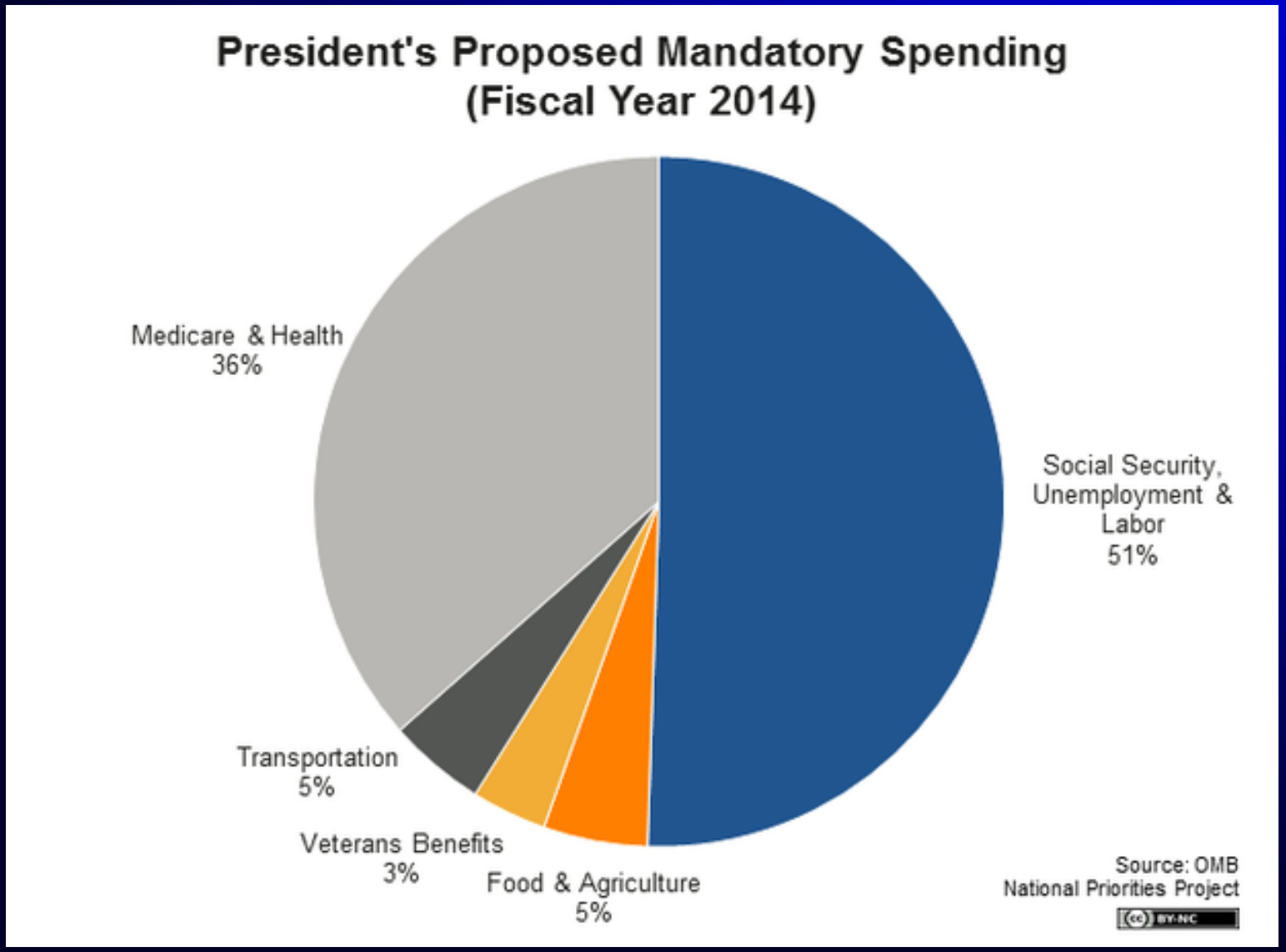

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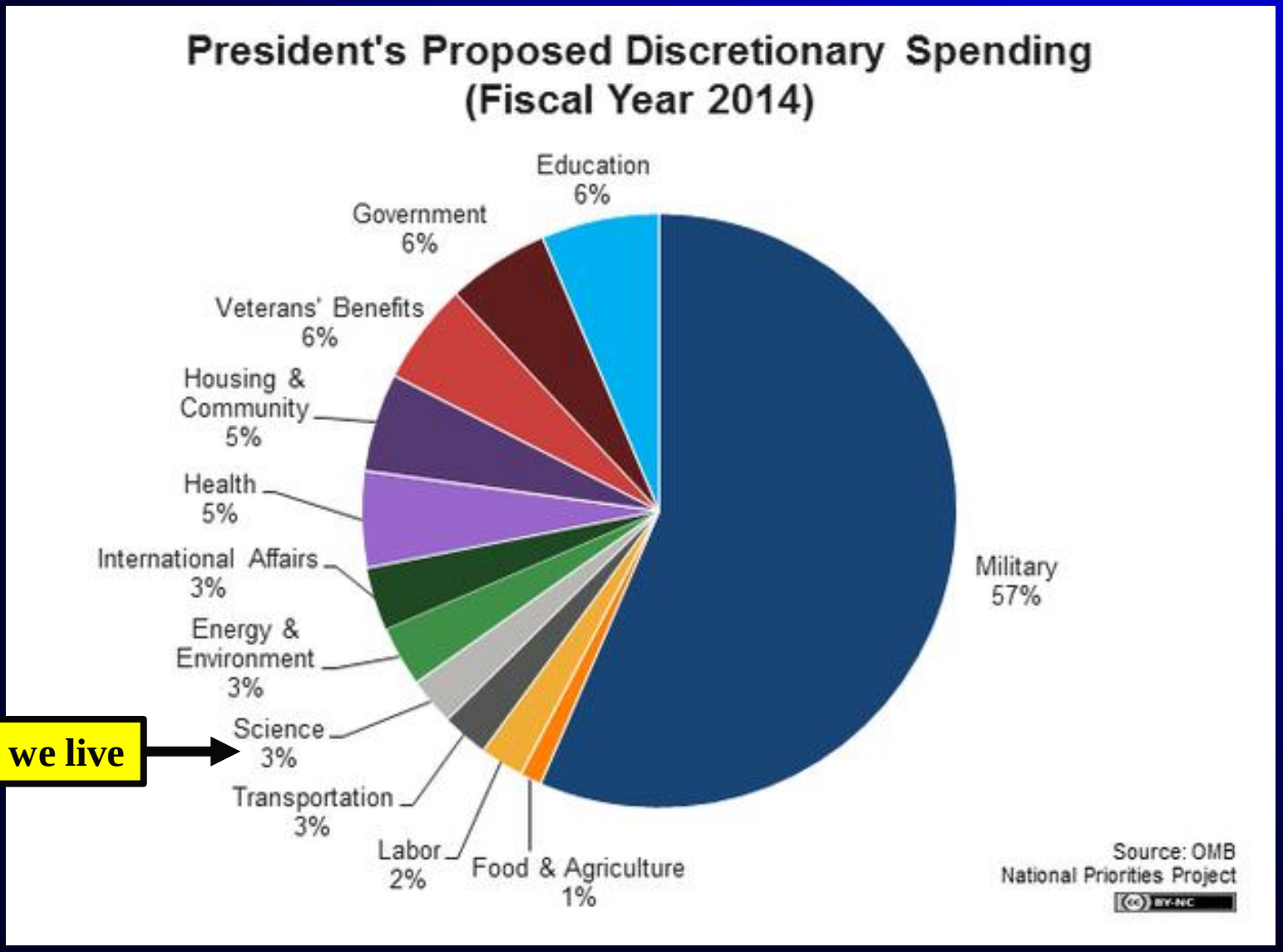

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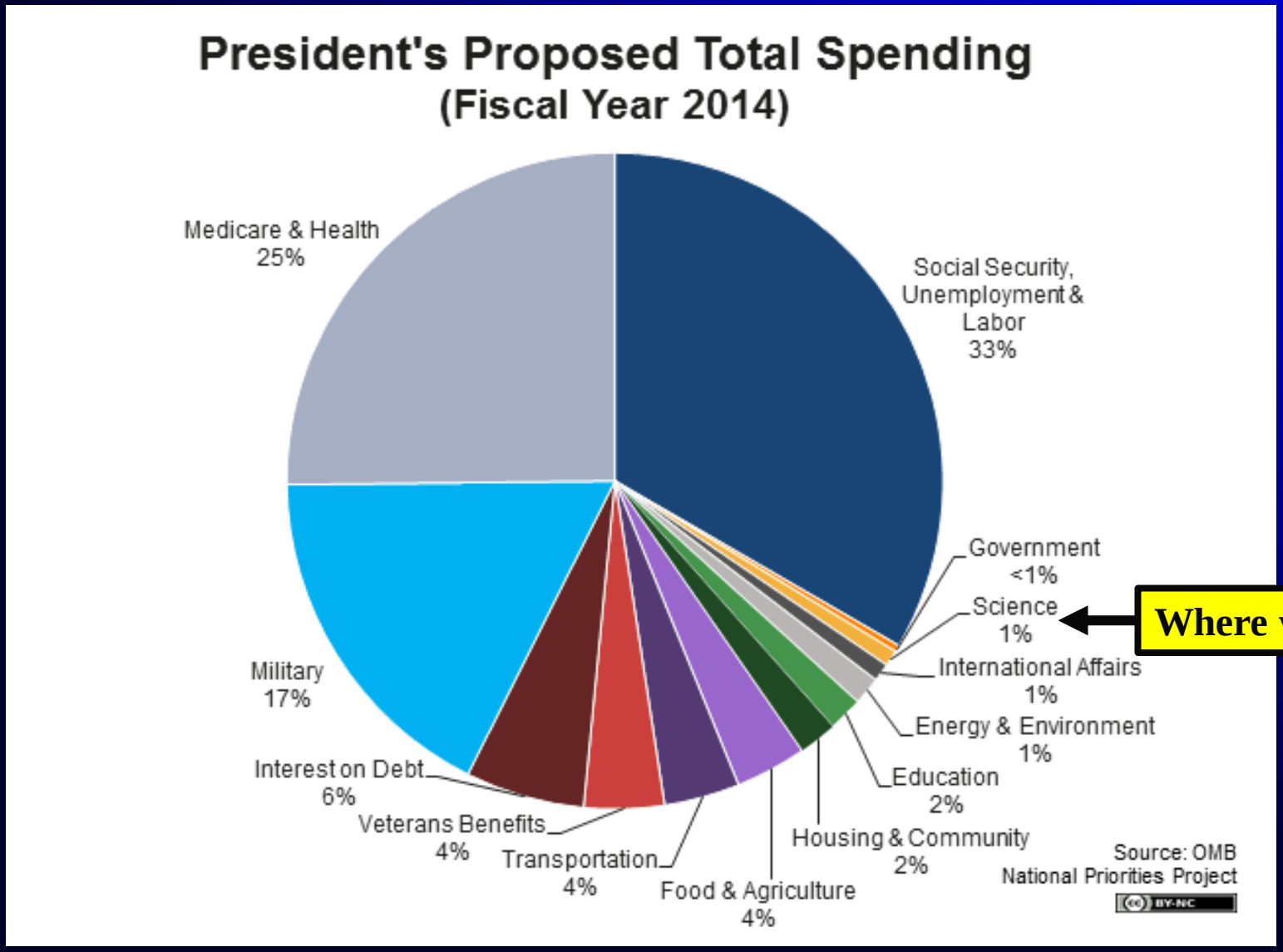
Budget Context



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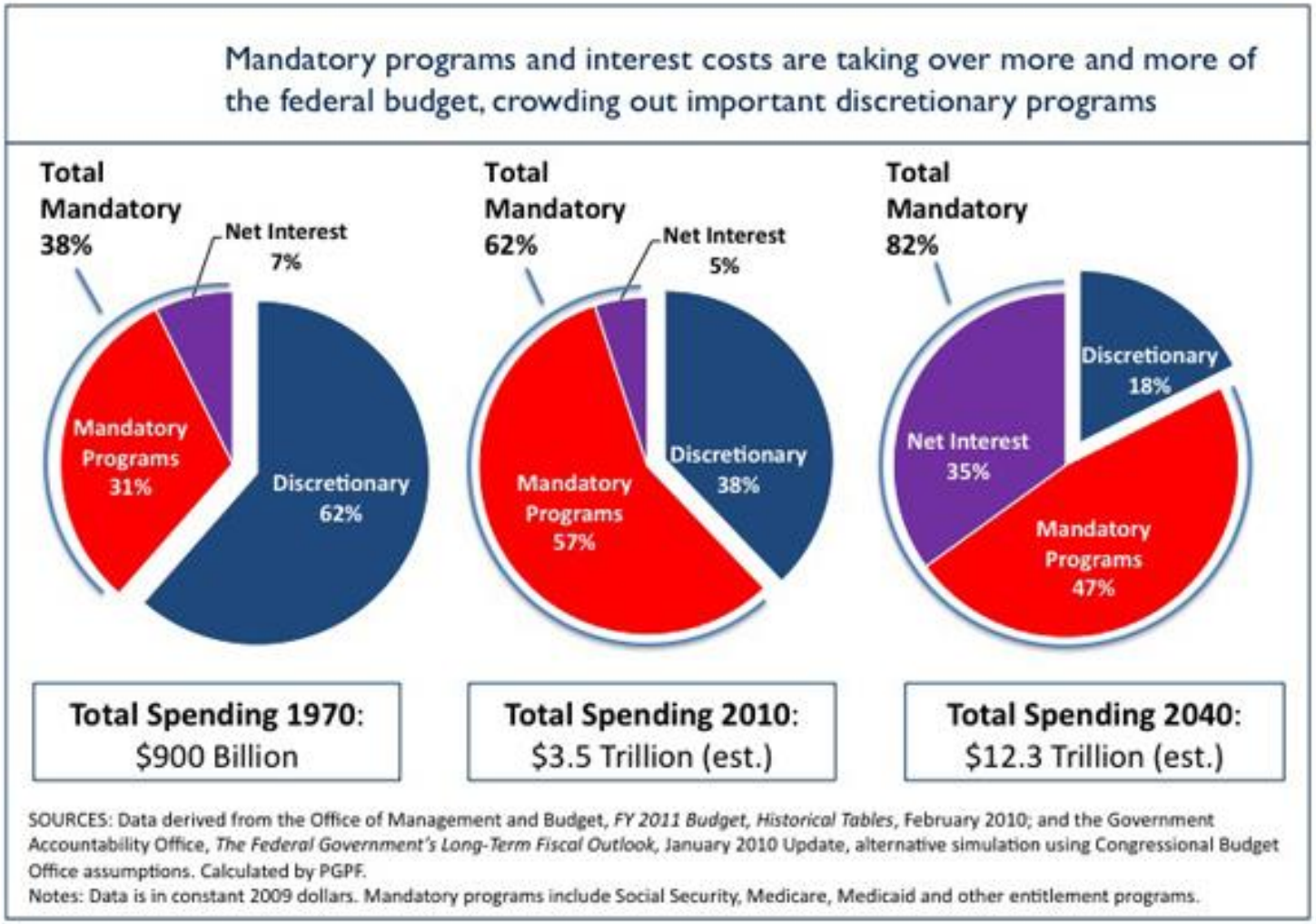
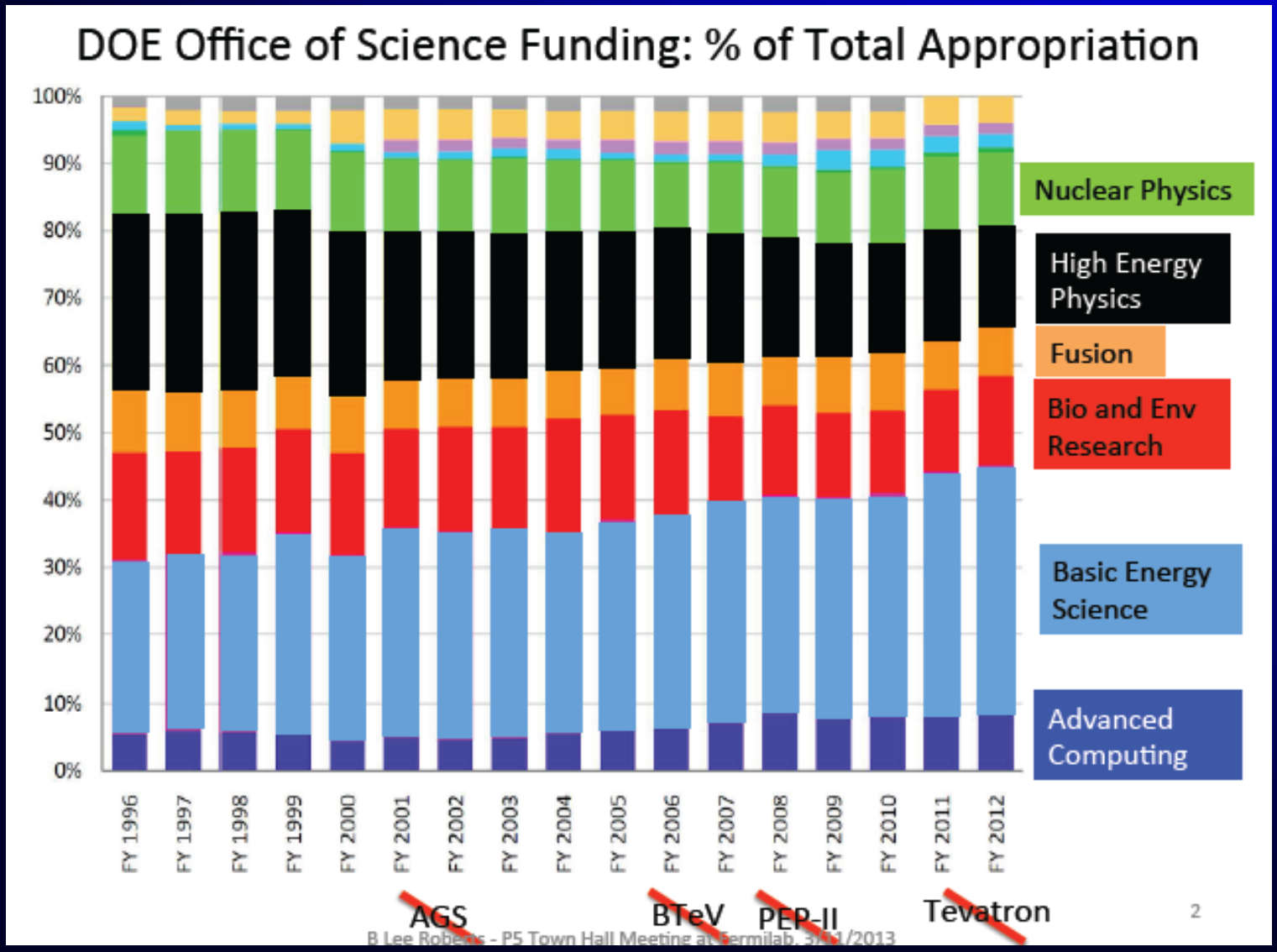
Budget Context



HEP within Office of Science



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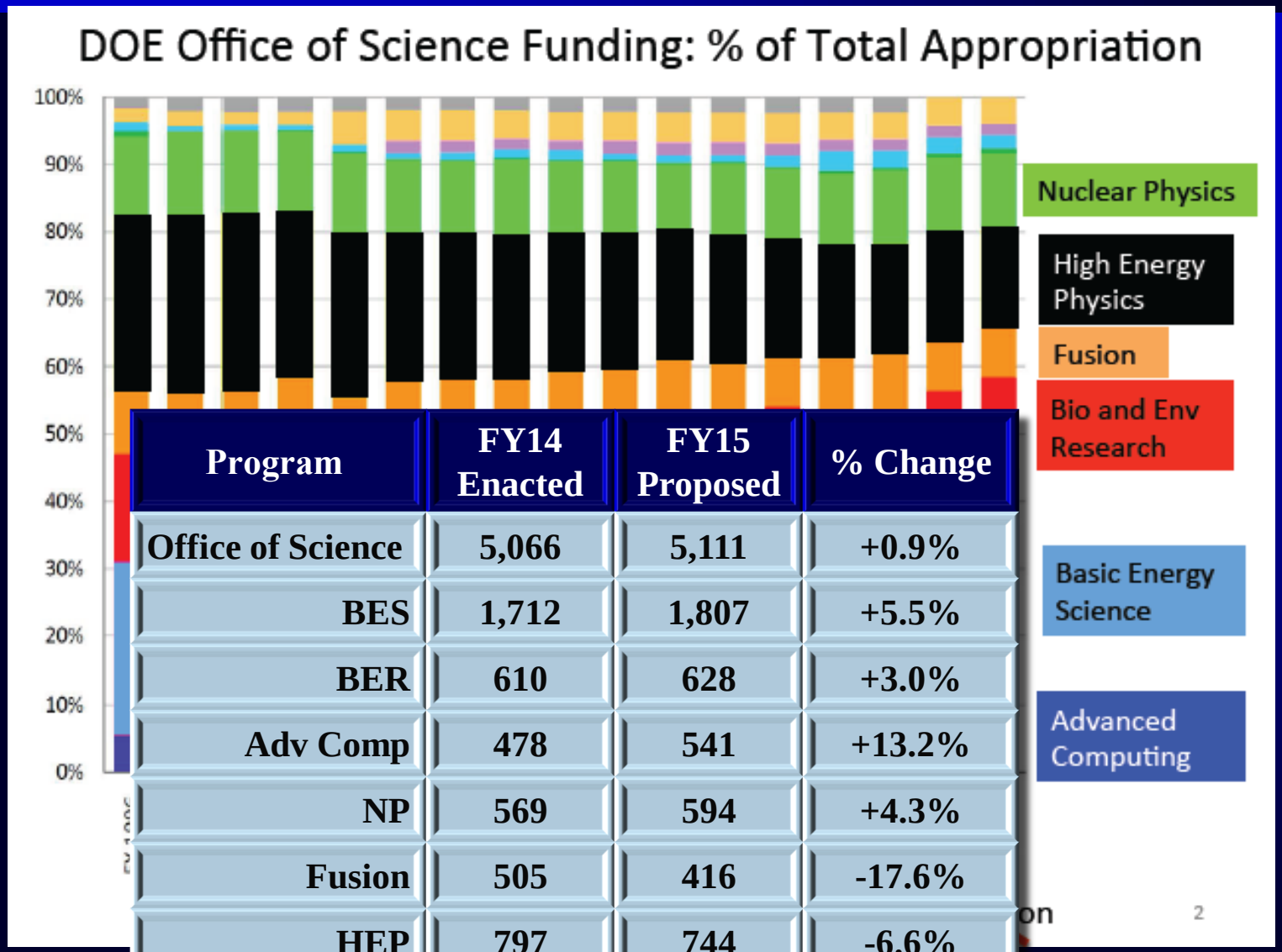


Program	FY14 Enacted	FY15 Proposed	% Change
Office of Science	5,066	5,111	+0.9%
BES	1,712	1,807	+5.5%
BER	610	628	+3.0%
Adv Comp	478	541	+13.2%
NP	569	594	+4.3%
Fusion	505	416	-17.6%
HEP	797	744	-6.6%

The Federal Budget Players
Executive

- President
- Office of Management & Budget (OMB)
- Office of Science & Technology Policy (OSTP)
- Department of Energy (DOE)
  - Office of Science (OSc)
    - Office of High Energy Physics (OHEP)
- National Science Foundation (NSF)

The Federal Budget Players
Congress

- **Authorizing Committees** (budget and oversight jurisdiction)
  - **House Committee on Science, Space & Technology**
    - Subcommittee on Energy (DOE)
    - Subcommittee on Research & Technology (NSF)
  - **Senate Committee on Energy & Natural Resources**
    - Subcommittee on Energy (DOE)
  - **Senate Committee on Commerce, Science & Transportation**
    - Subcommittee on Science & Space (NSF)

The Federal Budget Players

Congress

- **Appropriations Committees** (allocate money)
  - **House Committee on Appropriations**
    - Subcommittee on Energy & Water Development (DOE)
    - Subcommittee on Commerce, Justice, Science & Rel. Agencies (NSF)
  - **Senate Committee on Appropriations**
    - Subcommittee on Energy & Water Development (DOE)
    - Subcommittee on Commerce, Justice, Science & Rel. Agencies (NSF)

- **Sen & House Auth. & Approp: ~160 out of 535 members**

The Federal Budget Cycle

- OSTP makes policy recommendations to OMB; jointly issue budget guidance to agencies (May-June)
- DOE/NSF submit budgets to OMB (Aug-Sep)
- OMB makes policy (budget) decisions to match the President's priorities
  - Iterative ("passback" to agencies in Nov); finalized in Dec
- President's budget request submitted to Congress (1st Mon in Feb)
  - Includes top line numbers for Office of HEP, specific numbers for some items
- Authorization Committees
  - Authorize funding levels reflecting Congressional priorities, give "views and estimates" to Budget Committee
    - Bills do not allocate money, but rather Congress' desired funding levels (e.g. America COMPETES, FIRST, Einstein Acts)
- Budget Committees
  - Produce a budget resolution, lays out big-picture framework for fed budget (Apr 15)
  - Budget resolution (or spending cap resolution in its absence) sets overall spending constraint for Appropriations Committees

The Federal Budget Cycle

- Budget resolution, DC letters, individual member programmatic requests go to Appropriations (Sub)Committees (Mar-May)
- Appropriations Committees
  - 12 different subcommittees produce 12 individual spending bills
  - Full committee determines allocation for each subcommittee
  - Markup: subcommittees write their own spending bill and vote to send it to the full committee
  - Full committee votes on each bill to send it to the floor
  - Full chamber votes on each bill
  - Senate and House "Conference" to agree on a final version, which goes back to each chamber for approval, and then to the President to sign (Oct 1)
- Failure modes
  - Omnibus bill: wrap multiple Appropriations bills into one – sledgehammer approach
  - Continuing Resolution (CR): short-term to give more time, or full year (i.e. punt)

HEP Users' GR Activities

- Annual trip to Washington DC
- Written testimony to Congress
- Letter writing
- Local office visits
- Other events

DC Trip

- **Purpose: to visit with as many Congressional member and relevant staff offices as possible, as well as with particular representatives of the administration and funding agencies.**
- **Message: garner support for funding of physical science research in general, and HEP in particular.**
- **A few details:**
  - **Started with the Fermilab UEC over 30 years ago**
  - **Now a joint UEC/SLUO/USLUA effort – through *election* represent nearly entire US HEP user community**
  - **40-50 individuals travel to DC for a 3-day visit**
  - **Timed to fall right after President's budget proposal and beginning of Congressional budget cycle.**
  - **Share excitement for, importance of, and news from HEP.**
  - **Encourage funding support for DOE SC and NSF.**

DC Trip: What do we do?

- We meet with as many Congressional members and staff as possible and key members of the administration to advocate for support of particle physics research.
  - Members of Congress: schedule meetings with over 300 members
  - Congressional staff: Senate and House Appropriations and Authorization committee and subcommittee staff with oversight of DOE and NSF
  - Office of Management and Budget (OMB) and Office of Science and Technology Policy (OSTP)
  - DOE and NSF "debriefings"

DC Trip: Who goes?

- Fermilab Users Executive Committee (UEC): ~20
  - Mostly UEC membership and FSPA officers
  - Weighted toward senior personnel
- US LHC Users Association (USLUA): ~20
  - A few Executive Committee members
  - Winners of Young Scientist Lightning Round
  - Weighted toward grad students/postdocs
- SLAC Users Organization (SLUO): ~10
  - Mix of Executive Committee members and other users
- Recruit a small number of other users to cover high importance offices to which we have no connection

DC Trip: How does it work?

- Schedule Meetings
  - Trip organizers assign a list of Congressional offices to each tripper
    - Each tripper is responsible for scheduling meetings with each office on their list
  - Group leadership (Chairs and GR Chairs) choose who attends meetings with OMB & OSTP, and DOE & NSF
  - Very experienced trippers schedule meetings with Committee and Subcommittee staff
  - Important help from Lewis-Burke Associates
    - Thanks Carole, Bridget, Kaitlin, Helena, April!
- Prepare Message
- Produce & collect packet materials
- Conduct training
- Follow-up

DC Trip: How does it work?

- Schedule Meetings
  - Senate and House Office Meetings
    - Usually 15-30 minutes with a staffer (Legislative Correspondent → Legislative Assistant → Senior LA → Legislative Director → Chief of Staff (very rarely!))
    - About 5% of meetings with Senator or Representative
    - Almost always supportive to varying degrees
    - Ranges from very basic with an LC of member on no science committees, to very detailed with LD or science Fellow from E&W Appropriations member






DC Trip: How does it work?

- Schedule Meetings
  - Committee Staff
    - Among the most important meetings we have
    - Not Congres smembers' personal staff, but professional Majority and Minority staff explicitly for that committee. Lead staff generally Chairman and Ranking Member's designees.
    - These are the people who know more about many aspects of our field than we do. They are the ones actually writing the bills.
    - Very smart people who ask very hard questions, and can give very good advice.
    - Definitely not amateur hour – experienced trippers only!

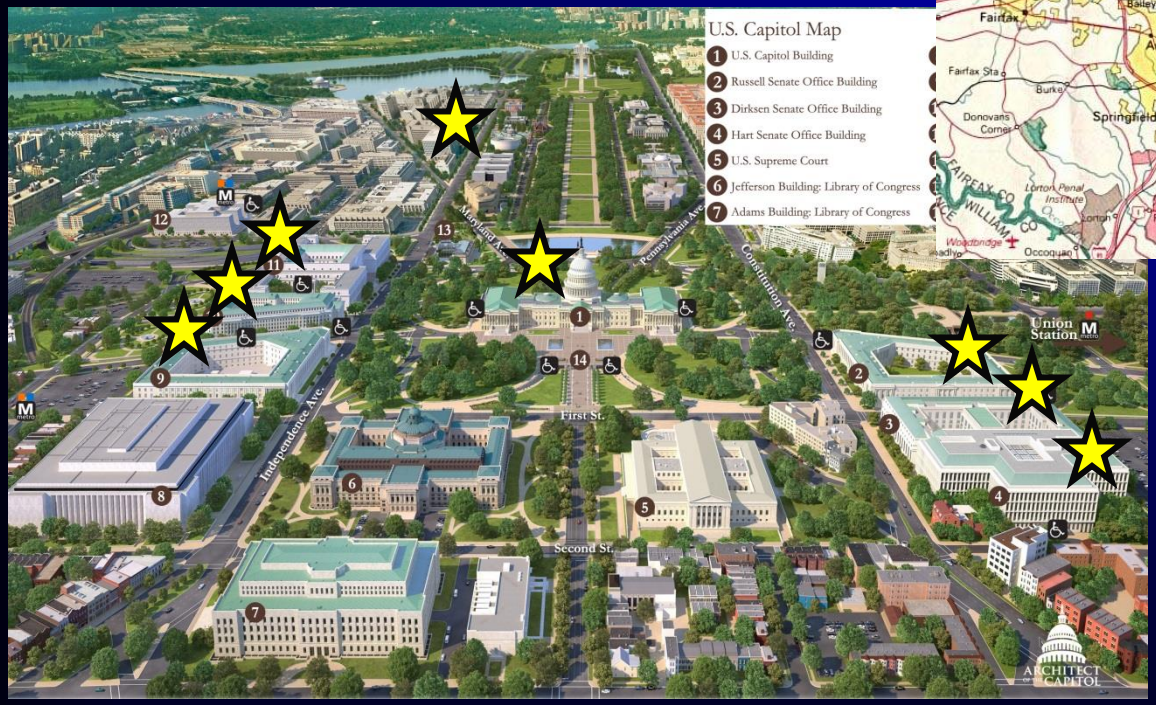
DC Trip: How does it work?

- Schedule Meetings
  - DOE/NSF
    - Basically DOE Germantown and NSF are briefings to them of what we are hearing on the Hill. DOE Forrestal can include more advising to us.

  - OMB/OSTP
    - Often the toughest meetings. Can be generally receptive, or at times hardball. Needs senior representatives of the field who can stay on message.

DC Trip: How does it work?

- Schedule Meetings
  - ~50 people at > 300 meetings in multiple locations over 3 days - Logistical nightmare!!

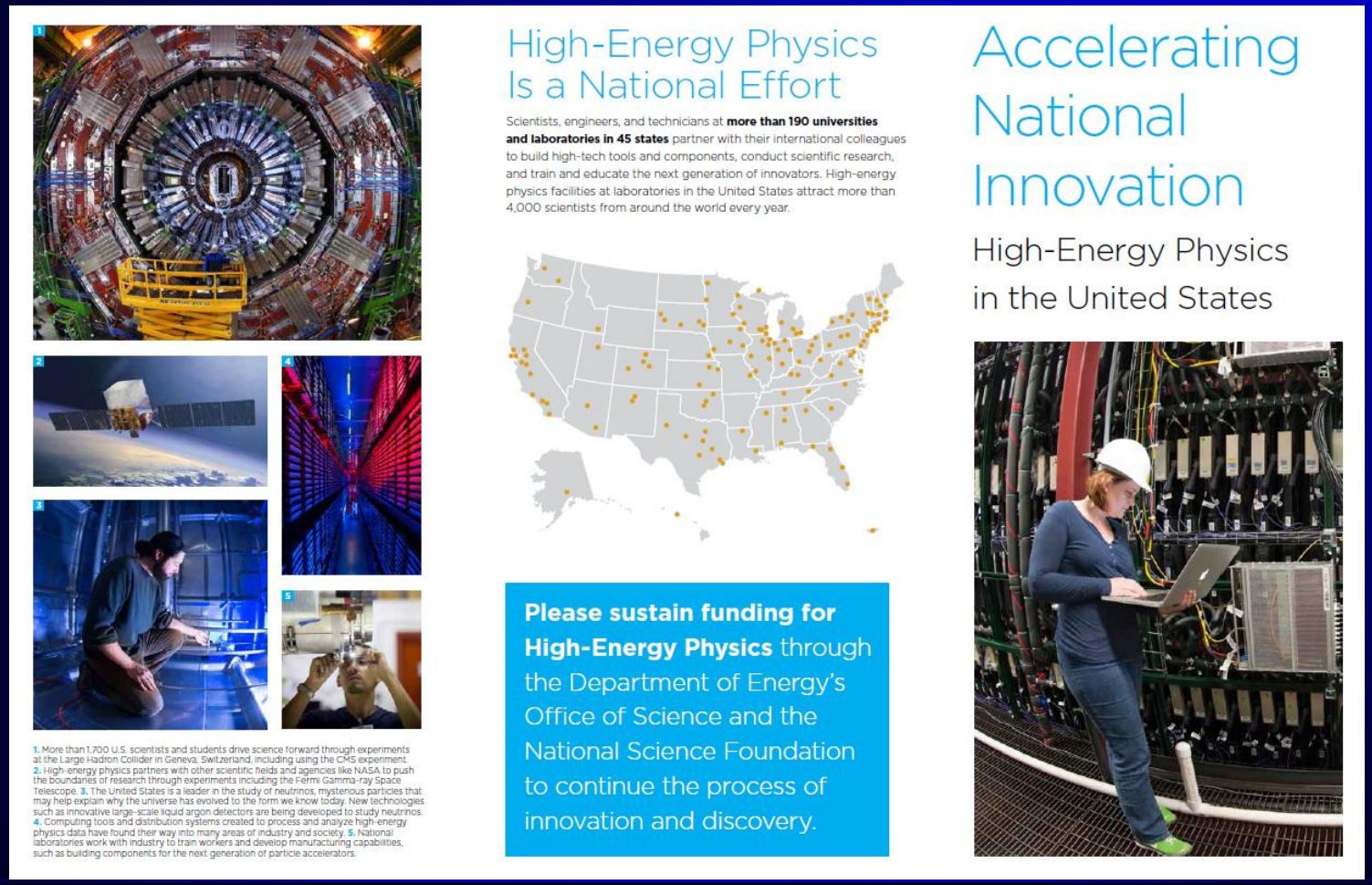


DC Trip: How does it work?

- Schedule Meetings
- Prepare Message
  - Group leadership work together to put together message each year
  - Consult with labs, agencies, APS, Lewis-Burke
  - Invaluable assistance from FNAL, SLAC Communications/VMS
  - NOTE: ALL decisions made by Users alone. This trip is to deliver the USERS' message - no one else's.
- Produce & collect packet materials
- Conduct training
- Follow-up

DC Trip: How does it work?

- **Prepare Message**
  - **Mainly in form of our HEP brochure, or 1-pager:**



1. More than 1,700 U.S. scientists and students drive science forward through experiments at the Large Hadron Collider in Geneva, Switzerland, including using the CMS experiment. 2. High-energy physics partners with other scientific fields and agencies like NASA to push the boundaries of research through experiments including the Fermi Gamma-ray Space Telescope. 3. The United States is a leader in the study of neutrinos, mysterious particles that may help explain why the universe has evolved to the form we know today. New technologies such as innovative large-scale liquid argon detectors are being developed to study neutrinos. 4. Computing tools and distribution systems created to process and analyze high-energy physics data have found their way into many areas of industry and society. 5. National laboratories work with industry to train workers and develop manufacturing capabilities, such as building components for the next generation of particle accelerators.

High-Energy Physics Is a National Effort

Scientists, engineers, and technicians at **more than 190 universities and laboratories in 45 states** partner with their international colleagues to build high-tech tools and components, conduct scientific research, and train and educate the next generation of innovators. High-energy physics facilities at laboratories in the United States attract more than 4,000 scientists from around the world every year.

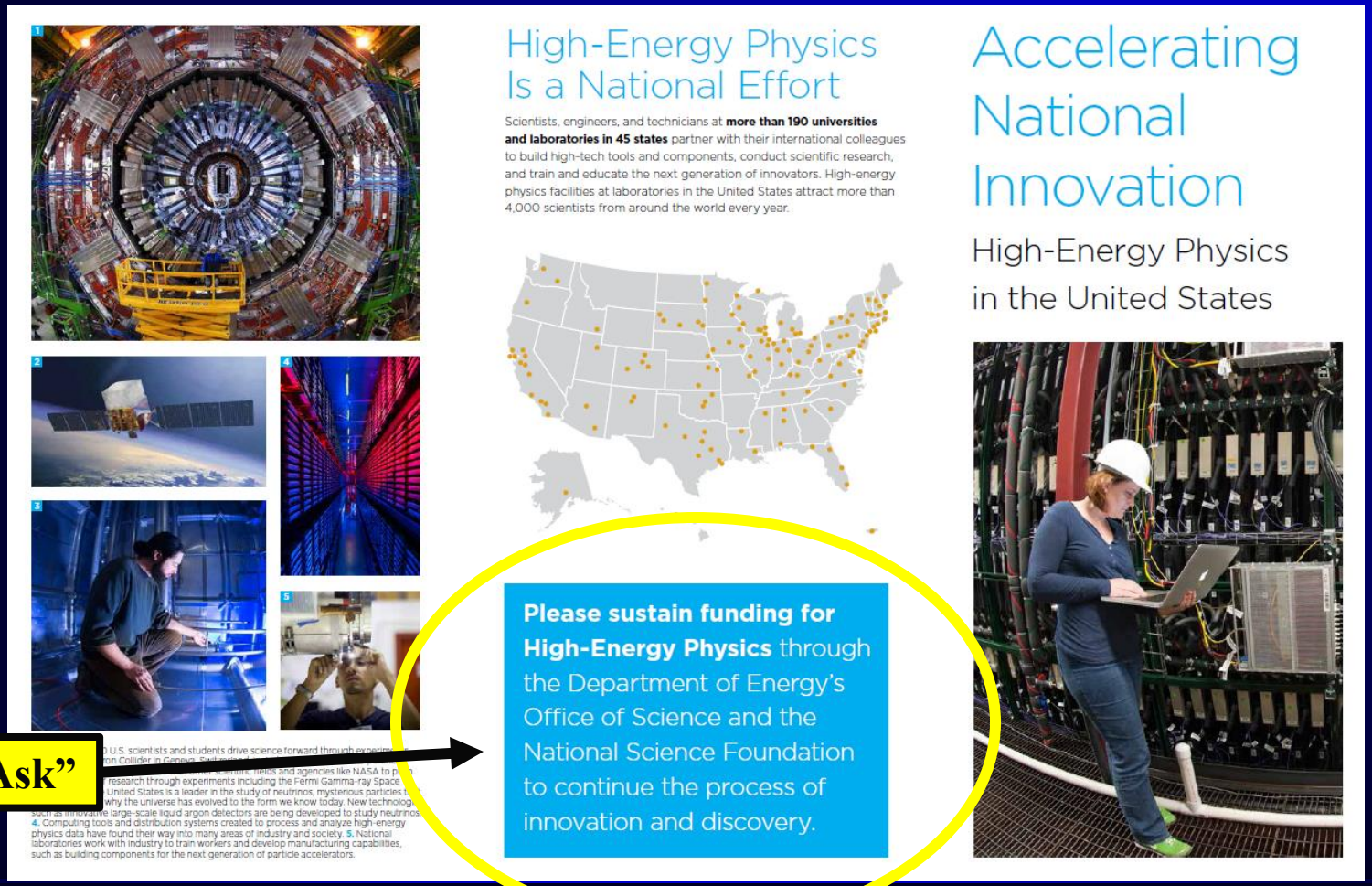
Please sustain funding for High-Energy Physics through the Department of Energy's Office of Science and the National Science Foundation to continue the process of innovation and discovery.

Accelerating National Innovation

High-Energy Physics in the United States

DC Trip: How does it work?

- **Prepare Message**
  - **Mainly in form of our HEP brochure, or 1-pager:**



Our "Ask"

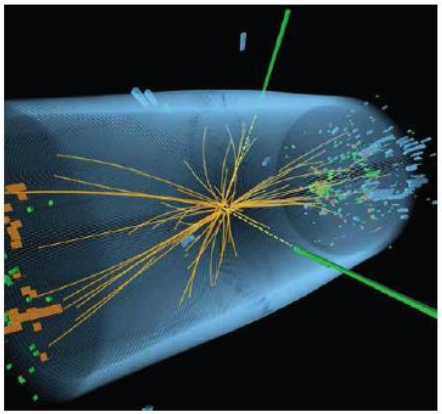
DC Trip: How does it work?

- **Prepare Message**
  - **Mainly in form of our HEP brochure, or 1-pager:**

Exploration that Propels U.S. Progress

The challenge of high-energy physics is to discover what our world is made of and how it works. Particle physics, the science of the very small, teams up with astrophysics and cosmology, the sciences of the very large, to explore the undiscovered universe from the tiniest particles to the outer reaches of space.

The quest to better understand our world inspires and educates tens of thousands of students across the country and creates a globally competitive, highly trained workforce in the United States. Advanced research and development (R&D) for the tools of **high-energy physics drives innovation that improves the nation's health, wealth, and security.**



Leading the World to New Discoveries

America's high-energy physics research program positions U.S. scientists to make the next generation of discoveries at home and abroad. **U.S. university and national laboratory researchers lead in the global search for answers to some of humankind's biggest questions:**

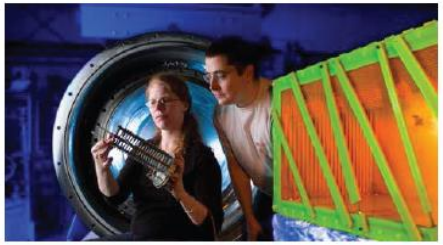
What are the building blocks of matter and the fundamental forces of nature?
High-energy physicists from the United States lead the way in the quest to understand the Higgs boson and to search for other new particles and forces.

How did the universe develop into what we see today?
Pioneering research with powerful beams of neutrinos produced at Fermilab may uncover the mysteries of the dynamics of the early universe.

What makes up the 96 percent of the universe we can't see?
We understand only four percent of our universe. U.S. scientists lead pioneering Earth- and space- based experiments to search for the dark matter and dark energy that could explain the rest.

Providing Tools for STEM Education

Every year, high-energy physics programs at more than 100 universities and five national laboratories give **tens of thousands of U.S. students hands-on learning experiences in science, math, computing, and engineering.** Students, scientists, engineers, and technicians trained in the cutting-edge science of high-energy physics give the U.S. workforce an edge in the high-tech global economy.



Driving Innovation with High-Energy Physics

High-energy physics discoveries require powerful research tools. These bold and innovative technologies have entered the mainstream of society to transform the way we live and do business. More than 30,000 particle accelerators are in use worldwide in industries including **medicine, manufacturing, and material processing.** The Department of Energy's Office of High-Energy Physics is the designated steward of the nation's program for particle accelerator R&D.

Why Particle Physics Matters

Learn more about what motivates high-energy physicists:

How high-energy physics changes your life:

DC Trip: How does it work?

- **Prepare Message**
  - **Mainly in form of our HEP brochure, or 1-pager:**

IDEAS: our science

TOOLS: impact on, benefit to society

PEOPLE: student/ workforce training

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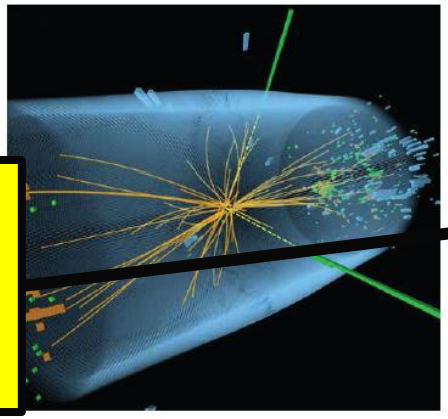

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- Produce & collect packet materials
  - Message brochure, science information, accelerator technology & benefits to society literature, maps, "souvenirs", etc.
  - MASSIVE help from
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    - Fermilab Users Office – Barb Book
    - symmetry – Kelen Tuttle
- Conduct training
- Follow-up

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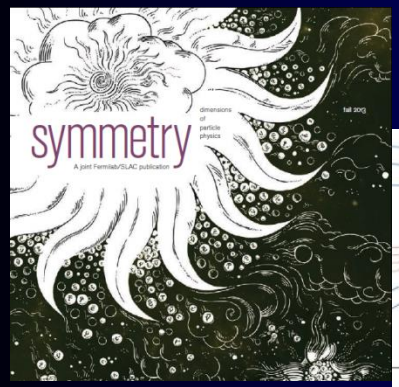
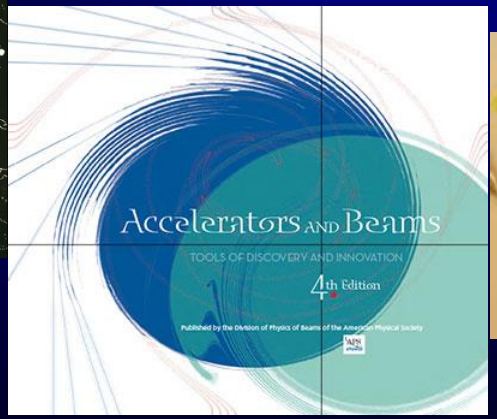
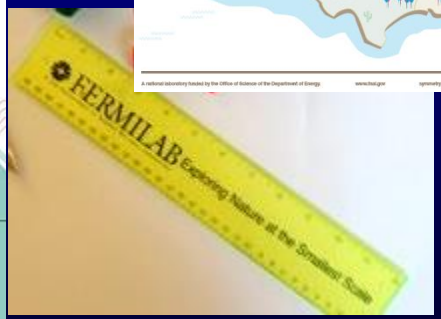
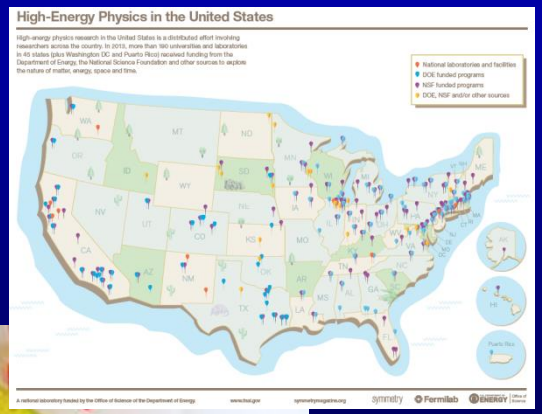
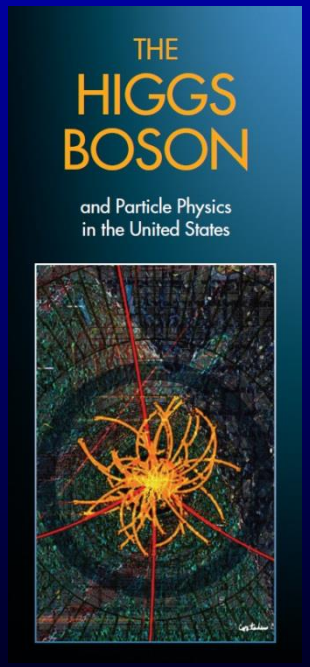
    - **DPF, DPB**









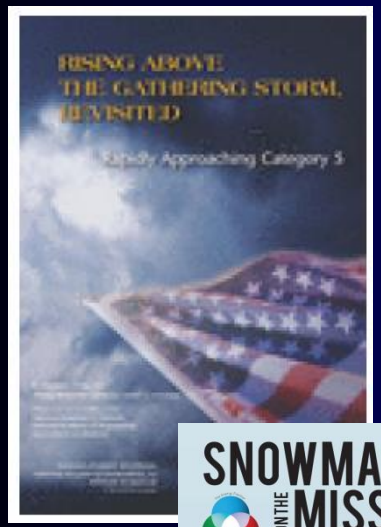


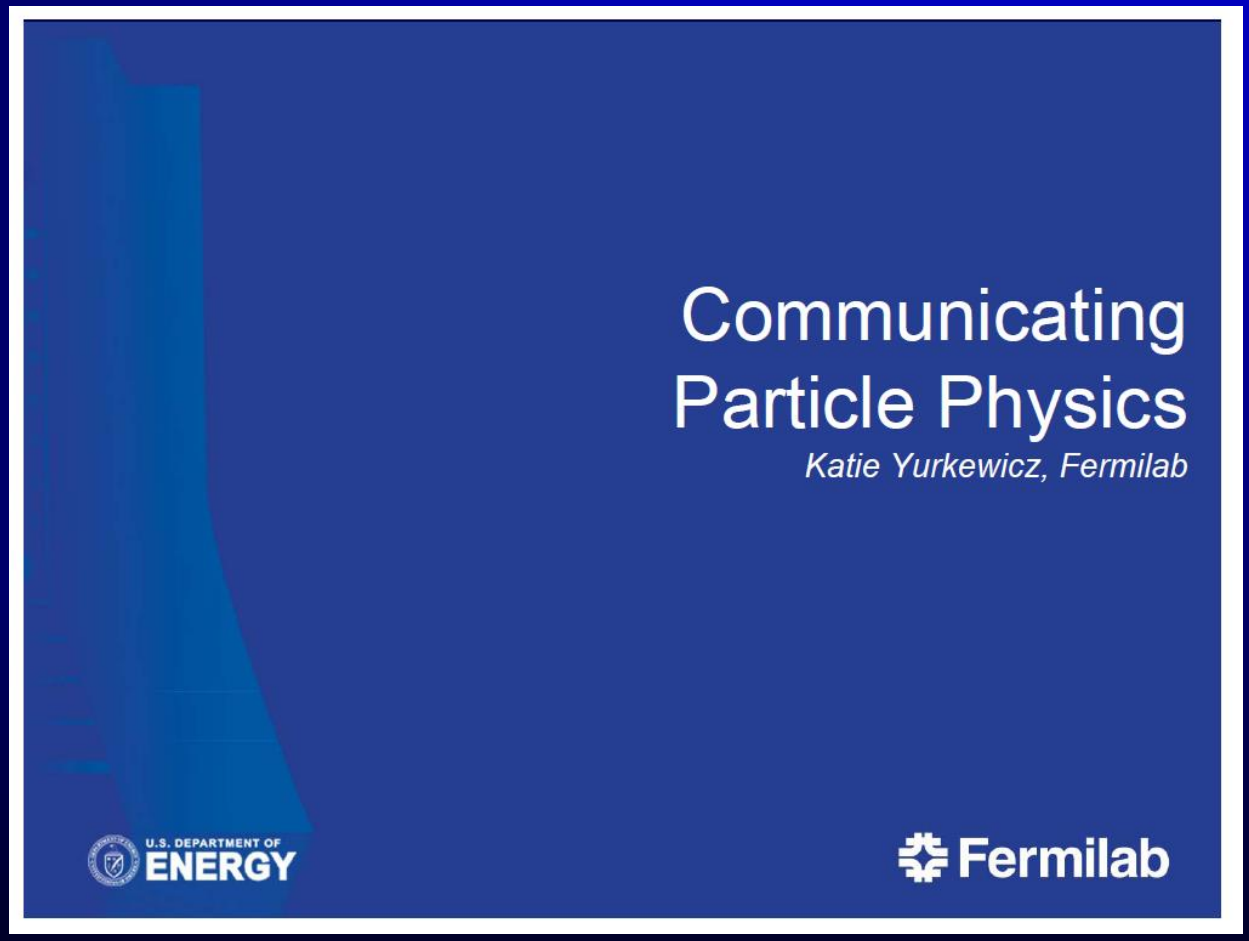
DC Trip: How does it work?

- Schedule Meetings
- Prepare Message
- Produce & collect packet materials
- Conduct training
  - Joint February planning/training meeting
  - Each group holds own training sessions
  - Final briefing at URA headquarters in DC
    - Thanks for logistical support and breakfast to Marta, Jody, Rhonda, Mary, Jeffrey!
- Follow-up

DC Trip: How does it work?

- **Conduct training**
  - **Role playing, communications/advocacy guides, study materials**





DC Trip: How does it work?

- Schedule Meetings
- Prepare Message
- Produce & collect packet materials
- Conduct training
- Follow-up
  - Thank you notes
  - Provide requested information
  - Dear Colleague letters
  - Appropriations requests
  - Notice of important legislation
  - BUILD RELATIONSHIPS!!!

Keys to Success: P7

- Persistence – in making initial contact
- Preparation – for your visit
- Passion – for particle physics
- Positive – in everything
- Personal – build relationships
- ~~Politics~~ – AVOID!
- Profuse – in thanks

DC Trip & P5

- **P5: Particle Physics Project Prioritization Panel**
  - **Subpanel of High Energy Physics Advisory Panel (HEPAP), which reports to DOE and NSF**
  - **Charged with developing a 10-year strategic plan for US HEP, in context of 20-year global vision for the field**
    - **Under different budget scenarios**
  - **Major input to P5 are reports from community-wide Snowmass process, which "identified the most compelling scientific opportunities and the technologies required to seize those opportunities"**
  - **Final report due for HEPAP May 22 meeting**

DC Trip & P5: Context in DC

- HEP has acquired a less than stellar reputation in DC in some respects
  - We don't know what we want to do; can't make choices; discord rather than unity within community
- Non-optimal timing of final report
  - Basically miss a whole year's budget cycle
    - Report to be made public 3 months after President's budget request (OMB), 2 months after DC Trip and Appropriations markups (Congress)
- Big challenge to our message
  - Major players in DC (OMB, Appropriations) know P5 is coming, but taking a "wait & see" approach to FY15 funding
  - We can't give them any specifics, but must give a message that has no contradiction with P5 report that doesn't exist yet.
  - VAGUE & GENERAL, BUT COMPELLING & CONSISTENT

DC Trip & P5

Key points from Steve Ritz' (P5 chair) March 13 Preliminary Comments to HEPAP

- **5 Scientific Drivers for HEP**
  - **Use the Higgs as a new tool for discovery.**
  - **Explore the physics associated with neutrino mass.**
  - **Identify the new physics of Dark Matter.**
  - **Test the nature of Dark Energy in detail, and probe the physics of the highest energy scales that governed the very early Universe.**
  - **Search for new particles and interactions; new physical principles.**
- **These are intertwined, requiring a selected set of different, reinforcing experimental approaches**

DC Trip & P5

Key points from Steve Ritz' (P5 chair) March 13 Preliminary Comments to HEPAP

- **Particle Physics is Global**
  - **World-leading countries pursue particle physics:**
    - A very successful field of discovery and exploration
    - Profound and exciting questions; beautiful and useful techniques
    - Attracts great minds, talent, and dedication to a common purpose
  - **Cooperation and competition are both needed for continued success**
    - Large projects require cooperation for technical know-how and required resources.
    - Competition spurs innovation, speed, and efficiency.
    - The U.S. has leadership roles in both modes.
  - **Global optimization and cooperation are now critical for progress in several key areas**
    - Strong foundations exist (LHC is a model, e.g.).
    - Building further international cooperation is an important theme.

DC Trip & P5

Key points from Steve Ritz' (P5 chair) March 13 Preliminary Comments to HEPAP

(from September 2013 presentation)

- **Community buy-in is critical to our success.**
  - **Process as it develops will be inclusive and clear**
  - **Rationale for the choices must be articulated**
  - **Note that it is possible to support a plan even if it doesn't match one's specific taste in physics.**
  - **Work will continue after the report is complete**

Our field must have a compelling & UNIFIED message!

DC Trip & P5

So what did we say about P5 in DC?

- **We are in the midst of an incredibly exciting and productive period of discovery in HEP**
  - **Highlighting, e.g. Higgs, Muon g-2, neutrinos, Dark Matter**
  - **Wealth of great ideas for future projects, but understand we can't pursue them all**
- **All particle physics is global**
  - **Emphasize scientific and funding partnerships in projects abroad (LHC) and at home (neutrinos)**
  - **Maximize global resources, minimize unnecessary duplication**
- **Whole field is eagerly anticipating P5 report**
  - **Community is fully behind the thorough, and fully inclusive process**
  - **It has prepared us to accept the hard choices that will be made**
  - **We will come back to Congress this summer with the report**

DC Trip: How did we do?

Senate	Total Members	Scheduled Meetings	%
Congress	531*	350	66
Target Committees	160	140	88
Senate	100	85	85
Target Committees	65	59	91
House	431*	265	61
Target Committees	95	81	85

*** 4 House seats vacant at time of trip**

Senate Stats

Senate	Total Members	Scheduled Meetings	%	Leadership	Committee Staff
Appropriations	31	28	90	CH, RM	
E&W	17	15	88	CH, RM	Yes
CJS&RA	17	15	88	CH, RM	
Energy & Nat Res	22	21	95	CH, RM	
Energy	16	15	94	CH, RM	Yes
ComSciTrans	24	23	96	CH, RM	Yes
Science & Space	13	13	100	CH, RM	

- **Notable misses:**
  - **Appropriations: McConnell (EW, CJS), Tester (EW), Leahy (CJS)**
  - **Energy & Nat Res: Wyden (Energy)**

House Stats

House	Total Members	Scheduled Meetings	%	Leadership	Committee Staff
Appropriations	51	44	86	CH, RM	
E&W	11	11	100	CH, RM	Yes
CJS&RA	11	9	82	CH, RM	
SciSpaceTech	39	34	87	CH, RM	
Energy	16	13	81	CH, RM	Yes
Res&Tech	18	15	83	CH, RM	Yes

- **Notable misses:**
  - **Appropriations: Harris (CJS), Diaz-Balart (CJS), Farr, Valadao, Wasserman-Schultz, Price, Ryan**
  - **SciSpaceTech: Massie (E,RT), Takano (E), McCaul (E), Peters (RT), Bridenstine (RT)**

Feedback from Visits

- **House Committee on Science Space and Technology**
  Energy Subcommittee, Research & Technology Subcommittee
  - **Timing of P5 doesn't affect their committee too much**
  - **Want to know direct connection between specific experiments/projects and specific technology applications**
    - **Accelerators & Beams booklet fit the bill fairly well**
  - **Do want to get particle physics language of specific facilities (e.g. fully vetted LBNE) into their bill.**
    - **Could do it through amendments after P5 release**
  - **Would like special event to pitch HEP, e.g. a hearing like Pier Oddone and Lisa Randall did. Maybe a joint Energy and Research & Technology hearing.**

Feedback from Visits

- House Energy & Water Appropriations Subcommittee
  - Want to know impacts of the $50M cut in FY15 budget proposal (what stops or gets delayed)
  - Hope to get some of that money back during conferencing (P5 too late for initial markup)
  - Want to get P5 report significantly sooner than May 22
  - Very focused on LBNE, seems like they expect it to be top priority

Feedback from Visits

- Senate Energy & Water Appropriations Subcommittee
  - Concerned about FY15 budget proposal
    - Supposedly due to waiting on P5, not committing funds to projects not yet endorsed
    - Think it may be too deep for current program
  - Looking for clear direction in each frontier (Energy, Intensity, Cosmic)
  - P5 has to coalesce, bring field together around great opportunities
    - Don't fall into Fusion/ITER trap – i.e. a report that makes no hard choices
  - NP and FRIB good communication strategy example to follow
  - Struggle with members of Committee who say "I know I should care about this, but I just don't." We need to figure out how to reach out and convince them.
  - Key points about our field to communicate:
    - Benefit to other fields (LCLSII, medicine, etc.)
    - First attractor of students
  - Pat Dehmer is our biggest cheerleader. Country owes her a lot. Give her something good, and she will push it.

Feedback from Visits

- Senate Commerce, Science & Transportation Committee
  - Very much want to see funding increases, but…
  - Very worried about FY16 and beyond (sequestration may be back). Trend of shrinking fraction for HEP likely to continue absent some unforeseen change.
  - We need to do more outreach, particularly to Appropriations. Definitely more than 1 visit/year. Other larger groups come often. Heard this message from DOE Germantown as well.
    - Focus on need for fundamental research, as distinct from applications like connections to medicine
    - Were not aware of Higgs celebration event (shame on us!), but that's just what they're talking about.
  - Liked inclusive nature of P5 process.

Feedback from Visits

- OMB (Clare Cramer)
  - Role: Ensure agency proposals reflect President's policy priorities
    - These are climate change and renewable energy
  - Provide economic scenario guidance to agencies, receive budget plans from agencies and program value assignment from OSTP, evaluate whether programs fit mission goals
  - Generally provide top line numbers, but can drill down to level of individual grants to ensure consistency with President's priorities
  - Key criteria for them is science/$
    - Challenge for HEP – e.g. our facility user/$ half that of light sources. We must focus on science quality instead of quantity.
  - Another problem for HEP has been 'bickering scientists' – no clear, unified, consistent set of priorities
  - P5 must have broad support for priorities, so OSTP can provide them with clear guidance

Feedback from Visits

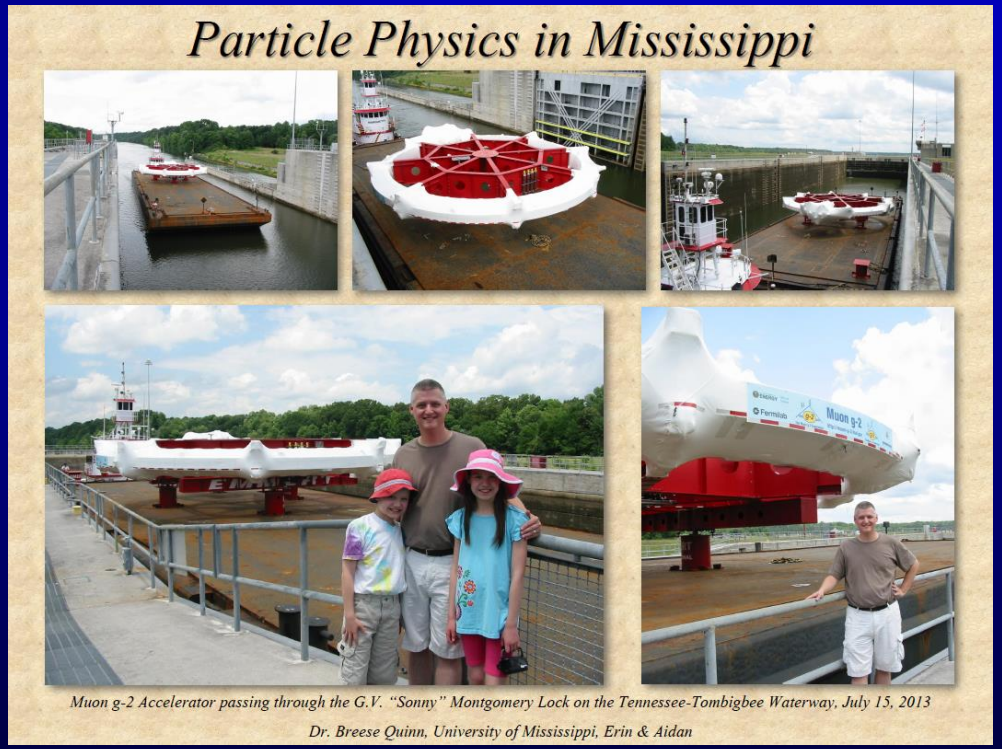
- OSTP (Phil Rubin, Jo Handelsman)
  - Mission: set funding at high level, while ensuring President's priorities respected
  - More upbeat meeting than last couple of years
  - Will not be getting explicit language supporting 'basic science' in Holdren's memos anytime soon
    - "science and technology" references as close as we'll get, but basic science is included in that
  - Asked if accelerators' are accessible to all who need them
    - Echoes science/$ concerns of OMB

Feedback from Visits

- DOE HQ (Pat Dehmer)
  - Strong focus on P5 report and how critical it is for future of HEP
  - Impressed with Steve Ritz' preliminary comments to HEPAP, concerned with HEPAP's ensuing discussion: "unity begins with HEPAP itself"
  - FY15 6.6% cut was "the best I could do, and it was crappy"
    - Partly due to HEP not being a priority, partly due to no long term plan yet
  - With an inspiring, excellent P5 report, and full community buy-in, she can take it to Congress and OMB in time for conferencing of FY15 appropriations
  - May 22 P5 rollout will be a big media event – we better be prepared, and better prepare reporters, in order to avoid negative headlines
  - Learn from BES and NP recent successful strategic plans
    - Made real sacrifices to make highest priority science possible within the constrained budgets
    - Don't be the kid whining for a pony for Christmas, when Mom and Dad have already said NO
  - If we fail with this P5, "we are toast"

Pre-Trip Events

- **Muon g-2 Move from BNL to FNAL, Summer 2013**
  - **Big PR blitz all along the route**
  - **I kept my Congressional delegation apprised of progress through state/district**
  - **Local members came out for arrival at Fermilab**



Pre-Trip Events

- **Higgs Discovery Celebration, November 2013**
  - **Sponsored by DPF & URA, Hosted by House Sci & Natl Lab Caucus**
  - **Dozens of Congressional visits**
  - **Reception with remarks by Reps. Hultgren, Nunnelee, Fattah, Foster, and Holt; Speech by Joe Incandela – PACKED ROOM!**
  - **About a dozen other Congressional offices represented at reception**

HEP GR Next Steps

- Follow up communication
  - Thank you notes, DC Letters, Appropriations requests, provide requested info
- Preparing written testimony for E&W Appropriations
- P5 Rollout
  - Working with P5, DOE, DPF, House S&NL Caucus, House SST Committee on summer rollout events
    - House S&NL hosted event similar to Higgs Celebration
    - Committee Hearings
    - Targeted office visits by smaller group
- Prepare communications campaign for Appropriations prior to conferencing the E&W bill
- Mount large local office visit effort in August recess to support previous two points

Positive Impacts

- Dear Colleague letters
  - In past years, our efforts resulted in ~170 signatures on DOE DC letters in House, ~70 in Senate
    - Among largest in Congress
    - Factor in budget increases from America COMPETES act
  - Many offices who signed this year's letters attributed their action to our advocacy
- FY14 Budget increases for OSc and HEP
  - Hultgren's and Durbin's successful efforts due in significant part to strength of our backing in districts across the nation
- Personal story – Rep. Nunnelee and S&NL Caucus
  - It's all about RELATIONSHIPS!!

Conclusions

Give BIG thanks to…

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What Can You Do?

- **Be responsive**
  - **Periodically we call on the HEP user community to send letters to Congress. Spend the 5-10 minutes to help when called on.**
- **Be ready**
  - **P5 is coming. We will need everyone to pitch in to sell it when the time comes.**
- **Be available**
  - **Mark your calendars in August. We will be asking you to make local visits to your Congressmen.**
- **Be unified**
  - **We have all had ample opportunity to make our cases. Now is the time to get behind the plan, whatever it is. In the words of Pat Dehmer, if we're not enthusiastic and unified, "We're toast"**
- **Want to do more? Run for UEC/USLUA/SLUO/etc.!**