



## COMMUNICATIONS COMMITTEE VIRTUAL MEETING

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**THURSDAY | JULY 16, 2026 | 3:00 p.m. ET**

Join: [naswa.zoom.us/j/86914305843](https://naswa.zoom.us/j/86914305843)

Meeting ID: 869 1430 5843

Telephone: +1 312 626 6799 (US Toll) (preferred) | +1 646 558 8656 (US Toll)

### 3:00 p.m. – 3:05 p.m. | Welcome

**Chris Barron, Committee Chair**, Communications Director, Washington State Employment Security Department

### 3:05 p.m. – 3:55 p.m. | Congressional Advocacy 101

Join us for a conversation on how states are navigating today's evolving policy landscape, featuring an Advocacy 101 presentation, followed by Q&A and a roundtable where members can share best practices and exchange perspectives on effective communications strategies.

### 3:05 p.m. – 3:40 p.m. | Presentation | Communicating Effectively with Members of Congress

**John Colbert**, Co-Founder and Partner, Capitol Hill Partners

Colbert will share insights from his advocacy experience, sharing practical guidance on building relationships, communicating key messages, and navigating conversations with Members of Congress.

### 3:40 p.m. – 3:55 p.m. | Q&A and Roundtable Discussion

Bring your questions, as well as your agency's sample messaging and public affairs communications collateral to share with committee members.

### 3:55 p.m. – 4:00 p.m. | Committee Business

**Chris Barron, Committee Chair**, Communications Director, Washington State Employment Security Department

- [September Meeting](#) and [SUMMIT](#) in Milwaukee, WI
- Leadership Opportunity: Vice-Chair Nominee

### UPCOMING IN-PERSON MEETINGS:

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#### **Fall Meeting**

September 15, 2026  
Milwaukee, WI

SUMMIT dates: Sept 16-17