

Twitter Strategy: @CRN_Supplements / @AHPA1982

Twitter Hashtag: #DoH2018

Morning

8:15 AM – First Speaker / Rep. John Curtis (R-UT) @RepJohnCurtis

- Thank you @RepJohnCurtis for kicking off CRN/AHPA's annual fly in event! #DoH2018
- As one of the newest members of the House of Reps, we are excited for what lies ahead for you! @RepJohnCurtis #DoH2018
- As one of the newest members to join the #DietarySupplementCaucus, we appreciate your interest and passion in learning more about the #responsible industry! #DoH2018

8:30 AM – Second Speaker / Rep. Mike Rogers (R-AL) @RepMikeRogersAL

- Thank you @RepMikeRogersAL for speaking at the dietary supplement industry's Day on the Hill 2018! #DoH2018
- We appreciate @RepMikeRogersAL and his leadership in advocating for low-income Americans to seek better nutrition through the purchase of a multivitamin mineral in the SNAP Program! #DoH2018

9:00 AM – Third Speaker / Rep. Michelle Lujan Grisham (D-NM) @RepLujanGrisham

- Glad to hear from @RepLujanGrisham this morning at the dietary supplement industry's Day on the Hill! #DoH2018
- We are glad to see @RepLujanGrisham energy and excitement this morning about dietary supplements and functional foods this morning! #DoH2018
- The dietary supplement industry is grateful for your support, @RepLujanGrisham! #DoH2018

9:05 AM – Fourth Speaker / Rep. Ralph Norman (R-SC) @RepRalphNorman

- Thank you @RepRalphNorman for speaking to our group this morning! We are happy to have you as a member of the #DietarySupplementCaucus! #DoH2018
- Thank you for addressing our group today on your work involving Dietary Supplements, @RepRalphNorman #DoH2018

9:15 AM – Fifth Speaker / Rep. Andy Harris (R-MD) @RepAndyHarris

- A stronger and better funded FDA is important to the safety of our food supply. Thank you @RepAndyHarrisMD for leading the charge on promoting more funding for the FDA! #DoH2018
- Thank you for addressing our group today on your work involving Dietary Supplements, @RepAndyHarrisMD! #DoH2018
- Thank you for wishing our participants well as they go into their meetings with nearly 80 House and Senate offices to promote and educate members of congress on the #responsible industry's self-regulation initiatives! #DoH2018

Dietary Supplement Caucus Briefing

12:00 PM – Intro to Dr. Jeffrey Blumberg - @TuftsNutrition

- Excited to hear what noted scientist, Dr. Jeffrey Blumberg, will impart at today's Dietary Supplement Caucus briefing on Hidden Hunger #DoH2018
- Curious to know more on "hidden hunger" and policy suggestions to combat calorie-rich, nutrient poor health dynamics #DoH2018

12:15 PM – Dr. Jeff Blumberg Remarks - @TuftsNutrition

- Thrilled to have Dr. Jeffrey Blumberg of @TuftsNutrition bring a wealth of information to today's Dietary Supplement Caucus Briefing on Hidden Hunger! #DoH18
- Dr. Jeffrey Blumberg serving up a hearty meal of facts on Hidden Hunger in the US @TuftsNutrition #DoH2018
- Thank you Dr. Jeffrey Blumberg @TuftsNutrition for addressing the importance of addressing micronutrient deficiencies within low-income populations #DietarySupplementCaucus #DoH2018

Afternoon

1:30 PM – First Afternoon Speaker / Rep. Randal Hultgren (R-IL) @RepHultgren

- Thank you @RepHultgren for kicking off our afternoon session with speaking to members of the #responsible dietary supplement and functional food industry! #DoH2018
- As a member of the #DietarySupplementCaucus, we thank you @RepHultgren for your interest and support of the Dietary Supplement Industry! #DoH2018

1:45 PM – Second Afternoon Speaker / Rep. Frank Pallone (D-NJ) @FrankPallone

- Thank you @FrankPallone for taking the time out of your busy day to speak to the dietary supplement industry! #DoH2018
- We appreciate @FrankPallone for speaking at the dietary supplement industry's Day on the Hill 2018! #DoH2018
- Since the passage of #DSHEA in 1994, @FrankPallone has been an avid proponent of the DS Industry, thank you for all you do, Congressman Pallone! #DoH2018

2:00 PM – Third Afternoon Speaker / His Excellency, Ambassador László Szabó of Hungary

- We warmly welcome His Excellency, Ambassador László Szabó as he addresses our Day on the Hill attendees this afternoon! #DoH2018
- Thank you for speaking to us Ambassador László Szabó, as well as share your enthusiasm and interest in the dietary supplement and functional food industry! #DoH2018

2:30 PM – Fourth Afternoon Speaker / Sen. Martin Heinrich @MartinHeinrich

- Thank you for addressing members of the dietary supplement and functional food industry today, @MartinHeinrich! #DoH2018
- @MartinHeinrich We appreciate your stewardship in promoting the dietary supplement and functional food industry! #DoH2018

Day on the Hill Facts

- This is our 15th #DayontheHill! Over the past 15 years, our #DOH attendance has grown. Our relationships with Congress have grown. And our industry has grown, too. Looking forward to the growth to come over the next 15 years. #DoH2018
- #DYK Our very first #DayontheHill occurred in 2004. We had a total of 20 participants then. How things have changed! #DoH2018
- #DYK In 2009, our #DayontheHill took place in February (instead of in June). The 40 #dietarysupplement representatives who came to advocate for the industry had to trudge through snow first thing in the morning. #DoH2018
- Today we're advocating for adequate funding for FDA's Office of Dietary Supplement Programs. Fun fact: We were advocating for this back in 2010, too. No one else does what @US_FDA does. #DoH2018

- #DYK At #DayontheHill 2014, #responsibleindustry advocated Congress to support the Designer Anabolic Steroid Control Act #DASCA. Thanks to our efforts, DASCA passed and was signed into law, increasing enforcement authority and protecting consumers from illegal products. #DoH2018

Capitol Hill Photo Scavenger Hunt (For in-between meetings)

Here are some examples of points of interest to photograph and tweets to accompany the photos:

- **Take a photo outside of Senator Orrin Hatch's office (104 Hart Office Building)**
 - Tweet photo with message: Here's the office of the co-author of the Dietary Supplement Health and Education Act. Thank you Sen. @OrrinHatch for your service to the #dietarysupplement industry. #DoH2018 #DSHEA
- **Take a photo outside of Senator Sheldon Whitehouse's office (717 Hart)**
 - Tweet photo with message: Thank you @SenWhitehouse for introducing the #SARMs Control Act, which would increase enforcement action against illegal products and promote #consumersafety! #SARMsCanHarm
- **Take a photo in front of an American Flag or art that represents all 50 states:**
 - Tweet photo with message: The #dietarysupplement industry is a major economic engine in the United States, successfully employing more than 750,000 Americans! #DoH2018
- **Take a photo with the Sam Rayburn statue in the Rayburn House office building**
 - Tweet photo with message: #DoH2018 participants pose with statue of former Speaker of the House Sam Rayburn (for whom the building is named). #DYK In Texas, the #dietarysupplement industry has a total direct economic impact of \$2.10 billion!
- **Take a group photo outside of Longworth House Office building**
 - Tweet photo with message: On our way to #DoH2018 meetings in the Longworth Building. #DYK The term "vitamin" was coined more than twenty years before this building existed? #vitamins
- **Take a group photo outside of/inside Cannon House Office Building:**
 - Tweet photo w/ message: Representing the #dietarysupplement industry at #CHOB, the oldest congressional office building. #DietarySupplement Caucus member @RepJackBergman is located in this building! Thanks for your support of our industry! #DoH2018
- **Take a photo outside of Rep. Erik Paulsen's office (127 Cannon Hob)**
 - Tweet photo w/ message: Tax policies should incentivize use of #dietarysupplements! Thank you @RepErikPaulsen for co-sponsoring the Health Savings Act #HR1175! #DoH2018
- **Take a group photo outside/inside Dirksen Senate Office Building:**
 - Tweet photo w/ message: Fun fact about the Dirksen Senate Office Building: It has a green roof! A perfect place for #DoH2018 attendees to promote guidance on Good Agricultural Collection Practices. #GACP
- **Take a photo with an American eagle (a statue, art):**
 - Tweet photo w/ message: For Americans, the eagle symbolizes independence. For the #dietarysupplement industry, the #SupplementOWL symbolizes transparency and accountability. Grateful to have the opportunity to discuss this important self-regulatory initiative with members of Congress today. #DoH2018