



Program Agenda

MBA 1

Strategically Managing Business, Public Affairs, and Public Policy

January 2-6, 2024

Washington, DC Residency

Washington Campus Program Faculty and Staff

Dr. Mike Lord, President

Mr. Joe Franco, Vice President of Programs and Development

Ms. Rikki Amos, Vice President of Programs and Development

Mr. Julius Hobson, Adjunct Professor

Ms. Liz LoBello, Program Coordinator

Mr. Brennen Sawicki, Program Coordinator

Ms. Rachelle Martinez, Program Coordinator

Ms. Mary Tanouye, Program Coordinator

The Washington Campus
1150 18th St NW, Suite 400
Washington, DC 20036
(202) 234-4446
www.washcampus.edu
info@washcampus.edu

Tuesday, January 2, 2024

- 8:30 a.m. Arrive at **The Conference Center**
1777 F St NW #100, Washington, DC 20006
- 8:45 a.m. WELCOME AND COURSE OVERVIEW
Mr. Joe Franco
Vice President for Programs and Development, The Washington Campus
Ms. Rikki Amos
Vice President for Programs and Development, The Washington Campus
Mr. Julius Hobson
Adjunct Professor, The Washington Campus
- 9:00 a.m. 360-DEGREE ADVOCACY: THE EVOLUTION OF THE BUSINESS OF LOBBYING
The Honorable Bruce Mehlman
Founder & Partner, Mehlman Consulting
Executive Director, Technology CEO Council
Former Assistant Secretary for Technology Policy, U.S. Dept. of Commerce
- 10:15 a.m. Break
- 10:30 a.m. INFORMATION, ORGANIZATION, AND ADVOCACY: THE ROLES AND CHALLENGES OF
INDUSTRY ASSOCIATIONS
Ms. Christine LoCascio
Chief of Public Policy, Strategy & Membership, Distilled Spirits Council of U.S.
- 12:00 p.m. Lunch on own
- 1:30 p.m. PUBLIC AFFAIRS AND PUBLIC POLICY: NEW AND EMERGING CHALLENGES FOR BUSINESS
Mr. Peter Carson
Head of Corporate Affairs, Weber Shandwick
- 2:45 p.m. Break
- 3:00 p.m. DISCUSSION AND INTEGRATION
- 4:00 p.m. PERSPECTIVES ON BUSINESS, POLITICS, AND POLICY: WHERE DO WE GO FROM HERE?
Ms. Donna Brazile
Political Strategist, Campaign Manager, Political Analyst; Contributor, ABC News
Former King Endowed Chair in Public Policy, Howard University
Former Chairwoman, Democratic National Committee
- 5:30 p.m. Bus Transportation from The Conference to the **National Press Club**
529 14th Street NW, 13th floor, Washington DC 20045
- 5:45 p.m. Reception

6:30 p.m. THE ROLE OF MEDIA IN SHAPING POLITICS AND PUBLIC POLICY
 Mr. James Hohmann
 Columnist and Editorial Board Member, The Washington Post

7:45 p.m. Recess

Wednesday, January 3, 2024

8:30 a.m. Arrive at **The Capitol Hill Club**
 300 First St SE, Washington DC 20003

9:00 a.m. NAVIGATING UNCHARTED TERRITORY: FISCAL POLICY, MONETARY POLICY, THE
 ECONOMY AND CAPITAL MARKETS
 Dr. Doug Holtz-Eakin
 President, American Action Forum
 Former Director, Congressional Budget Office
 Former Chief Economist, President's Council of Economic Advisors

10:15 a.m. Break

10:30 a.m. PUBLIC POLICY MAKING: PEOPLE, PROCESS, AND POLITICS
 The Honorable Al Wynn
 Senior Director, GreenbergTraurig
 Former Member, U.S. House of Representatives
 The Honorable Ann Marie Buerkle
 Principal, Williams and Jensen
 Former Chair, U.S. Consumer Product Safety Commission
 Former Member, U.S. House of Representatives

12:00 p.m. Buffet Lunch Provided

1:15 p.m. Capitol Hill Visits
 Optional Capitol Tours (vary from 1:20 to 2:40)
 House and Senate Galleries (House and Senate gallery passes provided/required)
 Select Congressional Staff Meetings (tentative/pending)

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5:00 p.m. Recess

Thursday, January 4, 2024

- 9:00 a.m. Arrive at **The National Association of Home Builders**
1201 15th St NW, Washington, DC 20005
- 9:30 a.m. COMPETITION AND ANTITRUST POLICY: NEW CHALLENGES FOR POLICY MAKERS
Ms. Tara Koslov
Deputy Director, Bureau of Competition, Federal Trade Commission
- 10:45 a.m. Break
- 11:00 a.m. THE CHANGING DYNAMICS OF US-CHINA RELATIONS, TRADE POLICY, AND GLOBAL
SUPPLY CHAINS
Ms. Wendy Cutler
Managing Director and Vice President, Asia Society Policy Institute
Former Deputy U.S. Trade Representative
- 12:00 p.m. Lunch on own
- 1:30 p.m. CORPORATE STRATEGY AND BUSINESS-GOVERNMENT RELATIONS: FINANCIAL SERVICES
Ms. Amy Best Weiss
Vice President, Head of US Government Affairs, American Express
- 2:45 p.m. Break
- 3:00 p.m. THE DIGITAL DISRUPTION OF PUBLIC AFFAIRS: SOCIAL MEDIA IN THE NEW NORMAL OF
POLICY AND ADVOCACY
Mr. Anthony Shop
Co-Founder and Chief Strategy Officer, Social Driver
- 4:15 p.m. Break
- 4:30 p.m. Discussion and Integration
- 4:45 p.m. Evening “Monuments by Night” Tour departs from **The National Association of Home
Builders**, 1150 18TH Street NW, Suite 400, Washington, DC 20036
- 6:45 p.m. Tour bus returns to The National Association of Home Builders

Friday, January 5, 2024

- 8:30 a.m. Arrive at **The Conference Center**
1777 F St NW #100, Washington DC 20006

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- 9:00 a.m. THE IMPORTANCE OF STRATEGIC REGULATORY ENGAGEMENT AND ADVOCACY
Mr. Michael Fitzpatrick
Partner, The Brunswick Group
*Former Director of Strategy and Innovation, Google Global Affairs
Former Head of Regulatory Advocacy, GE*
- 10:15 a.m. Break
- 10:30 a.m. COLLECTIVE ACTION: THE ROLES AND CHALLENGES OF INDUSTRY ASSOCIATIONS
Ms. Alison Bodor
President & CEO, American Frozen Food Institute
- 12:00 p.m. Lunch on own
- 1:30 p.m. CYBERSECURITY POLICY: KEY CHALLENGES FACING BUSINESS AND GOVERNMENT
Mr. Edward Buckley
Senior Vice President, Cyber and Emerging Tech Public Policy, Bank of America
- 2:45 p.m. Break
- 3:00 p.m. Group Project Work Time
- 3:45 p.m. Break
- 4:00 p.m. THE EVOLVING ROLE OF CORPORATE PUBLIC AFFAIRS AND GOVERNMENT RELATIONS
Ms. Meredith Singer
*Former Head of U.S. Federal Government Affairs, HP Inc.
Former Senior Government Affairs Executive, IBM*
- 5:00 p.m. Recess

Saturday, January 6, 2024

- 8:30 a.m. Arrive at **The Conference Center**
1777 F St NW #100, Washington, DC 20006
- 9:00 a.m. MANAGING THE NEW STRATEGIC CHALLENGES OF CORPORATE PUBLIC AFFAIRS
Mr. Brad Figel
Senior Counsel, Corporate Public Affairs, Mars, Inc.
Former Global Director of Government and Public Affairs, Nike, Inc.
- 10:15 a.m. Break

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- 10:30 a.m. THE ROLE OF INDEPENDENT REGULATORY AGENCIES: THE FEDERAL TRADE COMMISSION, CONSUMER PROTECTION, AND PRIVACY
Ms. Lesley Fair
Senior Attorney, Bureau of Consumer Protection, Federal Trade Commission
- 12:00 p.m. Lunch on own
- 1:00 p.m. STRATEGICALLY MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY
Mr. Julius Hobson
Senior Policy Advisor, Polsinelli
Former Director of Congressional Affairs, American Medical Association
- 2:30 p.m. Concluding Remarks and Final Discussion of Exams and Group Projects
Distribution of Certificates
Adjourn