



**SAMPLE
AGENDA
(2017)**

**Managing Business, Government, and Public Policy:
A Washington, D.C. Graduate Residency Program**
MBA 4: May 15-19, 2017

**SAMPLE
AGENDA
(2017)**

MONDAY, MAY 15, 2017

- 7:45 a.m. Arrive & Check-In at **DC Conference Center** (a.k.a. Council on Foreign Relations)
1777 F St NW (corner of 18th and F Streets NW)
- 8:00 a.m. PROGRAM INTRODUCTION AND INTRODUCTION OF STUDENTS
Dr. Shirley Zebroski
Adjunct Professor, The Washington Campus
Former Director of Legislative & Regulatory Affairs, General Motors
- 8:50 a.m. Break
- 9:00 a.m. THE ROLE OF THE PRESIDENT AND THE EXECUTIVE BRANCH
Mr. Jeffrey Weinberg
Attorney, Office of Management and Budget (OMB), Executive Office of
the President
- 10:00 a.m. Break
- 10:15 a.m. UNDERSTANDING CONGRESS AND THE LEGISLATIVE PROCESS
Dr. John Fortier
Director, Democracy Project, Bipartisan Policy Center
- 11:45 a.m. Lunch (on own)
- 1:00 p.m. THE CHALLENGE OF MANAGING THE FEDERAL BUDGET
Group Exercise developed by the Concord Coalition
Facilitated by Washington Campus Staff
- 3:15 p.m. Break
- 3:30 p.m. UNDERSTANDING THE FEDERAL REGULATORY PROCESS
Mr. Jonathan Gledhill
President, Policy Navigation Group
Former Analyst, Office of Management and Budget
- 4:40 p.m. Break
- 4:45 p.m. THE INTERSECTION OF BUSINESS, POLITICS, AND POLICY
The Honorable Jim Gerlach
President and CEO, BIPAC
Former Member, U.S. House of Representatives (PA)

- 5:45 p.m. DISCUSSION AND INTEGRATION
- 6:15 p.m. Proceed (walk) to informal reception
- 6:30 p.m. Reception at **BlackFinn Ameripub** (appetizers and cash bar)
1620 I (Eye) Street, NW, Washington, DC 20006

TUESDAY, MAY 16, 2017

- 8:00 a.m. Arrival at the **National Press Club**
529 14th Street NW, 13th Floor (Ballroom), Washington, DC 20045
- 8:15 a.m. WELCOME AND OVERVIEW OF THE DAY
Dr. Shirley Zebroski
- 8:30 a.m. THE PROSPECTS FOR TAX REFORM IN THE 115TH CONGRESS
Mr. Doug Holtz-Eakin
President, American Action Forum
Former Director, Congressional Budget Office
Former Chief Economist, President's Council of Economic Advisers
- 10:00 a.m. Break
- 10:15 a.m. THE FEDERAL BUDGET: REVENUES, EXPENSES, AND IMPLICATIONS
Dr. Josh Gordon
Policy Director, The Concord Coalition
- 11:15 a.m. Break
- 11:30 a.m. CORPORATE PUBLIC AFFAIRS AND GOVERNMENT RELATIONS
Mr. Curtis Etherly
Director, Federal Government Affairs, Coca Cola
- 12:45 p.m. Luncheon
- 1:30 p.m. THE CHALLENGES OF TRADE POLICY: INTERNATIONAL NEGOTIATIONS AND DOMESTIC POLITICS
Ms. Wendy S. Cutler
Managing Director, Asia Society
Vice President, Asia Society Policy Institute
Former Deputy US Trade Representative, Executive Office of the President
- 2:30 p.m. Break
- 2:45 p.m. THE ROLE OF LOBBYISTS AND INTEREST GROUPS IN THE PUBLIC POLICY PROCESS
The Honorable Bruce Mehlman
Founder and Partner, Mehlman Castagnetti Rosen Bingel & Thomas
Former Assistant Secretary for Technology Policy, U.S. Commerce Dept.
- 4:00 p.m. Break

4:15 p.m. CAPITOL HILL DAY BRIEFING AND DISCUSSION
Dr. Shirley Zebroski

5:00 p.m. Recess

WEDNESDAY, MAY 17, 2017: CAPITOL HILL DAY

8:00 a.m. Assemble at South Entrance to the U.S. Capitol Building with Congressman Cliff Stearns. Go through security and proceed to the Chamber of the House of Representatives.

8:15 a.m. THE U.S. CAPITOL: HOUSE OF REPRESENTATIVES FLOOR VISIT AND REMARKS
The Honorable Cliff Stearns
President, U.S. Association of Former Members of Congress
Executive Director, APCO Worldwide

9:30 a.m. Finish Capitol Visit and Discussion

10:00 a.m – 5:00 p.m. Students should attend hearings (a schedule of hearings will be made available the previous day) and attend prearranged meetings with Members of Congress and/or Staff. Students also are encouraged to visit offices of Senators and House members from their hometown or university (other than those pre-arranged); visit Senate and House Galleries (passes will be provided); and visit the Supreme Court and the Library of Congress.

Lunch will be on your own. There are cafeterias in the basement of the Senate Dirksen, House Rayburn and House Longworth buildings, as well as in the Capitol Visitor Center and Supreme Court.

Details of pre-arranged meetings with Members of Congress and/or Staff, Capitol tours, and potential committee hearing schedules will be provided.

U.S. Capitol Building First St SE (Between Independence Ave & Constitution Ave) Washington DC 20004	U.S. Capitol Visitor Center (CVC): Public entrance to US Capitol Building. Located underground about 200 feet from east side of Capitol Building on First St SE and E. Capitol St NE across from the Supreme Court
Veterans of Foreign Wars (VFW) 200 Maryland Ave NE Washington DC 20002	Dirksen Senate Office Building Constitution Avenue at 1 st St NE Washington DC 20004
Hart Senate Office Building Constitution Avenue between 1 st and 2 nd St NE Washington DC 20002	Russell Senate Office Building Constitution Avenue NE (at 1 st St NE) Washington DC 20002
Cannon House Office Building 1 st & C Streets SE Washington DC 20003	Longworth House Office Building New Jersey Avenue & C Streets SE Washington DC 20001
Rayburn House Office Building Independence Avenue SW & South Capitol Street Washington DC 20003	Reserve Officers Association 1 Constitution Ave NE (across from Hart Senate Building) Washington DC 20002

THURSDAY, MAY 18, 2017

- 8:00 a.m. Arrival at **DC Conference Center**
1777 F St., NW (corner of 18th and F Streets, NW)
- 8:15 a.m. REVIEW AND DISCUSSION OF CAPITOL HILL DAY
Dr. Shirley Zebroski
- 8:45 a.m. HEALTH CARE POLICY AND HEALTH CARE REFORM
Mr. Keith Fontenot
Managing Director, Government Relations & Public Policy, Hooper & Co.
Former Associate Director for Health, Office of Management and Budget
- 10:00 a.m. Break
- 10:30 a.m. THE ROLE OF TRADE ASSOCIATIONS IN ADVOCACY
Ms. Christine LoCascio
Senior Vice President, International Trade, Distilled Spirits Council
- 11:45 a.m. Lunch (provided)
- 12:00 p.m. UNDERSTANDING THE IMMIGRATION POLICY DEBATE
Mr. Ted Alden
Bernard Schwartz Senior Fellow, Council on Foreign Relations
Former Washington Bureau Chief, The Financial Times
- 2:05 p.m. Break
- 2:15 p.m. CYBERSECURITY CHALLENGES FOR BUSINESS AND POLICY
Mr. Paul Rosenzweig
Founder, Red Branch Law & Consulting
Senior Advisor, The Chertoff Group
Former Deputy Assistant Secretary, U.S. Department of Homeland Security
- 3:45 p.m. Break
- 4:00 p.m. THE ROLE OF MEDIA IN POLITICS AND PUBLIC POLICY
Mr. James Hohmann
National Political Correspondent, *The Washington Post*
- 5:00 p.m. DISCUSSION AND INTEGRATION
- 5:30 p.m. Recess

FRIDAY, MAY 19, 2017

- 8:30 a.m. Arrival at **DC Conference Center**
1777 F St., NW (corner of 18th and F Streets, NW)
- 8:45 a.m. PUBLIC POLICY AND BUSINESS-GOVERNMENT RELATIONS
Ms. Katherine Lugar
President and CEO, The American Hotel & Lodging Association (AHLA)
(Ms. Lugar is made available by the Bryce Harlow Foundation, which strives to promote integrity in the professions of lobbying and government relations.)
- 10:15 a.m. Break
- 10:30 a.m. THE ROLE OF INDEPENDENT REGULATORY AGENCIES: THE FTC
Ms. Lesley Fair
Senior Attorney, Consumer Protection, Federal Trade Commission
- 11:45 a.m. DISCUSSION AND INTEGRATION, CONCLUDING REMARKS
Dr. Shirley Zebroski
- 12:30 p.m. Lunch (on own)
- 1:30 p.m. **EXAM**
Students may depart as soon as their exams are completed.
- 4:00 p.m. ADJOURNMENT

Contact Information

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