



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

**SAMPLE AGENDA**

**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 18<sup>th</sup> 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 14<sup>th</sup> Street NW, 13<sup>th</sup> 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 115<sup>TH</sup> 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.**

<b>U.S. Capitol Building</b> First St SE (Between Independence Ave & Constitution Ave) Washington DC 20004	<b>U.S. Capitol Visitor Center (CVC):</b> 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
<b>Veterans of Foreign Wars (VFW)</b> 200 Maryland Ave NE Washington DC 20002	<b>Dirksen Senate Office Building</b> Constitution Avenue at 1 <sup>st</sup> St NE Washington DC 20004
<b>Hart Senate Office Building</b> Constitution Avenue between 1 <sup>st</sup> and 2 <sup>nd</sup> St NE Washington DC 20002	<b>Russell Senate Office Building</b> Constitution Avenue NE (at 1 <sup>st</sup> St NE) Washington DC 20002
<b>Cannon House Office Building</b> 1 <sup>st</sup> & C Streets SE Washington DC 20003	<b>Longworth House Office Building</b> New Jersey Avenue & C Streets SE Washington DC 20001
<b>Rayburn House Office Building</b> Independence Avenue SW & South Capitol Street Washington DC 20003	<b>Reserve Officers Association</b> 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 18<sup>th</sup> 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 18<sup>th</sup> 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**

Ms. Libbie Gerham  
Program Coordinator  
Mobile: (585) 314-2572  
[mgerham@washcampus.edu](mailto:mgerham@washcampus.edu)

**The Washington Campus**  
Main Office: (202) 234-4446  
1150 18th Street NW, Suite 400  
Washington DC 20036



## COURSE INFORMATION

### MANAGING BUSINESS, GOVERNMENT, AND PUBLIC POLICY

*A Washington, D.C. Residency Course  
Presented by The Washington Campus*

**MBA 5: August 14-18, 2017**

Greetings from The Washington Campus! We are pleased that you will be participating in the Washington, DC residency course, *Managing Business, Government, and Public Policy*. Below you will find the course description, expectations and requirements, program components, logistics, meals, dress code, local transportation and hotels.

Please feel free to contact us if you have any questions or need additional information.

## COURSE DESCRIPTION

This interactive, experiential residency course will explore, explain and discuss the processes and impacts of public policy, especially those that affect business and the economy. It will also present information about the individuals who make decisions and the stakeholders who influence, and are influenced by, policy outcomes. Participants will learn how the federal government, businesses, associations, the media, and non-government organizations influence the policy-making process. Additionally, participants will learn how leaders of organizations can most effectively, ethically, and efficiently communicate their messages, inform the policy-making process, and advance their interests through sound advocacy strategies.

The course is designed not to be an abstract civics lesson. The Washington Campus brings together a variety of policy experts, business and media leaders, current and former Members of Congress, congressional staff, and government officials. Experienced 'insiders' will share their perspectives on how the government and policy-making processes really work and which advocacy strategies and tactics help create competitive advantage in the public policy arena. Classroom discussions are complemented by group activities and full-day meetings at the National Press Club and on Capitol Hill, as well as other DC venues.

MBA students will gain critical information and insights into key public policy issues facing the incoming 115<sup>th</sup> Congress and the new Administration. Participants will gain management knowledge and skills needed to develop and execute business strategies that take into account the complex and ongoing political dynamics of the public policy process. The ultimate goal of the program is to help make participants better managers who are inclined and able to achieve their business objectives in an ever-changing political and public policy landscape.

## COURSE EXPECTATIONS AND REQUIREMENTS

1. **All assigned pre-readings must be completed** before the start of the program. The readings are compiled in a separate document on the secure website.
2. Prior to the start of the program, **students are required to identify and research the background and key issues of the Senators and Member of Congress representing their hometown and/or university.** Students should contact their offices to set up a meeting with the Member or staff on Capitol Hill Day, Thursday, August 17<sup>th</sup>. Be sure to come prepared with questions and topics of conversation to discuss. Additional information and guidelines are available under the separate Capitol Hill document on the secure website.
3. **Participants must attend all sessions of the program.** Punctuality is also extremely important. Due to the scheduling of the August 14-18, 2017 program, the **kick-off will begin promptly at 8:15 a.m. on Monday, August 14<sup>th</sup> (check-in begins at 8:00 a.m.)** and conclude with a reception (light fare) and cash bar from 7:00 p.m. to 8:00 p.m. For the remainder of the week, the program begins at 8:00 a.m. every day, concluding by 6:30 p.m., with the exception of Friday when the program concludes at the end of the exam at 4:00 p.m. Please plan your schedules accordingly.
4. **Laptops and smart phones should not be used during class sessions,** except as special conditions warrant, out of respect for our speakers and fellow participants. Students may wish to bring laptops for use outside of class to review readings and speaker PowerPoints and access additional information that may be posted on the secure website.
5. **The closed book exam will be given at 2:00 p.m. on Friday, August 18<sup>th</sup> and students may depart as soon as they finish it.** Any student wishing to take the exam after the program ends must receive the approval of The Washington Campus faculty director and his/her university representative.
6. **Students are required to complete a group project. Each team member is expected to make a meaningful and full-faith effort to contribute** to the successful completion of a high-quality product. Should a team member fail to carry out his/her responsibilities to the team, the faculty director may take this into account when determining the final grade.
7. **Business attire is required.** Also, a large portion of the day on Capitol Hill will be spent outside walking from building to building. We suggest that you bring comfortable, business-appropriate shoes. On the final day of the program, business casual attire is permitted. Washington winter weather is unpredictable – snow, sleet, ice, rain or sunshine. Please plan accordingly.
8. **You may need a government-issued driver's license or passport** to be allowed entry into certain government buildings. Please come prepared.

## COURSE COMPONENTS

### The Secure Website

Upon completing registration for the course, you will receive an email with a User Name and Password to The Washington Campus secure website for course materials. These course materials include: the current agenda, participant list, team project description, syllabus, Capitol Hill information, and PowerPoint presentations used by speakers. Check the secure website for important updates.

### Required Readings

The pre-readings for this course will take approximately 12 hours to complete. These readings and website content will be discussed during the program and will serve to prepare you intellectually and practically for the program. **Approximately one-third of the final exam questions will come from these readings.** Additional readings may be assigned and you will be alerted when these are posted to the secure website.

### Grading and Course Credit

Participants' course grades will be determined by:

1. An individual final exam, covering key topics and concepts from both the assigned readings and from the discussions and visits during the week.
2. A team project involving the design of an effective public policy advocacy strategy
3. Your attendance record.

Your Washington Campus course grade will be sent to your institution, and your institution will be responsible for formally issuing your credits and grade.

### Individual Final Exam

There is a final **closed book** exam on the last day of the program. The exam will be handwritten, and students may take up to two hours to complete it. At least one-third of the questions will come directly from the required readings and the remainder from material discussed in the various sessions during the week.

### Team Project

You will be assigned to a team of up to six individuals for the group project. The assignment is to develop an effective advocacy strategy on a federal public policy challenge confronting a company of your choice. The PowerPoint presentation you create is meant to convince your company leadership to proceed with your plan of action and should include many of the strategic approaches and tactical tools that will be discussed during the program. Electronic copies of the group presentation should be sent to the faculty director and coordinator no later than two weeks after the conclusion of the program.

Team assignments will be emailed to each participant by the coordinator shortly before the program begins. Please make every effort to meet your team at the start of the course week so you can discuss possible topics. Additional information regarding the content and format of the group project will be discussed at the start of and throughout the program itself. Your team must inform the faculty director of the federal policy issue and the corporation your team plans to



select for the project. This should be done in person and no later than the last day of the program.

## COURSE LOGISTICS

### Program Venues

For many of our MBA residency programs, the main classroom venue is our own space at our office location, 1150 18<sup>th</sup> Street, NW, suite 400. **Check-in will start at 8:00 a.m. on Monday, August 14<sup>th</sup> at our office. The opening session will start promptly at 8:15 a.m.** The first day will conclude with a reception after our final speaker for the day (light fare and cash bar) from 7:00 p.m. – 8:00 p.m.

### Locations

**MBA 5 – The Washington Campus:** 1150 18<sup>th</sup> Street NW, Washington, DC 20036

On **Tuesday, August 15<sup>th</sup>**, we will travel to the **National Press Club**, 529 14<sup>th</sup> Street, NW, 13<sup>th</sup> floor (corner of 14<sup>th</sup> and F Streets, NW) via a provided charter bus for a luncheon.

On **Thursday, August 17<sup>th</sup>**, we will meet on **Capitol Hill**. Additional information on the Hill schedule will be provided.

### **Meals**

The Washington Campus course includes the Monday evening reception with appetizers and a cash bar, one plated luncheon at the National Press Club, and beverage service at your classroom location. You will be responsible for all other food and beverages. **Please inform our office of any food allergies or dietary restrictions for the Tuesday luncheon.**

### **Local Public Transportation**

Taxis and Ubers are plentiful in Washington and can be hailed at nearly any street corner. Cabs are metered and additional fees may be added during rush hour, inclement weather, and if your party includes more than one person.

Public transportation is available throughout Washington. We recommend the use of the Metro for local travel. For more information about how to use the Metro, or to plan your travel route, please consult The Trip Planner on the D.C. Metro website, <http://www.wmata.com>. Single tickets and daily passes can be purchased at Metro stations. The DC Metro system consists of six travel lines – Red, Yellow, Green, Blue, Silver, and Orange – and travel direction is designated by the terminal stop on each line.

Washington also has two bus systems, the Metro Bus and the Circulator Bus. The Metro buses run in and around Washington, and information about routes and fares can be found at <http://www.wmata.com>. The Circulator Bus has several routes and is very economical, please check <http://www.dccirculator.com/DCCirculator.html#home>.

- Metro stops closest to the **The Washington Campus** are Farragut North on the Red Line and Farragut West on the Blue/Orange/Silver Line.

## Local Airports

**Reagan National Airport**, located in Arlington, Virginia, is approximately 20 minutes from downtown Washington, DC. It is by far the most convenient airport to downtown DC. From Reagan National Airport, you may wish to take a taxi to your hotel. Ask the dispatcher for a DC Taxi, not a Virginia Taxi. The fare is approximately \$20, excluding any extra fees for additional passengers and luggage.

If you wish to use the Metro subway system, there is a Metro subway stop above ground at Reagan National Airport that serves both the Blue and Yellow lines. By taking the Yellow Line toward Mt. Vernon, you will be able to transfer to any of the other three lines at the L'Enfant Plaza Metro stop. The trip planner on the Metro website, listed above, is an excellent tool to help you determine how to get from the airport to your hotel via Metro.

**Dulles International Airport**, located in Sterling, Virginia, is approximately one hour (during non-rush hours) from downtown Washington. Taxis as well as a van service to Washington are available at the airport. A taxi from Dulles International Airport to your hotel is approximately \$80.

*The Super Shuttle* van service picks up from rows 2A – 2H on the lower level of the airport every hour, and will transport you to your hotel for a fee of approximately \$37 for the first passenger and \$12 for each additional passenger. You may schedule your return trip to the airport by calling *The Super Shuttle* (1-800-258-3826) or making an on-line reservation ([www.supershuttle.com](http://www.supershuttle.com)) at least 24 hours in advance.

**Baltimore/Washington International Airport**, located in Baltimore, Maryland, is approximately one-and-a-half hour's drive (during non-rush hours) from downtown Washington. If you arrive at BWI, taxis to Washington are available, but are expensive and not all drivers will know their way around Washington, DC. A taxi from BWI to your hotel is approximately \$120. (In heavy rush hour traffic on Friday evening, a taxi ride from DC to BWI can take two-and-a-half hours.)

Other options for completing your trip to Washington include *The Super Shuttle* airport van service, or train service via either Amtrak or MARC Commuter Trains. The Super Shuttle departs every hour from outside of the airport baggage claim area, and will transport you to your hotel for approximately \$50 for one passenger and \$12 for every additional passenger. You may schedule your return trip to the airport by calling *The Super Shuttle* (1-800-258-3826) or by making an on-line reservation ([www.supershuttle.com](http://www.supershuttle.com)) at least 24 hours in advance.

To use train service from BWI to Union Station in Washington, DC, you will need to take the airport shuttle from outside of the baggage claim area, or a taxi, to the BWI/Amtrak station, which is about 15 minutes away. At the BWI/Amtrak station, you can purchase tickets for either the MARC train (on weekdays) or an Amtrak train to Union Station in Washington, DC. MARC tickets are approximately \$8 each way, while Amtrak ticket prices vary throughout the day and are more expensive. Once at Union Station in Washington, you may either take a taxi to your hotel or the Metro subway via the Union Station stop on the Red Line. There are transfer points to the other Metro lines (Yellow, Blue and Orange) along the Red Line.

## Hotels

There are a multitude of hotels in the area surrounding the Washington Campus. Please see the "Hotels" section on the main page of the secure website for a list of suggestions.

## **CONTACT INFORMATION**

The Washington Campus  
1150 18<sup>th</sup> St NW Suite 400  
Washington DC 20036  
[info@washcampus.edu](mailto:info@washcampus.edu)  
(202) 234-4446

Phone messages may be left at The Washington Campus office 24 hours a day at (202) 234-4446. Messages left after business hours (M-F 9:00 a.m. – 5:00 p.m.) will be answered the next business day.

If you have any questions, please do not hesitate to contact [info@wascampus.edu](mailto:info@wascampus.edu). We look forward to seeing you!