STRATEGICALLY MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY

An Open Enrollment Executive/MBA Seminar
Presented by The Washington Campus

October 12-14, 2020 (Online)

Engage with the best expert practitioner faculty in the world: those shaping the future of US and global business, public affairs, and public policy. Learn how to lead and succeed in the New Normal of the US and global economies. Register now at: www.washcampus.edu

“This course exceeded all expectations. It should be required for all Executive MBAs and for anyone who sees themselves serving in or supporting the C-Suite in any type of organization.”
-- June 2020 Online Executive MBA Participant

- How current crises are changing business-government interactions at all levels
- How racial and social concerns are shaping business strategy and public policy
- Impact of unprecedented fiscal and monetary policy on US & global finance & economies
- Future of Big Tech and regulation: monopoly, data, privacy, cybersecurity, AI & policy
- Navigating changing trade and investment policies, new 'nationalisms' and supply chains
- Navigating evolving expectations of society and stakeholders re: the role of business
- Impact of the 2020 elections on the economy, trade, taxes, tech, health care and more

Working professional E/MBA students and alumni from both Washington Campus consortium and non-consortium accredited institutions are welcome to enroll. Content may qualify for up to 1.5-2 credit hours and also may qualify for CPE/CEU credits. Sample agenda attached. Individual tuition/registration for online format has been reduced to $1950. Veteran and active GI Bill students welcome. For VA/GI Bill students or for school cohort group registration, please contact: info@washcampus.edu. **NOTE:** All online participants will be able to join future in-person, in-DC programming as conditions allow.

The Washington Campus is a non-profit, non-partisan 501(c)(3) higher education consortium.
NOTE: 10:00am Eastern US start times are to accommodate multiple time zones

Monday, June 15, 2020 (10am-6pm Eastern US)

- **Strategically Managing Business, Public Affairs, and Public Policy**
  Dr. Michael D. Lord, President, The Washington Campus

- **360° Advocacy: The Evolution of Lobbying**
  Hon. Bruce Mehlman, Executive Director, Technology CEO Council & Co-Chair, Internet Innovation Alliance; Former Assistant Secretary of Commerce for Technology Policy

- **Public Affairs and Public Policy: Key Challenges for Business**
  Peter Carson, Managing Director, Public Affairs, Powell Tate Weber Shandwick

- **Strategic Management of Corporate Government Relations**
  Amy Best Weiss, VP of Federal Government Relations, American Express

- **Making Sense of the New World Order: Fiscal Policy, Monetary Policy, and Financial Markets**
  Dr. Doug Holtz-Eakin, President, American Action Forum; Former Director of the Congressional Budget Office and Chief Economist at the President’s Council of Economic Advisers

- **Understanding and Navigating Political Partisanship: A Primer for Business Leaders**
  Congressman Tom Davis, Partner, Holland & Knight; Former Head of Federal Relations at Deloitte, Former Member of Congress & Chair of the National Republican Congressional Committee

Tuesday, June 16, 2020 (10am-6pm Eastern US)

- **Pandemics, Privacy, and Public Policy: Public Affairs and Government Relations in the Tech Sector**
  Greg Maurer, Vice President, Public Policy, Facebook; Former VP of Public Policy, UPS

- **Navigating Trade Policy: Changing Dynamics of US-China Relations, Trade, and Supply Chains**
  Wendy Cutler, Managing Director, Asia Society; Former Deputy U.S. Trade Representative

- **Understanding and Managing Regulatory Processes and Regulatory Advocacy**
  Michael Fitzpatrick, Head of Global Regulatory Affairs, Google; Fmr. Head of Regulatory Affairs, GE

- **Strategically Using Associations and Coalitions: Information, Organization, and Advocacy**
  Jim McGreevy, President and CEO, The Beer Institute

- **The Politics and Economics of Health Care Policy in the U.S.**
  Howard Dean, MD, Former Governor of Vermont & Head of Democratic National Committee

- **The Role of Independent Regulatory Agencies: Case Study of the FTC**
  Lesley Fair, Senior Attorney, Bureau of Consumer Protection, Federal Trade Commission

Wednesday, June 17, 2020 (10am-5pm Eastern US)

- **Corporate Strategy and Public Affairs: Perspectives from Private & Multinational Firms**
  Brad Figel, VP, Public Affairs, Mars Inc.; Former Global Director of Gov’t & Public Affairs, Nike

- **Cybersecurity Policy: Challenges for Business and Government**
  Ed Buckley, Senior Vice President, Global Cyber Public Policy, Bank of America

- **Understanding and Managing Social/Media in the Public Affairs Arena**
  James Hohmann, National Politics, The Washington Post & Rick Klein, Political Director, ABC News

- **Why Executives and Entrepreneurs Must Understand Government: Lessons Learned**
  Michael Steele, Political Analyst, NBC Networks; Former Lt. Governor of Maryland and Head of the Republican National Committee

- **Review, Integration, and Conclusion**
From Recent (Spring/Summer 2020) Online Participants

“This course exceeded all expectations. It should be required for all EMBAs and for everyone that sees themselves ever serving in or supporting the C-Suite in any organization.”
-- CDR G.F., UT-Austin/McCombs, US Navy

“It has been an incredible experience participating in the virtual residency through The Washington Campus. The panel of speakers has been extraordinary. I highly recommend it.”
-- J.C., Rice-Jones; Educational Consultant, Pearson

“The speakers were excellent. I left with refreshed perspective on how we all, both business and government, must work together on public policy. Thank you to The Washington Campus team for innovating and organizing a fantastic online experience for us!”
-- C.D., UNC-CH/Kenan-Flagler; Biopharma Tech Manager, GSK

“A great education in business and public policy! I definitely learned a lot – tremendous insights I otherwise would not have had access to. Will definitely recommend this unique online elective option to my classmates!”
-- A.M., UCLA-Anderson; Wolters Kluwer Enablon

“Fantastic program – a highlight of my MBA experience. The online curriculum was very valuable, providing access to incredibly qualified speakers and an interesting agenda. Definitely would recommend the course to anyone looking for something outside the traditional MBA course load.”
-- J.P., U.Michigan-Ross; Product Development Leadership, Ford

“Great speakers – a fantastic, engaging virtual residency program!”
-- E.G., ASU-Carey; Engineer Officer, USAF

“The program was fantastic. An amazing online agenda with great speakers that made it so we all wanted to join in. Our interactions really drove the conversation of real-life, real-time scenarios, which was great! It was a highlight of my MBA experience.”

“Great program!”
-- A.H., UCLA-Anderson; Director, Enterprise Services, Microsoft
Executive/EMBA Courses 2020

Intensive Executive Residency Programs
Washington, D.C.

Strategically Managing Health Care Policy
September 28-30, 2020 - ONLINE

Strategically Managing Public Affairs and Public Policy
June 15-17, 2020 - ONLINE

October 12-14, 2020 - ONLINE

For more information and registration:
www.washcampus.edu
Or contact: info@washcampus.edu

The Washington Campus
1150 18th Street N.W., Suite 400
Washington, D.C. 20036
(202) 234-4446
info@washcampus.edu

The Washington Campus, founded in 1978, is a non-partisan, non-profit 501(c)(3) higher education consortium. The Campus welcomes participants from diverse backgrounds and does not discriminate on the basis of gender, race, orientation, religion, national or ethnic origin, or disability.

Participating Consortium Members
- Arizona State University
- University of California, Berkeley
- University of California, Los Angeles
- Emory University
- University of Florida
- Howard University
- Indiana University
- University of Michigan
- University of New Mexico
- University of North Carolina at Chapel Hill
- Northeastern University
- The Ohio State University
- Purdue University
- Rice University
- University of Texas at Austin
- Texas A&M University
- And many other program partners worldwide

Participants from accredited non-consortium schools also are welcome to enroll, but should check with their home institutions before registering in order to receive academic credits.

The Washington Campus open-enrollment courses are unique, intensive, residency experiences in Washington, D.C.—for Executive, EMBA, MBA, and other types of graduate and professional students. Courses focus on how specific organizations and industries are affected by public affairs and public policy; how public policy is made and influenced; and how public affairs and public policy must be strategically, effectively, and ethically managed to create profitable and sustainable ‘win-win’ solutions for business, government, and society.

The Washington Campus courses are adistinctively valuable personal and professional development opportunity for both current and future business leaders. Participants learn directly from those who actually make and shape public affairs and public policy: corporate public affairs and government relations executives; leaders of associations, think tanks, and non-profit organizations; lobbyists; media; current and former members of Congress and congressional staff; current and former leaders in the Executive Branch and from independent regulatory agencies; and much more.

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Strategically Managing Health Care Policy
September 28-30, 2020 - ONLINE
Washington, D.C.

Public affairs and public policy profoundly shape the entire health care sector. Executives, entrepreneurs, and health care professionals must understand how the public policy process works and how to more effectively navigate this evolving landscape. This course enables participants to interact directly with health care policy makers and influencers, regulators, and other experts. Participants gain a richer understanding of how to more strategically plan and successfully operate in such a complex and dynamic health care policy environment.

Contact hours meet expectations for two academic credits; course content also may qualify for CPE/CEU credits.

"Perfect curriculum to understand the relationship between business and health care policy."
— Recent Health Policy Participant

"Fantastic. Very informative. Relevant topics, knowledgeable speakers, valuable insights."
— Recent Business & Policy Participant

KEY COURSE TOPICS
- Strategic Challenges in Health Care: Public Affairs and Public Policy
- Breaking the Bank: Understanding Government Health Care Spending
- Health Care: The Legislative Policy Making Process
- Navigating the Arcanisms, from CMS to FDA: Regulatory Processes and Agencies
- Insurance and Costs: Coverage and Care
- Medicaid &Medicaid as Models?
- Shaping Health Policy: Strategic, Corporate and Coalition Advocacy
- Emerging Issues in Health Policy: Ongoing Challenges and New Opportunities

Strategically Managing Public Affairs and Public Policy
June 15-17, 2020 - ONLINE
October 12-14, 2020 - ONLINE
Washington, D.C.

The Washington Campus’ intensive, experiential, executive residency courses are a unique personal and professional development experience. Participants interact directly with policy makers, influencers, and top executives in both the private and public sectors. Course objectives focus on how public affairs and public policy must be strategically, effectively, and ethically managed in order to create profitable and sustainable ‘win-win’ solutions for business, government, and society.

Contact hours meet expectations for two academic credits; course content also may qualify for CPE/CEU credits.

"The expertise, breadth and depth of this program, and the access it provides, is second to none."
— Recent Participant

"Excellent speakers. Exceptional learning. Best part of my professional education — terrific!"
— Recent Participant

"This course is essential for EMBA, aspiring executives and entrepreneurs — anyone who is or soon will be in a leadership position."
— Recent Participant

KEY COURSE TOPICS
- Strategic Management of Corporate Public Affairs
- 360 Degree Advocacy: The New Business of Lobbying
- Navigating Critical Regulatory Agencies and Processes
- The Role and Strategic Use of Associations and Coalitions
- Public Affairs Policy and the New Media Landscape
- Managing the Politics and Economics of Trade Policy
- Policy Case Studies — e.g. Tax, Cyber, Immigration, Environment

Politics and economies of health care policy: Discussion with Governor Howard Dean, M.D.
Future of health policy: Ms. Susan Dentzer, former Editor-in-Chief of Health Affairs
Tour and discussion of health innovation and policy at Center for Total Health on Capitol Hill
Mr. Greg Meurer, VP, Facebook, on strategy and public policy
Lt. Gov. Michael Steele, former RNC Chairman, on why executives must understand government and politics
Ms. Wendy Cutler, former senior U.S. trade official, on strategically navigating trade negotiations and trade policy

"Opened my eyes — applying this knowledge to my business will be incredibly valuable."
— Recent Participant

"Perfect curriculum to understand the relationship between business and health care policy."