



**Sample 3-Day Agenda**  
(Actual Previous 2019 Agenda,  
2020 Agenda Pending Scheduling)

**STRATEGICALLY MANAGING PUBLIC AFFAIRS AND PUBLIC POLICY**  
A Washington, D.C. Executive Seminar

**Day 1 @ The Washington Campus**

**Strategic Management of Business, Public Affairs, And Public Policy**

Dr. Mike Lord, President, The Washington Campus

**Understanding the Politics and Process of Legislative Policy Making**

Senator Trent Lott, Senior Counsel, Squire Patton Boggs; *Former Senate Majority Leader*

**Lobbying 2.0: Strategic 360 Degree Business Advocacy**

Hon. Bruce Mehlman, Founder, Mehlman & Co.; *Former Asst. Secretary of Commerce for Technology*

**Corporate Public Affairs and Government Relations: A Global C-Suite Perspective**

Ms. Carolyn Brehm, Founder and CEO, Brehm Global Ventures;  
*Former Vice President, Global Government Relations, Procter & Gamble*

**Navigating the Politics and Economics of International Trade Policy**

Ms. Wendy Cutler, Managing Director, Asia Society; *Former Deputy U.S. Trade Representative*

**Evening Reception and Networking at POV**

**Day 2 @ Capitol Hill / Capitol Hill Club**

**Navigating Regulatory Processes, Agencies, and Advocacy**

Mr. Michael Fitzpatrick, Senior Counsel and Head of Regulatory Advocacy, GE

**The Politics, Economics, and Business Impacts of Macroeconomic and Tax Policy**

Dr. Doug Holtz-Eakin, President, American Action Forum  
*Former Director, Congressional Budget Office & Chief Economist, Council of Economic Advisers*

**Meetings with Members of Congress, Staff, and Committee Staff; Congressional Committee Hearings**

**Immigration Policy: Challenges for Business and Government**

Ms. Theresa Cardinal Brown; Director of Immigration and Cross-Border Policy, BPC

**Visit and Discussion, U.S. Capitol – How Congress Works (Or Not)**

The Honorable Cliff Stearns, President, U.S. Association of Former Members of Congress

**Evening Reception at National Press Club**

**The Impact of Media on Public Affairs, Politics, and Policy**

Mr. Rick Klein, Political Director, ABC News  
Mr. James Hohmann, National Political Correspondent, The Washington Post

**Day 3 @ The Washington Campus**

**Understanding the Strategic Role of Associations and Coalitions**

Mr. Jim McGreevy, President and CEO, The Beer Institute

**Cybersecurity Policy: Challenges for Business and Government**

Ms. Kristin Royster, Senior Vice President, Global Cyber Security Public Policy, Bank of America

**Managing Business Strategy, Public Affairs, and Public Policy: Facebook**

Mr. Greg Maurer, VP, Public Policy, Facebook; *Former VP, Corporate Affairs, UPS*

**Public Policy, Politics, and Profit: Why Business Leaders Must Understand Government**

Lt. Gov. Michael Steele; CEO, The Steele Co. & MSNBC Political Analyst; *Former Chairman, RNC*

**Integration and Conclusion, Presentation of Certificates**