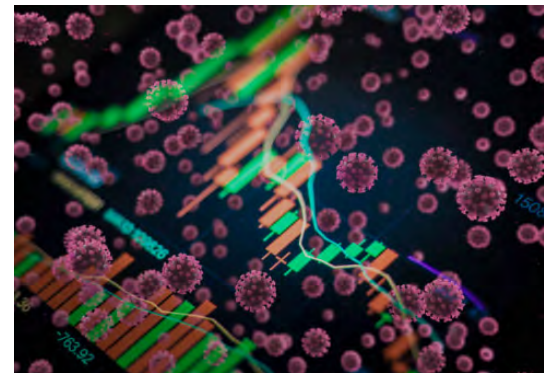




# MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY

## Course Schedule - Winter/Spring 2021

Jan. 4-8 / Jan. 11-15 / Mar. 8-12 / Mar. 15-19 / May 10-14



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. Core topics include managing corporate strategy and public affairs, business-government relations, lobbying and advocacy, regulation, media, and more:

- Impact of the 2020 elections on the economy, taxes, health care and more
- Future of technology and regulation: antitrust, data, privacy, cybersecurity, AI & policy
- Navigating changing trade and investment policies, new 'nationalisms' and supply chains
- Impact of unprecedented fiscal and monetary policy on finance, US & global economies
- Navigating the rapidly-changing landscape of social media and communications
- Managing the evolving expectations of society and stakeholders re: the role of business

If online, all participants will have the opportunity to join future in-person, in-D.C. programming as conditions and schedules allow.



For more info. and registration:

[www.washcampus.edu](http://www.washcampus.edu)

[info@washcampus.edu](mailto:info@washcampus.edu)



The  
Washington  
Campus

**SAMPLE ONLINE AGENDA**  
(from prior programming)

## **MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY**

A Washington, D.C. (Virtual) Residency Course

### **Monday**

PUBLIC AFFAIRS AND PUBLIC POLICY: KEY CHALLENGES FOR BUSINESS

**Mr. Peter Carson**, Managing Director, Public Affairs, Powell Tate Weber Shandwick

360 DEGREE ADVOCACY: CHANGING ROLES OF LOBBYISTS AND INTEREST GROUPS

**The Honorable Bruce Mehlman**, Founder and Partner, Mehlman Castagnetti Rosen & Thomas, Inc.  
*Former Assistant Secretary for Technology Policy, U.S. Department of Commerce*

PUBLIC AFFAIRS AND GOVERNMENT RELATIONS: THE EXPERIENCE OF AMERICAN EXPRESS

**Ms. Amy Best Weiss**, Vice President, Federal Government Affairs, American Express

THE CHALLENGES OF FISCAL POLICY, MONETARY POLICY, AND CAPITAL MARKETS

**Ms. Maya MacGuineas**, President, Committee for a Responsible Federal Budget

INTEGRATION AND DISCUSSION

### **Tuesday**

THE IMPORTANCE OF REGULATORY PROCESSES, POLICY, AND ADVOCACY

**Mr. Michael Fitzpatrick**, Head of Global Regulatory Affairs, Google  
*Former Head of Regulatory Advocacy, GE*  
*Former Associate Administrator, Office of Management and Budget*

HEALTH CARE POLITICS AND POLICY: CURRENT AND FUTURE CHALLENGES

**Mr. Julius Hobson**, Senior Policy Advisor, Polsinelli Shughart  
*Former Director of Congressional Affairs, American Medical Association*

U.S.-CHINA RELATIONS: THE CHANGING DYNAMICS OF TRADE POLICY, GLOBAL SUPPLY CHAINS, AND MORE

**Ms. Wendy Cutler**, Managing Director and Vice President, Asia Society Policy Institute;  
Senior Policy Consultant, Akin Gump Strauss Hauer & Feld  
*Former Deputy U.S. Trade Representative*

PANEL DISCUSSION WITH CONGRESSIONAL POLICY MAKERS – HOW CONGRESS WORKS (OR NOT)

SOCIAL MEDIA AND PUBLIC AFFAIRS: THE NEW NORMAL? – Zoom Cocktail Chat

**Mr. Anthony Shop**, Co-Founder and Chief Strategy Officer, Social Driver

## Wednesday

PANEL DISCUSSION: THE FRONTIERS AND CHALLENGES OF TECHNOLOGY AND PUBLIC POLICY

THE ROLE OF MEDIA IN POLITICS AND PUBLIC AFFAIRS

**Mr. James Hohmann**, National Political Correspondent, The Washington Post

THE ROLE OF TRADE ASSOCIATIONS: INFORMATION, ORGANIZATION, AND ADVOCACY

**Ms. Mary Jane Saunders**, Vice President and General Counsel, The Beer Institute

CORPORATE PUBLIC AFFAIRS AND BUSINESS STRATEGY: PERSPECTIVES OF A PRIVATE AND MULTINATIONAL FIRM

**Mr. Brad Figel**, Vice President, Public Affairs, Mars Incorporated  
*Former Global Director of Government and Public Affairs, Nike, Inc.*

STRATEGIC ADVOCACY: GROUP EXERCISE

## Thursday

THE ROLE OF INDEPENDENT REGULATORY AGENCIES: THE FTC

**Ms. Lesley Fair**, Senior Attorney, Consumer Protection, U.S. Federal Trade Commission

IMMIGRATION POLICY: CHALLENGES FOR BUSINESS AND GOVERNMENT

**Mr. Ted Alden**, Bernard L. Schwartz Senior Fellow, Council on Foreign Relations

CYBERSECURITY POLICY: ISSUES FACING BUSINESS AND GOVERNMENT

**Mr. Ed Buckley**, Senior Vice President, Global Cyber Public Policy, Bank of America

MANAGING PUBLIC AFFAIRS AND PUBLIC POLICY FOR A FOREIGN FIRM: SAMSUNG

**Mr. John Godfrey**, Senior Vice President, Public Policy, Samsung

INTEGRATION AND DISCUSSION

## Friday

STRENGTH IN NUMBERS AND DIVERSITY: BUILDING EFFECTIVE COALITIONS

**Sara Armstrong**, Vice President of Political Affairs and Federation Relations, U.S. Chamber of Commerce

CORPORATE AMERICA'S PROACTIVE SHIFT TOWARDS SOCIAL, ENVIRONMENTAL, & OTHER STAKEHOLDER ISSUES

**Ms. Meredith Singer**, Government Affairs Director, IBM

STRATEGIC ADVOCACY IN WASHINGTON

**Mr. Gregg Rothschild**, Managing Director, Government Affairs Division, Glover Park Group  
*Former Vice President and Policy Counsel, Federal Government Relations, Verizon*

INTEGRATION AND DISCUSSION

Adjournment