

**Dear Business Leader,**

For over 30 years, The Washington Campus has been educating current and future leaders about the intersection between business and public policy. A non-partisan organization, we don't advocate for any particular policy position, but we help you understand the potential impact of Washington policy decisions on the conduct and profitability of your business. We also help you understand how to engage ethically and effectively to inform policy makers of the potential consequences – both intended and unintended – of their policy decisions.

Washington is full of energy with a new Congress and Administration in place, so this is an exciting time to be in our Nation's Capital. But given the challenges we face in areas such as health care, energy, environment, international trade and the economy, policy decisions being made right now will have a profound impact on your business strategy, opportunities, and success. For that reason, it is now more important than ever for leaders within your organization to understand the policy options currently being discussed, the potential impact of those decisions on your business or industry, and the process by which decisions will be made. Our programs are taught by Washington insiders who explain what is REALLY happening in Washington, who REALLY holds the decision-making power, and how decisions are REALLY made.

The Washington Campus develops and conducts customized programs for corporations, associations and organizations, and we also make opportunities available to individuals or small groups through our open enrollment programs. Our next open enrollment program, **Business and the Public Policy Process: How Washington Works and What Issues Matter** will be held in Washington, D.C. on July 8-10, 2009.

This 3-day program held in Washington, D.C. is designed to bring you and, others in your organization, face-to-face with experienced Washington insiders who can explain from personal experience how decisions get made, how those decisions might impact your business, and how you can engage in the dialogue. You will also learn how lobbyists, advocacy groups, and even the media play important roles in the policy-making process, both for and against your interests.

The Washington Campus is located in the heart of Washington, DC, just three blocks from the White House. We take advantage of our close proximity to key Federal agencies and include site visits to locations such as Capitol Hill and various Federal agencies in the educational program. **Washington is our campus, and policy-makers are our faculty!**

**Who should attend?**

Anyone in the business community is invited to attend this seminar. Many human resource managers encourage participation in our programs by mid-level and senior managers in their organization since our programs provide a unique opportunity for personal and professional development. Similarly, our programs are frequently recommended by corporate government affairs leaders who know that an effective government affairs strategy requires support and participation by individuals throughout the corporation. Participants leave our program with an edge in developing effective

business strategies that takes into account likely policy changes coming from Washington.

### **What does the Program Include?**

Below are examples of sessions included in our open-enrollment programs. In addition to these sessions, we will also organize site visits to key government agencies, including the U.S. Capitol, an evening monument tour, luncheons, and dinners to provide social and networking opportunities. Our programs give participants a feel for what it is like to live and work in Washington!

Key Sessions and Topics:

*Organization of Government*

*Finance, Economics and Monetary Policy*

*Federal Agencies: Funding and the Federal Regulatory Process*

*International Business, Finance and Trade Policy*

*Advocacy, Politics and Special Interests*

*Political Updates*

*Other Social Events*

### **Logistics**

**Business and the Public Policy Process: How Washington Works and What Issues Matter** will take place from July 8-10, 2009.

Our program will commence at 2:00 p.m. on July 8<sup>th</sup> and will conclude at 3:00 p.m. on July 10<sup>th</sup>. Please see the preliminary agenda for additional information.

### **Tuition**

Tuition for the three-day program is \$3,600 per person. This fee is inclusive of all educational materials, local transportation to program-related site visits, and meals. We are happy to provide a list of hotels located near our conference center to help you in making your lodging arrangements. **Discounts are available for groups of 3 or more.**

### **How to Register**

You may register through our website: [www.washcampus.edu](http://www.washcampus.edu), by scrolling over the link at the top for "Registration" and then clicking on "Corporate Courses", or by calling us at (202) 234-4446.

We look forward to meeting you and helping you learn how to work with the federal government and navigate the tricky Washington policy-making process. If you have any questions please contact Jessica Dyer, Director, Corporate Programs, at (202) 234-4446 or by email: [jdyer@washcampus.edu](mailto:jdyer@washcampus.edu).