

**STRATEGIC LEADERSHIP: BUSINESS AND THE PUBLIC POLICY PROCESS**

**A Washington Residency Program for MBA Students**

September 14 -18, 2009  
Washington, D.C.

MONDAY, SEPTEMBER 14, 2009

8:00 a.m.

Check In:

ASAE & The Center for Association Leadership  
The Ronald Reagan Building & International Trade  
Center  
1300 Pennsylvania Ave., N.W.  
Washington, DC 20004  
(202) 326-9550

8:15 a.m.

WELCOME AND INTRODUCTION TO THE PROGRAM

ASAE  
Lower Level  
The Wachovia  
Room

**The Honorable Diane Auer Jones**

President & CEO  
The Washington Campus

**Dr. Michael D. Lord, Faculty Director**

Director  
Flow Institute for International Studies  
Sisel Fellow in Strategy  
Wake Forest University Schools of Business

**Strategic Leadership: Business and The Public Policy Process**

Washington, D.C., September 14 - 18, 2009

MONDAY, SEPTEMBER 14, 2009 [Continued]

8:30 a.m. INTRODUCTION OF STUDENTS

**Dr. Michael D. Lord**

9:00 a.m. ORGANIZED CHAOS – YOUR GOVERNMENT AT WORK AND WHAT  
BUSINESS NEEDS TO KNOW – PART I

**The Honorable Diane Auer Jones**

President and CEO  
The Washington Campus

Former Assistant Secretary  
Postsecondary Education, U.S. Department of Education

Former Deputy Associate Director for Science,  
White House Office of Science and Technology Policy

Former Professional Staff and Acting Director  
U.S. House of Representatives  
Committee on Science

10:30 a.m. Break

10:45 a.m. THE CONGRESS AND LEGISLATIVE DECISION MAKING: THE  
PLAYERS,  
THE ISSUES AND THE PROCESS

**Ms. Ilona Nickels**

Congressional Lecturer  
Public Policy Analyst

Former Congressional Staffer (House and Senate) and  
Congressional Analyst,  
Congressional Research Service

12:15 p.m.

Lunch

1:30 p.m.

ASAE  
Lower Level  
The Wachovia  
Room

INTEGRATING BUSINESS STRATEGY, POLITICS, AND PUBLIC POLICY: COURSE  
OVERVIEW

**Dr. Michael D. Lord**

2:45 p.m.

Break

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MONDAY, SEPTEMBER 14, 2009 [Continued]

3:00 p.m. BUSINESS INSIDE THE BELTWAY

**Mr. Doug Pinkham**

President  
Public Affairs Council

Former Vice President, Communications  
American Gas Association (AGA)

4:15 p.m. Break

4:30 p.m. CONGRESSIONAL OFFICES, CONGRESSIONAL COMMITTEES, AND THE  
ROLE OF CONGRESSIONAL STAFF

**Ms. Stacy Rastauskas**

Assistant Vice President, Federal Relations  
The Ohio State University

Former Congressional Staff Member  
Congressman Dennis Hastert (R-OH), Speaker of the U.S. House of  
Representatives

6:00 p.m. PROGRAM REMARKS AND Q&A

**Dr. Michael Lord**

6:15 p.m. Depart for James Hoban's Restaurant and Bar via Charter Bus

1 Dupont Circle  
Washington, D.C. 20036  
(202) 293-6500

6:30 p.m. Reception

**Strategic Leadership: Business and The Public Policy Process**

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TUESDAY, SEPTEMBER 15, 2009

- 7:45 a.m. Meet at ASAE & The Center for Association Leadership
- ASAE & The Center for Association Leadership  
The Ronald Reagan Building & International Trade Center  
1300 Pennsylvania Ave., N.W.  
Washington, D.C. 20004  
(202) 326-9550
- 8:00 a.m. Depart for the Veterans of Foreign Wars (VFW) Building via Charter Bus
- 200 Maryland Avenue, N.E.  
Washington, D.C. 20002  
(202) 543-2239
- 8:20 a.m. THE 111<sup>th</sup> CONGRESS: ISSUES ON THE FLOOR
- Mr. Stephen B. Kittredge**  
Legislative Assistant  
The Honorable George V. Voinovich (R-OH)  
United States Senate
- 9:00 a.m. THE UNITED STATES CONGRESS: A VIEW FROM THE FLOOR
- The Honorable Marvin Henry "Mickey" Edwards**  
Former Member (1977 – 1993)  
United States House of Representatives (R, OK-5)
- 10:15 a.m. ATTEND CONGRESSIONAL HEARINGS (VARIOUS)
- 11:45 a.m. Lunch
- 1:15 p.m. Meet at ASAE & The Center for Association Leadership
- ASAE & The Center for Association Leadership  
The Ronald Reagan Building & International Trade Center  
1300 Pennsylvania Ave., N.W.  
Washington, D.C. 20004  
(202) 326-9550
- 1:30 p.m. ORGANIZED CHAOS – YOUR GOVERNMENT AT WORK AND WHAT  
BUSINESS NEEDS TO KNOW – PART 2
- Diane Auer Jones**
- 3:15 p.m. Break

**Strategic Leadership: Business and The Public Policy Process**

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TUESDAY, SEPTEMBER 15, 2009[Continued]

3:30 p.m. THE STIMULUS PACKAGE: HOW TO SPEND \$787,000,000,000  
ASAE

*Lower Level  
The Wachovia  
Room*

**Ambassador Richard Russell**  
CEO and Managing Partner  
viaFORWARD

Former Associate Director and Deputy Director for Technology  
White House Office of Science and Technology Policy  
2001 - 2009

5:00 p.m. Break

5:15 p.m. THE ROLE OF THE MEDIA IN THE PUBLIC POLICY PROCESS

**Ms. Megan McArdle**  
Washington Correspondent  
*The Atlantic Weekly*

6:45 p.m. Recess

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WEDNESDAY, SEPTEMBER 16, 2009

8:00 a.m.	PROGRAM REMARKS AND Q &A
ASAE Lower Level The Wachovia Room	<b>Dr. Michael D. Lord</b>  STAKEHOLDERS AND CONSTITUENCY BUILDING: THE FOUNDATION FOR CORPORATE POLITICAL STRATEGY  <b>Dr. Michael Lord</b>
9:15 a.m.	Break
9:30 a.m.	INTELLECTUAL PROPERTY RIGHTS AND REGULATIONS IN A GLOBAL ECONOMY  <b>Ms. Lila Feisee</b> Managing Director for Intellectual Property Biotechnology Industry Organization  Former Examiner and Policy Manager U.S. Patent and Trademark Office
11:00 a.m.	Break
11:15 a.m.	NATIONAL ENERGY POLICY AND REGULATION: HOW ENERGY CONCERNS WILL AFFECT BUSINESS  <b>The Honorable Branko Terzic</b> Global and U.S. Regulatory Leader Energy and Resources Deloitte Services LP  Former Commissioner United States Federal Energy Regulatory Commission (FERC) 1990-1993  Former CEO, Yankee Energy Company
12:45 p.m.	Lunch
1:45 p.m.	COMPANIES, POLICY MAKERS AND CONGRESS: WHAT'S MISSING IN HEALTH CARE REFORM  <b>Ms. Shannon Brownlee</b> Schwartz Senior Fellow New America Foundation
3:00 p.m.	Break

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WEDNESDAY, SEPTEMBER 16, 2009[Continued]

3:15 p.m. "CONGRESSIONAL INSIGHT" [A Computer Simulation]

*[Congressional Insight is a fast-paced computer simulation designed to illustrate the pressures confronting a Member of Congress during the first two-year term of office. Participants are divided into groups, each assuming the identity of a Member of Congress working to serve constituents and earn re-election. This simulation was developed by the National Association of Manufacturers which leases it to The Washington Campus.]*

FACILITATORS:

**Dr. Michael D. Lord**

**Diane Auer Jones**

**Mr. Syd Terry**  
Conference Coordinator

6:15 p.m. Recess

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THURSDAY, SEPTEMBER 17, 2009

8:30 a.m. PROGRAM REMARKS AND Q & A  
ASAE

Lower Level  
The Wachovia  
Room

**Dr. Michael D. Lord**

8:45 a.m. THE CURRENT BANKING CRISIS AND THE ROLE OF FINANCIAL REGULATION

**Mr. Marc Lackritz, Esq.**

Adjunct Professor  
Founder & Chairman, Center for Finance and Public Policy  
McDonough School of Business  
Georgetown University

Former CEO, Securities Industry and Financial Markets Association  
(SIFMA)

10:15 a.m. Depart for The Federal Reserve via Charter Bus

20<sup>th</sup> Street and Constitution Avenue, N.W.  
Washington, D.C. 20551  
(202) 452-3324

11:30 a.m. OVERVIEW OF THE FEDERAL RESERVE BOARD

**Mr. Winthrop Hambley**

Senior Adviser  
The Federal Reserve Board

Former Staff Director  
Subcommittee on Federal Credit Programs,  
Senate Banking Committee

1:00 p.m. Return to ASAE & The Center for Association Leadership via  
Charter Bus

ASAE & The Center for Association Leadership  
The Ronald Reagan Building & International Trade Center  
1300 Pennsylvania Ave., N.W.  
Washington, D.C. 20004  
(202) 326-9550

1:15 p.m.

Lunch

2:30 p.m.

FEDERAL REGULATION: STRUCTURE, PROCESS, AND ECONOMICS

**Dr. Nancy Beck**

Office of Information and Regulatory Affairs  
Office of Management and Budget  
Executive Office of the President

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THURSDAY, SEPTEMBER 17, 2009[Continued]

3:30 p.m. Break

3:45 p.m. U.S. TRADE POLICY: GLOBALIZATION OR PROTECTIONISM...OR BOTH?

**Mr. Bruce Stokes**

International Economics Columnist  
*National Journal*

Member of President Clinton's Commission on  
United States-Pacific Trade and Investment

5:00 p.m. Break

5:15 p.m. SUMMING IT UP: AN INTERACTIVE DISCUSSION

**Dr. Michael Lord**

**Diane Auer Jones**

6:00 p.m. Recess

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FRIDAY, SEPTEMBER 18, 2009

8:00 a.m. A GLOBAL AND HOLISTIC PERSPECTIVE: LOBBYING AND ADVOCACY STRATEGY IN BUSINESS

**Carolyn L. Brehm**

Vice President, Global Government Relations  
The Procter & Gamble Company

This speaker is generously provided by the **Bryce Harlow Foundation**, a Washington based non-profit organization that seeks to promote the highest standards within the profession of lobbying and government relations through education.

9:30 a.m. Break

9:45 a.m. MANAGING AN ADVOCACY CAMPAIGN

**Mr. Gregory C. Simon**

Senior Vice President  
Worldwide Policy  
Pfizer

Former President  
Faster Cures

Former Chief Domestic Policy Advisor  
Vice President Al Gore  
The White House

11:00 a.m. Break

11:15 a.m. EXAM/ASSESSMENT

**Dr. Michael D. Lord**

11:45 a.m. Depart for the National Press Club

14<sup>th</sup> and F Streets, N.W.  
Washington, D.C. 20005  
(202) 662-7502

12:00 p.m. Luncheon

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FRIDAY, SEPTEMBER 18, 2009 [Continued]

1:00 p.m. THE OBAMA ADMINISTRATION [Panel Discussion]

**Ms. Catherine "Kiki" McLean**

Partner  
Global Head of Public Affairs  
Managing Director  
Porter Novelli

Former National Press Secretary  
Gore/Lieberman Presidential  
Campaign 2000

**The Honorable Angela "Bay" Buchanan**

The American Cause  
Former Co-Anchor *Equal Time*

Former Campaign Chair  
Pat Buchanan for President Campaign

2:15 p.m. CLOSING REMARKS

2:30 p.m. Adjournment