Managing Business, Government, and Public Policy:  
A Washington, D.C. Residency Program for MBA Students

Presented by The Washington Campus

Washington, D.C.

Monday

8:00 a.m.  Arrive and Check-in:

The Washington Campus (TWC)
1150 18th St NW #400,
Washington, DC 20036
202-234-4446

8:15 a.m.  WELCOME AND INTRODUCTION TO THE PROGRAM

TWC

Dr. Shirley Zebroski
Senior Vice President
The Washington Campus

8:45 a.m.  INTRODUCTION OF STUDENTS

9:45 a.m.  Break

10:00 a.m.  THE EXECUTIVE BRANCH: THE LEGISLATIVE PRESIDENCY

Professor Jeffrey Weinberg
Adjunct Professor
The Washington Campus

11:15 a.m.  Lunch
Monday (continued)

1:00 p.m.    THE CONGRESS AND LEGISLATIVE DECISION MAKING: THE PLAYERS, THE ISSUES AND THE PROCESS
TWC

Dr. James Thurber
Distinguished Professor of Government
Director, Center for Congressional and Presidential Studies
American University

2:30 p.m.    Break

2:45 p.m.    BUSINESS ADVOCACY: LOBBYING IN WASHINGTON

Mr. Jim McGreevy
Senior Vice President, Government Affairs
American Beverage Association

4:15 p.m.    Break

4:30 p.m.    THE ROLE OF REGULATION IN POLICY DEVELOPMENT

Mr. Jonathan Gledhill
President, Policy Navigation Group

Former Analyst, Natural Resources Branch of the Office of Management and Budget

5:45 p.m.    WRAP-UP

Dr. Shirley Zebroski

5:55 p.m.    Walk to the Front Page

1333 New Hampshire Avenue N.W.
Washington, D.C. 20036
(202) 296-6500

6:00 p.m.    Reception (Appetizers and Cash bar)
Students are responsible for their own transportation after the reception.

8:00 p.m.    RECESS
Tuesday

8:00 a.m.  INTRODUCTION TO THE DAY’S SESSION
TWC

8:15 a.m.  TAKING CONTROL OF THE FEDERAL BUDGET

  Group exercise developed by the Concord Coalition

9:45 a.m.  Break

10:00 a.m.  THE FEDERAL BUDGET: DEFICIT, ENTITLEMENT, AND REVENUE

  Dr. Josh Gordon
  Policy Director
  The Concord Coalition

11:30 a.m.  Depart for the National Press Club via Charter Bus

  529 14th St. NW, 13th Floor
  Washington, DC 20045
  202-662-7500

12:00 p.m.  Lunch at the National Press Club
NPC

12:45 p.m.  THE IMPACT OF MEDIA ON PUBLIC POLICY
NPC

  Mr. James Hohmann
  National Political Reporter
  POLITICO

2:15 p.m.  Return to The Washington Campus via charter bus

  1150 18th St NW, Suite 400
  Washington DC 20036

2:45 p.m.  THE PROSPECT OF TAX REFORM
TWC

  Dr. Kevin Hassett
  State Farm James Q. Wilson Chair in American Politics and Culture
  American Enterprise Institute

4:15 p.m.  Break
Tuesday (continued)

4:30 p.m. CYBER SECURITY: CHALLENGES FOR BUSINESS AND POLICY

Mr. Paul Rosenzweig
Founder, Red Branch Law & Consulting
Visiting Fellow, The Heritage Foundation

Former Deputy Assistant Secretary
US Department of Homeland Security

6:00 p.m. WRAP-UP

Dr. Shirley Zebroski

6:15 p.m. RECESS
Wednesday

8:20 a.m. Assemble on Capitol Hill at Veterans of Foreign Wars Building (Conference room, VFW 1st floor)

Veterans of Foreign Wars
200 Maryland Ave NE
Washington DC 20002

Time TBD OBSERVATIONS ON THE 113th CONGRESS

The Honorable Susan Brooks (R,IN)
Member of Congress (Invited)

Times TBD Proceed to committee hearings in the House and/or Senate office buildings; meet own congressional representative; go to US Capitol Visitor Center to enter House and Senate Galleries (orange and green gallery passes required); Lunch; Supreme Court; Library of Congress

2:20 p.m. Begin departure from Capitol Hill to:

The Washington Campus
1150 18th St., NW, Suite 400
Washington DC 20036

2:45 p.m. Readouts of day’s activities by students

3:00 p.m. REFLECTIONS ON THE POLITICAL PARTY PROCESS

The Honorable Mickey Edwards
Director, Rodel Public Leadership Program
The Aspen Institute

Former Republican Leadership, US House of Representatives (R-OK)
Wednesday (continued)

4:30 p.m. Break

4:45 p.m. TRADE POLICY IN A GLOBAL BUSINESS WORLD

Mr. Lewis E. Leibowitz
Of Counsel
Hogan Lovells

6:00 p.m. WRAP-UP

Dr. Shirley Zebroski

6:15 p.m. RECESS
Thursday

8:00 a.m. INTRODUCTION TO THE DAY’S PROGRAM
TWC

Dr. Shirley Zebroski

8:15 a.m. THE ROLE OF THE AGENCIES: THE FEDERAL TRADE COMMISSION
Ms. Lesley Fair
Senior Attorney
Bureau of Consumer Protection
Federal Trade Commission

9:45 a.m. Break

10:00 a.m. HEALTHCARE REFORM

Mr. Jim Capretta
Fellow
Ethics and Public Policy Center
American Enterprise Institute

Former Associate Director
White House Office of Management and Budget

11:30 a.m. Lunch

1:00 p.m. U.S.-INDIA RELATIONS: A DIPLOMATIC OVERVIEW
TWC

The Honorable Timothy Roemer
Senior Advisor
APCO Worldwide

Former US Ambassador to India
Former Member of the US House of Representatives (D-IN)

2:30 p.m. Break

2:45 p.m. Outline of Final Exam Expectations
Thursday (continued)

3:00 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. Shirley Zebroski
Ms. Kathleen Redmon

6:15 p.m.     RECESS
Friday

8:15 a.m.  WASHINGTON BUSINESS ADVOCACY: A HOLISTIC VIEW
TWC

Mr. Kevin J. Avery
Manager, Federal Government Affairs
ConocoPhillips

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.  ENERGY POLICY: CONSIDERING THE SOURCES

The Honorable Branko Terzic
Executive Director, Deloitte Center for Energy Solutions and Regulatory Policy Leader

Former Chairman and CEO, Yankee Energy
Former Commissioner, U.S. Federal Energy Regulatory Commission

11:15 a.m.  Lunch

12:30 p.m.  CRISIS MANAGEMENT IN WASHINGTON: WHAT BUSINESS NEEDS TO KNOW

Ms. Catherine “Kiki” McLean
Counselor
Porter Novelli

Former Senior Advisor
Clinton Presidential Campaign (2008)

2:00 p.m.  Exam

4:00 p.m.  Adjournment