

Inside Washington: Understanding the Governing Process

February 25 – 27, 2008

Brookings
Washington, D.C.

This practical guide to policy-making is designed to help public and private sector executives operate more effectively within the political and regulatory environment. Key players from the Executive Branch, Members of Congress, journalists and lobbyists explain governmental processes, demonstrating the competitive advantage enjoyed by executives attuned to the issues, aware of Administrative and Legislative timetables, and confident in their ability to network and influence.

Program Benefits

- Improved ability to interpret political agendas
- Skills to match strategic thinking and technical initiatives with effective advocacy and implementation
- Fresh insights on political trends in the run-up to the 2008 elections

Competencies: strategic thinking, external awareness, political savvy, continual learning

Agenda

Monday, February 25, 2008

8:00 – 8:30 a.m.
Falk Auditorium

Program Registration and Breakfast

8:30 – 9:00 a.m.
Falk Auditorium

Program Overview and Introductions

- Liz Barron, Director, Leadership Programs, Center for Executive Education, Brookings
- Marina Augoustidis, Program Associate, Center for Executive Education, Brookings

9:00 a.m. – 10:00 a.m.

Understanding Advocacy

Often even the most seasoned “Washington insider” is surprised about opportunities that frequently arise in the policy-making process – especially those that occur when least expected. In this session, participants will be provided with a framework that can help them understand critical issues of timing, positioning and leverage.

- Mark Rom, Associate Professor of Government and Public Policy, Georgetown University

Monday, February 25, 2008 (continued)

10:15 – 11:15 a.m.

Political Savvy and the Art of Advocacy

A master of the art of politics will share insights to help you maneuver through political minefields.

- Rich Bond, Chairman, Bond & Company; former head of the Republican National Committee; former Deputy Chief of Staff to Vice President George H.W. Bush

11:30 a.m. – 12:30 p.m.

Steady Governance for Uncertain Times

One of America's most highly regarded public leaders shares his thoughts on the responsibilities of all citizens within our democratic process.

- The Hon. Lee Hamilton, former U.S. Representative (Ind-9th); Director of the Woodrow Wilson International Center for Scholars in Washington, D.C.; Director of the Center of Congress at Indiana University, Co-Chair Iraq Study Group; Co-Chair 9/11 Commission.

12:30- 1:30 p.m.

Falk Auditorium

Lunch

1:30 – 2:45 p.m.

Falk Auditorium

How the Supreme Court Serves America

Get a handle on personalities and priorities of the Supreme Court from one of America's most passionate and well-informed commentators on the judicial branch.

- Jeffrey Rosen, Professor of Law, the George Washington University; legal affairs editor *The New Republic*; author [The Supreme Court: the Personalities and Rivalries that defined America](#) & [The Most Democratic Branch: How The Courts Serve America](#)

3:00 – 4:00 p.m.

Polling, the Primaries and the 2008 Presidential Election

Celinda Lake is one of the Democratic Party's leading political strategists, serving as tactician and senior advisor to the national party committees, dozens of Democratic incumbents and challengers at all levels of the electoral process. She is one of the nation's foremost experts on electing women candidates and on framing issues to women voters and has helped elect numerous female candidates. She will discuss the role of polls in informing Electoral process – and share what the pollsters themselves may have learned in the last few weeks.

- Celinda Lake, President, Lake Research Partners.

4:00 – 5:00 p.m.

The Role of New Media in the 2008 Election

All the Presidential candidates use the internet in a variety of ways. How effectively do they understand the virtual environment – and who is a blogger's best friend?

- Jeremy Mayer, George Mason University

Tuesday, February 26, 2008

8:00 – 8:30 a.m.
Falk Auditorium

Breakfast

8:30 – 9:00 a.m.
Falk Auditorium

Advocacy for Everyone (Part 1)

An introduction to our case study exercise.

- Betty Anthony, Adjunct faculty, Brookings Center for Executive Education

9:15 – 9:45 a.m.

Coach to Federal Reserve Board

10:00 – 11:00 a.m.

Private Visit with Governor Kevin M. Warsh

- Governor Warsh invites us into the Fed boardroom for a briefing on the economy and current monetary policy.

11:00 – 11:30 a.m.

Coach to Brookings

11:30 a.m. - 1:00 p.m.

Learning to Love OMB and OIRA

Insights into the Executive budget process, and regulatory review.

- Sally Katzen, Professor of Law at George Mason University; former Deputy Director for Management, Office of Management and Budget; former Deputy Assistant to the President for Economic Policy; former Deputy Director of the National Economic Council; former Administrator, the Office of Information and Regulatory Affairs.

1:00 – 2:00 p.m.
Falk Auditorium

Working lunch 1: Feds and Politicals: Skills for Productive Partnering

An opportunity for federal executives to explore the skills and mindsets needed to work effectively with new agency leaders.

- Joe Osterman, Managing Director, National Transportation Safety Board

Working lunch 2: Grassroots Advocacy: Working with Your Government Affairs Team

An opportunity for corporate executives to explore the skills and mindsets needed to practice everyday advocacy far away from Washington DC.

- Betty Anthony, Adjunct faculty, Brookings Center for Executive Education; former senior policy advisor to the American Petroleum Institute's Chief Executive focusing on energy policy and communications.

Tuesday, February 26, 2008 (continued)

Working lunch 3: Relationship Building with Congress

Discover how this government leader applied the skills she learned at Brookings to build a really effective relationship with her Member of Congress.

- Yvonne Gresnick, Deputy Director of the 98th Range Wing, Nellis Air Force Base, Nevada.

2:00 – 2:30 p.m.

Coach to Capitol Hill

2:30 – 4:30 p.m.

Private Tour of the Capitol Building

Walk the corridors of power and see Congress in action. An exclusive opportunity to experience government at work.

- Jim Moody, former United States Representative (D-WI, 1983-93)

4:30 p.m. – 5:00 p.m.

Private Meeting with Rep. Tom Davis (R-VA 11th District)

Representative Tom Davis serves as chair of the House Government Reform Committee. He also serves on the Homeland Security Committee, Subcommittee on Economic Security, Infrastructure Protection, and Cybersecurity and Subcommittee on Management, Integration, and Oversight

Coach available for return to Brookings

Wednesday, February 27, 2008

8:00 – 8:30 a.m.
Falk Auditorium

Breakfast

8:30 – 8:45 a.m.
Falk Auditorium

Download and Debrief

- Liz Barron, Director, Leadership Programs, Center for Executive Education, Brookings

8:45 – 10:45 a.m.

Advocacy for Everyone (Part 2)

An opportunity to apply some of our recent learning.

11:00 a.m. – 12:00 p.m.

Skills Sets in Developing International Relations

What do we need to know in order to exchange ideas and reach agreement with others in the global environment? How citizens, corporations and governments advance international understanding and cooperation.

- Diana Negrofonte, Visiting Fellow, Foreign Policy Studies, The Brookings Institution

12:00 – 1:15 p.m.
Falk Auditorium

Lunch

1:30 – 2:45 p.m.
Falk Auditorium

Advocacy for Everyone (Part 3)

An opportunity to present your strategies and have them debriefed by experienced lobbyists.

- Rich Bond, Chairman, Bond & Company
- Adam Kolton, Senior Director, Congressional and Federal Affairs, National Wildlife Federation
- Bartley O'Hara, Legislative Attorney, Washington, D.C.

3:00 – 4:00 p.m.

Advocacy in Action: Making the Constitution More True Everyday

Civil rights leader, historian and writer Roger Wilkins shares his family's experience of influencing agendas and leading change across America.

- Roger Wilkins, Adjunct faculty, Brookings Center for Executive Education

4:00 p.m.

Program Adjourns