



Corporate Political Spending Conference

Governance, Accountability, and the 2012 Elections

May 15, 2012

The Madison Hotel, Washington, D.C.



PROGRAM CHAIR

Trevor Potter, Member, Caplin & Drysdale; Former Chairman
Federal Election Commission

Marketing sponsor



In collaboration with

Caplin & Drysdale

The Corporate Political Spending Conference will focus on how companies that engage in the political process can meet the challenges of the complex environment created by the *Citizens United* decision and increased public and media scrutiny.

The conference, chaired by Trevor Potter, former chairman of the Federal Election Commission, will give executives responsible for political spending decisions and policies an opportunity to hear from and engage with thought leaders in the field, including members of The Conference Board Committee on Corporate Political Spending.

Who should attend

Senior executives from the following functions: Legal, Governance, Public Affairs, Government Affairs, Investor Relations.

The Conference Board (TCB) is a not-for-profit organization that is exempt from federal income tax as an organization described in Section 501(c)(3) of the Internal Revenue Code. It is prohibited from participating in political campaigns on behalf of or in opposition to any candidate for public office, as well as from lobbying or attempting to influence legislation or proposed legislation. This conference is nonpartisan, and neither TCB nor conference participants may use this conference to express support for or opposition to any candidate for public office. If proposed legislation becomes part of the conference program, TCB will ensure that the presentation meets the requirements for nonpartisan analysis, study, or research by ensuring that such presentation is independent, objective and provides a sufficiently full and fair exposition of the facts.



Tuesday, May 15, 2012

REGISTRATION AND CONTINENTAL BREAKFAST 8–9 AM

A 9–9:15 AM

Conference Opening: Corporate Political Spending and the 2012 Elections

- The key issues facing companies in the 2012 environment
- The debate over the role of corporations in the political system
- Why corporate leadership on this issue matters and how companies can rebuild trust

Trevor Potter, Conference Chair; Member, **Caplin & Drysdale**; Former Chairman **Federal Election Commission**; General Counsel, **McCain Campaign, 2008**

B 9:15–10 AM

The Battle over Corporate Political Activity: Left Wing Plot, Good Governance, or Both?

- Is corporate political activity a right/left issue?

Moderator

Trevor Potter, Conference Chair; Member, **Caplin & Drysdale**

Panelists

Paul Atkins, Chief Executive Officer, **Patomak Global Partners**; Former Commissioner **U.S. Securities and Exchange Commission**

C 10–10:30 AM

The Conference Board Committee on Corporate Political Spending

- Focus of the committee
- The role of companies in leading on this issue

Dan Bross, Senior Director of Corporate Citizenship, **Microsoft Corporation**

NETWORKING REFRESHMENT BREAK 10:30–11 AM

D 11 AM–12:30 PM

Effective Political Engagement:

When, Why and How to Engage in the Political Process Under Citizens United

- Effective approaches to political activity in the current environment
- Policies and practices that can help manage undue risk (oversight, decision making)
- Understanding the public perception of your political activity

Moderator

Stefan Passantino, Partner, **McKenna Long & Aldridge LLP**

Speakers

Carolyn Brehm, Vice President, Global Government Relations, **Procter & Gamble**
James Cicconi, Senior Executive Vice President – External and Legislative Affairs
AT&T Inc.

Call Customer Service at 212 339 0345

Howard Opinsky, Executive Vice President and General Manager, Washington D.C. Office, **Hill + Knowlton Strategies**

LUNCHEON 12:30–1:30 PM

CONCURRENT SESSION E1 1:30–2:45 PM

Political Spending in the Boardroom: The Role of Boards and Shareholders

- The role of the board in political spending oversight
- Best practices in shareholder engagement
- Understanding the emerging issues for shareholders

Moderator

Amy Goodman, Partner, **Gibson Dunn**

Speakers

Adam Kanzer, Managing Director and General Counsel, **Domini Social Investments**
Matthew Lepore, Vice President and Corporate Secretary, Chief Counsel - Corporate Governance, **Pfizer, Inc.**

Nell Minow, Editor, **The Corporate Library**; Founder, **GMI Ratings**

Mark Preisinger, Director of Corporate Governance, **The Coca-Cola Company**

CONCURRENT SESSION E2 1:30–2:45 PM

So You Need a Policy:

Context & Purpose in Developing a Program on Corporate Political Spending

- State and local pay-to-play issues
- Partnering with outside counsel
- What in-house counsel need to understand

Moderator

Joseph M. Birkenstock, Member, **Caplin & Drysdale**

Speakers

Wesley Bizzell, Assistant General Counsel, **Altria Client Services Inc.**

Laurence D. Laufer, Partner, **Genova Burns Giantomasi & Webster**

Amol Naik, Ethics and Compliance Counsel, **Google Inc.**

NETWORKING REFRESHMENT BREAK 2:45–3 PM

CONCURRENT SESSION F1 3–4 PM

The Role of Public Disclosure

- When is disclosure of corporate political spending already legally required
- What, when and how and why to voluntarily disclose political spending activities
- The recent surveys and indexes of corporate practices

Moderator

Trevor Potter, Conference Chair; Member, **Caplin & Drysdale**

Speakers

Dan Bross, Senior Director of Corporate Citizenship, **Microsoft Corporation**

Lori Zyskowski, Corporate and Securities Counsel, **General Electric**

CONCURRENT SESSION F2 3-4 PM

Political Spending for Government Contractors

- What government contractors need to know to participate in the political process
- Potential executive order that would require disclosure

Moderator

Karl Sandstrom, Of Counsel, **Perkins Coie**

Speakers

Commissioner Cynthia L. Bauerly, **Federal Election Commission**

Matthew Sanderson, Associate, **Caplin & Drysdale**

Jonathan D. Simon, Member, **Van Ness Feldman**

G 4-5 PM

Money, Politics, and the Press in a Volatile Election: What Companies Should Beware Of

- What stories the press are interested in with respect to corporate political spending
- How the press will work to uncover and shape a story
- Steps to manage the relationship with the press on this issue

Moderator

Richard McGregor, Washington Bureau Chief, **The Financial Times**

Speakers

Don Baer, Worldwide Vice Chairman and Chief Strategy Officer, **Burson-Marsteller**

Eliza Carney, Staff Writer, **CQ Roll Call**

Thomas Hamburger, National Desk, **The Washington Post**

CLOSING REMARKS 5-5:15 PM

Trevor Potter, Conference Chair; Member, **Caplin & Drysdale**; Former Chairman **Federal Election Commission**; General Counsel, **McCain Campaign, 2008**

NETWORKING COCKTAIL RECEPTION 5:15-6 PM

HOSTED BY **GENOVA BURNS GIANTOMASI & WEBSTER**
ATTORNEYS-AT-LAW

Call Customer Service at 212 339 0345

Registration Information

Online www.conferenceboard.org/cps2

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

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Governance, Accountability, and the 2012 Elections

Conference (996012-2)

Date: May 15, 2012

Location: The Madison Hotel, Washington, D.C.

Associates \$1,895 Non-Associates \$1,995

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Corporate Political Spending Conference**.

The Madison Washington D.C.
1177 15th Street, N.W.
Washington, D.C. 20005
Tel 202 862 1600
Reservations 800 424 8577

Hotel reservations cut-off date:
Monday, April 23, 2012

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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Promotion Code