



AGENDA DETALHADA

Segunda-feira, 6 de maio de 2019

**ENDEREÇO: 800 22nd Street NW, Washington, DC
20052 - 7^o floor
SHE 7040 - Science and Enineering Hall**

09h00

Strategic Public Relations - Larry Parnell

This course examines public relations history, theory, trends, tools and tactics, and provides an in-depth analysis of major theory and practices. Special attention is given to the influence of new media on the credibility and delivery of public relations and public affairs programs. Analyses of real-world case studies as context for an applied understanding of how and why to plan, execute and evaluate these programs, and they prepare a detailed professional communications plan that addresses an important management issue affecting a public relations or public affairs challenge. They also look at the growing role and value of public relations as a management function in business, government and not-for-profit institutions, and the attendant role of public affairs in addressing public policy and political issues.

10h30

Intervalo

11h00

Digital Strategies - Matt Compton

New Tools, New Challenges, New Thinking. Introduction to the theoretical concepts, distinctive technologies, applied skills, and managerial challenges associated with digital campaigning. Search engine optimization, GPS, online payment systems, customizing back- and front-end systems to meet strategic goals and budget parameters, working with IT vendors and distance volunteers, legal and cultural considerations in US and other regimes, site rollout and scaling, security and privacy.

12h30

Almoço

13h30

Deslocamento

14h00

Albright Stonebridge Group

James King

Como as agências e consultorias de Relações Governamentais operam nos EUA nas discussões de políticas públicas.

**601 13th Street NW - 10th Floor
Ligar para Lesley Peña, pois o Pedro estará de folga.
Tel: +1 202 759 5149**



16h00 **Public Affairs Council**
Caryn Seligman - Senior Director
Como o PCA atuou nas ações de regulamentação do exercício do *lobby* e como a entidade realiza suas atividades junto ao Congresso.

2122 K Street NW Suite 900

17h30 **Deslocamento - hotel**

Terça-feira, 7 de maio de 2019

**ENDEREÇO: 2201 G Street, NW, 20052 – 3rd floor
DUQUES 359 – Duquès Hall**

09h00 **US Political Communication, Elections, Tools and Tactics. - E. Tracey**
Models and methods by which professional plan, produce, and adjust strategic communication messages in democratic politics. Use a variety of communication forms and media, such as, fact sheets, blog posts, video releases, and public addresses, under typical constraints of time, money, information, reputation, talent, audience attentiveness, and institutional procedure.

10h30 **Intervalo**

11h30 **International Advocacy/ Regulators and Government Officials - Steven Billet**
Survey of international advocacy practices, analysis of strategic models and best practices in a variety of different countries and political systems (e.g., EU, China, Brazil, and Turkey). Trends and innovations in advocacy techniques and communications technologies. Investigation and application of appropriate research to improve practice.

12h30 **Almoço**

13h30 **Deslocamento**

14h00 **Phillip Morris**
Steve Jacobs, Government Affairs Director
Hal S. Shapiro

O que aprender sobre as práticas internacionais de *lobby* de um setor como o tabaco. Estratégias internacionais e como estão desenvolvendo um novo modelo de negócios.

15h30 Deslocamento

16h00

Fiscal Note

Saman Salih - Managing Director of Sales

Vlad Eidelman - Vice-President of Research/Data Science

Quais são as principais ferramentas para mitigar riscos e administrar impactos resultantes de legislações e regulações no seu negócio.

Como organizar campanhas, angariar e engajar apoiadores.

**1201 Pennsylvania Ave NW, 6th floor Washington, D.C.
20004**

17h30 Deslocamento Hotel

Quarta-feira, 08 de maio de 2019

**ENDEREÇO: 2201 G Street, NW, 20052 - 3rd floor
DUQUES 359 - Duquès Hall**

09h00

**Strategic Negotiations and Coalition Building - Silverio
Zebal**

This course aims to explain the construction of networks of actors with diverse interests, goals or values but still with a limited common objective. Coalition building through strategic negotiations highlights the commonality of interest between parties and reduces the multilateral transaction in an extremely powerful way.

Ementa: Definição. Elementos. Mapa e Dinâmica de Atores. Jogo Estratégico Múltiple: o método BBM. Alterando o equilíbrio e formando coalizões. Estudo-de-Caso: coalizões eleitorais em Brasil.

10h30

Intervalo

11h00

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E

menta: Definição. Elementos. Simulações: Sally Soprano y “Chateau Petrus”. Fases. Ferramentas: a “cebola”, a “mesa”, a “escada” e as “regras de ouro”.

12h30

ALMOÇO

13h30

Deslocamento

14h00

Eurasia

1630 Connecticut Avenue NW, 2nd Floor.

Haverá uma campanha fora do prédio. Digitar 500 para tocar na recepção.

Meredith Sumpter – Head, Research, Strategy & Operations

Filipe Carvalho – Associate – Brazil

Kelsey Broderick – Analyst, China and Asia

Todd Mariano – Director USA

A Eurasia apresentará uma leitura sobre o cenário político global e sobre as relações EUA – Brasil – China

16h00

Deslocamento

16h30

Embaixada do Brasil

Fernando Pimentel - Embaixador

Lucas Frota – Head of Trade and Investment

Sobre as relações bilaterais Brasil- Estados Unidos.

DC 3006 Massachusetts Avenue, NW Washington, DC 20008

18h00

Deslocamento Hotel

Quinta-feira, 09 de maio de 2019

ENDEREÇO: 800 22nd Street NW - 20052 – 7^o floor

SHE 7040 – Science and Enineering Hall

08h30

Deslocamento – Hotel – Universidade

09h00

Behavioral Insights in Policy and Politics - Silverio Zebral

Course that focuses on the study of techniques initially provided by cognitive psychology and later by behavioral economics now use in the making of public policies and in politics.

Ementa: Influência e Persuasão: definição, elementos, tipologia, componentes, atributos e modalidades. O contexto: complexidade, fragmentação, (sobre) comunicação. Desatenção

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eletiva. Pensamento rápido e pensamento lento. Os 6 elementos da influência: reciprocidade, escassez, autoridade, conexão, consistência e consenso. A equação da influência de Carlebarch. Simulações para aprendizagem: "O Gorila Invisível".

Nudging (adicional): definição, elementos, tipologia e modalidades. O modelo MindSpace e o modelo EAST. Criando um "nudging": informação sobresalente, arquitetura de alternativas; opções padrão, enquadre de mensagem, pressão de pares.

Exemplos de aplicação de nudges na América Latina. Experiências em sala-de-aula ("The Ash experiment"). Desenho de um "nudging" para políticas públicas aplicadas ao contexto do país/empresa/comunidade. Jogo: Concorrência entre "cutucadas".

10h30

Intervalo

11h00

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O contexto: complexidade, fragmentação, (sobre) comunicação. Desatenção seletiva. Pensamento rápido e pensamento lento. Os 6 elementos da influência: reciprocidade, escassez, autoridade, conexão, consistência e consenso. A equação da influência de Carlebarch. Simulações para aprendizagem: "O Gorila Invisível".

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12h30

Almoço

13h30

DESLOCAMENTO

14h00

Congresso Americano



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our pelo Congresso Americano acompanhado pelo Prof. Bob Carr

- 15h30** **Rep. Darin Lahood**
Relações bilateriais Brasil – Estados Unidos
- 16h30** **Rep. Gregory Meeks**
Relações bilateriais Brasil – Estados Unidos
- 17h30** **DESLOCAMENTO - Hotel**

Sexta-feira, 10 de maio de 2019

**ENDEREÇO: 800 22nd Street NW - 20052 – 7^o floor
SHE 7040 – Science and Engineering Hall**

- 08h30** **DESLOCAMENTO**
- 09h00** **Management of the Sociopolitical Environment - Renard Aron**
Examination of the sociopolitical management environments and workings of political institutions in a variety of countries, highlighting comparative advantages and disadvantages.
- 10h30** **Intervalo**
- 11h00** **Issues advocacy Campaigns - Amy Meli**
Track, influence, and alter politically significant issue-related discourses and policy developments. Legislative, executive, and judicial venues and processes for policymaking; state referendum, initiative, and recall ballot opportunities; organizational structures, including digital procedures, for issue management in campaigns.

Performing an audience analysis in order to build broad and effective coalitions:
 - Understanding types of advocacy campaigns, strategies and approaches that are appropriate for each based on their unique goals.
 - How to effectively use broadcast and narrowcast in issue advocacy campaigns.
- 12h30** **ALMOÇO**



13h30

DESLOCAMENTO

14h00

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Abordagem sobre as relações comerciais entre Brasil e Estados Unidos.

Courtney Smothers - Senior Director for MERCOSUR Countries

600 17th Street, NW - Washington, DC 20508



SPEAKERS



GEORGE WASHINGTON UNIVERSITY

Lawrence J. Parnell.

Is an Associate Professor and Director of the awardwinning Strategic Public Relations program at The Graduate School of Political Management. Over a 30-year career, Parnell has held senior communications positions in consulting, on the client side and in politics. Most recently, he was Vice President and Group Leader of the Corporate Communications practice at Hill and Knowlton Canada. He came to Hill & Knowlton from Barrick Gold Corporation (Toronto) where he was Senior Vice President, Corporate Relations with responsibility for corporate, financial and internal communications. In New York, he served for four years as Director of Global Public Relations at Ernst & Young LLP. While at Ernst & Young he was named PR Professional of the Year (2003) by PR Week magazine. Parnell's previous corporate experience includes senior positions at GTE Corporation, People's Bank of Connecticut, and The Stop & Shop Companies, Inc. His consulting experience includes senior roles at Ketchum Public Relations, Gavin Andersen & Co. Inc., and Manning Selvage & Lee. Early in his career, Parnell served as a speechwriter for the Mayor of Atlanta, press aide for Jimmy Carter's presidential campaign, public information officer for Massachusetts Department of Corrections, and speechwriter for the Attorney General of Massachusetts. Parnell holds an MBA from the University of New Haven and a bachelor's degree in Journalism from Boston University. He is a frequent author and speaker on communications topics and a member of the National Investor Relations Institute (NIRI) and the Public Relations Society of America (PRSA). He is also a member of the prestigious Arthur Page Society.



Matt Compton

Former Deputy Director of Online Content for the Office of Digital Strategy. Matt Compton joined the White House in October of 2011 and formerly served as the Deputy Director of Online Content. Prior to this role, he was the Director of New Media Campaigns for the Democratic National Committee. Earlier, he worked as the Communications Director for the Democratic Legislative Campaign Committee and as an editor for the Progressive Policy Institute. A native of North Carolina, he's a 2005 graduate of the University of North Carolina at Chapel Hill.



Evan Tracey.

Media and Public Affairs Executive with Over Two Decades of Political, Grassroots Management, Communications Strategy, Lobbying, Data Analytics, and Research Experience. After founding the Campaign Media Analysis Group (CMAG) in 1996, the nation's top strategic media data and research firm for politics and public affairs advertising, Mr. Tracey accepted the position as the senior vice president of communications for the American Coalition for Clean Coal Electricity. In 2013, Mr. Tracey rejoined the communications firm National Media Inc. in their, Research, Planning and Placement division as the senior vice president for, client strategy. Mr. Tracey also serves as the director of Horsepower Media, a business unit of National Media Inc. that specializes in sports marketing and public affairs campaigns. Mr. Tracey has over two decades of experience in strategic communications and advertising and has served in the role of industry spokesperson. In 2011, Mr. Tracey was the lead strategist for a \$42 million communications campaign to shape public opinion and public policy relevant to the coal-based electricity industry. Mr. Tracey has been a media analyst and forecaster for the political and public affairs media industry. While leading CMAG, he designed a number of innovative media products and services that are still used by a large and diverse roster of clients, including national, state, and local political campaigns; issue groups and corporate public affairs advertisers; media buyers and sellers; news outlets; and academia. As president of CMAG, he became the leading voice on trends in politics and issue media as CNN's on-air media consultant.

Mr. Tracey was a featured speaker and lecturer at the Vicente Fox Center, Harvard's Kennedy School, and at over 75 other forums on media. In addition to his work with the news media, Evan has presented and provided written commentary to a number of groups, including the American Advertising Federation, Television Bureau of Advertising (TVB), National Association of Broadcasters (NAB), and the Radio Advertising Bureau. He also wrote a regular column for Advertising Age magazine and digital properties. As a faculty member at the George Washington University Graduate School of Political Management since 2006, he currently teaches classes on the fundamentals of communications and communication strategy.



Dr. Steven Billet (Ph.D., University of Notre Dame)

Is the Director of the Masters in Legislative Affairs at the Graduate School of Political Management (GSPM) at the George Washington University. He came to

GW in 2002 after an eighteen-year career in the AT&T family of companies. Dr. Billet joined AT&T as the Director of Government Affairs for Maryland and Delaware in 1983 after working in the congressional offices of John Brademas and Barbara Mikulski. In 1987 Steven moved to Brussels, Belgium where he directed the creation and operation of AT&T's public affairs organization for Europe, Africa and the Middle East. During his tenure in Europe, he led a successful advocacy effort that liberalized the European telecommunications sector. Upon returning to the U.S. in 1993, he directed the legislative effort for AT&T on GATT and NAFTA. He later assumed leadership of the AT&T PAC and managed lobbying efforts for part of the U.S. Congress. In 1999, he moved back into the international arena, becoming the Washington Public Affairs Director for Concert, an AT&T/British Telecom global venture. At the GSPM, Dr. Billet teaches courses in International Advocacy and PAC Management, the core course in a graduate program he created and directs.



Silverio Zebral Filho

Is a Chief-Economist and Head of Government Innovation Unit at Organization of American States (OAS) in Washington-DC. He has made career as senior development economist at Brazilian Development Bank (BNDES), as executive coordinator of the Center for Studies of State Reform at Getulio Vargas Foundation (FGV) and as a researcher at Genesis Institute at Rio de Janeiro's Catholic University (PUC-Rio) - among other professional assignments. Since 1998, Mr. Zebral Filho has been working as an ad hoc consultant, observer and program manager for multilateral development institutions (UNDP, IDB, AECID and EU) and international political foundations (IRI, KAS, ODCA and DDC). In that capacity, he has led more than 50 technical and political missions in support of several regional governments in Brazil and various national administrations around Latin America and the Caribbean on government innovation, public sector development and public-private alliances – specially in Chile, Dominican Republic, Costa Rica, El Salvador, Colombia and Bolivia. Silverio is an invited professor for with several graduate programs on economics, politics and government in the Americas and Europe, such as: The George Washington University and Gergetown University McDonough School of Business (USA), Universidad Camilo Jose Cela and Instituto Nacional de Administracion Publica (Spain), University Miguel de Cervantes (Chile) and Catholic University of Guayaquil (Guayaquil) - among others. Mr. Zebral Filho holds a MPS in Political Management from The Graduate School of Political Management at The George Washington University (GSPM/GWU),

a MA on Development Studies at The Graduate Institute for International and Development Studies (IHEID) in Geneva, Switzerland and a MBA at IE Business School in Madrid, Spain. He completed advanced studies in international economics at Columbia University and on negotiation, mediation and conflict management at Harvard Law School. He is the author of 3 books and over 30 scholarly papers on political economy governance, public policy and political management – some of them available at Academia.edu. His articles have appeared at América Economía, El País (Spain), O Globo, O Estado de São Paulo and Exame (Brazil). Mr. Zebral Filho was an AILA fellow at Center of Strategic and International Studies in Washington-DC and a member of The HM Royal Institute for International Affairs ("The Chatam House") in London, UK. He has received the prestigious Eisenhower Fellowship in 2018.



Renard Aron

Over 25 years of Professional experience in government affairs, public affairs, issue communications, and corporate social responsibility in Washington, DC, and São Paulo. Worked at major U.S. trade associations and multinationals in the health and consumer sectors with country and regional responsibilities. Extensive experience solving complex policy issues in emerging markets, successfully partnering with other internal functional areas to design and implement strategy.

Worked closely with business leadership, establishing the area as a strategic partner to the commercial areas, having served on the Brazil boards of Novartis, J&J Consumer, and Janssen Pharmaceuticals. Developed large-scale CSR initiatives in partnership with NGOs and governments at the federal, state, and municipal levels leveraging corporate know-how and resources to help improve major public health challenges. Managed teams at the country and regional levels, creating team identity and cohesion, a results-driven approach, and a shared vision, with a strong focus on people development. At J&J, helped design and implement a global program to drive adoption of innovative tools - such as design thinking, behavioral sciences, storytelling, and social media - to better connect with stakeholders and collaboratively develop policy solutions.



Amy Meli

Serves as Aristotle's Senior Vice President of Consulting. In this role, Meli helps her clients achieve their public affairs goals by building durable and effective grassroots programs. Over the past 13 years, Meli has managed grassroots programs for Fortune 500 companies, nonprofit groups, and

other organizations; established and managed third party coalitions; and advised clients on the effective use of software in accomplishing their public affairs goals. She holds a Bachelor of Arts degree from Virginia Tech in Political Science and Communication Studies, and a graduate degree in Political Management from The George Washington University Graduate School of Political Management.

ALBRIGHT STONEBRIDGE GROUP

ASG is the premier global strategic advisory and commercial diplomacy firm.

We offer perspectives honed at the highest levels of government and business, and insights informed by an unparalleled worldwide network of over 200 experts.

Our team of respected leaders from the business, public, and social sectors offers sound judgment, high-level relationships, and nuanced counsel to translate your goals into terms governments and other stakeholders understand.



James King

Is a Vice President at ASG, where he advises clients on market entry, expansion and government relations in Latin America. Mr. King brings first-hand experience in Latin American political and economic issues to help clients identify opportunities and mitigate risk in business operations in the region. Prior to joining the firm, Mr. King worked for the Brazilian Sugarcane Industry Association (UNICA), where he served as a Research Associate and provided analysis on U.S.-Brazil trade, agriculture policy, and renewable energy.

Previously, he helped develop public outreach strategies for Instituto Dois Irmãos (I2I), an NGO dedicated to promoting access to education and social inclusion in Rio de Janeiro, Brazil. He continues to serve on the organization's Board of Directors. Mr. King earned a M.A. in International Affairs from the Elliott School of International Affairs at The George Washington University. He earned a B.A. in History, Summa Cum Laude from the University of Rhode Island, and studied Cultural Anthropology and International Relations at the University of Canterbury in Christchurch, New Zealand.

Mr. King is proficient in Portuguese and is conversational in Spanish.

PUBLIC AFFAIRS COUNCIL

The Public Affairs Council is the leading international association for public affairs professionals. We are both nonpartisan and nonpolitical. Our mission is to advance the field of

public affairs and to provide members with the executive education and expertise they need to succeed while maintaining the highest ethical standards.



Caryn Seligman

Is the senior director for the Public Affairs Council, where she oversees all recruitment, retention and membership communication efforts. During her career at the Council, Caryn has overseen the organization’s educational programming, strategic planning, Web site, administration and development of new products and services. In addition, she has provided guidance to members in the areas of political involvement, corporate community involvement, public affairs best practices and career planning.

She has counseled hundreds of member corporations and associations on how to maximize the impact of their political efforts while following legal and ethical guidelines. Her areas of expertise include political action committees (PACs), lobbying at the state and federal levels, campaign finance, grassroots and other political involvement activities. She has also conducted a variety of benchmarking and management consulting projects for the Council’s Consulting Services Division.

Prior to joining the Council in 1995, Caryn coordinated educational programs for the state affiliates from the national office of the American Diabetes Association. In that capacity she focused on patient education programs for culturally diverse populations and youth with diabetes. She also served as the northern Virginia area director for an international leadership development organization for teenagers.

Caryn received her BA magna cum laude in Social Psychology and Spanish from Tufts University in Boston.

FISCAL NOTE

From \$2000 and a budget motel room to a global information services company

We’ve always believed that emerging technologies like artificial intelligence, machine learning, and natural language processing hold the key to providing transparency into the policy, people, and news shaping today’s world.

As we’ve grown, so has our mission. Today, FiscalNote supports thousands of organizations and provides data from over 18 countries – continuing to connect the world to their governments.



Saman Salih - Managing Director of Sales

Is currently Managing Director at FiscalNote, a technology and information services company focused on connecting organizations to actionable information so they can effectively manage risk. He has a diverse background spanning the policy, legal, and technology industries and he currently serves as a member of Loomis Innovation Council at the Stimson Center, and is a Core Team Board Member for the Social Gastronomy Movement. Saman has a vibrant passion for solving some of the world's most underserved issues with the power of technology.



Eli Kamerow

Eli Kamerow works in Government Solutions at FiscalNote, a technology and information services company that helps organizations keep up with and react to the changing political landscape around the globe. Previously, Eli ran his own consulting company and worked with a range of companies including extensive experience in the the food and music industries. He graduated summa cum laude from Tulane University with his bachelors degree and will begin a part-time Master of Policy Management Program at Georgetown's McCourt School of Public Policy in July 2019.



Vlad Eidelman

Vlad currently leads the AI Research team at FiscalNote, focusing on using machine learning and natural language processing (NLP) to create practical applications for analyzing, modeling, and extracting knowledge from the growing amount of mostly unstructured data related to government, policy and law. He created the first version of the company's patented technology to help organizations understand and act on policy changes. He has more than a decade of experience developing state-of-the-art machine learning algorithms for a broad range of NLP applications including entity extraction, structured prediction, machine translation, text classification, and information retrieval.

His work has led to 10 patent applications, he has published more than 20 peer-reviewed papers in and serves on the program committees for top-tier conferences, such as ACL, NAACL, and EMNLP, and has been covered by media such as Wired, Vice News, and Washington Post. His research awards include the National Science Foundation Graduate Research Fellowship and the National Defense Science and Engineering Graduate Fellowship, and he has conducted research in academia (Columbia University, Johns Hopkins University, University of Maryland), industry (Raytheon, BBN Technologies, JHU Applied Physics Laboratory), and government.

Vlad completed his Ph.D. in Computer Science with Philip Resnik at the University of Maryland, and his B.S. in Computer Science and Philosophy at Columbia University.

PHILIP MORRIS

Philip Morris International is a leading international tobacco company, with a diverse workforce of around 77,000 people who hail from every corner of the globe. Committed to being a great employer. We strive to be environmentally and socially responsible. We are dedicated to fighting the illegal cigarette trade. We proudly support the communities where we source tobacco and where our employees live and work.



Hal S. Shapiro

Hal Shapiro brings more than 25 years of experience at the center of government to help clients shape policy and comply with international trade treaties and other agreements. Through leadership roles at the National Economic Council and the Office of the U.S. Trade Representative, he gained valuable insights on different ways to affect treaty negotiation. Hal is a sought-after commentator on high-profile international trade matters. He has served as assistant professor and deputy director of the Center for International and Comparative Law at the University of Baltimore School of Law, and as an adjunct faculty member at American University Washington College of Law and Columbia University School of Law. Multinational corporations, U.S. trade associations and foreign governments look to Hal for advice on: International business and policy issues involving aviation, chemicals, energy, military security and other industries; Legislative, regulatory and policy formation; International trade agreement negotiation and implementation; Litigation of disputes before the World Trade Organization and other international dispute resolution bodies; Import and export matters; Customs matters; Federal civil litigation.



Steve Jacobs - Director Government Affairs at Philip Morris International

EURASIA

In 1998, Ian Bremmer founded Eurasia Group, the first firm devoted exclusively to helping investors and business decision-makers understand the impact of politics on risks and opportunities in foreign markets. Ian's concept—bringing political science to the investment community and corporate decision-makers—launched an entirely new industry and positioned Eurasia Group as the world leader in political risk analysis and consulting. Over the last 20 years, Eurasia Group has developed unique services and ground-breaking tools to help clients and the broader public understand the effect of politics and political risk on their world.



Todd Mariano

With years of experience examining the intersection of Washington and Wall Street, Todd Mariano helps clients understand how US economic policy and national security affect financial markets and corporate investment.

In his previous role as director and senior policy analyst at Renaissance Macro Research, Todd analyzed geopolitics and energy policy for institutional investors and helped manage the Policy Research practice. Prior to joining RenMac, Todd was a principal with The Scowcroft Group in Washington. He also analyzed European and Russian domestic politics and economic strategy for the Executive Committee of Lehman Brothers and held positions in equity research and investment banking at Deutsche Bank, CIBC World Markets, and FBR. Todd, who speaks German and French, earned a bachelor's degree in economics from Messiah College and a master's degree in international politics from American University. He is a dedicated beer-league hockey player and highly recommends the National Postal Museum



Kelsey Broderick

Kelsey Broderick supports the Asia practice's work on a wide variety of issues and countries, with a particular emphasis on China.

Prior to joining Eurasia Group, she researched macroeconomic developments and trends in China at the World Bank. She has also held internships at the Albright Stonebridge Group, the US State Department, and the Project 2049 Institute, where she focused on cross-strait relations. She previously worked in education and philanthropy for three years in China. Kelsey earned her bachelor's degree from Stanford University and her master's degree in foreign service with distinction from Georgetown University. She speaks Mandarin Chinese and is proficient in Sichuan cooking.



Meredith Sumpter

Meredith Sumpter has more than 15 years of experience in policy, analysis, business, and management. She leads the firm's research management, strategy, and operations, in addition to her global advisory work with an emphasis on Asia. Meredith is a leading strategic thinker on

global politics and foreign policy, regularly speaking at conferences and to the media. Her experience is steeped in both politics and strategy, spanning multiple regions and sectors including ICT, media and public relations, fast-moving consumer goods, healthcare, banking and finance, and commodities.

Meredith joined Eurasia Group after leading strategic advisory for Fortune 500 clients across Asia, including in Indonesia, India, and China. Prior to that, she served as a diplomat, including in Beijing, where she advised two US ambassadors and analyzed politics, economics, and security issues for the policy community. She has held positions at the Asia Foundation and the International Crisis Group, as well as in the US Senate. She started her career working among business executives and engineers at a Fortune 100 multinational company, where she helped expand the company's product base worldwide. Meredith speaks Mandarin Chinese and is an honors graduate of both the London School of Economics and Political Science (master of science degree) and the University of Washington in Seattle (double bachelor's degree). She hails from the Pacific Northwest and, along with her husband Ryan, enjoys a rich life parenting four children.



Felipe Gruppelli Carvalho

Felipe Gruppelli Carvalho conducts political and economic research for the Brazil team, tracking congressional legislation and committees, following political developments such as the Lavo Jato probe, and contributing to a range of Eurasia Group products.

Prior to joining the firm, Filipe worked as a policy and research assistant at the Ontario College of Trades, a professional regulatory agency in Canada, where he focused on the skilled trades labor market, adult education, and regulated occupations. He has likewise interned for a government relations consulting firm in Brasilia. He volunteers as a Brazil analyst in the BRICS Research Group at the Munk School of Global Affairs, where he examines Brazil's compliance with BRICS summit commitments. Filipe, who is fluent in Portuguese and speaks basic Italian and French, earned his bachelor's degree with distinction in political science and international relations from the University of Toronto. He is a fervent backer of Sport Club Internacional.

EMBAIXADA DO BRASIL

On January 21, 1824, 16 months after Brazil declared its independence, José Silvestre Rebello was appointed its Chargé d'Affaires in Washington, D.C. Rebello successfully convinced President James Monroe to be one of the first heads of government to formally recognize Brazil as a sovereign nation. Thus was established the first Brazilian Diplomatic Mission in the United States.

As Brazil's main diplomatic representation in the U.S., The Embassy of Brazil in Washington, D.C. carries out the typical roles and responsibilities of a foreign embassy. Representing the government and people of Brazil, The Embassy passes on information from Brazilian to U.S. government officials and keeps Brazil informed about important events happening in the United States. It also helps negotiate international treaties and agreements of cooperation and promotes Brazilian interests and culture in the U.S.

Fernando Meirelles Pimentel



Is Minister Counselor for Economic Affairs at the Brazilian Embassy to the United States. A career diplomat, he has been posted in the United States (twice in Washington), India (New Delhi), Paraguay (Asunción) and Switzerland (Geneva).

Between 2014 and 2016 he was Deputy Permanent Representative of the Mission of Brazil to the WTO in Geneva. Between August 2008 and July 2014 he was the Deputy Secretary for International Affairs of the Brazilian Ministry of Finance, where he was engaged with the G20 financial track, the IMF, the World Bank and Brazilian financial cooperation initiatives. In that capacity, he chaired the negotiations that led to the establishment of the BRICS' Contingent Reserve Arrangement, and was actively involved in the negotiations for the establishment of the New Development Bank. He holds an Economics degree from the University of São Paulo.

Lucas Frota – Head of Trade & Investment

Lucas Frota is a Brazilian career diplomat and has been posted in Washington and Mexico City. He is in charge of the Trade and Investment Office at the Embassy of Brazil in Washington. Prior to this position, he was the head of the Trade and Investment Office at the Brazilian Embassy in Mexico. In the Brazilian Foreign Ministry HQ, Mr. Frota worked with bilateral relations with the Middle East. Mr. Frota has a Bachelor's degree in International Relations

from the Catholic University of Rio and graduated from the Brazilian Diplomatic Academy in 2010.

CONGRESSO AMERICANO

Through legislative debate and compromise, the U.S. Congress makes laws that influence our daily lives. It holds hearings to inform the legislative process, conducts investigations to oversee the executive branch, and serves as the voice of the people and the states in the federal government.

Congressman Darin LaHood



Born and raised in Peoria, serves the constituents of the 18th District of Illinois. Sworn into the US House of Representatives on September 17, 2015, LaHood quickly transitioned into office after his special-election win on September 10. He won re-election to serve his second full-term in Congress on November 6, 2018, defeating his opponent with 68-percent of the vote.

The 18th District spans 19 counties across central and west-central Illinois, ranging from McLean County (Bloomington-Normal) to Adams County (Quincy). LaHood serves close to 710,000 constituents.

Prior to his election to Congress, LaHood served four years in the Illinois State Senate, beginning in 2011. LaHood spent more than nine years as a State and Federal Prosecutor. From 2001-2006, he worked for the U.S. Department of Justice as an Assistant United States Attorney in Las Vegas, Nevada. LaHood has also served as an Assistant State's Attorney in Cook County and Tazewell County. From 2006 up until his election to the House of Representatives, he practiced with the Peoria law firm of Miller, Hall & Triggs.

LaHood's record throughout his public service has resonated a strong, conservative record, promoting economic development and fiscal responsibility. LaHood has been an outspoken advocate for creating a better business climate in Illinois to boost the state and national economy, to create jobs for Illinoisans.

LaHood currently serves on the House Ways and Means Committee after being selected by his colleagues in January of 2018. The Ways and Means Committee is the House's oldest committee and has jurisdiction over all taxation, trade and tariffs, and other revenue-raising measures. He serves on the Ways and Means Subcommittees on Tax Policy and Oversight. LaHood also serves on the U.S. Joint Economic Committee and is a member of the US-Cuba working group. He currently co-chairs the US-China working group, the U.S.-Brazil Caucus, the Digital Trade Caucus, the U.S.-Lebanon Friendship Caucus, and the Congressional Soccer Caucus.

Recognizing the need for reform, LaHood has fought to increase transparency and promote ethical behavior. He looks to build a strong, pro-growth economy, while fighting to reduce a record deficit that threatens the future of our children and grandchildren.

LaHood, a third generation Peorian, graduated from Spalding High School. He earned a B.A. from Loras College and holds a J.D. from The John Marshall Law School. In 2013, he was selected as an Edgar Fellow, a program run by former Governor Jim Edgar, which highlights future Illinois leaders. In 2008, LaHood was recognized in Peoria as a 40 Leaders Under Forty award winner. An avid runner, he has completed five marathons.

USTR

The Office of the United States Trade Representative (USTR) is an agency of more than 200 committed professionals with decades of specialized experience in trade issues and regions of the world.

We negotiate directly with foreign governments to create trade agreements, to resolve disputes, and to participate in global trade policy organizations. We also meet with governments, with business groups, with legislators and with public interest groups to gather input on trade issues and to discuss the President's trade policy positions. USTR was created in 1962 and has offices in Washington, Geneva, and Brussels.

John M. Melle



Is Assistant U.S. Trade Representative for the Western Hemisphere. Appointed in March 2011, he is responsible for developing, coordinating and implementing the United States' trade policy for the region. This includes oversight of of trade agreements with Canada and Mexico, Chile, Central America and the Dominican Replubic, Peru, Colombia and Panama, as well as bilateral trade issues with Brazil, Argentina and the remainder of South America and the Caribbean. Mr. Melle is also responsible for the Caribbean Basin Initiative (CBI), a U.S trade preference program with Caribbean countries.

Since joining USTR in 1988, Mr. Melle has held anumber of positions covering Mexico, Canada, The Caribbean and Central America ande the Generalized System of Preferences (GSP) program Mr. Melle entered federal government service as a Presidential Management Intern and spent his first two years in government service at the Policy, Planning and Analysis Office at the U.S. Department of Energy.

Mr. Melle received a B.A. in history from Haverford College and Master of Public Policy from the University of Michigan.



Courtney Smothers

Ms. Smothers is Senior Director for MERCOSUR Countries. She joined USTR in 2009 and spent ten years in the General Counsel's office before taking her current position earlier this year. While in the General Counsel's office, she worked on a wide variety of negotiation and enforcement matters on trade in goods and trade in services. Most recently, Ms. Smothers was a senior attorney on the USMCA. Ms. Smothers also was lead counsel for several disputes at the WTO. Prior to joining USTR, Ms. Smothers was an attorney in the private sector.

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David K. Rehr, PhD

Is one of the nation's top business advocates and teaches Advocacy and Lobbying at the Schar School of Policy and Government at George Mason University. He is the CEO of TransparaGov, Inc., a software/technology company with the mission of bringing transparency and accountability to governance and is President of the TransparaGov Educational Foundation. Rehr has over 25 years experience in governance, federal policy, management and fundraising. He served as Senior Associate Dean & Professor at the GMU School of Law. Prior to joining the law school, Rehr was Program Director, Advocacy in the Global Environment at the George Washington University's Graduate School of Political Management (GSPM), an innovative program which teaches graduate students how to impact decisions made in foreign capitals across the globe. He frequently appears on television and radio. As a professional speaker, he has pleased and captivated domestic and international audiences for over two decades.

Rehr is a GOVLoop Guest blog where he writes about business, management, research and politics. He is the author of landmark research on communication methods and preferences of congressional offices, their staff and those working to influence them. He is also the author of the effect federal disclosure laws have had on advocacy in the nation's capitol and co-authored research on how social media impacted the November 2012 presidential election. He writes about how individuals can build their reputation and extend their influence. Campaigns & Elections has published his tips on giving memorable speeches. Rehr's first book, From Analog to Digital Television, was released in October 2018. He has also published a series of eBooks on



congressional advocacy, qualities of an exceptional association CEO, defining an association culture and tips on holding better meetings.

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