

## Dan Bartlett

Former Counselor to President George W. Bush and Current EVP of Corporate Affairs for Walmart

**Wall Street, Washington, & The New Economic Paradigm.** In the wake of the economic crisis and the fiscal cliff, companies are rethinking their business models to account for new regulations, new tax policies, and the current administration in the White House. Dan Bartlett, former counselor to President George W. Bush, describes and explains the shift in the way the public listens to traditional centers of power, such as government, Wall Street financial experts, and the media. As the public reassesses their decision-making process, companies must adjust in order to maintain a competitive advantage.

**Policy, Politics, & American Business.** The current administration in Washington, DC, was swept into office on a promise of change. How will recent reforms in the areas of healthcare and finance affect American business? Will they have to operate in a fundamentally different environment, and what will the specific nature of that environment be? Which industries will be affected the most? How can businesses stay ahead of the curve and adapt rather than react? Bartlett's viewpoint from the intersections of policy, politics, and communications allows him to understand the context, explain the reasoning, and interpret the rhetoric that comes out of this new Washington, DC.

**Reputation Management & The American Public.** The economic and political landscapes are not the only changing topographies in America society. With the advent of social networking tools and their ability to connect more and more people, companies must understand how these new communities operate in order to maintain strong public relations and a healthy bottom line. The rise of greater online interconnectedness means that people are increasingly tuning out old media and the old validators of economic and political opinion. Combined with the ethics and lobbying reform taking place in Washington and the new public ownership of key industries, it is no longer business-as-usual and the old way of influencing policy creation is shifting. Bartlett puts this shift in perspective and explains how it will affect the American business community.

**America's Role In The International Community.** As chief counsel, Bartlett joined President Bush on more than 40 international trips. Drawing from these experiences, he shares fascinating anecdotes about the intricacies and importance of international relations, the challenges behind the development of foreign policy, and insight into the intersection of America's foreign and domestic agendas.