

NAFTA and the North American Business Environment
Ten Day Summer Program for MBA Students
IBUS 685.N01 (1.5 Credits)

June 19-30, 2006

**Center for North American Studies (CNAS) and
Kogod School of Business
American University, Washington, DC**

We propose the schedule below based on the 2005 partnership with Tec de Monterrey. We are open to alternative ideas, particularly on ways to increase the Canadian perspective.

Sunday, June 18 6 pm. Room 4 and 5, Mary Graydon Center, opening lectures by Professors Robert A. Pastor and Frank DuBois. Dinner from 6:30 to 7:30 pm

Professor Pastor: *“Introduction to North America”*

Professor DuBois: *“How to Think about the Business Environment”*

Monday June 19

10am – 11:15	Aldo A Morell, Dupont, Director-Safety, Health &Environment	<i>“Perspective on Doing Business in Mexico.”</i>	Ward Circle Bldg. Room 6
11:15 am – 11:30	Professor Stemper and Kogod Students	Creation of Groups to Discuss Readings	Ward 6
1:00 pm–2:30 pm	Prof. Richard Linowes, Kogod School of Business	<i>Lecture and Case Study “CEMEX”</i>	Ward Circle Bldg. Room 6
4:00 pm-5:15 pm	Bill Primosch, National, Senior Director, International Business Policy, National Association of Manufacturers	<i>Post 9/11 Supply- Chain Management in NAFTA: New Challenges for Canadian, Mexican, & U.S. Businesses</i>	Suite 600, 1331 Pennsylvania Avenue, NW, Metro Center, Red Line

Tuesday, June 20

10:00am-11:30am	Professor Gerardo Lozano, Monterrey Tec-EGADE	<i>Corporate Social Responsibility</i>	Ward 6
11:30-12:30 pm	Discussion of Readings	Group 1 (1 of 3 Reading Summaries)	Ward 6
2:00 pm-3:30 pm	Frank DuBois, Kogod School of Business	<i>Logistics UPS-Mexico Case</i>	Ward 6

Wednesday, June 21

10am-11:30 am	Karen Phillips, Vice President, North Am. Government Affairs-US Public Affairs, Canadian National Railway Co.	<i>Railroading in the U.S. and Canada</i>	Association of American Railroads Conference Center, 50 F Street, NW, 4 th floor, Union Station, Red Line Metro
4:00pm-4:30pm	Héctor Márquez, NAFTA Desk, Embassy of Mexico	<i>NAFTA: What Is It and How Has It Worked?</i>	Cultural Institute of Mexico 2829 16 th Street, NW
4:30pm-5:30	Professor Robert A. Pastor	<i>NAFTA: What's Missing</i>	Heights, Green Line Metro
5:30pm-7:00 pm	Reception, Hosted by the Honorable Carlos de Icaza, Ambassador of Mexico		

Thursday, June 22

9:45 am-11:15 am	Antoine W. Van Agtmael, President, Emerging	<i>The New Era in Emerging Markets</i>	1001 19 th St. North, 17 th floor, Arlington, VA, Rosslyn
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1:15pm-2 pm	Markets Management, L.L.C Discussion of Readings	<i>Group 2 (2nd of 3 Reading Summaries)</i>	Metro, Blue Line Ward 6
2:00 pm-3:30 pm	Donald MacKay Director, D.C. Office, Center for Trade Policy & Law	<i>Transaction Costs in North America</i>	Ward 6
4:00 pm-5:30 pm	Dan Abele, Academic Relations; Ted MacKay, Transportation Counselor-Trade Section, Embassy of Canada	<i>Transportation and Economic Issues in North America</i>	Embassy of Canada, 501 Pennsylvania Avenue, NW, Red Line Metro Judiciary Square
5:30pm-6:30 pm	Reception		Embassy of Canada

Friday, June 23

9:00am-10:30am	R. Scott Miller, Director, National Government Relations, The Procter & Gamble Co.	<i>The North American Market: Perspectives from the Consumer Products Sector</i>	Ward 6
12:00 noon-1 pm	Robert Herzstein, Trade Lawyer, Miller&Chavlier	<i>NAFTA: Trade Opportunities and Challenges</i>	Ward 6
3:00pm-4:30 pm	Ralph Watkins, Chief, Manufactures Branch/Production, U.S. International Trade Commission	<i>The China Challenge to North American Manufacturing</i>	Ward 6

<i>Saturday, June 24</i>	“On-Your-Own Activities”	<i>Fletcher’s Boat House;</i> <i>Smithsonian Museums</i>	Washington, D.C.
<i>Sunday, June 25</i>	1:00 – 5:00 pm	<i>Special Tour of Washington, D.C.</i>	President’s Bldg.-AU
	6:00 pm-7:30 pm	<i>Informal Dinner</i>	Rockwood Pitt Picnic Area-Anderson Dorm

Monday, June 26

9:15am-10:30 am	Jim T. Rager, Vice-Chairman (ret.), Royal Bank of Canada Financial Group	<i>Cross-Border Expansion: Lessons Learned</i>	Ward 6
11:30- 12:30pm	Senator John Cornyn (R-TX)	<i>The North American Investment Fund</i>	Dirksen Senate Office Bldg. room G-11, Union Station, Red Line Metro Capitol Hill
12:45pm-2:00 pm	Whitney Warrick, Staff, Rep. Henry Cuellar	<i>Tour of the Capitol</i>	
2:00pm-2:30 pm	Representative Henry Cuellar (D-TX)	<i>Education in North America</i>	Longworth House Office Bldg.

Tuesday, June 27

10:30 am-noon	Professor Robert A. Blecker, Dept. of Economics, AU	<i>Globalization, Regional Integration, and Employment in Mexico</i>	Ward 6
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1:00pm-2:15 pm	Professor Stephen Blank, Director, Center for International Business Development, Pace University	<i>A Business Perspective on NAFTA: The Role of Corporate Strategies and Structures</i>	Ward 6
3:15pm-4:30pm	Professor Robert A. Pastor, Director, Center for North American Studies	<i>North American Community: Options for the Future</i>	Ward 6

Wednesday, June 28

10am-11:30 am	Professor Stephen Blank, Pace University	<i>Mapping New North American Reality: Crunch Time</i>	Ward 6
4:00pm-5:30pm	Eric P. Farnsworth, Vice-president, Washington, Council of the Americas	<i>Building North American Competitiveness</i>	Ward 6

Thursday, June 29 Lectures by Lobbyists at Law Firms and Transportation Groups

Friday, June 30 Lectures about “The Corporate View of Deepening NAFTA or Widening to the FTAA”

Friday, June 30 6:00 pm, Kogod, room 118, Reception Hosted by Kogod School of Business, Professor William DeLone, Acting Dean & Interim Director, Center for Information Technology and the Global Economy

Appendix Venues for Probable Lectures

1. **Congress and Federal Agencies:** House, Budget/Appropriation Committee, Senator Christopher Dodd (D-CT), Representative Jim Kolbe (R-AZ), Representative Robert Menendez (D-NJ), US International Trade Commission and Ralph Watkins, U. S. Department of Homeland Security and the Honorable Crescencio Arcos, Western Hemisphere Affairs, National Security Council and the Honorable Thomas Shannon, NAFTA Secretariat, North American Commission on Labor Cooperation.
2. **Embassies:** Canada and Mexico
3. **Business Groups:** National Association of Manufacturers, Canadian-American Business Council, United States-Mexico Chamber of Commerce, U. S. Chamber of Commerce, Council of the Americas
4. **Labor:** AFL-CIO
5. **North American Businesses:** Procter&Gamble, Coke, General Electric
6. **Lobbyists and Law Firms:** Arnold and Porter, Robert Herzstein at Miller and Chevalier, Scotty Greenwood and Gordon Giffin at McKenna Long & Aldridge; Thomas “Mack” McLarty, Co-Chair, Kissinger-McLarty Associates
7. **Media:** Canadian Broadcasting Company, Hispanic Radio Network, Univision/Telemundo
8. **Energy:** Federal Energy Regulatory Commission, Cambridge Energy Research Associates, International Ass. For Energy Economics
9. **Transportation:** American Trucking Association, Department of Transportation
10. **Environment:** EPA and National Wildlife Federation
11. **International Financial Institutions:** Inter-American Development Bank, World Bank, International Monetary Fund
12. **Research Institutions:** Inter-American Dialogue, Brookings Institution, Carnegie Endowment for International Peace, Institute for International Economics, Center for Strategic and International Studies, International Food Policy Research Institute, The Wilson Center for International Scholars