



Best Practices for Corporate Fly-Ins

October 26, 2017

Government Relations Purpose

**Help the business strengthen and protect
reputation to support growth**



Fly-In Goals



Issue Fly-In: Tax Reform (1-2/year)

- Issue set – identify which issues you plan to discuss
- Subject matter experts and constituents
- Relevant government officials: Administration and Congress
- Leave behinds



Promote Brand Fly-In: Building a Better McDonald's (3-4/year)

- Causes we want to highlight
- Experts within McDonald's driving those changes
- People impacted by the Brand: franchisees, employees, suppliers, diversity groups, etc.
- Memorable leave behinds



Promote Brand: Building a Better McDonald's



Pictured: Chris Van Hollen (D), United States Senator for Maryland; Yenis Blanco, Department Manager in Gantt Organization, English under the Arches & Career Online High School Graduate; Ron Gantt, Owner-Operator



Pictured: Yenis Blanco throwing the first pitch at the softball game



Yenis Blanco with Rep. Debbie Wasserman Schultz (D-FL-23)



Pictured: Yenis Blanco with Nancy Pelosi (D), Minority Leader of the House



Pictured: Craig Welburn, Owner/Operator; Ammy Rivera, Department Manager in Welburn Organization & English under the Arches Graduate; Tim Kaine (D), U.S. Senator for Virginia; Evelin Martinez, Department Manager in Welburn Organization & Career Online High School Student; Lisa Schumacher, Director, Education Strategies, McDonald's



Pictured: Yenis Blanco with Kevin McCarthy (R), Majority leader of the House



Pictured: Jennifer Merschdorf from the Young Survival Coalition with Rep. Ross Lehtinen (R-FL-27); Rep. Barragan (D-CA-44); Rep. Blunt Rochester (D-DE-At Large)



Pictured: Yenis Blanco with Paul Ryan (R), House Speaker



The Panel Discussion Pictured: John Reynolds, President of IFA Educational Foundation; Lisa Schumacher, McDonald's, Director of Education Strategies; Dominique Raymond, Lumina Foundation, Strategy Director; Ashley Welburn, McDonald's Owner-Operator in the DMV area; and Joel Simon, Council for Adult and Experiential Learning, Vice President, Workforce and Economic Development.



Issue + Brand Fly-In: National Government Relations Workshop

- Biennial conference
- Senior leadership, corporate staff, franchisees, suppliers, other stakeholders
- Learn, educate and advocate
- All relevant teams are involved
- Engage traditional media, social media, geo-targeting, etc.
- All stakeholders leave with sense of accomplishment and time well spent



Issue + Brand: National Government Relations Workshop



Steven Mnuchin
@stevenmnuchin1



Thanks to @mcdonalds for hosting and allowing me to share the importance of #TaxReform and its benefit to the American workers & businesses.



11:22 AM - 17 Jul 2017



Tom Cotton
@SenTomCotton



Thanks to Dean and Michael, McDonalds owners in Arkansas for coming by yesterday.



0 AM - 19 Jul 2017

etweets 47 Likes



Keys to Success

- Set clear objectives
- Know your audience
- Plan, coordinate, take/assign responsibilities
- Be flexible – issues will arise
- Follow up



Thank You

Sam Tatevosyan
Director, Government Relations
McDonald's Corporation
E: sam.Tatevosyan@us.mcd.com
M: 720-220-8479

