

Best Practices for Corporate Fly-Ins

October 26, 2017

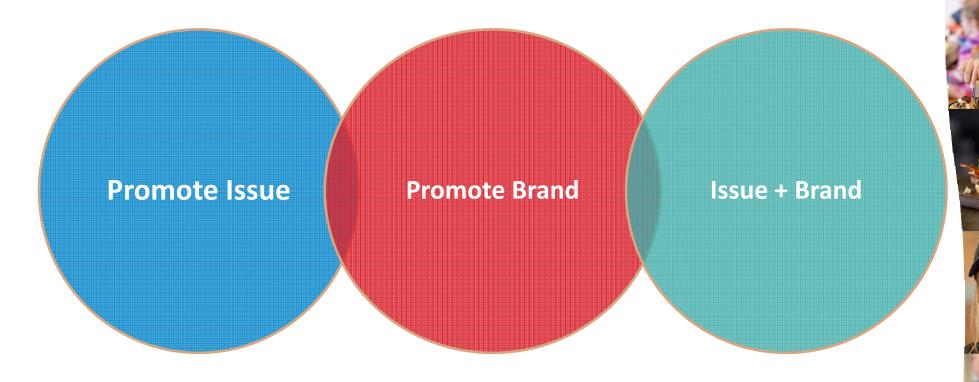
Government Relations Purpose

Help the business strengthen and protect reputation to <u>support growth</u>





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 Bianco, Department Manager in Gantt Organization, English under the Arches & Career Online High School Graduate; Ron Gantt, Owner Operator

McCirthy (R), Majority leader of

the House



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



Yens Blanco with Rep. Debbie Wasserman (shuf (D-R-25)



Pictured: Yenis Blanco with Nancy Priosi (D). Minority Leader of the House



Rictured: Craig Welburn, Owner/Operator; Amery 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; Liss Schumacher, Director, Education Strategies, McConsid's



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



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



President of SFA Educational Foundation; Usa Schumacher, McDoned's, Director of Education Strategies; Dominique Raymond, Lumina Foundation, Strategy Director, Ashley Welburn, McDonald's Owned-Operator in the OMY ares; and Joel Simon, Council for Abul and Experiental Learning, Vice Resident, 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





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







8+ Follow











Keys to Success

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





Thank You

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