



**RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)**  
Invites you to its meeting **September 20, 2017** at  
First Presbyterian Church, Lafayette Place, Greenwich, CT

## **Deirdre McDonald**

### **“Lobbying in Today’s Washington: Navigating the Shifting Sands”**



Have you ever wondered about the process by which companies get their views on specific issues affecting their operations across to lawmakers? Deirdre McDonald, Executive Vice President of Global Industry & Government Relations at Sony Music Entertainment, is a well versed authority on this subject and she returns to the Greenwich RMA to discuss the ins and outs of advocacy work in today’s Washington. Ms. McDonald, daughter of RMA member Miles (and Pat) McDonald, will be addressing the general process of lobbying and the tactics used in that process. She will

also be drawing on her extensive experience with Sony to delve into advocacy work specifically on behalf of the music industry- a powerful global sector navigating seismic shifts in consumer behavior.

As EVP at Sony Music Entertainment, Ms. McDonald works to plan and implement strategic initiatives in the areas of legislation, regulation and policy on a worldwide basis. She is also involved in the music industry’s global anti-piracy initiatives and acts as a liaison to legislative bodies, government agencies and music industry trade organizations.

Ms. McDonald is a graduate of Dartmouth College and holds a Juris Doctor degree from The New York University School of Law. She began her legal career as a litigator at the firm of White & Case in New York City. She professes to have had the auspicious timing to join then BMG-Music Entertainment as its head of litigation in 1998, months prior to the launch of Napster, one of the Internet’s earliest disruptive technologies. Ms. McDonald says she has never been bored since!

Please join us for what will certainly be a lively and informative presentation.

**Next week: September 27, Fay Vincent, “Baseball, Hollywood, and other Stories”**

*The Greenwich Retired Men’s Association offers a free program every Wednesday that is open to the public, both men and women; no reservations are required. Our social break starts at 10:40AM followed promptly by our speaker at 11:00AM. Programs are at the First Presbyterian Church, 1 West Putnam in Greenwich. For additional information see [www.greenwichrma.org](http://www.greenwichrma.org) or contact [info@greenwichrma.org](mailto:info@greenwichrma.org)*