

About TheCapitol.Net

We help you understand Washington and Congress.™

For over 30 years, TheCapitol.Net and its predecessor, Congressional Quarterly Executive Conferences, have been training professionals from government, military, business, and NGOs on the dynamics and operations of the legislative and executive branches and how to work with them.

Our training and publications include congressional operations, legislative and budget process, communication and advocacy, media and public relations, research, testifying before Congress, legislative drafting, critical thinking and writing, and more.

TheCapitol.Net is a non-partisan firm.

TheCapitol.Net encompasses a dynamic team of more than 150 faculty members and authors, all of whom are independent subject matter experts and veterans in their fields.

Faculty and authors include senior government executives, former Members of Congress, Hill and agency staff, editors and journalists, lobbyists, lawyers, nonprofit executives and scholars.

We have worked with hundreds of clients across the country to develop and produce a wide variety of custom, on-site training programs.

All courses, seminars and workshops can be tailored to align with your organization's educational objectives and presented on-site at your location.

TheCapitol.Net has more than 2,000 clients representing congressional offices, federal and state agencies, military branches, corporations, associations, news media and NGOs nationwide.

Our blog: **Hobnob Blog**—
hit or miss ... give or take ... this or that ...

TheCapitol.Net supports the
T.C. Williams Debate Society and the
Scholarship Fund of Alexandria.



TheCapitol.Net

Non-partisan training and publications that show how Washington works.™

PO Box 25706, Alexandria, VA 22313-5706 703-739-3790 www.TheCapitol.Net

Custom, On-Site Training

All of our programs and any combination of their topics can be tailored for on-site training for your organization.

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Our training and publications include congressional operations, legislative and budget process, communication and advocacy, media and public relations, research, testifying before Congress, legislative drafting, critical thinking and writing, and more.

- **Diverse Client Base**—We have tailored hundreds of custom on-site training programs for Congress, numerous agencies in all fifteen federal departments, the military, law firms, lobbying firms, unions, think tanks and NGOs, foreign delegations, associations and corporations, delivering exceptional insight into how Washington works.™
- **Experienced Program Design and Delivery**—We have designed and delivered hundreds of custom programs covering congressional/legislative operations, budget process, media training, writing skills, legislative drafting, advocacy, research, testifying before Congress, grassroots, and more.
- **Professional Materials**—We provide training materials and publications that show how Washington works. Our publications are designed both as course materials and as invaluable reference tools.
- **Large Team of Experienced Faculty**—More than 150 faculty members provide independent subject matter expertise. Each program is designed using the best faculty member for each session.
- **Non-Partisan**—TheCapitol.Net is non-partisan.

We help your staff and members better understand Washington and Congress.™

Please see our Capability Statement on our web site, at TCNCS.com.

Custom training opportunities give your organization an added advantage, helping new staff quickly fit into any Washington operation. Custom training programs are designed to meet your educational and training goals, each led by independent subject-matter experts best qualified to help you reach your educational objectives and align with your audience.

As part of your custom program, we can also provide classroom space, breaks and meals, receptions, tours, and online registration and individual attendee billing services.

For more information about custom on-site training for your organization, please see our web site: TCNCustom.com or call us: 703-739-3790, ext 112.

Businesses, agencies and military organizations rely on TheCapitol.Net to keep their staff highly effective and aware in the dynamic Washington environment.

Our most customizable course, How Washington Works, will give your staff and members the background and tools to work knowledgeably and effectively in Washington.

Our popular Capitol Hill Workshop and budget training sessions ensure clients stay at the cutting edge at all times. Associations and coalitions also rely on us to increase the effectiveness of their annual Capitol Hill Day programs.

Choosing custom training from TheCapitol.Net means you:

- Professionally train staff or members dealing with Congress and legislative matters
- Cut travel time and expense
- Organize training to align with your schedule
- Ensure topics meet staff and member needs and organizational training goals
- Discuss sensitive or proprietary issues in confidence
- Integrate your own presentations among our topics
- Have organization-specific issues addressed by our expert faculty

Our custom programs, like our public courses, are off-the-record.

Our customized course materials serve as an invaluable reference delivering ongoing value. Course materials can include the *Congressional Deskbook*, *Media Relations Handbook*, *Real World Research Skills*, *Legislative Drafter's Deskbook*, *Testifying Before Congress*, *Lobbying and Advocacy*, *Persuading Congress*, and the *Congressional Directory*—among others.

Our expert faculty includes:

- Reporters and editors who know Congress inside and out
- Former Members of Congress
- Experienced Congressional staff and legislative counsels
- Policy experts
- Lawyers and lobbyists
- Analysts and scholars



Custom, On-Site Training

How Congress Works

Executives and managers are keenly aware of the critical role that Congress plays in the operations of their organizations. To be most effective in this arena, staff need a good foundation and understanding of congressional processes.

We customize training for government agencies and industry groups that have a stake in the political and policy debates in Congress. By hearing from and having frank discussions with Washington insiders, your staff will understand congressional dynamics and procedure, congressional budgeting, why the different branches of government act the way they do, who has influence and what factors are involved, the role of the media, and other topics.

Your staff will gain the insight and tools needed to understand the congressional environment and to better advance your organization's agenda in Washington.

This course can be designed for as short as 1/2 day and as long as 5 days.



How Congress Works materials can include the Training Editions of these publications.

Sample Topics

- Politics and Leadership in the 112th Congress
- Congressional Dynamics: Understanding the 112th Congress
- Policy Making in Washington
- The Federal Budget Process
- The Role of Committees in Legislative Process
- Attend Congressional Hearings and Markups
- The Executive and Legislative Branches—Rivals Sharing Power
- Strategies for Working with Congress
- The Role of the Media

Research Tools and Techniques: Refining Your Online and Offline Research

Are all of your staff among the 25% of professionals who are very confident with their web research? Are they among the 80% who haven't received research skills training? If you want to improve your staff's ability to efficiently and effectively conduct online and offline research, this course is for them.

This program provides:

- An overview of online searching, telephone and email research
- A review of legislative, judicial, regulatory, factual and international research
- A review of public and private information sources

We can also provide our Portable WiFi Classroom™ with laptop computers for your attendees.



Course materials can include the Training Edition of Real World Research Skills Second Edition: An Introduction to Factual, International, Judicial, Legislative, and Regulatory Research, by Peggy Garvin

Sample Topics

- Search Techniques: Refining Your Online and Offline Searches
- Federal Legislative Sources
- Courts and Judicial Sources
- Federal Agencies, Administrative and Regulatory Sources
- Identifying Information Sources
- People Interviewing Tips
- Review of Online Search Tips, and Q&A

Preparing and Delivering Congressional Testimony

Learn how to effectively testify at Congressional hearings.

Do your principals and staff understand what it takes to explain your entity's actions, operations, or purpose? Do they know the rules of testifying—and preparing to testify—in the congressional “courtroom”?

Our experienced faculty explore all aspects of testimony preparation including research, persuasion and structure of both written and oral testimony. Participants learn delivery and listening techniques, ways to deal with anxiety and best practice techniques for addressing Q&A sessions and difficult situations. Participants deliver testimony and handle questions before a mock committee hearing that is videotaped. All participants receive feedback by faculty.

Our on-site testifying program can be tailored to meet the needs of your principals and staff.



Program materials can include the *Training Edition of Testifying Before Congress*, by William N. LaForge

“This informative ‘how-to’ guide should be required reading for every new congressional staffer and for the congressional relations staff of every federal department and agency.”

—Lawrence Baca, President, Federal Bar Association, and Deputy Director of the Office of Tribal Justice in the Department of Justice (Retired)

Sample Topics

- The Committee Hearing Environment
- Congressional Hearings: A Staff Perspective
- Testimony Preparation and Rehearsal
- Testimony Delivery and Rehearsal
- Examples of Effective and Non-effective Testimony and Question & Answer Techniques

Writing for Government and Business: Critical Thinking and Writing How to Compose Clear and Effective Reports, Letters, Email, and Memos

Good communication skills are key to efficient and effective operations in business and government. Many new employees need to review basic written communication skills. Even experienced staff, burdened by the additional workload that results from downsizing and budget cuts, may develop poor writing habits. This is an excellent program for those who need to refresh their writing skills—with practical tips for all staff.

During this program, your staff not only review good writing and grammar guidelines, they receive immediate feedback and guidance on their writing and editing. Our faculty address attendee questions and give guidance throughout the program.

Materials include The Business Writer's Handbook. When customized for government agencies, materials can include government correspondence manuals and style guides. This course can be customized for entry-level to senior-level staff.

Sample Topics

- Discussion: Critical Thinking and the Writing Process
- Your Workplace Writing Responsibilities and Problems
- Writing Reports—with Style
- Writing Short Documents
- Additional Resources

Custom, On-Site Training

What our clients say about our custom on-site training:

“The location was great because we did not have to leave the office.”

“I’ve been with the FAA for 37 years and this is one of the best courses I’ve ever taken!”

—Attendee, FAA

“Info provided broadens my understanding of Congress and its oversight authority, which impacts my job daily.”

—Attendee, Dept. of Education

“It is nice to take a course that is relevant and tailored to my job.”

“A very good and informative week. Really enjoyed.”

—Deputy Director, DFAS

“[As a result of this program] we will revamp how we do our Hill visits and follow up.”

—Assistant Station Director, U.S. Forest Service

“It will help me more effectively support my assigned executives with the lobbying effort.”

—Administrative Assistant, Fortune 500 company

“Gave me better insight on the pressures and issues affecting how we operate as an agency.”

—Program Manager, FAA

“Our nonprofit organization needs to be doing more grassroots lobbying and this [Grassroots Advocacy on-site training] is an excellent program to help us get started correctly and effectively.”

*—Co-Executive Director,
Alliance for Lung Cancer Advocacy, Support and Education*

“It helped me learn what my bosses are up against. The whole program helped me better understand the legislative process.”

—Senior Administrative Assistant, Fortune 500 company

Would you like to discuss the many ways TheCapitol.Net custom training services can increase the effectiveness of your organization?

Please visit our web site: TCNCustom.com or LegislativeTraining.com
or call us: **703-739-3790, ext 112.**



We have conducted hundreds of custom training programs for our clients, including:

- Army and Air Force Exchange Service
- Army Special Operations Command
- Canadian Embassy
- Central Intelligence Agency (CIA)
- Crowell & Moring
- Defense Finance and Accounting Service (DFAS)
- Defense Logistics Agency
- Environmental Protection Agency (EPA)
- Federal Aviation Administration (FAA)
- Federal Bureau of Investigation (FBI)
- Food and Drug Administration (FDA)
- Government Accountability Office (GAO)
- Internal Revenue Service
- Joint Chiefs of Staff
- Lawrence Livermore National Laboratory
- Lockheed Martin
- National Institutes of Health (NIH)
- National Oceanic & Atmospheric Administration (NOAA)
- National Pork Producers Council
- Nevada Oncology Society
- Office of Personnel Management (OPM)
- Ontario Ministry of Intergovernmental Affairs
- Patton Boggs
- Philip Morris
- Sandia National Laboratories
- Social Security Administration
- The Heritage Foundation
- United Fresh Produce Association
- U.S. Army Corps of Engineers
- U.S. Chamber of Commerce
- U.S. Coast Guard
- U.S. Department of Agriculture
- U.S. Department of Justice
- U.S. Department of State
- U.S. Department of the Treasury
- U.S. Department of Veterans Affairs
- U.S. Navy
- U.S. Postal Service
- U.S. Senate
- Veterans of Foreign Wars