

BRITISH-AMERICAN BUSINESS ASSOCIATION



Newsletter

January 2016

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On page 8: Highlights from a report on transatlantic education from the British Council. [photo: Fred Field]

BABA's Gala Christmas Luncheon — A Feast of Good Cheer

By Ben Cromer

While the weather outside was unseasonably warm, the atmosphere in the Ritz-Carlton in Washington was decidedly seasonal for BABA's **19th Annual Gala Christmas Luncheon**, held December 4. In addition to the usual festivities, we said a fond farewell to Ambassador **Sir Peter Westmacott**, who retired at the end of December.

The Gala Christmas Luncheon is where BABA members and guests celebrate the holiday season with fine food and drink, greeting old friends and colleagues in the festive surroundings of the Ritz-Carlton. In addition, many even take part in the Christmas raffle — including a Grand Prize of airline tickets to London courtesy of *Premier Sponsor British Airways*.

We also want to thank our other corporate sponsors for this gala event: *Gold Sponsors Airbus Americas Inc.; Arnold & Porter LLP; BT; MBDA Inc.; and Rolls-Royce North America*; as well as *Silver Sponsors AECOM; Prospect 33, LLC; and Raytheon*.

For more photos from this event, turn to pages 6-7.



Harvey & Harvey Photographers

From left to right: Barry Eccleston, Ambassador Westmacott, Deputy Ambassador Patrick Davies, and Andrew Baker.

BABA Member Benefit...

BABA's 2016 Membership Directory & Resource Guide

Provided to all BABA members...available in the 1st Quarter 2016!

From the President . . .

Dear Members: It is a privilege to be your new President. BABA is a wonderful association and its heart and strength lies in its great members, so I am excited for the opportunity to work with you to take BABA from strength to strength.



This year will certainly be one of change and very eventful in terms of transatlantic business and politics. This includes the upcoming US Presidential election, the UK's EU membership, TTIP negotiations, the arrival of a new British Ambassador, and the Euro 2016 football championships. In these and other regards, BABA will be working hard to ensure members benefit from

our support and commitment to such issues through our high quality business and social events and activities.

This brings me neatly to our recent Gala Christmas Luncheon and **Sir Peter Westmacott**. It was great to see so many of you at yet another successful and fun Christmas luncheon, which is always a highlight of our year. It was special this year as we recognized and applauded Sir Peter, the British Ambassador, on the completion of his four years in the United States. Sir Peter has been such a strong, committed partner and supporter of BABA and we wish him the very best for the future.

We are, therefore, also looking forward this month to welcoming **Sir Kim Darroch**, the Prime Minister's National Security Adviser, to Washington as the UK's new Ambassador to the United States. BABA anticipates working closely with Sir Kim and his fine colleagues at the Embassy, as a continuance of our longstanding commitment and strong relationship with the Embassy.

I follow in the footsteps of many great BABA Presidents, so I would like to thank **Andrew Baker** for his Presidency and wish him all the very best in his next role with Rolls-Royce in Indianapolis. I also welcome the continued support and participation of BABA's members and Board — as that is core to the strength, vitality, and future of the Association.

All the very best for a wonderful 2016!



Eamonn Cooney

President@babawashington.org

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Embassy Welcomes New Ambassador to Washington

This year will be an exciting one at the Embassy. After four years as the British Ambassador, **Sir Peter Westmacott** will be retiring. During BABA's Christmas lunch, Sir Peter said: "I have been deeply impressed by the work of the British-American Business Association. This organization plays an integral role in the trading and investment relationship between the US and UK. Thank you for all you do in your roles and as part of BABA to strengthen the transatlantic economy."

Sir Kim Darroch, KCMG, will become the British Ambassador to the US on 18 January. In his most recent position, Sir Kim was the Prime Minister's National Security Advisor.

In 2016, we'll be marking the 400th anniversary of Shakespeare's death with a global campaign "Shakespeare Lives."

You can join by posting your love for Shakespeare on social media with #PlayYourPart.



EMBASSY NEWS

around the world.

We will celebrate the 70th anniversary of Winston Churchill's speech where he made famous the term the "Special Relationship" on March 5, 1946.

UK Trade & Investment will partner with the *Financial Times* to host the FT's annual Cyber Security Summit on 16 March at the National Press Club, bringing together information security experts from the private and public sectors to discuss how they can cooperate on preventing cyber crime and its risks to businesses

For more information on the Embassy and its activities, visit www.gov.uk.

Former BABA Chairman David Marsh Receives MBE

David Marsh, who stepped down as BABA Chairman in 2015, was made a Member of the Most Excellent Order of the British Empire (MBE) in an investiture ceremony at the British Ambassador's Residence on December 3, 2015. The badge of the order was presented to Dr. Marsh by **Sir Peter Westmacott**, the British Ambassador, on behalf of **Her Majesty Queen Elizabeth II**.



David Marsh (l.) receives his MBE from Ambassador Westmacott at the British Embassy in December.

Dr. Marsh, as chairman of BABA, worked diligently to advance the transatlantic business partnership, including the benefits of the Transatlantic Trade and Investment Partnership (TTIP).

Sir Peter said: "Business lies at the heart of the transatlantic relationship, and for 17 years David Marsh has played a key role in boosting trade and investment between our countries. I am delighted to present him with an MBE and congratulate him on this well-deserved honour."

Upon accepting the title, Dr. Marsh said: "I'm honoured to receive an MBE as it reflects the importance of the work of the British-American Business Association in promoting trade between the US and UK. I enjoy giving my time freely to the British-American Business Association because its mission is vital to expanding free trading principles and the global marketplace – something that helps bring jobs and prosperity to both countries that I call home."

Dr. Marsh is a partner and co-head of the Intellectual Property Practice at **Arnold & Porter LLP**.



Chevron's 'Fuel Your School' Program Aids STEM Projects

Chevron has announced that its 2015 "Fuel Your School" program has generated more than \$8.8 million to help fund 10,126 classroom projects, including 4,351 focused on science, technology, engineering, and math (STEM) education.

The program, a collaboration with DonorsChoose.org, supports public education in 21 US communities, helping to provide teachers at 3,805 public schools with much-needed resources for their classrooms. Through the program, \$1 was contributed when consumers purchased eight or more gallons of fuel during October at participating Chevron and Texaco stations in 21 select markets.

Chevron has invested nearly \$250 million since 2013 in STEM education initiatives to help students with the critical skills and resources needed to succeed in their careers. For details, visit www.FuelYourSchool.com.

Comic Relief and GSK Form Partnership to Fight Disease

A five-year partnership to fight malaria and improve health in five countries has today been launched by **Comic Relief** and **GSK**. The two organizations are teaming up in support of global efforts to strengthen health systems' capabilities to fight malaria – a disease which claims nearly half a million lives every year, mostly in children under five in sub-Saharan Africa.

A new fund – with a £17m donation from GSK and £5m from Comic Relief – will provide targeted grants to organization tackling malaria and improving health in five countries in Africa and Asia. These grants, managed by Comic Relief, will complement current malaria programs and help build sustainable ways to ensure people can access diagnosis and prevention.

For more information, visit www.gsk.com.

Research Firm Recognizes Deloitte for HR Consulting

Kennedy Research has named **Deloitte** a global leader in HR transformation consulting, as reported in *HR Transformation Consulting 2015*. The recognition underscores Deloitte's ability to ensure HR transformation initiatives are aligned with business strategy and drive results for clients.

According to the Kennedy Research report, Deloitte is recognized as having the largest breadth of capabilities. The report states: "Deloitte maintains a market leadership position across all components of the HR transformation consulting value chain and continues to innovate with new products, services, and thought leadership. The firm stands out for its unique ability to link the business case for HR transformation to shareholder value, dedication to upskilling the HR function, and the creative use of design thinking to develop consumerized products that free HR from labor-intensive processes to focus on strategy."

Michael Stephan of Deloitte adds: "Kennedy's recognition of our leading capabilities across the spectrum of HR transformation services is a testament of our investments and innovation, and a demonstration of our unique ability to bring real experiences to every aspect of an HR transformation initiative – from strategy, through implement, to operate."

Deloitte provides audit, consulting, financial advisory, risk management, tax, and related services to public and private clients spanning multiple industries. It operates a network of member firms in more than 150 countries and territories with more than 220,000 professionals.

For more information, visit www.deloitte.com.

HOW TO REACH US



The *Newsletter* welcomes information about your company's activities. Please submit news releases to **Ben Cromer**, *Newsletter* Editor, via e-mail to ben@bencromer.com. Materials submitted are subject to editing.



Arts Line

Shakespeare Theatre Offers Comedic Double-Bill

Shakespeare Theatre Company presents a madcap night of life in the theatre with “The Critic” and “The Real Inspector Hound,” directed by STC Artistic Director **Michael Kahn**, and featuring an ensemble cast that takes on both shows. A co-production with the Guthrie Theater in Minneapolis, the production runs at STC’s Lansburgh Theatre through February 14.

Richard Brinsley Sheridan’s 18th-century romp, “The Critic,” is a whirlwind comedy about bad theatre, worse playwrights...and, worst of all, the critics. The laughs continue with Tom Stoppard’s absurdist tour-de-farce, “The Real Inspector Hound,” an ingenious play-within-a-play in which two critics find themselves caught up as unsuspecting suspects while they watch a classic 1950s Agatha Christie-style whodunit.

“The similarities between The Critic and The Real Inspector Hound are extraordinary, yet their styles could not be more different. Putting them together is a dizzying, thought-provoking, and very fun challenge,” Kahn said. “And the critics have had a lot of fun with me over the years, so I think we can have some good-natured fun with them.”

The comedic double-bill continues through February 14 at STC’s Lansburgh Theatre (450 7th Street, NW in Washington). For more information on the production, call the box office at 202-547-1122 or visit www.ShakespeareTheatre.org.

WETA Names New Senior Executive Director for National Program Development

Tom Chiodo has joined the **WETA** Corporate Marketing Department as senior executive director for national program development. Chiodo will develop sponsorships and new business opportunities for WETA national projects. Chiodo was most recently the senior vice president for business development with the Entertainment Industry Foundation (EIF).

For more information about WETA, visit www.weta.org.

Scottish Official Tours Innovation Center in Baltimore

On November 13, **Whiteford Taylor Preston** hosted Scottish Cabinet Secretary **Richard Lochhead** on

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a tour of Baltimore, which included the Plank Industries Innovation Center and City Garage — owned by **Kevin Plank**, the founder/CEO of Under Armour.



During the visit, Whiteford Taylor Preston held a series of presentations at its offices by key business officials, including:

- **Andy Bauer**, Chief Economist of the Federal Reserve Bank of Richmond;
- **David Keith**, CEO of Lift Off/Red Bull;
- **Ross Tyler**, Business Network for Off Shore Wind Power;
- **Colin Tarbert**, Deputy Mayor, City of Baltimore;
- **Mike Gill**, Maryland Commerce Secretary;
- **Singe Pringle**, Maryland Deputy Secretary, Commerce Department;
- **Kristen Reek**, Representative from Senator Mikulski’s Office;
- **Claudia Freeland Jolin**, Special Assistant, Office of the Mayor;

With more than 160 attorneys in 11 offices, Whiteford, Taylor & Preston LLP serves clients in the mid-Atlantic, across the nation, and around the globe.

For more information, visit www.wtplaw.com

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19th Annual Gala Christmas Luncheon

With Premier Sponsor



December 4, 2015

The Ritz-Carlton — Washington, DC



Bob Schott (far right) from Airschott poses with his guests.



From left to right: Terry Murphy, Maureen Degan, Jan Mul, and Catherine Riley.



Thu Stubbs with BABA President-elect Eamonn Cooney.



Joan Meagher (l.) won the Pratt & Whitney Holiday Cheer basket.

All BABA event photos can be viewed at www.babawashington.org

Photos by Harvey & Harvey Photographers



BABA President Andrew Baker (l.) receives his farewell album from BABA Chairman Barry Eccleston.



The group from MBDA takes in the festivities at the Ritz-Carlton.



From left to right: Barry Eccleston, Sally-Anne Andrew, Julie Dietrich (winner of BA tickets to London), Derrick Surratt from British Airways, and Sir Peter Westmacott.



The Children's Choir from the British International School of Washington with Sir Peter Westmacott and Choir Director Scott McCall (back-right).

All BABA event photos can be viewed at www.babawashington.org

Photos by Harvey & Harvey Photographers

British Council Education Report Examines Overseas Study Trends

In the third annual report examining how UK and US students perceive study abroad, *Broadening Horizons* aims to understand the perceived drivers and barriers regarding overseas study — and how these are changing over time.

The latest report features research, including the responses of nearly 7,500 UK and US students aged between 16 and 30 years, surveyed between March and April 2015. As well as identifying the main academic and non-academic drivers to overseas study, the report highlights key academic and non-academic deterrents.

Cost and lack of foreign language skills were found to be among the biggest deterrents to study abroad for both UK and US students, although there were differences between the groups in terms of the factors considered to be more discouraging. The report also provides insight into student awareness of government-sponsored study abroad programs, information sources used when considering overseas study options, and the perceived value of study abroad.

Given that both the UK and US have their own overseas study strategies catering to their countries' unique outward mobility situation and experience, the report highlights some of the information gaps and perceived barriers which could be addressed to help encourage interest in study abroad.

KEY FINDINGS

- Thirty-four percent of UK students and fifty-four percent of US students expressed interest in study abroad;
- The majority of UK students and US students not interested in or undecided about overseas study stated that they did want to travel and live abroad;
- For both UK and US students, the cultural experience of studying abroad was a significantly stronger driver than academic-or employability-related factors;
- Students who had previously studied overseas were more likely to draw links between employability and study abroad and want to live and work abroad;

- UK students were more likely to be motivated to study abroad by factors related to employability than US students;
- UK and US students who had previously studied abroad were less concerned about overseas tuition being high than those who hadn't studied abroad;
- Costs, personal well-being, and a lack of language skills were the main perceived deterrents to study abroad and the top concerns for those who aspire to overseas study for both UK and US students;



- UK and US students not interested in study abroad would most be incentivized to change their minds if they have help with funding and foreign language training;
- Forty-two percent of UK respondents stated they wanted to study in non-Anglophone countries;
- Sixty-five percent of US respondents were interested in non-Anglophone destinations;
- US students were more likely to be satisfied with the amount of information they had prior to making their overseas study experience; and
- Thirty-five percent of UK students and sixty-three percent of US students who had already studied abroad knew about government-sponsored programs for overseas study.

For more information and to access the full report, visit www.britishcouncil.us/broadening-horizons.

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/AT NEWS UK/

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WEBSITE COMING SOON!

International Festival for Business Takes Flight in 2016

What is IFB 2016? IFB (International Festival for Business) 2016 is a global marketplace for creating connections and doing deals. It brings together thousands of businesses from around the world for three weeks of events, networking, and deal-making.

**IFB
2016**
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Where does it take place? The festival takes place at **Exhibition Centre Liverpool**, a world-class venue situated in one of the most vibrant cities in Europe, from **June 13-July 1**. Why Liverpool? It is the perfect business destination with good communication and transport networks that makes it easily accessible from other parts of the UK as well as mainland Europe and beyond. It's also a thriving port with long established links with trading partners from the rest of Europe, the Americas, Africa, and Asia and a cultural hotbed for music, sport and the performing arts.

Why attend? IFB2016 offers a range of opportunities — both formal and informal — for businesses to network and connect with one another. Amongst the most significant are the Business Club, the Business Brokerage Service, and Meet the Buyer. Business Club membership

gives direct access to more than 15,000 registered members as well as a range of exclusive benefits, products, and services to aid companies in making the most of their participation at the festival. The festival is open to companies of any size from around Europe as well as further afield.

Need more details? Visit www.ifb2016.com.

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