

# Looking into the 2025 Crystal Ball

## Preparing Your Business for the Next Administration

Tyler O'Connor, Aaron Cummings, and Emily Kappers  
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# Presenters

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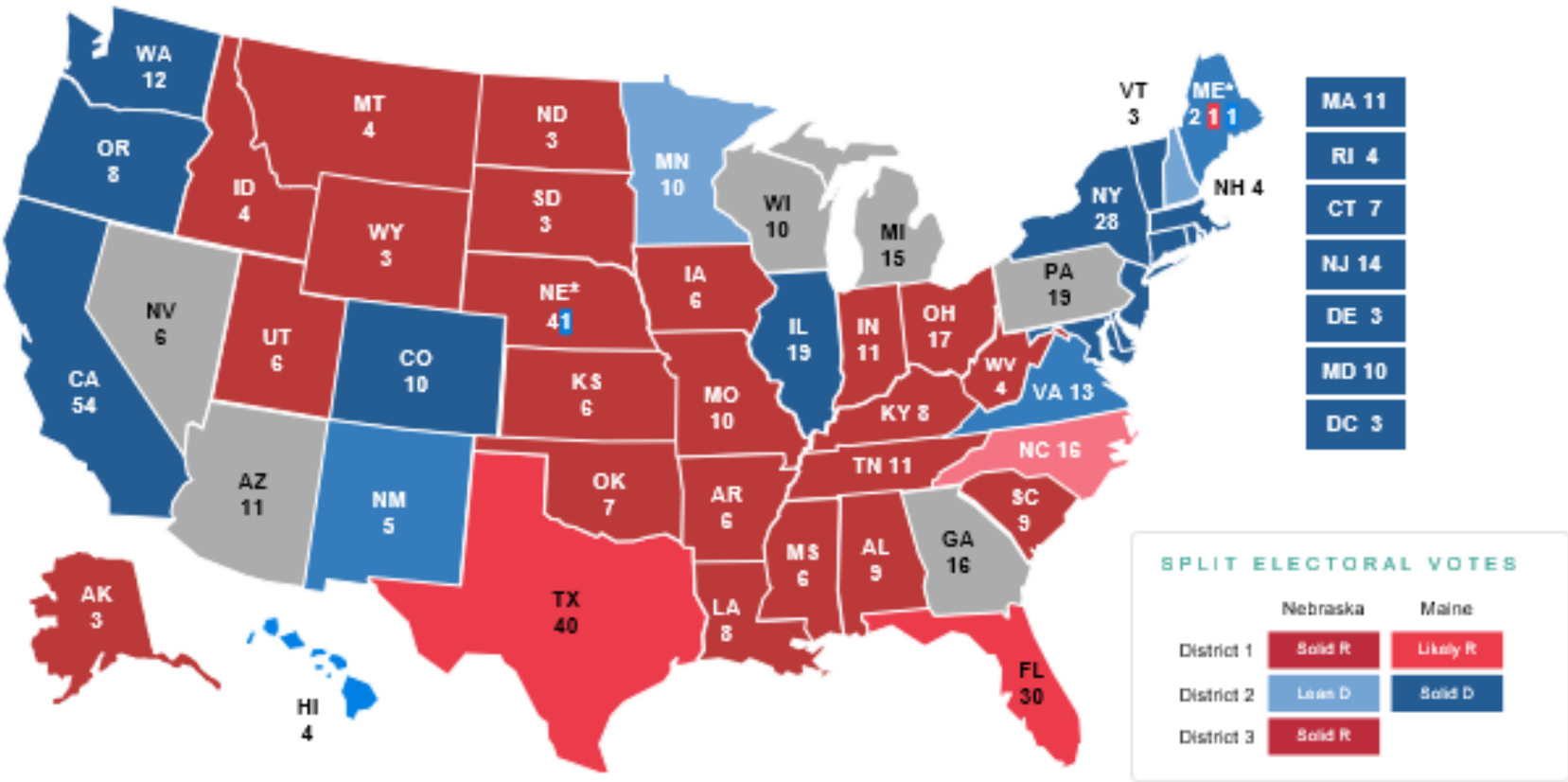
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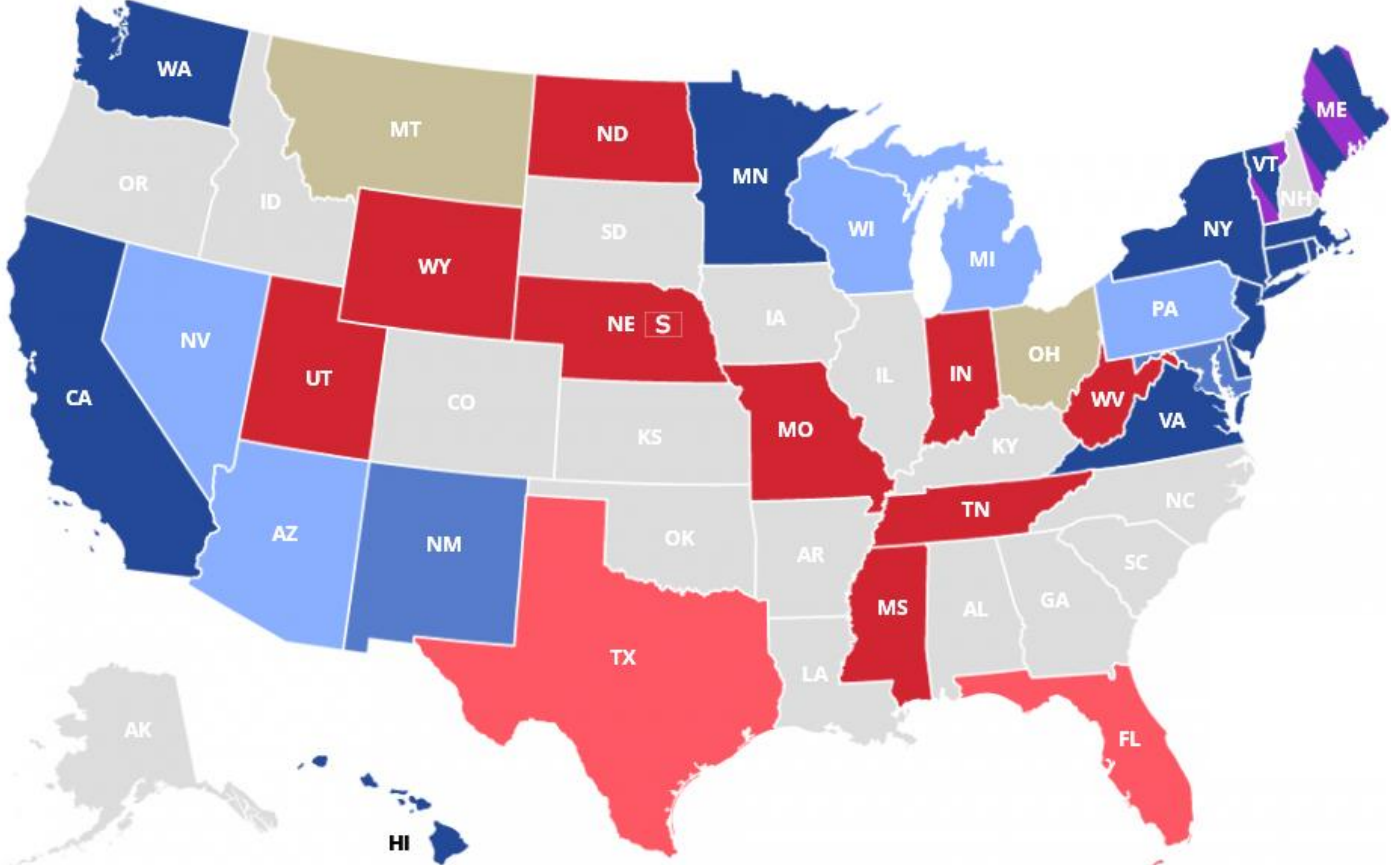
# 2024 Presidential Election

## Cook Political Report: 2024 Electoral College Ratings

■ Solid D 
 ■ Likely D 
 ■ Lean D 
 ■ Toss Up 
 ■ Lean R 
 ■ Likely R 
 ■ Solid R

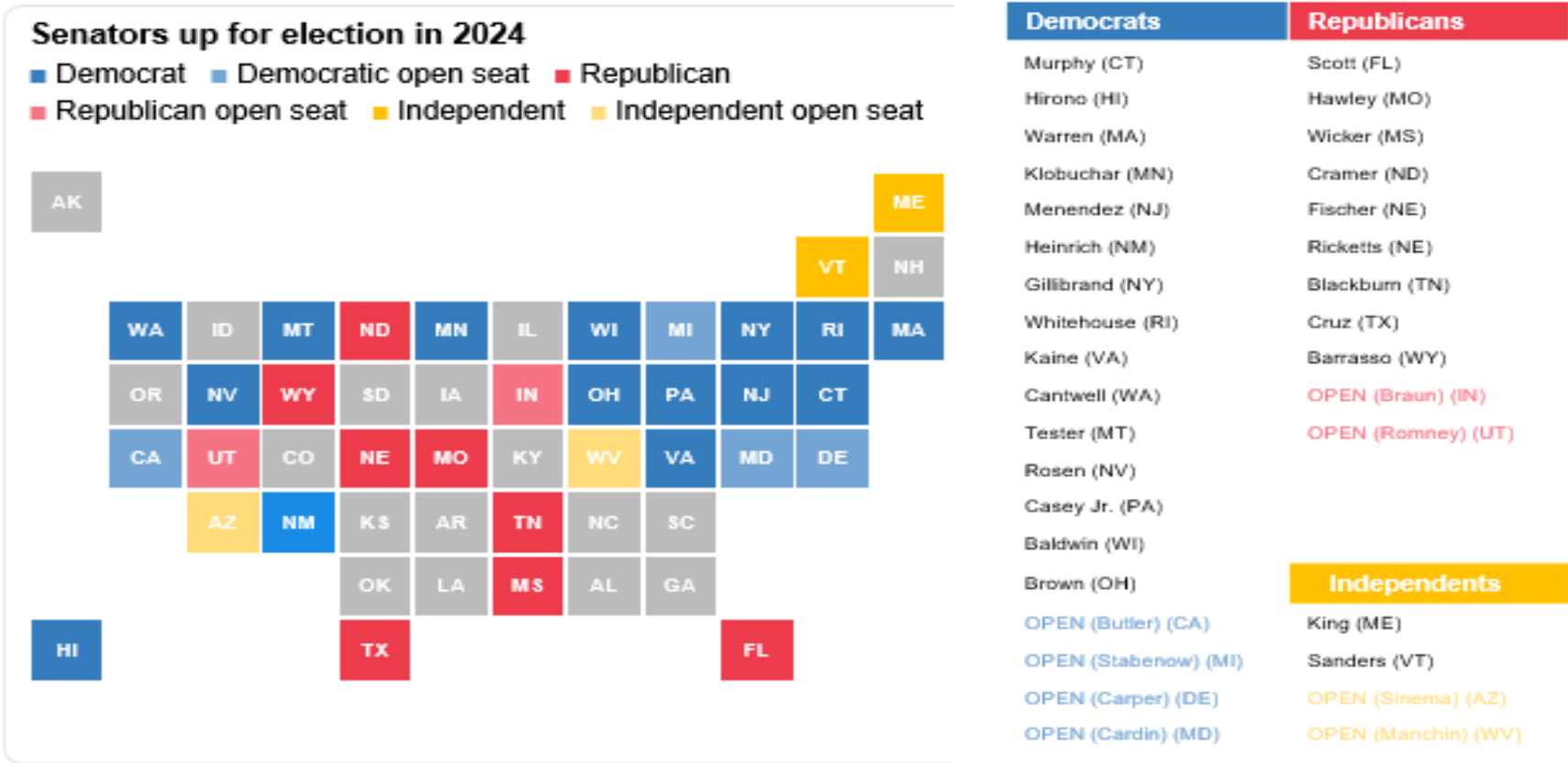


# 2024 Senate Elections

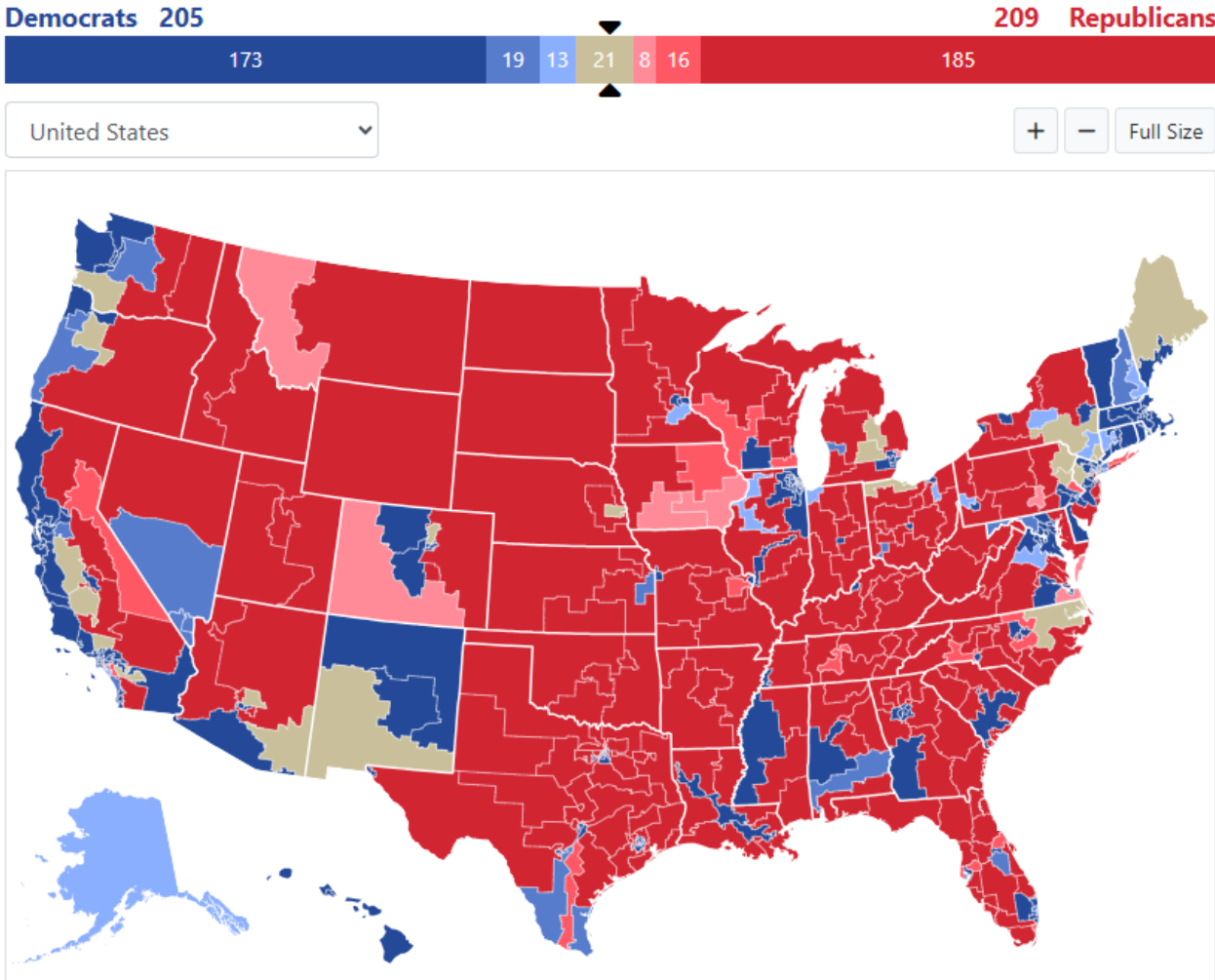


# 2024 Senate Elections

Democrats and Independents must defend 23 seats in 2024



# 2024 House Elections



# Harris/Walz Administration Priorities

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- **The Economy**

- Expand upon the Chips and Science Act and the Inflation Reduction Act
- Affordable housing expansion, incentives for first time homebuyers

- **Taxation**

- Raise the corporate income tax rate from 21% to 28%
- Expand the child tax credits
- More moderate antitrust priorities
- Eliminate taxes on tips

- **Trade**

- A Harris Administration would likely retain the tariffs implemented by President Biden
- Supports reforms to the WTO dispute-settlement mechanism
- Continued focus on reshoring critical supply chains

- **International Affairs**

- Support for strengthened Indo-Pacific relations
- De-risk US relations with China
- Continue the restriction of high tech products that can be exported to China
- Support for greater security coordination among Indo-Pacific nations



# Trump/Vance Administration Priorities

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- **The Economy**

- Tariffs on Chinese imports and on countries with which the U.S. has a trade deficit
- Growing U.S. manufacturing jobs

- **Taxation**

- 2026 Renewal of the Tax Cuts and Jobs Act
- Eliminate taxes on tips
- Child tax credit

- **Trade**

- 2026 United States Mexico Canada Agreement review (Trump criticisms of Chinese investment in Mexico)
- 10% tariff rates and 60% tariff rates on Chinese Goods
- Trump Reciprocal Trade Act
- Removal from Indo-Pacific Economic Framework for Prosperity
- Bilateralism, not multilateralism

- **International Affairs**

- Significant economic decoupling from China and onshoring of critical manufacturing
- Questions the role of NATO, UN, Multilateralism
- Unlikely to continue providing military and financial aid for Ukraine at current levels





# Harris and Trump Insights – Health Care



# Harris: Health Care

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- Vice President Harris largely frames health care agenda through lens of lowering costs
  - Expanding Inflation Reduction Act prescription drug savings, including negotiating more drugs under Medicare and expanding \$35 cap on insulin out-of-pocket costs to commercial market
  - Protecting and expanding ACA, including support for enhanced tax credits, Medicaid expansion, and simplified CHIP enrollment
  - Continued FTC focus on health care mergers; pharmacy benefit managers; drug patent listings
  - Expanding medical debt relief efforts
- Reproductive rights, maternal health care, access to in vitro fertilization (IVF) major focuses for Democrats



# Trump: Health Care – “Concepts of a Plan”

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- GOP Platform outlines a commitment to reducing healthcare costs:
  - Increased transparency
  - Promoting choice and competition
  - Expanded access to new affordable healthcare and prescription drug options
  - Benefit flexibility
- Improve care for older Americans through:
  - Chronic disease prevention and management
  - Increased long-term care options
  - Investments in at-home senior care
  - Expanded access to primary care
  - Tax credits to support unpaid family caregivers
- Address healthcare worker shortages
- First Trump Administration attempted to effectively prohibit Medicare drug rebates by removing the safe harbor protection that shields rebates from federal anti-kickback laws
- Most Favored Nations drug pricing policy
- *Blueprint to Lower Drug Prices and Reduce Out-of-Pocket Costs*
  - Incentives for lower list prices for drugs
  - Medicare drug price negotiation
  - Improved competition



# Harris and Trump Insights – International Trade



# Trump: International Trade

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- Goal is to be “tougher” than the Democrats, aggressive approach to China and countries with whom U.S. has a trade deficit
- Aggressive use of Presidential authority to restrict or tax imports from various countries, including most notably China, Mexico, and others (i.e. EU Members) with large trade surpluses with the U.S.
- Aggressive use of tariffs. Proposal for 10% across the board tariffs, 50 to 60% import tariff on Chinese imports
- Renegotiation of USMCA
- Other “creative” proposals. Currency devaluation?



# Harris: International Trade

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- Insight 1: Focus China tariffs on select sectors like EV, semiconductors, steel and solar and keep tariffs.
- Insight 2: Unclear what will do on 2026 USMCA review after voting against USMCA.
- Insight 3: Oppose attempts by foreign countries or entities to purchase key U.S. industries – and protect labor – in deals such as the U.S. Steel-Nippon merger.



# Harris and Trump Insights – Energy and Climate



# Harris: Energy and Climate

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- The Big Question: What happens to the Inflation Reduction Act?
  - Tax Credits
  - Grants, Loans, and Loan Guarantees
- Permitting – With different priorities, can the parties cut a deal?
- Environmental Regulation – Two Different Approaches
- Areas of Shared Interest – Nuclear Energy, Hydrogen, Geothermal
- Other Priorities
  - Environmental Justice
  - Engagement with Labor





# Trump: Energy and Climate

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- Roll back SEC rules on climate disclosure
- Rescind many of Pres. Biden's clean energy rules, e.g. power plants and emissions from vehicles
- Permitting approval. Speed approval of power plants, other energy projects, expand permits for fossil fuels, pipeline approval, restart LNG exports
- Reduce and roll back EV incentives
- Cut the budget at the EPA, NOAA
- “Modernize” Nuclear Regulatory Commission to speed approvals and extend life of existing facilities
- Inflation Reduction Act. Would Trump repeal it?



# Fall U.S. Congressional Priorities

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- FY2025 Appropriations bills
- Farm Bill Reauthorization
- Pandemic and All-Hazards Preparedness Reauthorization Act
- FY2025 National Defense Authorization (NDAA) Act
- 2024 District, State, and National Elections
  - Three weeks of Congressional session before the election
  - Senate and House adjourn on September 27
- House-led “China Week” in September
  - Potential bills that will be voted on are Protecting American Agriculture from Foreign Adversaries Act, No WHO Pandemic Preparedness Treaty Without Senate Approval Act, DHS Restrictions on Confucius Institutes and Chinese Entities of Concern Act, and the Protect America’s Innovation and Economic Security from CCP Act
  - The BIOSECURE Act passed the House (306-81) on September 9<sup>th</sup>



Thank you



# Is it Real?

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Congressional Action to Address, Combat, and Protect in the Age of AI

Emily T. Kappers  
September 12, 2024—ACC Chicago Dinner



# This is Not Morgan Freeman

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This is not Morgan Freeman - A Deepfake Singularity



Diep Nep

1.7M views Jul 7, 2021

This is not Morgan Freeman - A Deepfake Singularity Concept and deepfake by Bob de Jong Freeman's voice is imitated by the incredibly talented Boet Schouwink A homage to the great actor. Contact: diepnep@gmail.com #diepnep #deepfake #ai #morganfreeman

Show less

# Generative AI Has Entered the Cultural Chat

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# Generative AI Has Entered the Cultural Chat

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# Generative AI Has Entered the Cultural Chat

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# And the Campaign Trail, Too



A recent video from Republican presidential candidate and Florida Gov. Ron DeSantis includes an image with three fake photos of former President Donald Trump and Dr. Anthony Fauci hugging. These three images appear to be AI-generated.

*DeSantis War Room/Screenshot and annotation by NPR*



# Congress Enters the Matrix

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- NO FAKES Act
- NO AI Fraud Act
- Protecting Consumers from Deceptive AI Act
- Generative AI Copyright Disclosure Act
- Preventing Abuse of Digital Replicas Act



# NO FAKES Act

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- The Nurture Originals, Foster Art, and Keep Entertainment Safe Act (the “NO FAKES Act”).
- Draft legislation intended to address the use of non-consensual digital replications in audiovisual works or sound recordings.
  - Hearing to examine the NO FAKES Act most recently held on April 30, 2024.
- Increases liability for unauthorized digital reproductions of an individual’s image, voice, and visual likeness in audiovisual work or sound recordings.
- If enacted, the Act is intended to:
  - Hold individuals or companies liable if they produce an unauthorized digital replica of an individual in a performance.
  - Hold platforms liable for hosting an unauthorized digital replica **if the platform has knowledge of the fact that the replica was not authorized** by the individual depicted.
  - Exclude certain digital replicas from coverage based on recognized First Amendment protections.



# NO AI Fraud Act

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- On January 10, 2024, lawmakers in the House of Representatives announced the introduction of a new bill called the No Artificial Intelligence Fake Replicas And Unauthorized Duplications Act of 2024 (the “No AI FRAUD Act”).
  - The Act aims to “establish a federal framework to protect Americans’ individual right to their likeness and voice against AI-generated fakes and forgeries...”
- Intends to safeguard the property rights associated with an individual’s likeness and voice by targeting the unauthorized use of technological tools, defined as “personalized cloning services.”
- **Extends** the protections offered under the NO FAKES Act.
- Incorporates **immensely broad** terms.



# Protecting Consumers from Deceptive AI Act

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- Congresswoman Anna G. Eshoo (CA) and Congressman Neal Dunn (FL), bipartisan members of the Taskforce on Artificial Intelligence, introduced the Protecting Consumers from Deceptive AI Act on March 21, 2024.
- Intends to direct the development of **standards to identify and label AI-generated content** and requires generative AI developers and online content platforms to **provide disclosures on AI-generated content**.



# Generative AI Copyright Disclosure Act

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- Introduced by Representative Adam Schiff (D-Cal.) on April 9, 2024.
- Intends to foster **transparency** between creators and companies.
- If enacted, the Act will:
  - Require **notice** to the Register of Copyrights **identifying all copyrighted works** used in building or altering the training dataset for a generative AI system.
    - Retroactive effect.
    - Notice to be submitted **no later than 30-days before** the generative AI system is available to consumers.
  - Require the Copyright Register to establish and maintain a **publicly available online database** that contains each notice.



# Preventing Abuse of Digital Replicas Act

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- On August 9, 2024 Congressman Darrell Issa (CA-48) introduced a discussion draft of the Preventing Abuse of Digital Replicas Act (“PADRA”).
- Intends to **protect** the **voice, image, and likeness** of individuals from being used in unauthorized commercial ways.
- If enacted, PADRA will:
- PADRA will:
  - **Target** the **commercial misuse** of digital replicas of individuals’ identifying characteristics, such as their likeness or voice.
  - **Protect** the public from the deceptive use of digital replicas to confuse consumers about an individual’s endorsement or affiliation with a product, service, or other commercial activity.
  - **Adapt** and **strengthen** existing trademark law under the Lanham Act, limiting uncertainty about scope, process, and court interpretation.
  - Establish a **legal framework** for victims to seek redress.
  - Include provisions to ensure that the **protections do not infringe** upon free expression rights.



# Taylor Swift Endorses Harris Citing AI Concerns

Donald J. Trump  
@realDonaldTrump

I accept!

by ISIS, Swifties have determined they want a strong leader in the White House. The Swifties For Trump movement is real!

SWIFTIES TURNING TO TRUMP AFTER ISIS FOILED TAYLOR SWIFT CONCERT

TAYLOR WANTS YOU TO VOTE FOR DONALD TRUMP

2.82k ReTruths 9.08k Likes

Aug 18, 2024, 3:50 PM

Trump posts AI fakes of Taylor Swift and her fans. Photograph: Nick Robins-Early/Truth Social

taylorswift • Follow

Recently I was made aware that AI of 'me' falsely endorsing Donald Trump's presidential run was posted to his site. It really conjured up my fears around AI, and the dangers of spreading misinformation. It brought me to the conclusion that I need to be very transparent about my actual plans for this election as a voter. The simplest way to combat misinformation is with the truth.

I will be casting my vote for Kamala Harris and Tim Walz in the 2024 Presidential Election. I'm voting for @kamalaharris because she fights for the rights and causes I believe need a warrior to champion them. I think she is a steady-handed, gifted leader and I believe we can accomplish so much more in this country if we are led by calm and not chaos. I was so...

8,531,166 likes

12 hours ago

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Thank You



Questions?



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