

THE TWELFTH CONFERENCE ON CORPORATE COMMUNICATION

Current Issues and Best Practices

A Two-Day Conference for Professionals, Practitioners, and Professors

Generously supported by

Abbott Laboratories, Michelin North America, Fleishman-Hillard Inc., and Gagen MacDonald

Friday, October 9, 2009

- 7:00 a.m. Traditional American Breakfast (optional)
Sorin's at the Morris Inn
- 8:00 a.m. Continental Breakfast
Room 200 McKenna Hall
- 8:45 a.m. *Welcome and Introductions*
James S. O'Rourke: University of Notre Dame
- 9:00 a.m. *Global Reputation: The Borderless Currency*
Reid Walker
Vice President, Global Communications and Sponsorship
Lenovo International: Morrisville, North Carolina
- 10:15 a.m. Break, Upper Level Concourse, McKenna Hall
- 10:30 a.m. *Evolving Business Models in an Increasingly Transparent World*
Kirsten Gorsuch
Vice President, Corporate Communications
Medtronic, Inc.: Minneapolis, Minnesota
- 11:45 a.m. Break, Depart for the Morris Inn
- 12:00 noon Lunch, The Trustees / Council Room, Morris Inn.
- 1:15 p.m. *Towards a Simple Model of Reputating*
Ray Jordan
Corporate Vice President, Public Affairs and Corporate Communication
Johnson & Johnson: New Brunswick, New Jersey
- 2:30 p.m. Break, Upper Level Concourse, McKenna Hall.

Friday, October 9, 2009

- 2:45 p.m. *If You Can Keep Your Head When All About You Are Losing Theirs . . . Fun Lessons from the Bubbling Cauldron of the Auto Industry in America.*
Tom Kowaleski
Vice President, Corporate Communications
BMW of North America, LLC: Park Ridge, New Jersey
- 3:45 p.m. Break, Upper Level, McKenna Hall.
- 4:00 p.m. *Micron: At an Identity Crossroads.*
Trudy Sullivan
Senior Director, Corporate Affairs
Micron Technology: Boise, Idaho
- 5:00 p.m. Adjourn.
- 6:30 p.m. Motor Coach Departs for LaSalle Grille
Main Entrance of The Morris Inn

Saturday, October 10, 2008

- 8:00 a.m. Continental Breakfast, Upper Level, McKenna Hall
- 9:00 a.m. *New Communications for a Networked World*
David Wickenden
Executive Vice President
Fleishman-Hillard: Washington, D.C.
- 9:45 a.m. Break.
- 10:00 a.m. *Communications in the New Equity Markets*
Nancy Hobor
Senior Vice President, Communications and Investor Relations
Grainger: Lake Forest, Illinois
- 11:00 a.m. Break.
- 11:15 a.m. *ReTweet This: Managing Corporate Communication in a Hyper-Connected World*
J. D. Schramm and Raymond Nasr
Stanford University Graduate School of Business
Palo Alto, California
- 12:00 noon Concluding remarks, adjourn