

THE SEVENTEENTH CONFERENCE ON CORPORATE COMMUNICATION

Current Issues and Best Practices

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

Generously supported by
Dentsu Aegis Network, Walgreen Company, Porter Novelli and Wisconsin Energy

Friday, October 17, 2014

- 7:00 a.m. Traditional American Breakfast: 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. *Energizing an Iconic Brand*
Stacy Sharpe
Senior Vice President, Corporate Relations
Allstate Insurance Company
Northbrook, Illinois
- 10:15 a.m. Break, Upper Level Concourse, McKenna Hall
- 10:30 a.m. *Standing Out from the Crowd:
Contemporary Marketing in a Cluttered Category*
Denise Karkos
Chief Marketing Officer
TD Ameritrade
Jersey City, New Jersey
- 11:45 a.m. Break, Depart for Lunch at The Morris Inn
- 1:15 p.m. *The Management of Brand and Culture in the Digital Age*
Ben Edwards
Vice President, Global Communications & Digital Marketing
IBM Corporation
Armonk, NY
- 2:30 p.m. Break, Upper Level Concourse, McKenna Hall

- 2:45 p.m. ***The Relationship Between Four-Leggers and Two-Leggers: Life in the Animal Ag Business***
Sara Lilygren
Executive Vice President, Corporate Affairs
Tyson Foods, Inc.
Fayetteville, Arkansas
- 3:45 p.m. Break, Upper Level Concourse, McKenna Hall
- 4:00 p.m. ***From Button Pushers to Business Partners: How Harley-Davidson's New Corporate Communication Structure Is Building Advocacy and Engagement***
Joanne Bischmann
Vice President, Communications
Harley-Davidson, Inc.
Milwaukee, Wisconsin
- 5:00 p.m. Adjourn.
- 6:30 p.m. Motor coach departs for LaSalle Grill, main entrance of The Morris Inn

Saturday, October 18, 2014

- 7:30 a.m. Continental Breakfast, Upper Level Concourse, McKenna Hall
- 9:00 a.m. ***A 130-Year-Old Startup Changes Strategy Overnight. What to Do Now?***
Karen C. Tripp
Vice President, Communications and Public Affairs
Phillips 66
Houston, Texas
- 10:15 a.m. Break, Upper Level Concourse, McKenna Hall
- 10:30 a.m. ***Building Communications in an Age of Food Fads, Fears, and Frankness***
Felicia Collins
Vice President, Corporate Communications
Ventura Foods
Brea, California
- 11:45 noon Concluding remarks, adjournment.