

# THE THIRTEENTH CONFERENCE ON CORPORATE COMMUNICATION

---

## *Current Issues and Best Practices*

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

Generously supported by  
Abbott Laboratories, Micron Technology and Huntington Bank

---

### **Friday, September 17, 2010**

- 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. *Averting a Crisis: Landing on the Hudson*  
Elise Eberwein  
Executive Vice President, Communications  
USAirways  
Tempe, Arizona
- 10:15 a.m. Break, Upper Level Concourse, McKenna Hall
- 10:30 a.m. *Teachable Moments: Lessons Learned from Business Crises*  
Nicholas J. Ashooh  
Vice President, Corporate Communications  
Alcoa  
New York, New York
- 11:45 a.m. Break, Depart for the Morris Inn
- 12:00 noon Lunch, The Trustees / Council Room, Morris Inn
- 1:15 p.m. *Leadership Expectations for a CCO in a High-Risk World*  
Gary Sheffer  
Executive Director, Corporate Communications and Public Affairs  
General Electric Company  
Fairfield, Connecticut
- 2:30 p.m. Break, Upper Level Concourse, McKenna Hall

**Friday, September 17, 2010**

- 2:45 p.m.     *The Principles of Modern Storytelling in a Skeptical World*  
Julie Hamp  
Senior Vice President, Chief Communications Officer  
PepsiCo  
Purchase, New York
- 3:45 p.m.     Break, Upper Level, McKenna Hall.
- 4:00 p.m.     *ExxonMobil: Reputation Management in Challenging Times*  
Suzanne McCarron  
President, ExxonMobil Foundation & GM, Public and Government Affairs  
Exxon Mobil Corporation  
Irving, Texas
- 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.     *Feast and Famine: The Challenges Facing the Food Industry Today*  
Perry Yeatman  
Senior Vice President, Corporate Affairs  
Kraft Foods  
Northfield, Illinois
- 10:15 a.m.    Break.
- 10:30 a.m.    *The Beginning of the End: How Twitter and Others Herald a New Era in  
Corporate Transparency. And What It Means for Management.*  
Raymond Nasr  
Special Faculty Advisor  
Graduate School of Business  
Stanford University  
Palo Alto, California
- 11:45 a.m.    Concluding remarks.
- 12:00 noon    Adjourn