

# THE NINETEENTH CONFERENCE ON CORPORATE COMMUNICATION

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## *Current Issues and Best Practices*

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

### **Generously supported by**

Fleishman-Hillard, Phillips 66, Tesoro Companies Inc.,  
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### **Friday, October 7, 2016**

- 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*  
TBA
- 9:00 a.m. *A CEO's View of Corporate Communications*  
**Dan Hesse**  
*former* Chief Executive Officer  
Sprint  
Overland Park, Kansas
- 10:15 a.m. Break: Upper Level Concourse, McKenna Hall
- 10:30 a.m. *What Matters Most*  
**Rich Kylberg**  
Vice President, Corporate Communications  
Arrow Electronics  
Englewood, Colorado
- 11:45 a.m. Break: Depart for Lunch at The Morris Inn  
Luncheon in the Hesburgh and Joyce Dining Rooms, 1<sup>st</sup> floor
- 1:15 p.m. *Surviving the Spotlight: Managing Reputational Risk with Increased Consumer Visibility*  
**Betsy Palmer**  
Senior Vice President, Communications and Marketing  
TIAA  
Atlanta, Georgia

- 2:30 p.m. Break: Upper Level Concourse, McKenna Hall
- 2:45 p.m. ***Navigating at 30,000 Feet***  
**Anne Toulouse**  
Vice President, Global Brand Management and Advertising  
The Boeing Company  
Chicago, Illinois
- 3:45 p.m. Break: Upper Level Concourse, McKenna Hall
- 4:00 p.m. ***Keys to Influence and Persuasion***  
**Zoe Chance, Ph.D.**  
Assistant Professor of Marketing  
Yale School of Management  
New Haven, Connecticut
- 5:00 p.m. Adjourn.
- 6:30 p.m. Motor coach departs for dinner at the main entrance of The Morris Inn

**Saturday, October 8, 2016**

- 7:30 a.m. Continental Breakfast: Upper Level Concourse, McKenna Hall
- 8:30 a.m. ***Evolution of the Communication Agenda***  
**Chris Talley**  
Vice President and Chief Communications Officer  
USAA  
San Antonio, Texas
- 9:30 a.m. Break: Upper Level Concourse, McKenna Hall.
- 9:45 a.m. ***Communications in the Cognitive Era***  
**Andy Whitehouse**  
Vice President and Global Chief Communication Officer  
IBM Corporation  
Armonk, New York
- 10:45 a.m. Break: Upper Level Concourse, McKenna Hall.
- 11:00 a.m. ***Changing the Conversation: A By-Line from the Chicken Wire***  
**Carrie Kurlander**  
Vice President, Public Relations  
Chick-fil-A, Inc.  
Atlanta, Georgia