

# THE TWENTIETH CONFERENCE ON CORPORATE COMMUNICATION

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

*Generously supported by*

Harley-Davidson Motor Company, Phillips 66, Andeavor (*formerly* Tesoro Companies Inc.),  
Upper 90 Consulting, Peter Debreceny, Westmeath Communications

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## Friday, October 6, 2017

- 7:00 a.m. Continental Breakfast: Room 200 McKenna Hall
- 8:00 a.m. *Welcome and Introductions*  
James S. O'Rourke, IV
- 8:30 a.m. ***Cause-Related Communication Can Make a Difference***  
**Mike Shea**  
Chairman and Chief Executive Officer  
Arnold Palmer Apparel  
Boca Raton, Florida
- 9:30 a.m. Break: Upper Level Concourse, McKenna Hall
- 9:45 a.m. ***In Retail, There Will Be Winners and Losers,  
and Macy's Intends to Be a Winner***  
**Cheryl Heinonen**  
Executive Vice President, Corporate Communication  
Macy's, Inc.  
New York, New York
- 10:45 a.m. Break: Upper Level Concourse, McKenna Hall
- 11:00 a.m. ***Controlling the Uncontrollable in Today's Washington***  
**Kristine Coratti Kelly**  
Vice President, Communications and Events  
*The Washington Post*  
Washington, D. C.
- 12:00 noon Break: Depart for Lunch at The Morris Inn  
Luncheon in the Hesburgh and Joyce Dining Rooms, 1<sup>st</sup> floor

- 1:30 p.m.     ***Managing Accusations from a Whistle-Blower***  
**Scot Hoffman**  
*former* Vice President, Head of Corporate Communications  
Prudential Financial Corporation  
New York, New York
- 2:30 p.m.     Break: Upper Level Concourse, McKenna Hall
- 2:45 p.m.     ***Transforming the Global Corporate Communications Function from Within***  
**Brett Lutz**  
Senior Director of Global Communications and CCO  
Whirlpool Corporation  
Benton, Harbor, Michigan
- 3:45 p.m.     Break: Upper Level Concourse, McKenna Hall
- 4:00 p.m.     ***A Behavioral Science Lens on Persuasion***  
**Zoe Chance, Ph.D.**  
Assistant Professor of Marketing  
Yale School of Management  
New Haven, Connecticut
- 5:00 p.m.     Adjourn.
- 6:15 p.m.     Motor coach departs for dinner at the main entrance of McKenna Hall

**Saturday, October 7, 2017**

- 7:30 a.m.     Continental Breakfast: Upper Level Concourse, McKenna Hall
- 8:30 a.m.     ***Creating a Crisis Communications Playbook***  
**Jim Burke**  
Director, Global Public Relations  
Harris Corporation  
Melbourne, Florida
- 9:30 a.m.     Break: Upper Level Concourse, McKenna Hall
- 9:45 a.m.     ***Re-Branding and Building Reputation During Corporate Transformation***  
**Lisa Adler**  
Head of Communications and Public Affairs  
Shire  
Boston, Massachusetts
- 10:45 a.m.    Break: Upper Level Concourse, McKenna Hall

11:00 a.m. *Managing Corporate Reputation: Analyzing Risk, Measuring Exposure*

**Richard Woods**

Senior Vice President, Corporate Affairs

Capital One Financial Corporation

McLean, Virginia

12:00 noon Concluding Remarks