NIRI Senior Roundtable
2012 Annual Meeting
November 28–30

In partnership with

Hyatt Regency Scottsdale Resort
7500 E. Doubletree Ranch Road
Scottsdale, AZ 85258
Visit www.niri.org/srt to make hotel reservations

The NIRI Senior Roundtable Annual Meeting addresses leading trends and issues impacting the investor relations profession. Roundtable members have ample time to interact face-to-face with their experienced peers.

*AGENDA**

Wednesday, November 28, 2012

6:00 pm – 6:30 pm **Welcome Reception** ***Lawn Court***
Check in at the NIRI registration desk, pick up materials and enjoy refreshments. *Guests welcome at reception and dinner.*

6:30 pm – 8:30 pm **Dinner with Speaker**
Views on governance and leading in this environment from a Phoenix-based Chairman and CEO. *Guests welcome at reception and dinner.*

- **Donald E. Brandt**
  Chairman, President and Chief Executive Officer
  Pinnacle West Capital Corporation

Thursday, November 29, 2012

8:30 am **Registration and Breakfast** ***South Foyer & Desert Garden***
Special get-acquainted-breakfast available for guests in hotel restaurant

9:00 am – 9:30 am **Senior Roundtable Chair Welcome** ***Arizona I-IV***
Senior Roundtable Chair sets the stage for two days of interactive, senior-titled peer-based discussion on how to contribute more to organizations and enhance career marketability.

- **S. Kelley MacDonald**
  Senior Vice President of Investor Relations
  State Street Corporation

National Investor Relations Institute
225 Reinekers Lane, Suite 560, Alexandria, VA 22314
(703) 562-7700 | fax (703) 562-7701

**Subject to change*
Update as of 11/15/12

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9:30 am – 11:00 am

Latest from the Board Room: What They Want *Arizona I-IV*

Moderated and Table Discussion

IR can be extremely supportive of the Board's strategic and governance roles. Hear from a panel of experts then discuss with your peers the latest on communications and counsel.

PANELISTS

- **Vanessa Chang**
  Director
  Edison International
- **David Colby**
  Manager, Director and Member of Audit & Compliance Committee
  Ardent Health Services LLC
  Former Vice Chairman, Chief Financial Officer and Executive Vice President
  WellPoint Inc.

MODERATOR

- **Natalie Hairston**
  Vice President, IR and Chief Governance Officer
  ENGlobal Corporation

11:15 am – 12:20 pm

Competitive Research and Intelligence *Arizona I-IV*

Moderated Discussion

An informative look at capturing and distilling information from the Street, competitors, and within the company to help provide value to Management and the Board.

PANELISTS

- **Professor Paul Kinsinger**
  Clinical Professor of Business Intelligence, Executive Director
  Thunderbird Executive Education (Thunderbird School of Global Management)
- **Matthew Stroud**
  Vice President, Investor Relations
  Darden Restaurants, Inc.
- **Robert Williams**
  Vice President, Investor Relations
  Dell Inc.

MODERATOR

- **Maureen Wolff**
  President and Partner
  Sharon Merrill

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12:30 pm – 1:45 pm

Lunch Roundtables

Desert Garden

Topics listed with moderator:

- **Developing a global investor base**
  Sam Levenson, former Senior Vice President, Investor Relations, *Sony Corporation of America*
- **Social media trends**
  Robert Williams, Vice President, Investor Relations, *Dell Inc.*
- **The evolution of corporate access**
  Matthew Stroud, Vice President, Investor Relations, *Darden Restaurants, Inc.*
- **Web disclosure adoption and compliance**
  Matt Brusch, Vice President, Communications and Practice Information, *NIRI*
- **The evolution of expert networks**
  Mark Donohue, Senior Director, Investor Relations and Corporate Communications, *IMPAX Laboratories, Inc.*
- **Today's ethics landscape**
  David Olson, NIRI Ethics Council Member, and Senior Counselor, *Abernathy MacGregor Group*
- **Corporate Responsibility/ESG/CSR**
- **Non-traditional analysts and research**
- **Career marketability for your next IR job or a new role**
  Smooch Reynolds, Managing Partner/Investor Relations, Communications, Marketing Practice Group, *The Caldwell Partners International*
- **IR role raising capital**
  Jonathan Peisner, Vice President & Treasurer, *KAR Auction Services*
- **Open discussion**
  Kraig Conrad, Vice President, *NIRI*

1:45 pm – 3:15 pm

Measuring and Evaluating Programs *Arizona I-IV*

Moderated and Table Discussion

Explore leading practices on measuring program success, and then discuss with peers the practical implications in our complicated corporate environments.

PANELIST(S)

- **Marian Briggs**
  Senior Vice President
  Padilla Speer Beardsley Incorporated
- **Matt Brusch**
  Vice President, Communications and Practice Information
  NIRI
- **Bina Thompson**
  Senior Vice President, Investor Relations
  Colgate-Palmolive Company

MODERATOR

- **Gerry Gould**
  Vice President, Investor Relations
  Haemonetics Corporation

3:30 pm – 4:30 pm

Veteran Pointers on Crisis Management *Arizona I-IV*

Moderated Discussion

Engage well-respected advisors in an informative, yet entertaining look at managing communications in a crisis and amid shareholder activism.

PANELISTS

- **Joele Frank**
  Founder and Managing Partner
  Joele Frank, Wilkinson Brimmer Katcher
- **William C Lemmer**
  Senior Vice President and General Counsel
  Cameron International Corporation
- **Ruth Pachman**
  Managing Director
  Kekst and Company

MODERATOR

- **Doug Wilburne**
  Vice President, Investor Relations
  Textron Inc.

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6:00 pm – 9:00 pm **An Evening with Your Peers** ***Palm Court***

An evening event to remember. Dinner, drinks, and conversation.
Guests are welcome.

Friday, November 30, 2012

8:00 am **Breakfast** ***South Foyer & Desert Garden***

Guests are welcome at breakfast and keynote address.

8:30 am – 9:45 am **Economic and Politic Outlook** ***Arizona I-IV***

Keynote Address

With the results in and the pundits exhausted by the time of Roundtable, it is time to hear an update from a leading economist who will share insight on what might come in 2013.

- **Christopher Probyn, PhD**
  Chief Economist
  State Street Global Advisors

9:45 am – 11:30 pm **Communicating Effectiveness of Capital Allocations** ***Arizona I-IV***

Moderated and Table Discussion

Communicating and demonstrating to analysts the effectiveness of the transactions long after the deal is done.

MODERATOR

- **Elizabeth Bauer**
  Senior Vice President of Investor Relations & Strategic Communications
  CSG Systems International, Inc.

PANELIST(S)

- **Bill Koefoed**
  General Manager, Investor Relations
  Microsoft Corporation
- **Patricia Murphy**
  Vice President, Investor Relations
  IBM Corporation
- **Elizabeth Saunders**
  Chairman, FTI Strategic Communications, The Americas
  FTI Consulting

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11:30 am – 12:30 pm **Networking Lunch**

Enjoy lunch and informal conversation with your peers.

12:45 pm – 2:00 pm **Lightning RoundTABLE** ***Arizona I-IV***

Peer Views with a Stopwatch

Dynamic and short presentations by fellow Senior Roundtable members. Hear their views then engage in table conversation after each presentation.

MODERATOR

- **Kris Wenker**
  Vice President, Investor Relations
  General Mills, Inc.

TOPICS:

ISS war stories, what I learned and what you should do

The good, the bad, and the ugly...what to expect if your public company becomes PE controlled?

- **Jonathan Peisner**
  Vice President & Treasurer
  KAR Auction Services

Creating Value: Expanding the IR Role Internally

- **Katharine Kenny**
  Vice President, Investor Relations
  CarMax, Inc.

2:00 pm – 2:15 pm **Recap of Senior Roundtable Insight and Introduction of the New Steering Committee Chairman** ***Arizona I-IV***

Review of key learning and closing

- **S. Kelley MacDonald**
  Senior Vice President of Investor Relations
  State Street Corporation

2:15 pm **Adjourn**

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