

## 2009 Program Schedule

### Wednesday, May 6

All events take place in the Robert Todd Lincoln Room unless otherwise noted

- 2:45 P.M. Registration  
(Foyer outside of the Robert Todd Lincoln Room)
- 3:10 P.M. Welcome and Introductions
- 3:30 P.M. **Reputate: Three Simple Steps**  
**Raymond C. Jordan**, Corporate Vice President - Public Affairs &  
Corporate Communication, Johnson & Johnson
- 5:00 P.M. Opening Night Networking Reception  
(Buckingham/Black Room)

### Thursday, May 7

- 7:30 A.M. Networking Breakfast  
(Old Chicago Room)
- 8:30 A.M. ***A Tale of Two Crises: Every Crisis is Different but Every Crisis is Also the Same***  
**Arthur E. F. Wiese, Jr.**, Vice President - Corporate Communications,  
Entergy Corporation
- 9:45 A.M. Networking Break
- 10:15 A.M. ***The Impact of the Economic Crisis on Corporate Communications and Public Relations - A Panel Discussion***  
**Moderator: Donald K. Wright**, Professor of Public Relations,  
Boston University  
**Catherine V. Babington**, Vice President - Public Affairs,  
Abbott Laboratories  
**Mark Bain**, Global Director of Communications, Baker & McKenzie  
**Gregory Elliott**, Vice President - Human Resources & Administration,  
Navistar  
**Kimberley Crews Goode**, Vice President - Communications,  
Northwestern Mutual

Co-sponsored by



Arthur W. Page

ARTHUR W. PAGE SOCIETY

## 2009 Program Schedule

### Thursday, May 7 (continued)

- 12 Noon *The Effective Listening Seminar*  
**Don W. Stacks**, Professor & Director of Public Relations Studies,  
School of Communications, University of Miami  
*The Effective Listening Seminar* includes lunch
- 3:00 P.M. Networking Break
- 3:30 P.M. *Thought and Leadership - The New Public Relations Agenda*  
**Maril Gagen MacDonald**, Chief Executive Officer, Gagen MacDonald  
and President, Arthur W. Page Society
- 5:00 P.M. Networking Reception  
(Buckingham/Black Room)

### Friday, May 8

- 7:30 A.M. Networking Breakfast  
(Old Chicago Room)
- 8:30 A.M. *Managing Backlash: When Culture and Politics Collide*  
**Michael I. Fanning**, Vice President - Corporate Affairs,  
Michelin North America, Inc.
- 9:45 A.M. Networking Break
- 10:15 A.M. *Managing a Multi-Pronged Crisis*  
**Michael A. Fernandez**, Vice President - Public Affairs,  
State Farm Insurance
- 11:55 A.M. Wrap-Up and Adjourn

Co-sponsored by



Arthur W. Page

ARTHUR W. PAGE SOCIETY