

8:00 a.m. - 8:30 a.m. **Registration/Breakfast/Exhibitor Showcase (Breakfast Sponsored by Computershare)**

8:30 a.m. - 8:35 a.m. **Welcoming Remarks**
Heather Wietzel, IRC, 2016 IR Workshop Chair

8:35 a.m. - 9:45 a.m. **Crisis: Tales from the Edge, Tips from the Trenches**
A company crisis can take on many forms but by definition, always creates volatility, uncertainty, complexity and ambiguity. Our panel of IR professionals will share their real-world experiences dealing with VUCA during a crisis at a public company, from initial reaction to resolution. Beyond war stories, they'll share key lessons learned and thoughts for navigating those challenges that come (we hope) only once in an IR career.

Panelists:
Leslie Kratcoski, Vice President, Investor Relations, Snap-on Incorporated
Elizabeth Saunders, Partner, Clermont Partners and Founder, Commodore Intelligence
Moderator:
Nancy Hobor, Senior Lecturer, Northwestern University Medill School of Journalism

9:45 a.m. - 10:30 a.m. **Break/Exhibitor Showcase**

10:30 a.m. - 11:45 a.m. **The Speed of Change**
Governance practices are changing deeply and rapidly. As the boardroom's balance of power shifts in favor of investors, smart boards are aggressively adopting new best practices and becoming more transparent than ever. Here's what you need to know as an IRO to effectively partner with your company's corporate secretary and prepare your board for the fast-paced future.

Panelists:
Ken Bertsch, Executive Director, Council of Institutional Investors
John Kelsh, Partner, Sidley Austin LLP
John Wilcox, Chairman, Morrow Sodali
Moderator
Lisa Ciota, Principal, Strategic & Investor Communications

11:45 a.m. - 1:00 p.m. **Luncheon Keynote: The Fed, the VIX and Oil – Is it that Simple? (Sponsored by NYSE)**

R. Keith Bliss, SVP and Director, Sales & Marketing, Cuttone & Co

If only it could be simple to understand the markets. While global forces converge and diverge, can we gain actionable insights by boiling it down to what's happening with the Fed, the VIX and price of oil? Keith Bliss of Cuttone & Co., a frequent commentator on CNBC, Bloomberg and other media outlets, will tap his 30 years of experience in the global financial markets to provide his perspective on the dynamics of today's volatile and complex markets. Bliss' insights will help you clarify trends and navigate these uncertain times.

1:00 p.m. - 1:30 p.m. **Dessert/Exhibitor Showcase**

1:30 p.m. - 2:30 p.m. **The Elephant in the Room**

What does the contentious, divisive tone of elections around the world portend for trade, the regulatory environment, and global and local economies – and will it hurt the ability to get things done in an interconnected and VUCA world? Our panel of experts will explore the potential implications of today's political environment for your company and its investors.

Panelists:

Sean Dilweg, Senior Vice President, Government Relations, MGIC Investment Corporation

Julian Emanuel, Executive Director, US Equity and Derivatives Strategy, UBS

Charles Gabriel, President, Capital Alpha Partners, LLC

Moderator:

Bill Zucker, Partner and Director, Ketchum Public Relations

2:30 p.m. - 3:45 p.m. **Different Strokes – Managing the Varied Needs of the Board, Management and Investors**

In a VUCA world, stakeholders keep changing their expectations of an IRO. Our group of panelists – who bring both senior corporate perspectives and those of Wall Street -- will explain their current expectations to help you satisfy their key demands and enable your company to achieve maximum stock valuation.

Panelists:

Ellen Carnahan, Principal, Machrie Enterprises LLC

Janice Fields, Board Member, Monsanto and Chico's FAS; former President, McDonalds USA

David Grumhaus, SVP and Portfolio Manager, Duff & Phelps

Rick Hans, Executive Vice President and Chief Financial Officer, Fred's, Inc**.**

J. Paul Newsome, Managing Director, Sandler O'Neill & Partners, L.P.

Moderator

Dee Johnson, Investor Relations & Corporate Communications

3:45 p.m. - 4:00 p.m. **Closing Remarks**

4:00 p.m. - 5:30 p.m. **Networking Reception and Prize Drawing (Sponsored by Wells Fargo Shareowner Services)**

End the day with a beverage, appetizers and conversation with your fellow workshop participants. Plus, you could win some great prizes. (Must be present to win.)