The Eleventh Conference on Corporate Communication

Current Issues and Best Practices
A Two-Day Conference for Professionals, Practitioners, and Professors

Generously supported by
Abbott Laboratories and DentsuAmerica, Inc.

Friday, October 10, 2008

7:00 a.m.  Traditional American Breakfast (optional)
            Sorin’s at the Morris Inn

8:00 a.m.  Continental Breakfast
            Room 200 McKenna Hall

8:45 a.m.  Welcome and Introductions
            James S. O’Rourke, University of Notre Dame

9:00 a.m   Developing Communications Professionals: A Career Ladder Approach
            Janet M. Botz
            Chief Communications Officer
            Dow Corning Corporation, Midland, Michigan

10:15 a.m. Break, Upper Level Concourse, McKenna Hall

10:30 a.m. B-to-B Communications: Oxy Today, Where It’s Back to Basics for Success
            Richard S. Kline
            Vice President, Communications and Public Affairs
            Occidental Petroleum Corporation, Los Angeles, California

11:45 a.m. Break, Depart for the Morris Inn

12:00 noon Lunch, The Trustees / Council Room, Morris Inn.

1:15 p.m.  Anatomy of the Corporate Soul
            Carol Cone
            Chairman and Founder
            Cone, Inc., Boston, Massachusetts

2:30 p.m.  Break, Upper Level Concourse, McKenna Hall.
Friday, October 10, 2008

2:45 p.m.  
(Some of) What Your Kids are Looking at on the Web While You’re Not Watching.
John W. Spelich  
Vice President, Corporate Communications  
The Walt Disney Internet Group, Burbank, California

3:45 p.m.  Break, Upper Level, McKenna Hall.

4:00 p.m.  Escape the Reputation Trap: Stop Managing Issues, Start Building Policy Platforms
Thomas G. Mattia  
Senior Vice President, Worldwide Public Affairs and Communications  
The Coca-Cola Company, Atlanta, Georgia

5:00 p.m.  Adjourn.

6:30 p.m.  Motor Coach Departs for LaSalle Grille  
Main Entrance of The Morris Inn

Saturday, October 11, 2008

8:00 a.m.  Continental Breakfast, Upper Level, McKenna Hall

9:00 a.m.  Reputation, beyond
Eva Goutzamani, Doctoral Research Fellow  
Athens University of Business and Economics  
Managing Partner, Reputation Lab Ltd., Athens Greece

9:45 a.m.  Break.

10:00 a.m.  The Enlightened Corporation: Communicating in an Era of Eroding Trust
Debra Charlesworth  
Former Director, Public Relations & Communication  
Genentech, Inc., South San Francisco, California

11:00 a.m.  Break.

11:15 a.m.  The PR Multiplier: Fact, Myth, or What?
Don W. Stacks, Ph.D.  
Professor of Public Relations and Advertising  
University of Miami, Miami, Florida

12:00 noon  Concluding remarks, adjourn