

## Sharpening Your Competitive Edge... *When the Game Has Changed*

NIRI-CHICAGO / 2010-2011 Event Series



# Priceless – How to Protect and Strengthen Your Company's Reputation

**October 7, 2010**

7:30 a.m. Registration

8:00 a.m. Continental Breakfast & Program

Metropolitan Club, 66th Floor, Willis Tower, 233 S. Wacker Drive, Chicago, IL

Reputation is how stakeholders perceive and interpret a company's past actions and future prospects. In study after study, people say they're more likely to buy the products of companies they trust, work for companies they respect, and recommend companies they like. But short of a major crisis like the BP oil spill, how does reputation affect stock valuation? How can IROs address the key non-financial metrics that impact reputation? And as a major voice to investors and other stakeholders, what can you do as an investor relations officer or consultant to protect and strengthen a company's reputation?

### **Panelists:**

**Anthony Johndrow**

**Managing Director, Reputation Institute**

As a partner and managing director, Anthony Johndrow is responsible for RI's North American Advisory practice and leads a team of consultants who help leading companies manage, measure and strengthen relationships with their stakeholders. Johndrow has spent the past 16 years in a combination of brand management, general management and corporate communications roles. After beginning his career with Procter & Gamble, Johndrow founded a dotcom firm during the late '90s and CEO advisory group The Coca-Cola Think Tank in 2000. Johndrow's speeches and articles about leveraging reputation to drive business results and about managing reputation risk include a recent *Forbes* article on [Making Money in the Reputation Economy](#).

**Jeff Zilka**

**General Manager and Executive VP,  
Financial Communications & IR, Edelman**

Jeff Zilka is a strategic financial communicator with more than 25 years of senior-level U.S. and international IR experience. At Edelman, he provides counsel in five areas: strategic transactions, financial services marketing, corporate and financial media relations, financial litigation and investor

relations. In the area of corporate reputation, Edelman annually publishes the global [Edelman Trust Barometer](#) and the [2010 Financial Services U.S. Trust Barometer](#). Before joining Edelman in 2002, Zilka headed U.S. financial communications for Hill & Knowlton, was chief communications officer of Archipelago and served as IR officer for Hilldown Holdings, London. He began his career as an investment banker with PaineWebber and a bond trader with Lehman Brothers. His article, [It's Time: IR Professionals Must Adopt Social Media](#), was published in *NIRI Update* in November 2009.

**J. Paul Newsome, CFA**

**Managing Director, Equity Research, Sandler O'Neill + Partners, L.P.**

Paul Newsome is Sandler O'Neill's senior insurance analyst. Previously, he was vice president and the senior property-casualty insurance company research analyst at A. G. Edwards and Lehman Brothers. Newsome has worked in or covered the insurance industry for more than 20 years. He holds bachelor's degrees in mathematics and economics from St. Olaf College and a master's degree in economics from Iowa State College.

**Moderator:**

**Lisa Ciota**

**Principal, Strategic & Investor Communications**

Lisa Ciota provides strategic counsel and project management in the areas of financial and investor communications, annual reports, dividend and cash return to shareholders policy, corporate social responsibility, as well as proxy and annual meeting support. Previously, Ciota was director, investor relations at McDonald's Corporation. As the chief financial officer's lead communications specialist, her role ranged from overseeing award-winning annual reports to serving as a member of the capital structure team. Ciota holds an MBA from Northern Illinois University and a bachelor's degree in finance from the University of Illinois. She currently serves as NIRI-Chicago's VP-Programming.