



May 10, 2004

## Corporate Governance: Implications for the IR/Communications Professional

DENVER, May 10 /PRNewswire/ -- With many high-profile corporate scandals still in the limelight, corporate governance continues to be a hot topic in the press, boardrooms, classrooms, courts, annual shareholder meetings, and the halls of Congress. It is also clear that the issues around governance have the potential to undermine or enhance corporate reputations and stock price.

But what are some of the challenges to public companies and the IR/Communications professional? Should the focus on governance be on performance or compliance? What role should IR/Communications play in the mix? Are IR/Communications professionals stepping-up to the plate by providing greater company transparency? What are some of the best practices for accomplishing greater transparency? What new skills will be required for IR/Communications pros to move into this new space?

For our final program of the season, the Rocky Mountain Chapter of NIRI is pleased to present Mr. Kurt Stocker, a leading communications expert in corporate governance, to discuss the role of IR/Communications in this rapidly changing world. Kurt is a Visiting Lecturer at the Northwestern University's Medill School of Journalism, Integrated Marketing Communications program. He is also the principal in his own communications consulting firm serving large corporations and privately held organizations. He is Chairman of the NYSE Individual Investor Advisory Board, and a member of the newly formed NYSE Board of Executives. He has over 25 years of corporate communications experience with large companies including Continental Bank, United Airlines, Hill & Knowlton and Allstate Insurance Company.

When: Tuesday, May 11, 2004  
11:30 Check-in  
12:00 Noon- 1:15 PM Lunch and Presentation

Where: The Westin Hotel, Tabor Center  
1672 Lawrence Street, Denver

Cost: NIRI members - \$35  
Non-members - \$45

RSVP: A credit card is required to reserve a seat, but you may pay by check or cash at the door. Please fax the attached sheet to 303-451-7567 by Monday May 10, 2004.

CANCELLATION POLICY: Cancellations must be received at least 2 business days prior to the meeting by calling Miriam MacKay at 303-457-2119. Reservations that are not cancelled will be billed. Credit cards on file will be processed for reservations that are not cancelled.

NIRI is a professional association of corporate officers and investor relations consultants responsible for communication among corporate management, the investing public and the financial community. The goal of the NIRI Rocky Mountain Chapter is to advance the profession of investor relations. By providing innovative monthly programs, we seek to create a greater understanding of effective and sound investor relations practices within our membership and to attract new members. We also strive to foster a collegial environment where investor relations practitioners can share their knowledge and experiences. Our objective is to provide an opportunity for participation in Chapter activities that are both enlightening and enjoyable.

For further information on our chapter or upcoming meetings, please visit our web site at [www.rockyniri.org](http://www.rockyniri.org).