



September 2, 2009

Crisis Communications for Investor Relations Professionals: How to Protect Your Company's #1 Asset during a Crisis

DENVER, CO., September 2, 2009 – The Rocky Mountain Chapter of the National Investor Relations Institute (NIRI) announced today that its September 10, 2009 fall kick-off meeting will feature Steve Gray, Principal at Rockford Gray, who will discuss steps that companies can take to prepare for and handle crisis situations. His talk will cover the elements of a successful crisis plan, roles and responsibilities for executing the plan and how to measure one's success in handling critical situations.

Who: Steve Gray, a principal at Rockford Gray, a Denver-based communications firm that provides executive level consulting and coaching on media training and crisis management. Mr. Gray is a graduate of the Newhouse School of Public Communications at Syracuse University with a degree in Journalism and Political Science.

What: An educational luncheon and networking event hosted by the NIRI Rocky Mountain Chapter on the topic of crisis communication. The event will be valuable for investor relations professionals, senior-level managers and corporate communications professionals.

Please click <http://niri.barkerdesign.com/> to register for the meeting.

When: Thursday, September 10, 2009
11:30 AM - Check-in
12:00 - 1:15 PM - Lunch and Presentation

Where: The Denver Athletic Club
1325 Glenarm Place
Denver, CO
303-534-1211

Cost: NIRI Members - \$38
Non-members - \$55

For members who are unable to attend the presentation, it will be available via a link on the home page of the Chapter's Web site (www.rockyniri.org) the following day. The presentation will be captured as a rich media recording courtesy of Boulder-based Catapult PR-IR (www.catapultpr-ir.com). Just click on the link to play back automatically. All that is needed is a Windows Media Player and preferably high-speed Internet access. Please send your feedback to Terri Douglas, Catapult PR-IR at tdouglas@catapultpr-ir.com.

About NIRI and the Rocky Mountain Chapter

With more than 4,300 members in 35 chapters around the country, the National Investor Relations Institute (NIRI) sets the highest standards in education designed to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. The Rocky Mountain Chapter represents most of the major public companies in the Rocky Mountain region with a membership that includes over 100 corporate practitioners, IR consultants and IR-related service providers. The chapter holds regular monthly meetings and special events featuring experts on leading issues affecting publicly traded companies and the investor relations profession. For more information on the Rocky Mountain Chapter, please visit its Website at www.rockyniri.org.

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