

Page Society's 24th Annual Spring Seminar to Provide Critical Insights to Survive and Thrive in the Current Crisis

NEW YORK – March 30, 2009 – [Arthur W. Page Society](#), the leading professional organization for chief communication officers, presents "[Influence in the Midst of Uncertainty](#)" a two-day professional development conference that brings together thought-leaders from business, government and academia to prepare corporate communication officers with the strategies, insights and best practices crucial to surviving and succeeding in today's environment.

The theme for the 2009 Spring Seminar recognizes a range of challenges businesses currently face, from economic turmoil, global tensions, mistrust in institutions and leaders, to the erosion of consumer confidence. The seminar sessions, speakers and topics have been designed to provide communication executives fresh perspective on positioning their organizations to come out of the current crisis.

"CEOs need chief communication officers now more than ever to effectively tell their companies' stories in this volatile economic environment," said Kimberley Goode, Chair of the 2009 Spring Seminar, and Vice President, Communications, Northwestern Mutual. "Recognized thought-leaders will provide valuable and diverse perspectives – tested through experience - to help attendees effectively position their organizations to emerge from this current financial crisis."

The seminar features speakers such as Carlos Gutierrez, former Secretary of the U.S. Department of Commerce and former CEO and Chairman of the Board at Kellogg Company. Howard Gardner, named one of the top five business minds in the world by *The Wall Street Journal*, a leading authority on multiple intelligences, leadership and professional responsibility, will present on what it takes to influence thinking and reshape attitudes in the face of sinking trust and increased speculation. Former Comptroller General of the United States and Head of the U.S. Government Accountability Office (GAO), David Walker, will frame the issues around the financial crisis.

The Spring Seminar will also host round table discussions focusing on some of the most pressing issues that communicators face in these uncertain times. Communication chiefs experienced in a particular topic relating to "Influence in the Midst of Uncertainty" will lead these interactive sessions. Discussion leaders include Nick Ashooh, SVP, Communications for American International Group, Charles Greener, SVP, Communications, Fannie Mae, Perry Yeatman, SVP, Corporate Affairs, Kraft Foods as well as Jon Iwata, SVP, Marketing and Communications, IBM Corporation.

"Influence in the Midst of Uncertainty" will be held April 2-3at the Jumeirah Essex House in New York City. Arthur W. Page Society members and guests are welcome at this annual event. For more information on the Spring Seminar, please visit: www.awpagesociety.com/events/content/seminar_overview/

About the Arthur W. Page Society

The Arthur W. Page Society is a select membership organization composed primarily of the chief communication officers (CCOs) of the world's top multinational corporations, and the CEOs of the world's largest public relations agencies. The organization's members also include academics from the leading business and communications schools. The Page Society is dedicated to strengthening the management policy role of chief communications officers. For more information please visit <http://www.awpagesociety.com>.

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