



SHAREHOLDER ACTIVISM – Could it happen to you?

Thursday, November 20, 2014

11:30 am to 1:00 pm (Registration 11:30, lunch & program 12:00 pm – 1:00 pm)

Loews Minneapolis Hotel, [601 First Avenue North](#), Minneapolis, MN 55403

To register: Write to Jane.Cracraft@businesswire.com

Most companies will never be approached by a Carl Icahn or Bill Ackman. But activism continues to evolve and you need to be prepared. Did you know every day new hedge funds are being created for purpose of activism? Experts will discuss how companies can prepare for pressure from an activist investor.

The crucial questions:

- Who are the activists of today? Is activism becoming more common?
- What key factors can attract an activist to a company?
- Is the size of a company and performance a good defense to keep activists away?
- What are some current activist fund tactics? Is the activist playbook changing?
- What should a company do if an activist approaches? Can you/should you negotiate with them?



Peter J. Ekberg is a Managing Partner of the Minneapolis office of Barnes & Thornburg, focusing on mergers and acquisitions, private company transactions, corporate governance, securities laws, and general corporate counseling. He earned his J.D. from Columbia Law School in 1995, where he was editor-in-chief of the Columbia Journal of Transnational Law and recipient of the Hubert H. Humphrey Fellowship. In 1987, Mr. Ekberg earned his B.S. from the United States Military Academy at West Point. He served as an Army officer Europe, and in combat operations in southwest Asia during Operation Desert Storm.



Steven M. Pantina is a Senior Managing Director with Georgeson and head of Georgeson’s research division. He has a broad array of experience in the field of corporate governance consulting and M&A and regularly provides expert advice and guidance to companies on such topics as shareholder engagement programs, institutional investor voting practices and activism defense preparedness. Steve holds a B.A. from Rider University and a J.D. from Seton Hall University School of Law. He is a member of the American Bar Association.

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PLEASE MAKE YOUR RESERVATION BY NOVEMBER 16, 2014

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\$30 for members. \$45 for all others. Payment at the door, via cash or check only.

Questions? Contact Jane Cracraft at 612-376-7979 or jane.cracraft@businesswire.com