

# THE TESLA STORY

Recent Past, Present and Elon Musk's Vision of the Future

Presented By:



## NOVEMBER 17, 2016

### LOEWS MINNEAPOLIS HOTEL

601 First Ave N • Minneapolis, MN 55403

**11:30 AM – 1:00 PM**

REGISTRATION: 11:30

LUNCH/PROGRAM: Noon – 1:00

**NON-MEMBERS: \$45**

Cash, check or credit card at the door.

### QUESTIONS:

Contact Jane Cracraft at 612-376-7979  
or email [jane.cracraft@businesswire.com](mailto:jane.cracraft@businesswire.com)

**PLEASE RSVP BY:**

## NOVEMBER 14, 2016



**Andrea S. James**

*Investor Relations Associate*  
**TESLA MOTORS**

Join **NIRI TWIN CITIES**, IABC-MN, and Minnesota PRSA to hear Andrea James' take on the convergence of IR, PR, and Marketing, viewed through her experience at Tesla Motors.

#### Join us for a lively discussion!

- Challenges and joys of being an industry disruptor.
- The role of social media in Tesla IR/PR communications.
- Why you shouldn't be driving.
- Why are electric cars becoming more popular?
- How crisis management affects the IR side of communications
- Does solar have a sunny future?
- Incentives & government support – thoughts from the trenches.

**Andrea S. James** is an investor relations associate for Tesla Motors. She was most recently a VP and senior research analyst for Dougherty & Co., a Minneapolis investment bank. Prior to that, Ms. James was a financial journalist for the Washington Business Journal, Bloomberg News London, and the Seattle Post-Intelligencer. Ms. James has enjoyed expert media appearances on CNBC, Bloomberg News, CNN, and Fox Business, and is often in media outlets including Barron's, Investor's Business Daily, the Wall Street Journal, and Bloomberg. She has been professionally profiled by CBS MarketWatch, the Philadelphia Inquirer, and NPR, and most recently appeared in Success Magazine as a executive coach.

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