

Investor Relations in Challenging Times

Come hear fellow IROs reflect on lessons learned during times of crisis and apply their experiences to help you manage day to day and during challenging times.

- When did the storm clouds first appear?
- What scares investors and how to respond quickly?
- How would you do things differently next time?
- How can you apply what you learned in challenging times to the day to day IR role?



NOVEMBER 28TH

LOEWS MINNEAPOLIS HOTEL
601 First Ave N • Minneapolis, MN
55403

11:30 AM – 1:00 PM

REGISTRATION: 11:30

LUNCH/PROGRAM: Noon – 1:00

COST: Members free, 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

PLEASE RSVP BY:

NOVEMBER 21, 2017



John Hulbert

Vice President, Investor Relations

TARGET CORPORATION

John joined Target as a Financial Analyst in 2000. He was named Director, Investor Communications in 2008 and Vice President, Investor Relations in 2014. John is a member of the Board of Directors of the Nicholas Center for Corporate Finance and Investment Banking at the University of Wisconsin School of Business, and a member of the Board of Directors of the MN Council of Economics Education.



Heather Pribyl

Director of Investor Relations

BUFFALO WILD WINGS

Heather Pribyl joined Buffalo Wild Wings, Inc. in 2013 as Director of IR. Responsible for investment communications with the public, analysts and institutional investors, Heather enables two-way communication between “the street” and Buffalo Wild Wings. She is a board member of the NIRI Virtual chapter, and In 2017, Heather was accepted onto NIRI’s Senior Roundtable.



Chris Kettmann

Co-founder and Partner

LINCOLN CHURCHILL ADVISORS

Chris Kettmann’s work includes extensive messaging, crisis management, shareholder activism and market intelligence counsel, incorporating in-depth research and analysis. He was lead investor relations consultant for Transocean throughout the BP oil spill crisis and subsequent activist fight with Icahn Associates.



Brandon Elliott

Executive Vice President – Corp. Dev. & Strategy

NORTHERN OIL AND GAS, INC.

Brandon Elliot, CFA, joined Northern Oil and Gas in January 2013. Prior to Northern, Brandon served as Vice President of Investor Relations of CONSOL Energy, Inc. Brandon brings 12 years as a buy-side analyst & portfolio manager to the investor relations role. Brandon has a B.S. in Psychology from Dartmouth College and is a Chartered Financial Analyst.

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