

## Earnings Call Group Therapy

The delivery of a quarterly earnings call can have a significant impact on the investment community's perception of a company. A successful earnings call requires thoughtful preparation before the call, flawless execution during the call, and appropriate outreach after the call. So how can you ensure your next earnings call leaves the right impression with analysts and investors? Join us for an open and interactive discussion of earnings call do's and don'ts. Come prepared to share your experiences and gather ideas from your peers on how to make your next earnings call best-in-class.



- What should you consider when scheduling your earnings call?
- Which vendors provide the best earnings call experience?
- Should you pre-record your earnings call?
- How should time be allocated during the earnings call?
- How do you measure the success of your earnings call?

### 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

*Payment accepted 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**

**OCT. 26, 2018**



#### Moderator – Bill Seymour

*V.P. of Investor Relations*  
Entegris Corporation

Bill Seymour is V.P. of Investor Relations at Entegris Corporation (ENTG). He has over 20 years of business and global multi-sector Investor Relations experience. Bill has led award winning investor relations teams in the technology, industrials and retail industries. He has extensive experience in M&A, C-Suite transitions, product/technology introductions, investor activism, analyst days, investor story rebranding and crisis communications. Bill's latest corporate role was with Valspar Corporation as Vice President of Investor Relations, Communications and Finance. Prior to that he was V.P. Investor Relations and Finance Operations at Best Buy Corporation. Bill also was global V.P. of Investor Relations at Nokia Corporation and IR Manager at Norwest Corporation. Bill holds a Bachelor of Arts Degree in European History from the University of Puget Sound and a M.B.A. in Finance from the University of St. Thomas.



#### Jeff Goeser

*Head of Investor Relations*  
TD Ameritrade

Jeff is head of Investor Relations at TD Ameritrade. He has over 25 years combined at Ernst & Young, Sprint and TD Ameritrade. Jeff has been with TD Ameritrade for the past 15 years, including 11 years in investor relations, the last 2 years as Head of IR. Jeff was recently named in the "All-America Executive Team 2018" by *Institutional Investor* magazine (11/10/17). Jeff graduated with honors from the University of Notre Dame and is a licensed CPA in Nebraska and Kansas. His broad set of experiences include investor relations, financial planning and analysis, accounting, corporate strategy, competitive intelligence, business process improvement, people development, mergers and acquisitions, audit, activity based costing and balanced scorecard.



#### Justin Horstman

*Investor Relations Manager*  
TCF

Justin J. Horstman is vice president, investor relations manager for TCF Financial Corporation. He joined TCF in 2004 and has over 10 years of experience in investor relations. Prior to joining investor relations, Mr. Horstman held a role in marketing at TCF. Mr. Horstman has served on the board of directors of the National Investor Relations Institute's Twin Cities chapter since 2011. He also served as president of the chapter from 2014 to 2016. Mr. Horstman holds a bachelor's degree from the University of Minnesota, Twin Cities.

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