

## Earnings Call Group Therapy

The delivery of a quarterly earnings call can have significant impact on the investment community's perception of a company. A successful earnings call requires thoughtful preparation before, flawless execution during, and appropriate outreach after the call. So, how can you ensure your next earnings call leaves the right impression? 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?



### Moderator – Olga Guteneva

*Director of Investor Relations*

Xcel Energy

Olga Guteneva is the Director of Investor Relations at Xcel Energy. Prior to joining Xcel in 2016 Olga was IR Manager at Valspar Corporation for three years. Before that she spent eight years as a sell-side equity research analyst covering chemicals at JP Morgan in New York. Olga holds an M.B.A. in Finance from the New York University Stern School of Business

### 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**



### 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.

WE APPRECIATE THE SUPPORT OF THESE GENEROUS SPONSORS:

