



National Investor Relations Institute  
2008 – 09

**Green is the New Black:  
Why Environmental, Social and Governance Issues  
Should Be Part of Your Company's Story in 2009**

**Thursday, January 22, 2009 - 3:00 to 6:00 p.m.**  
(Registration 3:00 p.m.; Program 3:15 – 5:00 p.m.; Cocktail reception 5:00 – 6:00 p.m.)  
**The Center Club**  
650 Town Center Drive  
Costa Mesa, California 92626

Companies expecting to successfully weather today's challenging economy must embrace **Environmental, Social and Governance (ESG)** issues like never before. At the same time, ESG-minded investors are more forcefully presenting their case to lawmakers and companies for greater compliance to, and disclosure of, ESG standards. How are investors evaluating your company's ESG practices? Can shareholder value be created by being more responsible? And, how do you handle the growing number of requests for this information? Hear these experts explain the business case for greater corporate responsibility and learn how to integrate it into your investor communications.

**SPEAKERS:**

**Mike Wallace**  
President, Wallace Partners

Mike will clarify the size and scope of this broad topic, and help you understand and prioritize the most important sustainability criteria. His finance based approach to aligning business objectives with stakeholder demands helps companies demonstrate the business case for being more ESG sensitive.

**Roberto Piccioni**  
Founder, RPC EcoVantage Services  
Instructor of *Ecological Economics* at Dominican University's Green MBA Program

ESG touches many areas within an organization including IR, and effective programs bring all parties together to address the growing demand for sustainability information. While working for several major companies, Roberto helped develop award winning ESG programs and was instrumental in Genentech's recent listing to the Dow Jones Sustainability Index.

**Katharine Cook, CFA, CFP**  
SVP, Sr. Portfolio Manager  
City National Asset Management

ESG investing encompasses a far broader asset base than you might imagine. What do ESG investors look for when screening for potential investments? How can companies and investors work together to achieve mutually beneficial goals? Katherine will discuss these topics and identify current hot button ESG issues .

**Moderator:**  
**David K. Erickson**  
Vice President, Investor Relations  
Edwards Lifesciences Corporation

*Join us for a lively and provocative discussion,  
and continue the dialog with the panelists and  
fellow practitioners over cocktails  
and hors d'oeuvres!*

**Register on the NIRI OC Website:** [www.nirioc.org](http://www.nirioc.org) or <http://www.acteva.com/booking.cfm?bevoid=174436>

**Cost:** **NIRI OC Members:** \$45 - Payment by Check or Credit Card  
**Non-Members:** \$65 – Payment by Check or Credit Card  
(Registration after Friday, January 16, 2009 at 5:00pm: Add \$10)  
**Walk in Registration: Only Exact Change or Check**

**Parking:** Valet Parking is included in registration fee.

**Refunds:** To receive a full refund, cancellations five days prior to event, full refund.

*And, mark your calendar for our upcoming events:*  
**NEXT REGULAR MEETING on Tuesday, February 24, 2009:**  
**Activists at the Gate: Investor Relations, Corporate Governance and the Boardroom**