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NEWS RELEASE

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10:30 - 11:30 a.m. ET / 9:30 - 10:30 a.m. CT

“Building Trust With Employees: A Look at Communications Best Practices”

Moderator – Yolanda Santiago-White, MGAG

Presenters:

Bob Best, Atmos Energy
Mark Hueberger, Memphis Light, Gas & Water
Margaret Watson, Hotlink Communications
Mark Conklin, Chick-fil-A
Ginger Hardage, Southwest Airlines
Darrell Wargo, NiSource

Major Discussion:

Businesses challenges are everywhere, and daily media reports of layoffs, budget cuts, longer hours, and other strategies to yield bottom line results can shake employee loyalty and trust. How do companies communicate a corporate culture of trust and integrity?

How can you build employee trust, loyalty, and productivity while facing issues such as?

- Ethical dilemmas; i.e. Enron/Arthur Andersen fallout
- The volatile energy industry dynamics
- A tenuous economy
- Security issues dependent on the continuation of the "war on terrorism"

Panelists will highlight best practices and strategies

- Perspectives from energy and non-energy corporations
- Perspectives from union and non-union cultures
- Demonstrate corporately applied methods & third party concepts

To register for this live broadcast, contact:

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