

BULLDOG REPORTER PRESENTS A NEW

# PR MANAGEMENT ROUNDTABLE



A ONE-HOUR, BEST-PRACTICES WEBINAR FOR SENIOR PR EXECUTIVES

## Let's Make Money— How to Prove PR's Value to the C-Suite

DATE: Monday, February 25, 2008

Your Presenters:



**Kirk Stewart,**  
Executive  
Vice President,  
APCO Worldwide



**Ken Eudy,**  
CEO,  
Capstrat



**Shelly London,**  
Vice President,  
Chief Communications  
Officer, Trane  
(Formerly American  
Standard Companies)



Moderator:  
**Jon Greer,**  
President,  
MediaBridge



**Kirk Stewart,**  
Executive Vice President,  
APCO Worldwide

**Kirk Stewart**, executive vice president and leader of the corporate communication practice at APCO Worldwide, has 25 years of experience in public relations and public affairs. He plays a leading role in serving APCO's corporate clients and helping broaden and expand its corporate communication practice. In addition, he serves as a member of APCO's regional executive committee. Prior to APCO, he served as global vice president of corporate communications for Nike, Inc. He joined Nike in 1997 after serving as chairman and chief executive of the global public relations firm Manning, Selvage & Lee. During his eight years with Nike, Kirk was responsible for corporate media relations, brand communication, crisis and issue management, internal communication, community affairs, sustainable development and stakeholder engagement. He also co-led the global corporate responsibility team and helped Nike become recognized as a leading corporate citizen.



124 LINDEN STREET  
OAKLAND, CA 94607  
800-959-1059  
[www.bulldogreporter.com](http://www.bulldogreporter.com)



**Ken Eudy,**  
CEO,  
Capstrat

**Ken Eudy** spent six years as a TV news correspondent for stations in Raleigh and Charlotte and six years as a chief political writer for the *Charlotte Observer*. In 1987-1988, he was executive director of the N.C. Democratic Party. From there, Ken went to FGI Marketing, where he was vice president of public relations. One of the founders of Capstrat, Ken now provides communications counsel to a variety of clients, including Blue Cross and Blue Shield of North Carolina, the North Carolina Health and Wellness Trust Fund, RBC Centura and the University of North Carolina. Ken has been ranked among the 20 most influential lobbyists in North Carolina. In 2002, he was inducted into the North Carolina Public Relations Hall of Fame. He also previously taught Writing for the Media as a visiting lecturer at Duke University.



124 LINDEN STREET  
OAKLAND, CA 94607  
800-959-1059  
[www.bulldogreporter.com](http://www.bulldogreporter.com)



**Shelly London,**  
Vice President,  
Chief Communications Officer, Trane  
(Formerly American Standard Companies)

**Shelly London** is vice president and chief communications officer for Trane, a market-leading global manufacturer of heating, ventilating and air conditioning systems and services with expected 2008 revenues of \$7.4 billion, 29,000 employees and 29 manufacturing facilities. Reporting to chairman and CEO Fred Poses, Shelly leads all internal and external communications and is a member of the senior leadership team. Since joining Trane, Shelly has rebuilt the communications function from the ground up, greatly increased the company's positive visibility and developed communications initiatives to help drive productivity improvements. Starting in early 2007, Shelly successfully led communications during a year of change as the company, then known as American Standard Companies, announced plans to separate its three businesses. Before joining American Standard Companies, Shelly worked at AT&T for more than 18 years. In her most recent position, she served as senior vice president of communications for the former \$7 billion global communications joint venture of AT&T and British Telecom. She directed all communications, including advertising, brand management, marketing and web communications, media relations and employee communications.



124 LINDEN STREET  
OAKLAND, CA 94607  
800-959-1059  
[www.bulldogreporter.com](http://www.bulldogreporter.com)

# End of Presentation



124 LINDEN STREET  
OAKLAND, CA 94607  
800- 959-1059  
[www.bulldogreporter.com](http://www.bulldogreporter.com)