

26.07
-.03

70.13
+.54

59.75
-1.12

13.65
-.09

35.24
-1.46

Navigating Turbulent Markets

Canadian Investor
Relations Institute



Institut canadien
des relations
avec les investisseurs

**CIRI's 22ND ANNUAL INVESTOR
RELATIONS CONFERENCE**

Fairmont Empress, Victoria, BC
June 14 - 16, 2009



How Have You Navigated These Turbulent Markets?

"Sometimes the guy on the bow knows more about what's going on up there than you do in the back steering the boat."

Roy Disney, Vice Chairman, The Walt Disney Company

IROs are at the front of the company, facing turbulent markets, skittish investors and analysts in uncharted economic waters. The 2009 Annual Conference from June 14 – 16 in Victoria, BC has been designed to educate every IRO with topical discussions and real, day-to-day tools in order to navigate through this ever-changing environment.

In the multi-faceted role of investor relations, you must know finance, communications, securities law, strategy and marketing. The 2009 Annual Conference Committee has developed a program to touch on each of these areas with experts in their fields. Rich, informative content and an open format where every conference participant has an opportunity to attend ANY session regardless of market cap, sector or experience makes the 2009 Conference a must attend event.

CIRI is adopting the latest in technology. The full Conference program and updates will be available at the push of a button on your BlackBerry – keeping you on track and on time. This adoption of technology continues with electronic presentations – online and available in advance, during and after the Conference. And don't panic if you've missed a Breakout Session, audio archives of all presentations will be available online to registrants following the Conference.

Keeping a vigilant watch on the latest developments in IR products and services can be a daunting task for anyone. The 2009 Exhibitor Showcase will provide a focused centre of information to help you build your knowledge and contact database for useful tips and technology. See the latest in IR products and services that your peers are talking about!

Join hundreds of Investor Relations professionals from across Canada this June in Victoria, BC and help navigate your IR strategy to new heights.

See you there!

Conference Co-chairs

Darren Seed
Director, Investor Relations
Westport Innovations Inc.

Steve Bonin
Director, Investor Relations
BMO Financial Group

Sunday, June 14

7:00 AM **13th Annual Golf Tournament**

9:00 AM **Whale Watching & Culinary Adventure**

12:00 – 5:00 PM **Registration**

2:00 PM **The Evolution of Disclosure**
Sponsored by Marketwire

3:00 PM **Managing Your Reputation in Uncertain Times**
Sponsored by CNW

5:00 PM – 7:00 PM **Reception with Exhibitors and Opening Ceremony**

Monday, June 15

7:00 AM **Registration/Breakfast with Exhibitors**

8:00 AM **Welcome and Opening Remarks**

8:15 AM **A View From the C-Suite**

Recognized as Canada's Outstanding CEO of the Year™ and Canada's Most Respected CEO, **Gwyn Morgan** will talk about his experience in the C-Suite. Gwyn led the creation of EnCana Corporation, one of North America's leading oil and natural gas production companies, with an enterprise value of approximately US \$50-billion. He devoted three decades to building the organization including a merger, which is widely viewed as the most significant transaction in Canadian energy sector history.

9:15 AM **BREAKOUT SESSIONS (select one)**

Option #1 How Should You Be Communicating with Retail Shareholders?

Retail shareholders' knowledge of investing fundamentals varies – from the novice to the expert. Learn how to communicate with investors effectively and efficiently, how to avoid the pitfalls of giving investment advice and identify optimal communication vehicles for the retail investor.

Option #2 Debt Markets Today & Their Impact on the Equity Markets

How are today's unprecedented debt market conditions affecting a company's ability to access equity markets? What do companies need to consider when raising capital today? Hear what is happening on the front lines from leading investment banks. Learn how investors are thinking about debt versus equity and how an IRO can add value in these difficult times.

Option #3 Are You Keeping Up with the Changes in Regulations?

With the regulatory landscape in constant motion it's difficult to stay current on all the changes. This session will allow you to get up to speed on all recently adopted or proposed changes in securities law such as Notice-and-Access, Executive Compensation Disclosure, Corporate Governance, XBRL and IFRS to name a few.

10:15 AM **Break with Exhibitors**

10:45 AM **BREAKOUT SESSIONS (select one)**

Option #1 Corporate Social Responsibility Reporting – A Necessary Cost of Doing Business?

Do investors really care whether your company is a good corporate citizen? Or do earnings come first? If CSR is a material issue, how can it be valued? Can CSR be justified during a recession? Our panel will answer these questions and discuss the role of investor relations in meeting the expectations of all stakeholders.

Option #2 How Do Rating Agencies Work & Are They Effective?

Now more than ever rating agencies are under scrutiny by investors and issuers who rely on ratings published by rating agencies. How do rating agencies arrive at their ratings conclusions? What is changing in the ratings process? How do you effectively manage your relationship with rating agencies? Our panel will discuss ratings effectiveness in today's markets.

ing Turbulent Markets

Option #3 IFRS is Coming. Find Out What You Need to Know!

Close to half of U.K. fund managers said information disclosed under IFRS influenced their investment decisions, while 24% said IFRS had a significant impact on their perception of a company's value. This panel will provide insight on the material impact of converting from Canadian GAAP to IFRS and the role IROs must play during the transition to ensure changes are understood by analysts and investors.

12:00 PM Lunch with Exhibitors

2:00 PM Understand How the Buy-side Makes Investment Decisions in Today's Markets

Learn about the subtle trends and seismic jolts that affect how the buy-side interacts with and places value on public companies. Take a peek inside the minds of portfolio managers and learn:

- what today's investors are focused on;
- the importance of different financial and non-financial measures; and
- the value of IR to the buy-side.

3:00 PM Break with Exhibitors

3:30 PM The Evolution of Media

Do you think business journalism has an impact on your company and the market's perception of your performance? In today's multimedia world, a story is no longer finished once it goes to press. It continues to evolve online and anyone can access it. Make sure you play a role in shaping that story. Come and hear the current thinking from a panel of North America's highly respected business journalists.

5:00 PM Free Time

6:00 PM Reception with Exhibitors

7:30 PM Dinner and Dance

Tuesday, June 16

7:30 AM Breakfast with Exhibitors

8:30 AM The Global Economy

Donald Coxe, a 35-year veteran of the Canadian investment community, will provide his insight into the economic crisis from a North American and global perspective. Don will discuss what challenges lie ahead and his views on navigating through these turbulent markets. As former global portfolio strategist of BMO Financial Group, Don has experience as an advisor, strategist and money manager and has recently established his own independent firm.

9:30 AM BREAKOUT SESSIONS (select one)

Option #1 The Changing Role of the Sell-side Analyst

As the fundamental structure of the capital markets shudder under the weight of the global credit crisis, the role of the various players is shifting as well. Our panel will look at the changing role of the sell-side including:

- changes in the research and rating process with a focus on risk assessment;
- who looks at the research and why;
- how analysts interact with their clients and listed companies; and

- the analyst's relationship with other departments within their companies.

Option #2 IR in a Global Economy

Looking to target investors outside a fatigued North American market? Perhaps reaching outside your backyard is the way to go. Pockets of investors overseas operate as sovereign wealth funds or portfolio managers for privately managed assets where effects of the North American markets have not been as severe. This session will bring industry experts together to provide useful tips for reaching them.

Option #3 What Today's IRO Needs From Suppliers **NEW**

Do you supply products or services to investor relations professionals? If so, don't miss this session. A panel of seasoned IROs – from small and large cap – will talk about their IR strategies, their budgets and the challenges they face. Identify how you can best meet the needs of your target audience and grow your business.

10:45 AM Break with Exhibitors

11:15 AM BREAKOUT SESSIONS (select one)

Option #1 Is Your Stock Volatility Off the Chart?

With stock market volatility at its peak, find out from an industry insider how recent market dynamics can impact your share price! This session offers an inside view from a capital markets expert on trading strategies, trends and other factors that influence your share price and ultimately your day-to-day activities.

Option #2 Guidance on Guidance

In the face of heightened plain, true, clear disclosure demands, IROs are viewing communication as a means of improving the real P/E ratio — not price-to-earnings but *Performance-to-Expectations*. They understand that effective and consistent communication can help calibrate perceptions with reality and close the gap that could otherwise cause investor unrest.

12:30 PM Canada's Shortcomings in the New Global Economy

As Canadian IR professionals, it is important for us to understand where the companies we represent fit into the global landscape. Join us for a thought provoking discussion with **Andrea Mandel-Campbell**, veteran journalist and author of "Why Mexicans Don't Drink Molson" as she discusses Canada's place in the global economy and what Canadian companies need to do to be successful in the global economy.

2:30 PM Is Your Company Prepared for a Financial Crisis?

What role does the IRO play when their company faces a financial crisis? How do you balance the competing interest of shareholders, debtholders and banks? What is the best way to communicate with distressed investors? Learn the value of a dual pronged IR-communications strategy to ensure all stakeholders are engaged when your company faces a financial crisis.

3:30 PM Closing Reception

Please refer to the [Conference website](#) for speaker details.

Sessions subject to change.

To Register

Register online today at www.ciri.org/events/conference2009.

Fees

CIRI Member: \$990 + \$49.50 GST = \$1,039.50

Non-Member: \$1,300 + \$65 GST = \$1,365.00

Not a member? Go to www.ciri.org to sign up and save \$325.50 on your conference registration!

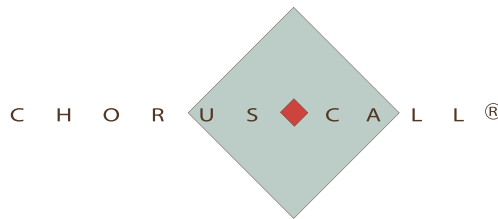
Hotel Registration

CIRI has arranged rooms at the Fairmont Empress at a special rate of \$249 single/double occupancy plus applicable taxes (rate is guaranteed until May 12, 2009). Reserve your room online at www.ciri.org/events/conference2009.

For full conference registration, cancellation and hotel details, please see the CIRI Annual Conference website at www.ciri.org/events/conference2009.

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Activities

Stay active while you network at the annual golf tournament, search for whales or wander the streets of historical Victoria on a culinary adventure. For more details, visit our site at www.ciri.org/events/conference2009.

Keeping You Connected

Conference Program and Speaker Information — A downloadable, interactive program for your PDA will keep you on track and on time at the conference.

Speaker Handouts — Before, during and after the conference registrants can access and download speaker presentations from the conference website.

Archived Audio Webcasts — All sessions will be archived as webcasts that registrants can listen to later.

Recruit a Friend and Save!

CIRI members who recruit a friend to membership in CIRI will receive \$200 off their 2009 Annual Conference registration. Call CIRI for more information.

National Strategic Partners



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