

Expense Disclosure Reporting Form

Name: Ron Helmhold, Chief Financial Officer

For the Period: April 2013

Travel, Seminars/Conference and Associated Expenditures

Date of expense	Destination	Purpose	Airfare	Other Transportation	Accommodation	Meals (includes per diem allowances)	Seminar / Conference / Registration fees	Total
1	24-Apr-13	Edmonton					\$65.00	\$65.00
2								\$0.00
3								\$0.00
4								\$0.00
5								\$0.00
6								\$0.00
7								\$0.00
8								\$0.00
9								\$0.00
10								\$0.00
Travel Related								\$65.00

Notes

Non-travel related Expenditures (Business meals, etc...)

Dates	Purpose	Expense Category	Total
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
Non-Travel Related			\$0.00

Notes

Total claimed for reporting period: \$65.00



Reputations at Risk: The Role of the Board

Institute of Corporate Directors, Edmonton Chapter

Breakfast Session – Wednesday, April 24, 2013

Reputation is one of a company's most important assets, yet the risks that threaten it have historically been overlooked in the boardroom. This is changing, for the better. Recent surveys of corporate directors suggest that they now rate reputational risk as one of the most prominent risks faced by companies today.

Organizations with a reputational risk management plan in place are far more resilient in times of crisis. Still, companies seldom address issues involving corporate reputation unless they have already surfaced and pose a threat to the organization. Instead of waiting for a crisis to happen, boards can strengthen their position by working with management to develop a strategy to mitigate risks and build reputational equity.

A panel will address some of the following challenges and issues:

- Defining and mitigating reputation risk;
- The role of the board in the management of a company's reputation;
- Integrating reputation risk management into the business and board structure;
- The "before and after" of reputation risk management vs crisis management
- Effective board processes and communications

Moderator:

- **Josh Pekarsky**, President, Longview Communications

Panel

- **Tracey C. Ball**, FCA, ICD.D, Executive Vice President and Chief Financial Officer, Canadian Western Bank
- **Jim Dinning**, ICD.D, Chair, Liquor Stores N.A. Ltd
- **Guy R. Kerr**, President & CEO, Workers' Compensation Board, Alberta

Date
Wednesday, April 24, 2013

Time
Breakfast – 7:00 a.m.
Session - 7:15 a.m. to 9:00 a.m.

Location
Mayfair Golf and Country Club
9450 Groat Road

Cost for Members - \$65.00

Non-Members - \$95.00

Registration - Register online at www.icd.ca

CEU's – This event is worth 2 continuing education credits

CHAPTER EXECUTIVE

Alex McPherson, MD, PhD, ICD.D (Chair)
Tracey C. Ball, FCA, ICD.D
Naseem Bashir, P.Eng., ICD.D
Barry James, FCA, ICD.D (Treasurer)
Maureen McCaw, ICD.D
J. David McInnes, ICD.D
Ralph W. Peterson, CA, ICD.D
Merwan N. Saher, FCA
Laura M. Schuler, BA, LLB, LLM, ICD.D
Hon. Marguerite J. Trussler, ICD.D

CHAPTER ADVISORY

Frank P. Layton, Q.C. (Chair)
J. Lynn Adams, ICD.D
Mary Cameron
Dennis Erker, CLU, ICD.D
Brian R. Heidecker, ICD.D
Don Lowry
Hon. A. Anne McLellan, P.C., O.C.
Michael H. Ross, CMA, CMC, CHRP
ICD.D
Ron P. Triffo, P.Eng.
Sheila C. Weatherill, C.M.
Peter D. Watson, M.Sc., ICD.D
Neil R. Wilkinson

CHAPTER ADMINISTRATOR

Lori Trudgeon

ICD NATIONAL OFFICE

602-40 University Avenue, Toronto, ON, Canada M5J 1T1

Tel: 416-593-7741 or 1-877-593-7741

Fax: 416-593-0636

www.icd.ca