

# A YEAR OF AUTHENTICITY

**THE ARTHUR W. PAGE SOCIETY 2007 ANNUAL REPORT**

*Arthur W. Page*

ARTHUR W. PAGE SOCIETY

Arthur W. Page

ARTHUR W. PAGE SOCIETY

## **VISION**

The Arthur W. Page Society is committed to the belief that public relations as a function of executive management is central to the success of the corporation. The membership of the Society will embrace those individuals who epitomize the highest standards of public relations practice, as exemplified by the Page Principles.

## **MISSION**

To strengthen the management policy role of the corporate public relations officer by providing a continuous learning forum and by emphasizing the highest professional standards.

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ARTHUR W. PAGE SOCIETY

## LETTER FROM THE EXECUTIVE DIRECTOR



Dear Page Society Members,

On behalf of the Arthur W. Page Society and outgoing President Roger Bolton, I would like to thank our Board of Directors and each of our members for their many and significant efforts

in 2007 to further the mission of our organization. It was an important year for the Page Society in a number of ways.

We made significant strides in building our membership and also in delivering value to members. These two areas have always been of utmost importance. Our efforts to target and recruit new members from leading global corporations paid off, with membership increasing from 333 to 361. We took important steps to improve the year-round member experience by offering new and innovative ways for our members to be engaged. We worked to enhance the value of our flagship events, the Spring Seminar and the Annual Conference, both of which set new standards for quality. We continued to organize and host our popular regional networking events and Page One teleconferences. We also launched a new blog on our website as a forum for our members and other corporate communications professionals to dialogue and exchange views about hot topics in the profession.

In 2007, we also worked to have a greater impact on other key constituencies – most particularly other C-suite executives and future chief communications executives. All of our efforts were in support of our mission to advance the management policy making role of the Chief Communications Officer.

One of our most notable achievements was the delivery of a highly anticipated white paper entitled *The Authentic Enterprise*, which examines the rapidly changing role of the Chief Communications Officer in a radically changed business environment driven by globalization, technology in the digital networking revolution, and the rise of stakeholder empowerment. The initial interest shown in the report is exciting and encouraging; it clearly demonstrates the thought leadership of the Arthur W. Page Society within the C-suite. I look forward to the continuation of this discussion in 2008.

The year ahead promises to bring new opportunities and challenges for our organization. I am both honored and delighted to help take the Arthur W. Page Society to the next level. With the active engagement of our members and under the dedicated direction of our Board of Directors, I am confident that we will continue to grow and deliver value to the profession.

Sincerely,

Tom Nicholson  
Executive Director

## THE YEAR IN REVIEW

The Arthur W. Page Society made impressive strides in 2007 toward its goal of delivering year-round value to its members and continuing its mission to strengthen the role of the Chief Communications Officer.

### Summit Promotes Public Diplomacy

The year got off to an energetic start on January 10 with the first ever Private Sector Summit on Public Diplomacy at the U.S. Department of State. More than 150 private and public sector participants attended the summit, including 42 representatives of the Page Society.

Discussions throughout the day focused on the role that American companies play in cultivating broader global understanding of American culture and values through their employees and relationships with customers, governments, citizens and non-governmental organizations abroad.

The summit resulted in the identification of 11 recommendations for greater private sector involvement and support for U.S. diplomacy.



*Secretary of State Condoleezza Rice and Deputy Under Secretary Dina Powell hosted the Private Sector Summit on Public Diplomacy.*

The recommendations grew out of four breakout sessions, each of which was chaired by a member of the Page Society: Marilyn Laurie, Dick Martin, Michael Goodman and Roger Bolton.

The Arthur W. Page Society was a major participant in the summit through its role in the PR Coalition, which is chaired by James E. Murphy, a former president of the Page Society. According to Murphy, the event was the most ambitious and significant effort to date by the PR Coalition. "The public-private partnership that we have forged with the State Department can make a huge difference in how the world views this country."

The final report of the summit is available on the Page Society website in the Resources section.

### Spring Seminar Focuses on Corporate Trust and Responsibility

The Arthur W. Page Society's 22nd Spring Seminar, offered in association with the World Economic Forum Global Corporate Citizenship Initiative, broke attendance records with nearly 300 participants. The event took place on April 12-13 at the Millennium Broadway Hotel in New York City.

With the theme of "Prove It with Action: The Case for Improving Business Performance by Improving Society," the seminar provided some broad, bold and fresh perspectives on the issue of corporate trust and responsibility.

The program included presentations and panel discussions by many sought-after speakers, including business executives, leaders of global non-governmental organizations, leading corporate communications professionals, academics and other thought leaders on corporate social responsibility.

The keynote speaker was Art Ryan, Chairman and CEO of Prudential Financial, Inc. He delivered a passionate presentation from the perspective of a successful business leader with a long time commitment to social issues, both personally and on behalf of the corporations he has served. His belief is that companies and the people within them can make a tremendous impact on improving societal issues. “We can really make a difference,” he said. “The skills that you and I use every day in our business can be applied to solve problems in our communities and around the world.”

For more than 25 years, Ryan has served as a supporter and a champion of public education. He reported seeing “encouraging progress,” but said that much work remains to be done. Years ago, he believed that providing funding was the major key to improvement, but today he advocates businesses becoming actively engaged in supporting the schools. “The new era of community investment isn't about leaving a check,” he said. “It is about using the talent and skills in your organization to solve a social problem.”

Among the other speakers were Jean-Pierre Rosso, Chairman, Centre for Global Industries, World Economic Forum; Mike McCurry, Partner at Public Strategies Washington, Inc. and former Press Secretary to President Bill Clinton; Marc Gunther, Senior Writer, *Fortune Magazine*; Ron Insana, Senior Analyst, CNBC; Bill George, Professor, Harvard Business School, author of *True North: Discover Your Authentic Leadership*, and former Chairman and CEO of Medtronic; and senior-level representatives of Amnesty International USA, Environmental Defense and Greenpeace US.

The 2007 Spring Seminar was chaired by Ray Kotcher and co-chaired by Bob DeFillippo.

### Case Study Competition Helps Build the Body of Knowledge

A case study probing Google's ethical censorship dilemma was awarded the Grand Prize in the Arthur W. Page Society's 2007 Case Study



*Prudential Financial Chairman and CEO Art Ryan discussed the corporate and personal rewards of community investment.*

Competition, which was co-sponsored by the Page Society and the Institute for Public Relations.

Brynn Harris and Allison Ogilvy, students at the Mendoza College of Business, University of Notre Dame, earned recognition for best overall submission for their case entitled “Google: Entrance into the Chinese Market and Government Censorship.” The case examines cutting edge business issues raised by the apparent conflict between Google's corporate “Don't be evil” policy and its cooperation with the Chinese government in allowing search censorship.

Harris and Ogilvy each received an engraved pewter Jefferson Cup and a joint award of \$5,000. Their faculty advisor, James Scofield O'Rourke, IV, Ph.D., was also honored with a \$1,500 award.

In addition to the Grand Prize winner, students from the University of Notre Dame-Mendoza School of Business and the University of North Carolina at Chapel Hill were awarded cash prizes in the two categories of submissions - business schools and communication/journalism schools. Now in its sixth year, the Case Study Competition is designed to increase awareness among students at accredited schools of business, communication and journalism about the value of public relations



as a critical function of corporate management. The objective is to help future business leaders understand various communications and reputation management issues that will confront them in their careers and to encourage research that contributes to the profession's knowledge base.

The entries in the competition were evaluated on the basis of the case study's relevance and timeliness, the significance of the business problem addressed and how effectively it used the seven Page Principles, which the Page Society embraces as the core principles that guide the actions of public relations practitioners.



*Grand prize winner Brynn Harris (second from right) and her advisor James Scofield O'Rourke, IV, Ph.D. (second from left) were recognized at the gala dinner of the Spring Seminar. Presenting their awards were Page Society President Roger Bolton (left) and Frank Oviatt, President & CEO, Institute for Public Relations (right).*

According to Page Society President Roger Bolton, "The Case Study competition identifies and rewards outstanding research that contributes to the profession's knowledge base. I want to congratulate all the winners and thank them for helping other students understand the importance of managing corporations with a keen focus on the public interest."

Copies of the winning case studies, teaching notes and presentation materials are available on the Page Society's website in the Resources section.

### New Executive Director Named

Another important development that took place during the spring was the appointment of Thomas P. Nicholson as Executive Director of the Arthur W. Page Society. The Board of Directors introduced Nicholson to the membership at the Spring Seminar.

Nicholson is a seasoned communications executive with broad management experience. He was previously Vice President, Public Relations and Communications, for HSBC North America, one of the top ten financial services companies in the U.S.

He also served in a number of progressively responsible leadership roles for Sears Roebuck & Co. including Director of Public Relations for all retail formats. He also has public relations agency experience with both large and small organizations, including founding the public relations practice of an Inc. 500 Fastest Growing company. The earlier years of his career include journalism work in radio, television and print media.

In addition to his communication experience, he was most recently Vice President and General Manager for two divisions of Avery Weigh-Tronix, LLC, one of the largest international manufacturers and sellers of industrial and retail weighing systems.

Nicholson earned a B.S. degree in journalism from Bradley University in Peoria, IL.

According to Page Society President Roger Bolton, "Tom Nicholson brings broad experience in public relations, having worked as a journalist, an agency counselor and a corporate communications executive, and he has been a successful business operating executive. His strategic insight and leadership capabilities make him the right person to help lift the Arthur W. Page Society to the next level, as we focus on advancing the management policy role of the chief public relations officer by working with other C-suite organizations."

### Regional Meetings Encourage Networking

One of the benefits of membership in the Arthur W. Page Society is the opportunity to network with other senior corporate communications and public relations executives who represent a wide spectrum of industries. Several times a year, regional events are organized to give members and their guests the opportunity to network with one another and enjoy dynamic speakers.

More than 50 Page Society members and guests attended the year's first regional networking event, held on February 21 at the Harvard Club in New York City. Following a cocktail reception and dinner, a lively panel discussion was held on the topic of "Advertising and Public Relations today - What's the difference in the digital world?" The panel included Page Society member Richard Edelman, President and CEO of Edelman, the world's largest independent public relations firm and Tim Pollak, an advertising and marketing strategy expert who was formerly the President and CEO of Young & Rubicam's flagship New York office and Y&R's Vice Chairman, Director of Worldwide Client Services. Pollak is currently a principal in two consultancies, Reason Inc. and Sagaponack Associates Inc., and a columnist for *Forbes* magazine. The panel was moderated by Jonah Bloom, editor of *Advertising Age* magazine.

Another group of more than 50 members and guests participated in a networking event in August which was held at the Peninsula Hotel in Chicago. The keynote speaker for this meeting was Pulitzer prize winning journalist Clarence Page. Page is a nationally syndicated columnist who is also a panelist on The McLaughlin Group, a regular contributor of essays to NewsHour with Jim Lehrer, and a host of several documentaries on the Public Broadcasting System. Page talked about the evolution and challenges of traditional media, but said he's still "very excited to be in the newspaper business, even though it is facing 'interesting times'."



*Pulitzer prize winner Clarence Page discussed the future of media at the Chicago networking meeting.*

### White Paper on Authenticity Released

One of the Page Society's most significant accomplishments of the year was the release of a new white paper, entitled *The Authentic Enterprise*, and the original CEO research which supports it. The report culminates nearly two years of work by the Page Mission Task Force, co-chaired by Valerie Di Maria and Jon Iwata.

The white paper describes the rapidly changing role of the Chief Communications Officer in a radically changed business environment driven by globalization, technology in the digital networking revolution, and stakeholder empowerment and proliferation. It also examines the role of the Chief Communications Officer in helping companies define and instill values, build and manage multiple stakeholder relations, enable the enterprise with new media skills and tools, and build and manage trust. The CEO research report provides the results of a survey of corporate CEOs on their perceptions and expectations



of the Chief Communications Officer's changing role in the corporation.

The findings and recommendations presented in the report have stimulated a great deal of dialogue, not only inside the Page Society, but also across the public relations profession and even more broadly in the business environment. In addition to media coverage about the report, the Page Society continues to receive orders for printed copies of the publication and requests for presentations from outside organizations.

The full report and a summary version are available on the Page Society's website in the Resource section.

### Page One Teleconferences Address Current Issues

Again in 2007, the Page Society offered a series of hour-long teleconferences for its members and guests. Page One teleconferences are intended to provide fast and easy discussion forums on subjects of current interest. They feature a moderator and guest experts who provide background, insights, and advice about how corporate communications professionals can effectively manage when facing rapidly changing circumstances in often highly charged environments. Participants are invited to engage in a two-way dialogue with the panel and moderator.

The first Page One teleconference took place in April and addressed the proposed buyout of TXU Corporation. Under a \$45 billion buyout proposal by a team of private equity firms, TXU Corporation, a Texas utility that had long been a target of environmental groups, announced withdrawal of plans to build 8 of 11 coal plants and a new commitment to a broad menu of environmental measures. The deal represented an unusual pact between the buyers and two prominent environmental groups and has generated a flurry of media attention. In a *New York Times* article, a former TXU critic called the plan "a turning point in the fight against global warming." The Page One teleconference focused on the critical role of the corporate communications

team in managing the expectations of multiple stakeholders with opposing view points.

Two additional Page One teleconferences held later in the year focused on the topics addressed in the Page Society's new white paper, *The Authentic Enterprise*.

Page One teleconferences are planned and moderated by Tom Kowaleski.

### Blog Launched to Drive Online Dialogue

Among the improvements made to the Page Society's website was the creation of a blog that allows members and visitors to exchange views on current topics of interest. Launched in the fourth quarter, participants on the blog initially focused on topics related to *The Authentic Enterprise* white paper.

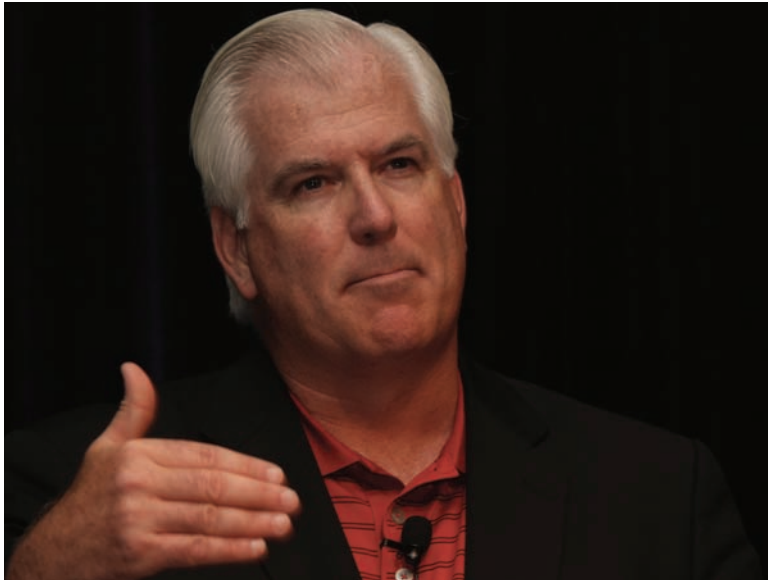
The blog is accessible from the home page of the Page Society's website.

### Annual Conference Looks to the Future

With the theme of "Manage for Tomorrow: Corporate Communications in a Changing World," the Arthur W. Page Society's 24th Annual Conference took place September 16-18 at the elegant Ritz-Carlton Laguna Niguel, located in Dana Point, CA. The event brought together nationally and internationally recognized thought leaders to examine the future of the profession in light of the changes in the global business environment, particularly globalization, the digital network revolution and the impact of stakeholder empowerment on corporations.

The first keynote speaker was Miles D. White, Chairman of the Board and Chief Executive Officer, Abbott Laboratories. His presentation, entitled "Guerillas in the Mist - Winning the War for Reputation," largely addressed the issues presented in the Page Society's new white paper, *The Authentic Enterprise*.

White said that business today is in an "an acute and high stakes battle for identity." He called it an



*Abbott Chairman and CEO said the ultimate goal of the Chief Communications officer is to advance the company's mission and to protect its identity.*

“all-out war for reputation” and added, “It is a war that we have to win.” In discussing the role of the Chief Communications Officer, he said, “You are the CEO's right hand in doing battle.”

He said the ultimate goal of the Chief Communications Officer is to advance the company's mission and to protect its identity. He said that he's looking to the Chief Communications Officer to anticipate and monitor issues well in advance of when they explode in the public domain. “We, as CEOs, are counting on you to be much more anticipatory than ever before.”

Other keynote speakers were Beth Comstock, President of Integrated Media for NBC Universal; Michael C. Hyter, President & CEO, Novations Group, Inc.; and the highly energetic author, editor and celebrity Tina Brown.

A number of highly interactive panels focused on key themes during the conference. In the first panel, the impact of the globalization of business was discussed from three vantage points: the impact of China and India, tapping into the “Bottom of the Pyramid,” and the outsourcing

of public relations. Introducing and moderating the panel was Kirk Stewart, Executive Vice President-Corporate Communications Practice, APCO Worldwide. The panelists were Dr. Kenneth Lieberthal, William Davidson Professor of Business Administration at the Ross School of Business at the University of Michigan and Senior Fellow in Foreign Policy Studies at the Brookings Institution; Geoff Davis, President and CEO of Unitus, Inc.; and Debjani Deb, Co-Founder and Managing Partner of EmPower Research, LLC.

A second panel addressed how media is adapting to the digital revolution and the implications for communications professionals.

Moderating the panel was Larry Parnell, Partner, Beacon Advisors, Inc. Panelists included Sue Gardner, Consultant and Special Advisor, Wikimedia Foundation; Mitch Gelman, Senior Vice President and Senior Executive Producer, CNN.com; Jon Iwata, Senior Vice President - Communications, IBM; and Phil Rosenthal, Media Columnist, *Chicago Tribune*.

The rise of social networking and its impact on business were addressed by another panel. The panelists discussed how the Internet has spawned a new and powerful form of networking via online communities. Moderating the panel was Jonathan Taplin, Digital Media Consultant and Adjunct Professor, Annenberg School of Communication, University of Southern California. Serving on the panel were Lee Aase, Manager, National Media Relations, Research Communications and New Media, Mayo Clinic; Jeff Berman, Senior Vice President for Public Affairs and General Manager of Video at MySpace.com; and Adam Brown, Director, Digital Communications, The Coca-Cola Company.

The final panel, entitled “The Public Voice,” explored the increase in stakeholder empowerment and featured a panel of influential California activists. Moderating the panel was Dr. Diane Osgood, Vice President, CSR Strategy, Business for Social Responsibility (BSR). The panelists were Tom Adams, President, California League of Conservation Voters; William Sherwood-McGrew, Portfolio Manager Corporate Governance, California Public Employees' Retirement System (CalPERS); Wendy Lazarus, Founder and Co-President of The Children's Partnership; and Harvey Rosenfield, consumer advocate and founder, The Foundation for Taxpayer and Consumer Rights.

The Annual Conference was chaired by Peter Debreceeny and co-chaired by Helen Ostrowski.

### **New President Elected at Annual Meeting**

The Arthur W. Page Society elected Maril MacDonald as its new President at the 24th Annual Conference. MacDonald is the CEO of Gagen MacDonald in Chicago and has been a Page board member since 1994 when she was Vice President Corporate Communications for Navistar International Transportation Corporation. The committee also recommended the slate of candidates for the Board of Trustees Class of 2010, which was approved by the membership. The following are renewing trustees:

Paul A. Argenti, Tuck School of Business at Dartmouth  
Gregory Elliott, International Truck and Engine Corporation  
Kimberley Crews Goode, Visteon Corporation  
Harvey W. Greisman, MasterCard Worldwide  
Aedhmar Hynes, Text 100  
Raymond L. Kotcher, Ketchum  
William G. Margaritis, FedEx Corporation  
Anne M. McCarthy, Western Union  
James E. Murphy, Murphy & Co.

The new trustees are:

Robert De Fillippo, Prudential Financial, Inc.  
Jessica Stoltenberg, Merck & Co.

Other trustees who will continue their service on the board in 2008 are:

Catherine V. Babington  
Ann H. Barkelew  
Roger Bolton  
Angela A. Buonocore  
Paul Capelli  
Peter D. Debreceeny  
Valerie Di Maria  
Matthew P. Gonring  
Nancy A. Hobor  
Jon C. Iwata  
Richard D. Jernstedt  
Thomas J. Kowaleski  
Margery Kraus  
Maril Gagen MacDonald  
Thomas R. Martin  
W.D (Bill) Nielsen  
James Scofield O'Rourke IV, Ph.D.  
Helen Ostrowski  
Kenneth B. Sternad  
Donald K. Wright, Ph.D.

### **Outstanding Achievements Honored**

The Arthur W. Page Society presented two prestigious awards at a special ceremony held during the Annual Conference: The Hall of Fame Award and the Distinguished Service Award.

Steven J. Harris, Vice President of Global Communications, General Motors, was honored with the 2007 Hall of Fame Award. “Steve Harris truly exemplifies the indispensable counselor to the CEO,” said Page Society President Roger Bolton. He called Harris “one of the most admired members of our field.”

Created in 1984, the Hall of Fame Award is the Page Society's highest recognition and is awarded annually to a leading senior level communications executive for career achievement and outstanding contributions to the profession which help advance the role of the Chief Communications Officer. Recipients are also lauded for involvement and leadership in their local communities.

Harris has spent more than 40 years in communications, the vast majority of it with U.S. auto manufacturers. In his current capacity as head of global communications at General Motors, he leads a team of nearly 600 professionals who provide a wide variety of communications services to GM's 280,000 employees and support for GM's operations and brands in 12,000 communities and 200 countries around the globe.

Harris was named *Automotive News*' "All Star" for automotive public relations eight times, most recently in 2007. In 2002, he was inducted into the Detroit Chapter of PRSA's Hall of Fame.

Harris has served on the boards of the Arthur W. Page Society, The Seminar, the Institute for Public Relations, the Foundation for American Communications and the University of Southern California Annenberg Center for Strategic Public Relations.

The 2007 Distinguished Service Award was given to Donald K. Wright, Ph.D., Professor of Public Relations at Boston University's College of Communication.

The annual Distinguished Service Award recognizes an individual who has helped to strengthen the role of public relations in our society through service that builds and nurtures the profession.

Dr. Wright is an internationally known professor, author, speaker, researcher, advisor, and corporate communications consultant. In addition to



*President Roger Bolton (middle) poses with Steven J. Harris (left), the 2007 Hall of Fame Award winner, and Donald K. Wright, Ph.D. (right), the 2007 Distinguished Service Award winner.*

teaching, conducting scholarly and applied research, and lecturing in 28 countries on five continents, Dr. Wright has worked full-time in corporate, agency and university public relations, and has been a corporate communications consultant for three decades. He also has been a daily newspaper reporter, weekly newspaper editor and a broadcast journalist.

Dr. Wright has been a member of the Board of Trustees of the Arthur W. Page Society since 1989. He has also enjoyed a long-time board association with the Institute for Public Relations. He brought the Page Society and the Institute together as co-sponsors of the highly successful, 15 year-old Public Relations Executive Forum, an annual training and development seminar program for high potential, corporate communications and public relations executives. He also directs the annual Public Relations Leadership Forum, a joint venture of the Page Society, the Institute and the Council of Public Relations Firms.

Dr. Wright is the immediate past chair of the Institute's Commission on Public Relations Measurement and Evaluation, a former chair of the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC), a founder



of the Education Academy of the Public Relations Society of America (PRSA) and a former National Advisor of the Public Relations Student Society of America (PRSSA).

Dr. Wright is one of the world's most published public relations scholars, having authored nearly 200 articles, monographs, book chapters and conference presentations. His counsel is often sought in the areas of responsibility and ethics, professional training and development and research, measurement and evaluation.

President Roger Bolton called Dr. Wright “one of the most selfless and modest, yet effective leaders among us.”

### **Program Develops Future Leaders**

The Arthur W. Page Society and the Institute for Public Relations have a long history of partnering to provide unique professional development opportunities for future leaders in corporate communications and public relations. The highly successful Public Relations Executive Forum, now in its 15th year, was held during May in Chicago. In June, the Page Society and the Institute teamed up again to present the Summit on Corporate Communications, which was held in Boston. These unique programs provided superb professional development training and networking opportunities for upwardly mobile corporate communications and agency professionals.





ARTHUR W. PAGE SOCIETY

**ARTHUR W. PAGE SOCIETY, INC.  
FINANCIAL STATEMENTS AND  
INDEPENDENT AUDITOR'S REPORT  
DECEMBER 31, 2007 AND 2006**



ARTHUR W. PAGE SOCIETY

## INDEPENDENT AUDITOR'S REPORT

### **Kattell and Company, P.L.**

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Gainesville, Florida 32606  
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FAX: 352-395-6636  
www.kattell.com

To the Board of Directors,  
Arthur W. Page Society

We have audited the accompanying statements of financial position of the Arthur W. Page Society, Inc. (the Society) as of December 31, 2007 and 2006, and the related statements of activities, functional expenses and cash flows for the years then ended. These financial statements are the responsibility of the Society's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to

obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Arthur W. Page Society, Inc. as of December 31, 2007 and 2006 and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Kattell and Company P.L.  
June 11, 2008  
Gainesville, Florida

**STATEMENTS OF FINANCIAL POSITION  
DECEMBER 31, 2007 AND 2006  
ARTHUR W. PAGE SOCIETY, INC.**

	<b>2007</b>	<b>2006</b>
<b>Assets</b>		
Current Assets:		
Cash:		
Checking	\$ 214	\$ 45,166
Money Market	<u>143,193</u>	<u>85,659</u>
Total Cash	143,407	130,825
Receivables	4,813	37,684
Prepayments	7,000	18,000
Investments	591,811	795,142
Book Inventory – Building Trust	---	<u>20,000</u>
Total Current Assets	747,031	1,001,651
Fixed Assets:		
Office Equipment	24,719	21,623
Accumulated Depreciation	<u>(11,121)</u>	<u>(6,487)</u>
Net Fixed Assets	13,598	15,136
Security Deposit	<u>30,108</u>	<u>29,660</u>
<b>Total Assets</b>	<b>\$790,737</b>	<b>\$1,046,447</b>
<b>Liabilities and Net Assets</b>		
Liabilities:		
Accounts Payable	\$ 4,225	\$ 10,873
Payroll Taxes Payable	8,169	---
Deferred Revenue	131,433	140,443
Security Deposit	<u>14,768</u>	<u>14,768</u>
Total Liabilities	158,595	166,084
Net Assets:		
Temporarily Restricted	29,000	8,500
Unrestricted	<u>603,142</u>	<u>871,863</u>
Total Net Assets	632,142	<u>880,363</u>
<b>Total Liabilities and Net Assets</b>	<b>\$790,737</b>	<b>\$1,046,447</b>

See accompanying notes.

**STATEMENTS OF ACTIVITIES  
FOR THE YEARS ENDED DECEMBER 31, 2007 AND 2006  
ARTHUR W. PAGE SOCIETY, INC.**

	2007			2006		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Revenue:						
Member Dues	\$ 431,188	\$ ----	\$ 431,188	\$ 423,663	\$ ----	\$ 423,663
Contributions:						
Cash	248,369	29,000	277,369	186,260	8,500	194,760
In-Kind Services	<u>264,600</u>	----	<u>264,600</u>	<u>315,300</u>	----	<u>315,300</u>
Total Contributions	512,969	29,000	541,969	501,560	8,500	510,060
Event Income:						
Annual Conference	242,300	----	242,300	214,295	----	214,295
Spring Seminar	187,815	----	187,815	193,475	----	193,475
Other Events	<u>9,040</u>	----	<u>9,040</u>	<u>14,745</u>	----	<u>14,745</u>
Total Event Income	439,155	----	439,155	422,515	----	422,515
Exec. & Leadership Forums	22,419	----	22,419	25,256	----	25,256
Sales of Publications	998	----	998	6,321	----	6,321
Investment Income:						
Gains	29,445	----	29,445	42,577	----	42,577
Interest and Dividends	<u>22,315</u>	----	<u>22,315</u>	<u>22,666</u>	----	<u>22,666</u>
Total Investment Income	51,760	----	51,760	65,243	----	65,243
Miscellaneous Income	6,586	----	6,586	2,607	----	2,607
Net Assets Released From Restrictions	<u>8,500</u>	<u>(8,500)</u>	----	<u>24,500</u>	<u>(24,500)</u>	----
<b>Total Revenues</b>	<b>1,473,575</b>	<b>20,500</b>	<b>1,494,075</b>	<b>1,471,665</b>	<b>(16,000)</b>	<b>1,455,665</b>
Expenses:						
Programs:						
Direct:						
Publications	37,108	----	37,108	57,431	----	57,431
Annual Conference	363,188	----	363,188	225,183	----	225,183
Spring Seminar	240,962	----	240,962	156,737	----	156,737
Committees	102,704	----	102,704	228,530	----	228,530
Allocated Costs	<u>678,006</u>	----	<u>678,006</u>	<u>485,287</u>	----	<u>485,287</u>
Total Programs	1,421,968	----	1,421,968	1,153,168	----	1,153,168
Management and General	291,853	----	291,853	298,350	----	298,350
Fundraising	<u>8,475</u>	----	<u>8,475</u>	<u>6,065</u>	----	<u>6,065</u>
<b>Total Expenses</b>	<b>1,722,296</b>	<b>----</b>	<b>1,722,296</b>	<b>1,457,583</b>	<b>----</b>	<b>1,457,583</b>
<b>Net Gain (Loss) from Operations</b>	<b>(248,721)</b>	<b>20,500</b>	<b>(228,221)</b>	<b>14,082</b>	<b>(16,000)</b>	<b>(1,918)</b>
<b>Loss on Inventory Markdown</b>	<b>(20,000)</b>	<b>----</b>	<b>(20,000)</b>	<b>(57,617)</b>	<b>----</b>	<b>(57,617)</b>
<b>Change in Net Assets</b>	<b>(268,721)</b>	<b>20,500</b>	<b>(248,221)</b>	<b>(43,535)</b>	<b>(16,000)</b>	<b>(59,535)</b>
<b>Net Assets, Beginning of Year</b>	<b>871,863</b>	<b>8,500</b>	<b>880,363</b>	<b>915,398</b>	<b>24,500</b>	<b>939,898</b>
<b>Net Assets, End of Year</b>	<b>\$603,142</b>	<b>\$29,000</b>	<b>\$632,142</b>	<b>\$ 871,863</b>	<b>\$ 8,500</b>	<b>\$ 880,363</b>

See accompanying notes.

**STATEMENT OF FUNCTIONAL EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2007  
ARTHUR W. PAGE SOCIETY, INC.**

	Program Services				Supporting Activities			Total
	Publications	Annual Conference	Spring Seminar	Committees	Allocated Costs	Management/ General	Fund Raising	
Salaries and Benefits	\$ ----	\$ ----	\$ ----	\$ ----	\$ 316,395	\$ 75,144	\$ 3,955	\$ 395,494
Facilities	----	180,853	151,431	42,047	----	----	----	374,331
Donated Services:								
Website Design & IT Support	----	33,950	13,650	----	77,600	18,430	970	144,600
Branding	----	----	----	----	----	110,000	----	110,000
Printing	10,000	----	----	----	----	----	----	10,000
Consultants	----	----	----	----	148,711	35,319	1,859	185,889
Recognition	----	2,725	----	7,191	----	----	----	9,916
Awards	----	----	----	25,300	----	----	----	25,300
Donation - IPR	----	----	----	2,500	----	----	----	2,500
Speaker Honorarium	----	48,500	5,300	----	----	----	----	53,800
Other	----	23,300	21,587	2,414	10,469	2,486	131	60,387
Publishing and Sales	2,012	----	----	----	----	----	----	2,012
Audio Visual	----	6,599	4,281	----	----	----	----	10,880
Travel	----	10,173	24,680	----	14,481	3,439	181	52,954
Printing	15,703	29,537	4,568	5,865	20,731	4,924	259	81,587
Graphic Design and Production	9,393	----	----	----	----	----	----	9,393
Computer Software and Supplies	----	----	----	----	4,797	1,139	60	5,996
Bank and Credit Card Fees	----	----	----	----	13,600	3,230	170	17,000
Professional Services	----	13,697	7,850	----	----	13,264	----	34,811
Postage and Delivery Services	----	8,033	3,315	----	7,978	1,895	100	21,321
Insurance	----	----	----	----	6,865	1,630	86	8,581
Meals and Entertainment	----	2,321	2,500	1,591	5,462	1,297	68	13,239
Photography	----	3,500	1,800	----	----	----	----	5,300
Dues	----	----	----	11,652	----	----	----	11,652
Office Expenses	----	----	----	1,489	4,313	1,024	54	6,880
Website	----	----	----	----	7,454	1,770	93	9,317
Telecommunications	----	----	----	1,864	5,702	1,354	71	8,991
Supplies	----	----	----	791	2,818	669	35	4,313
Occupancy – Rent and Utilities	----	----	----	----	26,922	6,394	337	33,653
Bad Debts	----	----	----	----	----	7,565	----	7,565
Depreciation	----	----	----	----	3,708	880	46	4,634
<b>Totals</b>	<b>\$ 37,108</b>	<b>\$ 363,188</b>	<b>\$ 240,962</b>	<b>\$ 102,704</b>	<b>\$ 678,006</b>	<b>\$ 291,853</b>	<b>\$ 8,475</b>	<b>\$1,722,296</b>

See accompanying notes.



**STATEMENT OF FUNCTIONAL EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2006  
ARTHUR W. PAGE SOCIETY, INC.**

	Program Services					Supporting Activities		Total
	Publications	Annual Conference	Spring Seminar	Committees	Allocated Costs	Management/ General	Fund Raising	
Salaries and Benefits	\$ ----	\$ ----	\$ ----	\$ ----	\$ 272,553	\$ 64,732	\$ 3,407	\$ 340,692
Facilities	----	93,618	93,958	37,508	----	----	----	225,084
Donated Services:								
Website Design	----	----	----	----	96,240	22,857	1,203	120,300
Branding	----	----	----	----	----	160,000	----	160,000
CEO Research Study	----	----	----	35,000	----	----	----	35,000
Consultants	----	----	----	----	25,794	6,126	322	32,242
Recognition	----	2,346	----	11,510	----	----	----	13,856
Awards	----	----	----	17,500	----	----	----	17,500
Scholarships	----	----	----	32,000	----	----	----	32,000
Speaker Honorarium	----	37,624	10,000	----	----	----	----	47,624
Other	----	16,459	6,800	1,897	961	228	12	26,357
Publishing and Sales	8,786	----	----	----	----	----	----	8,786
Underwriting	----	----	----	25,000	----	----	----	25,000
Audio Visual	----	29,603	20,389	----	----	----	----	49,992
Travel	----	9,659	3,498	----	9,449	2,244	118	24,968
Printing	14,962	15,049	5,861	6,940	12,317	2,925	154	58,208
Graphic Design and Production	33,683	----	----	----	----	----	----	33,683
Dinner Program	----	----	9,714	----	----	----	----	9,714
Bank and Credit Card Fees	----	----	----	----	----	15,383	----	15,383
Professional Services	----	6,500	4,517	48,376	----	7,472	----	66,865
Postage and Delivery Services	----	910	----	631	5,138	1,220	64	7,963
Insurance	----	----	----	----	13,457	3,196	168	16,821
Meals and Entertainment	----	10,759	----	2,320	----	----	----	13,079
Photography	----	2,656	2,000	----	----	----	----	4,656
Dues	----	----	----	5,250	----	----	----	5,250
Office Expenses	----	----	----	1,000	8,654	2,295	108	12,057
Website	----	----	----	----	4,589	1,090	57	5,736
Telephone	----	----	----	3,598	1,661	394	21	5,674
Occupancy	----	----	----	----	31,014	7,366	388	38,768
Depreciation	----	----	----	----	3,460	822	43	4,325
<b>Totals</b>	<b>\$ 57,431</b>	<b>\$ 225,183</b>	<b>\$ 156,737</b>	<b>\$ 228,530</b>	<b>\$ 485,287</b>	<b>\$ 298,350</b>	<b>\$ 6,065</b>	<b>\$1,457,583</b>

See accompanying notes.

**STATEMENTS OF CASH FLOWS  
FOR THE YEARS ENDED DECEMBER 31, 2007 AND 2006  
ARTHUR W. PAGE SOCIETY, INC.**

	<b>2007</b>	<b>2006</b>
Operating Activities:		
Receipts:		
Member Dues	\$ 422,178	\$ 374,551
Contributions	310,240	180,580
Events	461,574	447,771
Interest	4,643	5,401
Miscellaneous	7,584	8,928
Total Receipts	1,206,219	1,017,231
Cash Disbursements	<u>(1,440,541)</u>	<u>(1,140,870)</u>
<b>Net Cash Used in Operating Activities</b>	<b>(234,322)</b>	<b>(123,639)</b>
Investing Activities:		
Purchases of Fixed Assets	(3,096)	----
Sale of Investments	<u>250,000</u>	<u>75,000</u>
<b>Net Cash Provided By (Used in) Investing Activities</b>	<b>246,904</b>	<b>75,000</b>
<b>Net Decrease in Cash</b>	<b>12,582</b>	<b>(48,639)</b>
<b>Cash, Beginning of Year</b>	<b><u>130,825</u></b>	<b><u>179,464</u></b>
<b>Cash, End of Year</b>	<b><u>\$ 143,407</u></b>	<b><u>\$ 130,825</u></b>
<b>Reconciliation of Change in Net Assets to Net Cash Provided by Operating Activities:</b>		
Change in Net Assets	\$ (248,221)	\$ (59,535)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities:		
Investment Gains	(29,445)	(42,577)
Investment Income Reinvestments	(17,224)	(17,142)
Loss on Book Inventory Markdown	20,000	57,617
Depreciation Expense	4,634	4,325
Changes in:		
Accounts Receivable	32,871	(14,180)
Prepaid Expenses	11,000	(4,948)
Book Inventory – Building Trust	----	3,053
Security Deposit Paid	(448)	(123)
Accounts Payable	(6,648)	7,602
Payroll Taxes Payable	8,169	(8,619)
Deferred Revenue	<u>(9,010)</u>	<u>(49,112)</u>
<b>Net Cash Used in Operating Activities</b>	<b><u>\$(234,322)</u></b>	<b><u>\$(123,639)</u></b>

See accompanying notes.

**NOTES TO THE FINANCIAL STATEMENTS  
DECEMBER 31, 2006 AND 2005  
ARTHUR W. PAGE SOCIETY, INC.**

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**NOTE 1 - SUMMARY OF  
SIGNIFICANT ACCOUNTING POLICIES**

The financial statements of the Arthur W. Page Society, Inc. have been prepared on the accrual basis of accounting. Other significant accounting policies are described below to enhance the usefulness of the financial statements to the reader.

**Organization and Operations**

The Arthur W. Page Society, Inc. (the Society) is a non profit organization committed to the belief that public relations, as a function of executive management, is central to the success of the corporation. Its mission is to strengthen the management policy role of the chief corporate public relations officer by providing a continuous learning forum and by emphasizing the highest standards of public relations practice. Programs include educational forums, research, scholarships for minority students and awards for outstanding achievements.

**Tax Exemption**

The Society is tax exempt under Section 501(c)(3) of the Internal Revenue Code and does not earn any unrelated business income. Therefore, no provision for income taxes is reflected in the accompanying financial statements. In addition, the Society qualifies for the charitable contributions deduction and has been classified by the Internal Revenue Service as an organization that is not a private foundation.

**Cash**

Cash consists of deposits in financial institutions. The balance in these accounts typically exceeds federal deposit insurance thresholds.

**Receivables**

Receivables are comprised of contributions, accounts and other receivables. The Society records receivables at net realizable value using the allowance method, however no allowance is recorded since all amounts are considered fully collectable. There are no identifiable concentrations of credit risk related to these amounts.

**Investments**

Investments are reported at fair value. The Society invests only in debt and equity securities with readily determinable fair values.

**Fixed Assets**

The Society capitalizes office equipment costing more than \$500. Depreciation of office equipment is computed using the straight-line method over estimated useful lives of five years.

**Book Inventory**

The Society published a book in 2004 entitled "Building Trust". This inventory of books was recorded at lower of cost or market. Any markdown to net realizable value is recorded as a loss.

**Revenue Recognition**

Registration fees for certain programs and events are earned when the event is held. Registration fees received before the event are reported as deferred revenue in current liabilities.

Membership dues are assessed and are recognized as revenue on a calendar year basis. Membership dues received before the end of the year that pay for memberships of the next year are reported as deferred revenue in the current liabilities.

Contributions received are measured at their fair values and are reported as an increase in net assets. The Society reports gifts of cash and other assets as restricted support if they are received with donor stipulations that limit the use of the donated assets, or if they are designated as support for future periods. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Donor-restricted contributions whose restrictions are met within the same fiscal year are reported as unrestricted support.

**NOTES TO THE FINANCIAL STATEMENTS  
DECEMBER 31, 2007 AND 2006  
ARTHUR W. PAGE SOCIETY, INC.**

Sales are recognized as revenue when the item sold has been delivered.

Contributions of services are recognized at fair value when received if the services (a) create or enhance non-financial assets or (b) require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation.

### Advertising

Advertising costs are expensed as incurred.

### Functional Expenses

The costs of providing the various programs and other activities have been summarized on a functional basis in the statement of functional expenses. The Society assigns most expenses directly to the related function. However, various overhead costs are allocated to programs, management and general and fundraising based on an estimate of the amount of time spent by Society personnel as they support those functions.

Program services include the expenses of publications, the annual conference, the spring seminar, the various activities of the Society's committees, as well as an allocation of salaries and other overhead expenses.

Fundraising expenses include an allocation of salaries and overhead expenses. There are no direct fundraising expenses as this activity does not consume a significant amount of the Society's resources.

Management and general expenses include all activities required to conduct the affairs of the Society which are not allocable to other functional areas. These expenses consist primarily of an allocation of salaries and overhead costs.

### Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make

estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

### NOTE 2 - NET ASSETS

Temporarily restricted net assets consist of cash contributions received that are intended to support programs of the subsequent year.

### NOTE 3 - INVESTMENTS

The Society has invested in the following at year end. The basic investment strategy of mutual funds (equities or debt) has been displayed to provide an indication of market risk.

	<b>2007</b>	<b>2006</b>
Cash and Certificates of Deposit	\$ 76,513	\$ 154,328
U.S. Agency Securities	65,048	110,055
Legg Mason Mutual Funds:		
Growth Trust – equities	58,295	81,126
Value Trust – equities	106,496	163,970
Special Investment Trust – equities	46,932	48,676
Capital World Growth and		
Income Fund – equities	144,524	140,483
Income Fund of America – equities	46,635	45,291
Royce Fund Pennsylvania		
Mutual Fund – equities	47,368	51,213
Totals at Market Value	<u>\$ 591,811</u>	<u>\$ 795,142</u>
Totals at Cost	<u>\$ 550,485</u>	<u>\$ 712,199</u>

### NOTE 4 - COMMITMENTS

*Contracts.* The Society regularly enters into contracts for the use of facilities for its meetings. These contracts have provisions for minimum payments even in the event of cancellation. In addition, the Society may, from time to time, enter into contracts for the provision of services where significant portions of the services will be performed and paid for in subsequent years. Minimum commitments under these contracts at December 31, 2007 and 2006 are approximately \$327,000 and \$123,000, respectively.

**NOTES TO THE FINANCIAL STATEMENTS  
DECEMBER 31, 2007 AND 2006  
ARTHUR W. PAGE SOCIETY, INC.**

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*Facilities Lease.* In 2005, the Society entered into a lease for office space for a term of 5 years. The lease includes a security deposit of \$30,108. Concurrently, the Society entered into a license agreement (a sublease) with the Council for Public Relations Firms (the Council). Under the sublease, the Society shares the leased office space and the Council pays 50% of all costs of the lease, including a deposit of \$14,768. Future minimum lease costs and sublease receipts are displayed below:

<b>Year</b>	<b>Lease</b>	<b>Sublease</b>	<b>Net</b>
2008	64,050	32,025	32,025
2009	65,331	32,666	32,665
2010	<u>10,924</u>	<u>5,462</u>	<u>5,462</u>
<b>Totals</b>	<b>\$140,305</b>	<b>\$ 70,153</b>	<b>\$ 70,152</b>

The Society records receipts from the Council as a reduction of its own facilities expenses. Net facilities expense for the years ended December 31, 2007 and 2006 was approximately \$33,600 and \$38,800, respectively.

**NOTE 5 - PENSION PLAN**

The Society offers a defined contribution retirement plan to all employees who have completed one year of service. The plan operates under section 401(k) of the Internal Revenue Code. The Society contributes 3% of an eligible employee's payroll and employees are fully vested after six years of service. Total costs of \$6,526 and \$9,820 are included in salaries and benefits for 2007 and 2006, respectively.





ARTHUR W. PAGE SOCIETY

## THE ARTHUR W. PAGE SOCIETY OFFICERS, TRUSTEES AND STAFF

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### Executive Committee

#### *President*

Roger Bolton

#### *Vice Presidents*

Angela A. Buonocore

Peter D. Debreceeny

Maril Gagen MacDonald

William G. Margaritis

Thomas R. Martin

Anne M. McCarthy

#### *Secretary*

Richard D. Jernstedt

#### *Treasurer*

Nancy A. Hobor

#### *At Large Members*

James E. Murphy

W.D. (Bill) Nielsen

### Staff

#### *Executive Director*

Tom Nicholson

#### *Executive Assistant*

Susan S. Chin

#### *Communications Director*

Dawn Hanson

#### *Special Events Director*

Mary Elliot

### Trustees

Paul A. Argenti

Catherine V. Babington

Ann H. Barkelew

Roger Bolton

Angela A. Buonocore

Paul Capelli

Peter D. Debreceeny

Valerie Di Maria

Gregory Elliott

Matthew P. Gonring

Kimberley Crews Goode

Harvey W. Greisman

Nancy A. Hobor

Aedhmar Hynes

Jon C. Iwata

Richard D. Jernstedt

Raymond L. Kotcher

Thomas J. Kowaleski

Margery Kraus

Maril Gagen MacDonald

William G. Margaritis

Thomas R. Martin

Anne M. McCarthy

James E. Murphy

W.D. (Bill) Nielsen

James S. O'Rourke IV, Ph.D.

Helen Ostrowski

Ellen Robinson

Kenneth B. Sternad

Joan H. Walker

Donald K. Wright, Ph.D.

\* As of December 31, 2007



ARTHUR W. PAGE SOCIETY

## 2007 COMMITTEES AND TASK FORCES

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### President's Council

Roger Bolton, Chair  
Ed Block  
Dave Drobis  
Larry Foster  
Jack Kotten  
Marilyn Laurie  
Tom Martin  
Jim Murphy  
Bill Nielsen  
Kurt Stocker

### 2007 Annual Conference Committee

Peter Debreceny, Chair  
Helen Ostrowski, Co-Chair  
Cathy Babington  
Paul Capelli  
Gerry Corbett  
Pat Coulter  
Dave Demarest  
Vicky Shire Dinges  
Rob Doughty  
Bob Feldman  
Greg Gable  
Kim Hunter  
Maril MacDonald  
Doug Michelman  
Irv Miller  
Larry Parnell  
John Onoda  
Greg Rossiter  
Kirk Stewart  
Jerry Swerling  
Larry Thomas

### 2008 Annual Conference Committee

Helen Ostrowski, Chair

### Business Schools Committee

Jim O'Rourke, Chair  
Matt Gonring, Co-Chair  
Paul Argenti  
Jack Bergen  
Clarke Caywood  
Lou Anne J. Nabhan  
Frank Ovaitt  
James Rubin  
Don W. Stacks  
Ken Sternad

### Communications Committee

Paul Capelli, Chair  
Harvey Greisman, Co-Chair

### Financial Planning and Operations Committee

Nancy Hobor, Chair

#### *Sub-Committee Leaders*

Bill Margaritis, Non-Dues Revenue  
Ray Jordan, Investments

#### *Other Members*

Kristen Bihary  
Deb Miller  
Bill Nielsen  
James Spangler

### Honors Committee

Marilyn Laurie, Chair  
Ann Barkelew  
Harold Burson  
Peter Debreceny  
Jack Kotten  
Maril MacDonald  
Bill Margaritis  
Tom Martin  
W. D. (Bill) Nielsen

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ARTHUR W. PAGE SOCIETY

## 2007 COMMITTEES AND TASK FORCES

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### Membership Committee

Angela Buonocore, Chair  
Ann Barkelew  
Barbara Carmichael  
Gregory Elliott  
Matt Gonring  
Kathleen Kelly  
Don Kirchoffner  
Maril MacDonald  
Michiel L.P. Quarles van Ufford  
Ellen Robinson  
Ken Sternad  
Don Wright

### Nominating Committee

Tom Martin, Chair  
Roger Bolton  
Angela Buonocore  
Rich Jernstedt  
Maril MacDonald  
Anne McCarthy  
Jim O'Rourke  
Ken Sternad

### Programs Committee

Rich Jernstedt, Chair  
Greg Elliott  
Susan Henderson  
Tom Kowaleski  
Ellen Robinson

### 2007 Spring Seminar Committee

Ray Kotcher, Chair  
Bob DeFillippo, Co-Chair  
Paul Argenti  
Roger Bolton  
Ron Culp  
Peter Debreceeny  
Gloria Dittus  
Carl Folta  
Kimberley Crews Goode  
Bill Margaritis  
Tom Martin  
Tom Mattia  
David Samson  
Johanna Schneider  
Jessica Stoltenberg  
Simon Walker

### 2008 Spring Seminar Committee

Bob DeFillippo, Chair

### Diversity Task Force

Kimberley Goode, Chair  
Judy VanSlyke Turk, Co-Chair  
Susan Atteridge  
Kristen Bihary  
Peter Debreceeny  
Vicky Shire Dinges  
Mike Fernandez  
Ellen Weaver Hartman  
Peter Horowitz  
Chris Hosford  
Kathleen Kelly  
Dave Larsen  
Maria Russell  
Don Stacks  
George Stenitzer  
Mary Stutts  
Cynthia Swain  
Charlie Young



ARTHUR W. PAGE SOCIETY

## 2007 COMMITTEES AND TASK FORCES

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### Future Leaders Task Force

Maril MacDonald, Co-Chair  
Anne McCarthy, Co-Chair  
Judith Mühlberg, Co-Chair  
Paul Argenti  
Ron Culp  
Dave Demarest  
Kimberley Goode  
Steve Harris  
Bill Nielsen  
Globalization  
Ken Sternad, Chair  
Cathy Babington, Co-Chair  
Jack Bergen  
Tom Kowaleski  
Margery Kraus  
Anne McCarthy  
Helen Ostrowski  
Dave Senay

### Globalization Task Force

Ken Sternad, Chair  
Cathy Babington, Co-Chair  
Jack Bergen  
Tom Kowaleski  
Margery Kraus  
Anne McCarthy  
Helen Ostrowski  
Dave Senay

### Page Society Mission Task Force

Valerie Di Maria, Chair  
Jon Iwata, Co-chair  
Paul Argenti  
Mark Bain  
Kristen Bihary  
Steve Cody  
Peter Debreceny  
David Demarest  
Stephen Dishart  
Steve Harris  
George Jamison  
Richard Marshall  
Frank Ovaitt  
Mike Paul  
Dave Samson  
Johanna Schneider  
Kirk Stewart  
Peter Thonis  
Joan Wainwright



ARTHUR W. PAGE SOCIETY

## 2007 SPONSORS

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### Diamond (\$10,000 +)

Abbott  
*Catherine V. Babington*

AT&T  
*William H. Oliver*

Burson-Marsteller  
*Harold Burson*

Chevron Corporation  
*David A. Samson*

FedEx Corporation  
*William G. Margaritis*

General Motors Corporation  
*Steven J. Harris*

Johnson & Johnson  
*Raymond C. Jordan*

Ketchum  
*Raymond L. Kotcher*

Prudential Financial, Inc.  
*Robert DeFillippo*

United Technologies Corporation  
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UPS  
*Kenneth B. Sternad*

Wieck Media

Wyeth  
*(Jessica Stoltenberg)*

### Platinum (\$7,500 - 9,999)

ConcentricCommunications

The Dow Chemical Company  
*Sarah R. Opperman*

Manning Selvage & Lee  
*Mark Hass*

Toyota Motor Sales, U.S.A.  
*Irving A. Miller*

### Gold (\$5,000 - 7,499)

American International Group  
*Nicholas J. Asboob*

APCO Worldwide  
*Kirk T. Stewart*

Best Buy Company, Inc.  
*Susan S. Hoff*

Roger & Lynne Bolton

CVS/Pharmacy  
*Eileen Howard Dunn*

Deere & Company  
*Frances B. Emerson*

Dentsu America  
*Timothy P. Andree*

GCI Group  
*(Jeff R. Hunt)*

GolinHarris  
*Fred Cook & Al Golin*

MasterCard Worldwide  
*Harvey W. Greisman*

Northwestern Mutual and  
Northwestern Mutual Foundation  
*(Brenda F. Skelton)*

Porter Novelli  
*Helen Ostrowski*

William Wrigley Jr. Company  
*(Susan Henderson)*

### Silver (\$2,500 - 4,999)

BP America Inc.  
*Patricia D. Wright*

Edelman  
*Richard W. Edelman*

Entergy Corporation  
*Arthur E.F. Wiese, Jr.*

\*Parentheses denote former affiliation.

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ARTHUR W. PAGE SOCIETY

## 2007 SPONSORS

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### Silver, continued (\$5,000 - 7,499)

Fleishman-Hillard  
*Rich Jernstedt & David Senay*  
Jon C. & Ann Shigemi Iwata  
Kraft Foods  
*C. Perry Yeatman, APR*  
McKesson Corporation  
*(Kate Rohrbach)*  
Elliot S. Schreiber, Ph.D.

### Bronze (\$1,000 - 2,499)

Aetna Inc. and Aetna Foundation  
*(Roger Bolton)*  
Bob Evans Farms, Inc.  
*Mary Lynn Cusick*  
Dow Corning Corporation  
*Janet M. Botz*  
Steven J. Harris  
Johnston Wells Public Relations  
*Gwinavere Johnston*  
John A. Koten  
Makovsky & Company, Inc.  
*Kenneth D. Makovsky*  
Thomas R. & Wanda Martin  
Peppercom Strategic Communications  
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ARTHUR W. PAGE SOCIETY

## PAGE PHILOSOPHY AND PAGE PRINCIPLES

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### The Page Philosophy

Arthur W. Page viewed public relations as the art of developing, understanding and communicating character—both corporate and individual.

This vision was a natural outgrowth of his belief in humanism and freedom as America's guiding characteristics and as preconditions for capitalism.

The successful corporation, Page believed, must shape its character in concert with the nation's. It must operate in the public interest, manage for the long run and make customer satisfaction its primary goal. He described the dynamic this way:

“Real success, both for big business and the public, lies in large enterprise conducting itself in the public interest and in such a way that the public will give it sufficient freedom to serve effectively.”

### The Page Principles

- *Tell the truth.* Let the public know what's happening and provide an accurate picture of the company's character, ideals and practices.
- *Prove it with action.* Public perception of an organization is determined 90 percent by what it does and 10 percent by what it says.
- *Listen to the customer.* To serve the company well, understand what the public wants and needs. Keep top decision makers and other employees informed about public reaction to company products, policies and practices.
- *Manage for tomorrow.* Anticipate public reaction and eliminate practices that create difficulties. Generate goodwill.
- *Conduct public relations as if the whole company depends on it.* Corporate relations is a management function. No corporate strategy should be implemented without considering its impact on the public. The public relations professional is a policymaker capable of handling a wide range of corporate communications activities.
- *Realize a company's true character is expressed by its people.* The strongest opinions—good or bad—about a company are shaped by the words and deeds of its employees. As a result, every employee—active or retired—is involved with public relations. It is the responsibility of corporate communications to support each employee's capability and desire to be an honest, knowledgeable ambassador to customers, friends, shareowners and public officials.
- *Remain calm, patient and good-humored.* Lay the groundwork for public relations miracles with consistent and reasoned attention to information and contacts. This may be difficult with today's contentious 24-hour news cycles and endless number of watchdog organizations. But when a crisis arises, remember, cool heads communicate best.

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