

# WHAT'S YOUR OIL SPILL?

Understanding Risks, Preventing “Spills”  
and Managing a Crisis



As a senior leader in your business, everyday you make decisions that impact the brand, market share, and livelihood of your employees. It's clearly easier to do in a controlled environment, but what do you do when the unthinkable happens? Every company and every executive has an “oil spill” — a defining crisis. If yours happened today, do you have the skills and tools ready to lead your company through the turmoil?

*Join us for an engaging presentation by*

**EILEEN WIXTED**

Wixted Pope Nora Thompson & Associates

one of the nation's foremost authorities  
on crisis and media awareness and planning.

**Friday, September 10**  
**7:30 – 11:30 a.m.**

7:30 Registration & continental breakfast  
8:00 Program  
11:30 Adjourn

**Glen Oaks Country Club**  
**1401 Glen Oaks Drive, West Des Moines**

**Cost: On us.**

RSVP by Wednesday, September 8 to  
[sarah@rjensenconsulting.com](mailto:sarah@rjensenconsulting.com) or 515.875.4858

**You'll learn how to ...**

- Recognize how “oil spills” happen.
- Identify the early warning signs.
- Communicate when the glare of the spotlight is focused on you.