



## **STORYTELLING IN ORGANIZATIONS SPECIAL EVENING PROGRAM**

**Tuesday, July 6 - 7:00-9:00 PM  
Library Presentation Room  
Western Washington Univ.**

### ***"How Top Companies Use Storytelling to Sustain Success"***

Join us for an up-close look at storytelling in business from the perspective of three corporate executives. They will share insights, describe how they apply the power of storytelling in their organizations and answer your questions!

Panelists are:

- **Nelson Farris, Dir. of Education and Chief Storyteller, NIKE INC.**
- **Dick Ploetz, Vice President, Human Resource Systems & Operations, MEDTRONIC**
- **Rich Barbee, President and CEO, K/P CORPORATION**

This will be a stimulating, informative and fun evening! NSN and SIO SIG member and conference presenter Evelyn Clark will moderate the discussion, based on her interviews with these panelists and executives from other top U.S. companies featured in her new book, *Around the Corporate Campfire: How Great Leaders Use Stories To Inspire Success*.

**Admission at the door:**

**\$10 for SIO SIG pre-conference registrants; \$20 other**

**The public is welcome!**

