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PRSA Greater Cleveland Chapter, March 1, 2006

Register Now for the March Meeting

What: "Wendy's International" Crisis Communications"

Who: Denny Lynch, Sr. V.P. Communications Wendy's International

When: Tuesday, March 21, 2006  
(11:30 a.m. registration & networking, 12 noon lunch & program)

Where: Windows on the River: Powerhouse in the Flats

Wendy's Restaurants made national headlines when a woman claimed to have found a partial finger in her chili while eating at the national fast-food restaurant. The allegation costs the Wendy's chain loss of revenue and reputation before all of the facts were available. Mr. Lynch will offer insight into how they managed the crisis and detail the costs incurred in protecting and maintaining their reputation.

Tickets are \$35 for members and \$45 for non-members.

For ticket information, contact Lynn Bracic at (440) 899-1112. The registration deadline is March 17.

email: [info@prsacleveland.org](mailto:info@prsacleveland.org)

phone: 440.899.1112

web: <http://www.prsacleveland.org>

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