

FOR IMMEDIATE RELEASE - Oct. 18, 2010

**** MEDIA ALERT ****

WHAT:	<p>He was head of one of the best-known names in household products. Brad Casper, former president and chief executive officer of Henkel Consumer Goods, Inc./The Dial Corporation, will offer a behind-the-scenes look at the consumer products industry, when he speaks to the Economic Club of Phoenix on Oct. 28. He will discuss business strategies and his insights on the challenges of competing in a rough global economy.</p> <p>Casper was instrumental in keeping the Henkel headquarters in Scottsdale and oversaw a huge operation responsible for producing Dial® soaps, Renuzit® air fresheners, Purex® laundry detergents and Right Guard ® deodorants, among other products. He is regarded as a great contributor to the Phoenix area, with a big focus on schools and community involvement.</p> <p>Casper's speech is the first event in the new season of the Economic Club of Phoenix speaker series. The club, associated with the W. P. Carey School of Business at Arizona State University, has become the preeminent Arizona forum for the exchange of ideas about business and the economy. Among the other speakers in this season's impressive lineup are a Nobel Prize winner and the heads of OppenheimerFunds, Freeport-McMoran Copper & Gold, Inc. and Republic Services, Inc.</p>
WHEN:	Thursday, Oct. 28 11:30 a.m. to 1:30 p.m.
WHERE:	The Westin Kierland Resort & Spa (Kierland 2 Grand Ballroom) 6902 E. Greenway Parkway Scottsdale, AZ 85254
WHO:	Brad Casper, former president and chief executive officer, Henkel Consumer Goods, Inc./The Dial Corporation Robert Mittelstaedt, dean, W. P. Carey School of Business
ADDITIONAL DETAILS:	<p>Media members are asked to RSVP by calling (480) 965-9271. Admission for non-media members is \$80 per person. The public can learn more about the club or reserve seats by calling (480) 727-0596, by e-mailing wpcarey.ecp@asu.edu or by visiting www.econclubphx.org.</p>