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[They're Saying WHAT? An IRO's Guide to Monitoring Social Media](#)  
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**Someone You Should Know**  
 NIRI-Chicago loses a great board member as David Smith embarks on his next IR adventure in New York.

**New: Event Summaries**  
 Now in one place at [Best of NIRI-Chicago](#)

**Check Out NIRI-Chicago's Mobile App**  
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**Photo of the Month**



Lisa Meers, Terri Anne Powers, Hal Weitzman, Rick Santelli and Patty Paul at the IR Workshop

**From the President**



I invite our members to take a moment to celebrate the success of our 2014 IR Workshop, The Art + Science of IR. More than 135 people from throughout the Midwest joined us to hear thought leaders, executives and peers share their expertise and insights on a broad range of relevant topics. Feedback has been extremely complimentary, with veteran IROs calling it

"one of the best workshops in a long time -- GREAT sessions, GREAT speakers and a phenomenal workshop team!" Co-Chairs Terri Anne Powers and Patty Paul and their [IR Workshop Committee](#) did a masterful job of organizing and running the event. Rick Santelli, our luncheon keynote speaker, was a refreshingly unscripted and appropriately provocative speaker, which is much appreciated in the scripted world that most of us inhabit. Congratulations to all on a great start to this year's programming. If you weren't able to attend, you can get a sense of what you missed from the presentations and summaries on our [website](#).

This month, we focus on a perennial IR challenge: more investors want more time with senior management -- while you're faced with management's dwindling availability and appetite for investor meetings. How can you more effectively grant corporate access while targeting the right investors? IR service providers now offer innovative solutions to help IROs maximize their executives' time through the use of technology and new platforms. Our October program on [Managing Corporate Access](#) will offer a first-hand look at what your peers do to target potential investors, as well as the latest techniques for managing corporate access more effectively. Please join us on **Wednesday, October 8** at the One North Conference Center, 1 North Wacker Drive, Chicago. Networking and registration begin at 4:30 p.m., with the formal program at 5 p.m. [Register](#).

In board and committee news, we thank board member Larry Larsen for accepting the position of NIRI-Chicago VP of Programs, and welcome board member Terri Anne Powers as his co-chair. Our sincere thanks to [David Smith](#), who has stepped off our board due to his new role as VP with Fortress Investment Group in New York. As well, thanks to Casey Darby, senior manager of IR at Grainger, and Bill Franklin, VP of IR at Discover, for joining our membership committee. Finally, congratulations to board member Elizabeth Higashi on her new role as [VP of investor relations](#) based at Horizon

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Special thanks to  
[Paragraphs Design](#)  
for the creation of our Member  
Connection masthead and program  
year banner



Pharma's Deerfield office.

Finally, one of our members shared this video featuring conductor Benjamin Zander on the power of orchestration and conducting a project, aptly conveying the point that the leadership of a project is critical. Given the leadership shown by so many NIRI-Chicago members within their own organizations as well as within NIRI-Chicago, I wanted to share this with everyone. It is about a 20-minute TED talk, and I hope you will find it a source of inspiration. I'm providing the [link](#) to you because this topic interests me and many others on our board.

As always, please feel free to reach out to me directly to become more involved in the chapter or provide ideas on how we can help you piece together the "puzzle" of your career. I look forward to seeing many of you at our October 8 program.

Regards,

[Lisa Micou Meers](#), CFA  
NIRI-Chicago President

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### In the News

- Spin-offs are now more popular with investors: [survey](#).
- [More companies](#) now make political disclosures, while proposals on political contributions and lobbying were the most frequently voted-on measures at [annual meetings](#) in the first half of 2014.
- Yet another challenge for small companies seeking sell-side coverage: Analysts [scale down](#).
- Board priorities and practices: [survey](#).
- Execs still make decisions with their guts: [survey](#).

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### NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Ryan Campbell**, investor relations manager, Navistar International Corporation; **Casey Darby**, senior manager, investor relations, Grainger; and **Ryan Rendino**, strategy analyst, SunCoke Energy Inc.

Congratulations to the raffle prize winners at the NIRI-Chicago IR Workshop: **Mary Jo Bohr**, **Michael Ferreter**, **Ryan Greenier**, **Dee Johnson**, **Terri McRae**, **Patty Paul**, **Donna Sheedy**, **Maryellen Thielen**, and **George Stenitzer**. (Must be present to win.)

Don't miss the [WSJ Q&A](#) with Chris Jakubik, VP of IR at Kraft Foods.

[Share](#) your news (job changes, awards, interesting articles) -- and thanks for reading the MEMBER CONNECTION.

Maryellen Thielen  
Vice President, Communications  
NIRI-Chicago