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Upcoming Events

October 8

**Storm Clouds of
Shareholder Activism: The
IR Playbook
Register**

November 12

**NIRI in Your Neighborhood
Downtown Breakfast
Roundtable
Register**

November 20

**Clear Skies: Optimizing
Engagement With the
Street
Register**

Photo of the Month



2013 IR Workshop raffle winners
[See more photos from the
2013 IR Workshop](#)

From the President



September started with a bang, as nearly 100 IR professionals joined us for the "Expanding Horizons" IR Workshop. Many thanks to Workshop Committee Chair Larry Larsen and his awesome planning committee: Ben Burnham, Jennifer Davis, Chris Hodges, Dee Johnson, Terri Anne Powers and David Smith. You can read summaries on our [website](#), hear select panel [webcasts](#) and view photographic [highlights](#). Key takeaways included:

- On career opportunities, "Just keep asking and offering to do more," advised Nancy Krejsa, Six Flags' EVP-communications and marketing. "While accounting and finance are important background for an IRO, don't forget that your investor communications are driven by strong and consistent strategic messaging," added Abernathy MacGregor President Chuck Burgess.
- Capital allocation priorities were highlighted by CFO Peter Serada of Telephone and Data Systems, while UBS investment banker Asad Kazim described the effect of shareholder activism on corporate policies and Morningstar's Michael Holt reviewed how their analysts evaluate and rank companies on capital allocation stewardship.
- Keynote speaker, Ingredion EVP and CFO Cheryl K. Beebe candidly described her perspectives on how IROs can effectively drive shareholder value.
- Both NRG Energy Board Compensation Chair Walt Young and Allstate Corporate Counsel Katherine Smith advised ongoing outreach to institutional shareholders and working with your proxy advisory firm to make sure that your company's executive pay strategies and compensation will be understood. They should know -- both companies more than doubled the approval percentages of their executive compensation programs in just one year.
- The panels concluded with case studies on balancing transparency versus disclosure requirements by Heather Kos of Navistar and Shep Dunlap of Motorola Solutions, as well as guidance on disclosure by Laura Zinanni, senior attorney at CBOE Holdings.

Coming up next week on Tuesday, October 8, is a panel of experts on [shareholder activism](#). Please join us for the program at 5 p.m. at the

Someone You Should Know

Grainger's Bill Chapman loves IR and the University of Wisconsin-Madison.

IR Cliffhangers

In the so-called "golden age of activist investing," IRO-board communication is increasingly imperative.

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

Metropolitan Club, followed by a reception. We are trying a variety of times and days of the week this year in hopes that more members can attend - and posting event summaries in case you can't join us.

Finally, please don't hesitate to contact me if you have suggestions or comments to improve our chapter. We want to make sure all our members get the most out of their memberships. Don't forget the wealth of information on our website, such as case studies and member profiles. To that end, do you know which small Wisconsin town has been the source of five IROs of major companies? Read this month's profile, and you'll find your answer!

Best regards,
[Elizabeth Higashi](#)
President, NIRI-Chicago

In the News

- [Boards](#) remain "pale, male and stale."
- One reaction to stock market glitches: We miss [market makers](#).
- Don't expect another [financial crisis](#) in your lifetime.
- Analyst leverages [social media](#) to get attention, tank a stock.
- "Bespoke" [equity research](#) remains in demand, but the rest of the market is getting more "efficient."
- [If you look good on Twitter](#), VCs may take notice.
- What small companies need to know about [soliciting capital](#).

NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Case McGee**, vice president, investor relations, Archer Daniels Midland; **Trisha Tuntland**, investor relations manager, Cabot Microelectronics Corporation; and **Allison Wey**, vice president, investor relations and public affairs, Durata Therapeutics.

Congratulations to the raffle prize winners at the NIRI-Chicago IR Workshop: **Ryan Greenier**, **Erin Kelly**, **Heather Kos**, **Kristi Niles**, **Tom Scottino**, **Donna Sheedy** and **Mato Vebor**.

Congratulations to Navistar's **Randy Diaz** and his wife Kristen on the birth of twin girls -- Sophia and Brooklyn.

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

Maryellen Thielen
Vice President, Communications
NIRI-Chicago

