



From the President

*But the Snark is at hand, let me tell you again!
Tis your glorious duty to seek it!*

*To seek it with thimbles, to seek it with care;
To pursue it with forks and hope;
To threaten its life with railway-share
To charm it with smiles and soap!*



*For the Snark's a peculiar creature that won't
Be caught in a commonplace way.
Do all that you know, and try all that you don't
Not a chance must be wasted today!
-- [The Hunting of the Snark](#) by Lewis Carroll*

Not unlike the improbable crew hunting the mythical Snark in Lewis Carroll's nonsensical poem (which ironically was published on April 1, 1847), IROs are in pursuit of the right valuation. If too big or too small...if not firmly grounded in fundamentals...or if subject to the whims of traders or activists, then your company's valuation may be a Boojum -- a type of Snark that results in you "softly and suddenly vanish[ing] away, never to be met with again."

This [Thursday, April 4](#), we will seek to better understand the metrics and perspectives Wall Street and investors use to value companies and how one company internally values its opportunities to drive shareholder value. Speaking at this program will be Jonathan Golub, chief U.S. equity strategist, UBS Investment Bank, Jerry W. Ehlinger, managing director, RREFF Real Estate, and Lisa Micou Meers, vice president, investor relations, Anixter International. Aaron Hoffman, vice president, investor relations and corporate communications, Ingredient, will moderate this panel.

In addition to the [Valuation From the Street's Perspective](#) program this week, we have several more events planned in April, May and June, including a breakfast roundtable downtown, networking receptions in the northern and western suburbs, a reception at the NIRI national conference and our annual meeting. We also have scheduled a special, half-day mini-workshop on targeting and roadshows the morning of Friday, May 10, giving you the opportunity to start your weekend early.

Spring (whenever it gets here) is always a harbinger of the end of our program year. Before you know it, summer will be here and your board will begin planning for next year. To help us plan, Rivel Research has generously agreed to conduct a membership survey pro bono. We value your input, so please take a few minutes to respond to this quick emailed survey.

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Upcoming Events

April 4

[Valuation from the Street's Perspective](#)
[Register](#)

April 9

[Downtown Breakfast Roundtable](#)

[Register](#)

April 9

[West Suburban Reception](#)
[Register](#)

May 10

[Mini-Workshop: Targeting and Non-Deal Roadshows](#)
[Register](#)

Save the Date

September 9

NIRI-Chicago IR Workshop

Until next month,
Lisa Ciota
President
NIRI-Chicago

In the News

- Not quite the FBI's 10 Most Wanted List...*Business Insider's* 10 most active [activists](#).
- Should you expect an annual meeting "[rampage](#)" or mere "[public outrage](#)"?
- Why bad directors aren't [thrown out](#).
- Director compensation and board practices [report](#).
- SEC [revolving door](#) helps the public. CFOs should shift focus from risk to [growth](#).

NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Adam Brunner**, account supervisor, Edelman; **Jennifer Hiser**, director, investor relations, McDonald's Corporation; **Troy Lahr**, vice president, investor relations, The Boeing Company; **Umair Quraishi**, manager, investor relations, NiSource Inc.; **Alex Jeffrey**, senior account executive, Edelman; and **Felicia Shotkoski**, investor outreach & marketing manager, Syndicated Equities.

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

Maryellen Thielen

Vice President, Communications
NIRI-Chicago

Photo of the Month



NIRI-Chicago members mingle at the March 20 luncheon.

IR Cliffhangers

Learn how one company successfully handled a delayed earnings announcement.

Someone You Should Know

Leslie Kratcoski's advice to IROs from the perspective of her role with Snap-on Incorporated in Kenosha, Wis.

Job Bank

Check out our job listings. If you have a job to list, send it to info@niri-chicago.org.

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