



From the President



Your CEO is fired. There's a serious accident at one of your manufacturing plants. Or, too much cash on your balance sheet has the vultures circling. In times like this:

*Just waking up in the morning
And to be well,
[Quite honest with ya,
I ain't really sleepin' well]
Ya ever feel like your train of thought's been derailed?
That's when you press on
Half the population's just waitin' to see me fail
Yeah right, you're better off trying to freeze hell.
[The Fighter](#) by Gym Class Heroes*

It's the last line in this verse that strikes a chord with me. As an IRO, your role is to protect and enhance your brand (your company and personal brand). In a crisis, that means we don't give up; we press on. This month, Niri-Chicago will help prepare you to successfully manage through a crisis at our [March 20](#) program featuring Daniel Diermeier, professor, Kellogg School of Management, Northwestern University; Jeff Bailey, editor, YCharts and former bureau chief at the *Wall Street Journal*, and Seth Frank, vice president, investor relations, Allscripts Healthcare Solutions. You won't want to miss this session, so be sure to [register](#).

Our regional breakfast roundtables and the [IR Cliffhangers](#) section of our website are also sources for you to learn how other IROs handle crises. We have breakfast roundtables coming up in the [western](#) and [northern](#) suburbs, both on March 13. Navistar and Fortune Brands Home & Security are hosting these roundtables, respectively. Our roundtables attract top-notch local IROs and are a great way to get insights on other companies' IR programs.

We'll be seeing the green shoots of spring soon (I hope). Spring is a time of change and transition and it is the perfect time to introduce you to [Smooch Reynolds](#) of Caldwell Partners. Smooch has advised many people on change and transition and is this month's featured [Someone You Should Know](#).

I want to close with the refrain from [The Fighter](#):
*Give 'em hell, turn their heads
Gonna live life 'til we're dead.
Give me scars, give me pain
Then they'll say to me, say to me, say to me*

In This Issue

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Upcoming Events

Monthly Meetings

March 20

[OMG! What Now? Crisis Communications Lessons](#)
[Register](#)

April 4

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

Niri in Your Neighborhood Events

March 5

[West Suburban Networking Reception](#)
(rescheduled)

March 13

[North Suburban Breakfast Roundtable](#)
[Register](#)

March 13

[West Suburban Breakfast Roundtable](#)
[Register](#)

Save the Date

September 9

Niri-Chicago IR Workshop

There goes the fighter, there goes the fighter.

IR can be tough. IR can be rewarding. Most of all, when you're in IR, you know you're alive.

Until next month,

Lisa Ciota
President
NIRI-Chicago

In the News

- More shareholder [activism](#) predicted for 2013 despite a [backlash](#) against "shareholder democracy."
- Once bashful [hedge fund](#) managers seek media spotlight for more reasons than activism.
- World's biggest fund blasts [governance rules](#).
- Defending director pay ([survey](#)).
- Good governance increases CEO pay ([study](#)), but ignoring calls for governance changes will get directors in [trouble](#) faster.
- Missing consensus is "seldom catastrophic" ([study](#)).
- Twitter and Facebook [influence](#) share price moves. Really.

NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members:

James Christman, sales executive, SNL Financial; **Tara Dzedzic**, managing director, global corporate client group, NYSE Euronext, Inc.; **Joni Konstantelos**, director, investor relations, Broadwind Energy; and **Belia Ortega**, manager, communications, investor & media relations, DeVry Inc.

[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 Members listen to Chris Jakubik and Jeffrey Dalebroux discuss IR Strategies

[deal IR Strategies program summary](#)

IR Cliffhangers

In anticipation of our monthly meeting on crisis communications, read about Lessons Learned From the Financial Crisis (or, take investigative reporters seriously).

Someone You Should Know

Smooch Reynolds of Caldwell Partners discusses how IR recruiting has changed -- and the origin and benefit of her unusual first name.

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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