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Upcoming Events

October 5
West Suburban Breakfast Roundtable
[Register](#)

October 10
North Suburban Networking Reception
[Register](#)

November 16
Commanding the Room: The Art of Effective Presentations & Storytelling
[Register](#)

Photo of the Month



Members and guests listen thoughtfully to insights at the 2016 IR Workshop.

NIRI Annual Conference 2017 Call for Topics & Speakers

Visit <http://goo.gl/ea2c7c>

From the President



Our program year is off to a wonderful start. Many of you joined us for our annual IR Workshop on Friday, September 23, to explore how IROs can cope with a "VUCA" world (VUCA = Volatility, Uncertainty, Complexity and Ambiguity). This year's keynote speaker was R. Keith Bliss of Cuttone & Co., who emphasized several market-moving issues that IROs should monitor. Our panels built on those topics and

were, in one word, spectacular. Each panel discussed the elements affecting markets and companies in the current environment. I again want to thank our workshop committee and sponsors for making such an informative and entertaining day possible.

As we look ahead this month, we have our NIRI in Your Neighborhood events. For those of you who have trouble making our other monthly programs, I implore you to take advantage of these more intimate meetings. Please register [here](#).

As we move into November, our next program focuses on the soft skills that IROs must have. "Commanding the Room: The Art of Effective Presentations and Storytelling" will focus on how to grab attention and boost credibility in presentations and one-on-ones, find more memorable ways to tell your company's story behind the numbers, and improve an audience's understanding of what to remember and why it's important.

Leading the program is [Lynne Franklin](#), who trains CEOs, CFOs and IROs on creating and delivering effective messages. Franklin is a self-described "neuroscience nerd" who speaks on how to persuade people from the inside out, based on how the brain works and affects behavior, as well as on learning and communication research. She wrote the book *Getting Others to Do What You Want*. In other words, this program should be both educational and fun. Please register [here](#).

As we continue to serve our members, I welcome your feedback on our programs or anything that we can do better. I look forward to seeing everyone in the coming months.

Regards,

Larry Larsen
NIRI-Chicago President

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In the News

- How NOT to handle a reputational crisis -- and [disclosure](#).
- A hostile takeover battle can [weaken](#) a company's defenses, even if it "wins."
- Perspectives on [valuation](#) and [seasonality](#) and [media relations](#) at earnings announcement time.
- M&A pitfall: [cybersecurity risk](#).
- Recommendations for shareholder-board [engagement](#).
- IR terminology with a [spin](#).

NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **David Lim**, vice president, corporate development and investor relations, Univar; **Deb Schwartz**, vice president, investor relations, Groupon.

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

Maryellen Thielen
Vice President, Communications
NIRI-Chicago

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