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## Upcoming Events

**April 7**  
**Webcast: Trump Tweets 101 for the IRO**  
**Register**

**April 13**  
**Financial Disclosure Trends: Do's, Don'ts and Maybes**  
**Register**

**May 4**  
**Tour of Scientific Games**  
**Register**

**June 4-7**  
**NIRI Conference**



**Save the Date**  
**September 15**  
**2017 IR Workshop**

## Photo of the Month

## From the President

Happy April, everyone!



As we enter the final stretch of the NIRI-Chicago program year, we have some exciting program and networking opportunities upon us.

First up is a webcast on Friday, April 7 you shouldn't miss. [Trump Tweets 101 for the IRO](#) will inform you of the ins and outs of what to and what not to do -- before, during and after -- in the event your company or industry is the target of our President's attention. You'll come away with practical tips and advice that are relevant for effectively managing a "Trump tweet," a blogger attack or a falsehood that goes viral. Register [here](#).

The following Thursday, April 13, we have our monthly program entitled [Financial Disclosure Trends: Do's, Don'ts and Maybes](#). Every public company has to grapple with its financial disclosures. Do it poorly, and investors and the media cite confusing or hard-to-get information. Do it well, and be rewarded with investors who understand your strategy and performance. In a world of rapid change, do you understand today's financial disclosure trends? Join us for an engaging discussion with legal, media and corporate experts on financial disclosure trends and best practices. Register [here](#).

In May, we have our second annual company tour. Here's a hint: What do *James Bond*, *Willy Wonka*, *Ironman*, a happy hour and IR insights have in common? Well, of course, it is gaming and lottery company [Scientific Games](#). Join us on May 4 on Chicago's Northwest side for a [tour](#) of Scientific Games' development studio/technology center and interactive gaming headquarters, where talented development teams innovate the next generation of slot machines for casino operators all over the world.

Consider the IR challenges when your company is highly leveraged, has no net earnings and negative book value. Scientific Gaming's VP of IR Bill Pfund will briefly discuss his approach to the IR challenges faced by his high-yield company,



(l to r) Steve Walzer, Bill Franklin and Mike Steele at our March event.

then allow us to test-drive some of the newest and most innovative slot games hitting casino floors -- all without a need for money or fear of losing. We'll end the event with drinks, light appetizers and time to socialize with IR colleagues. Don't miss this unique tour hosted in a distinctive venue by a truly uncommon company!

Please [register](#) by May 1 if you plan to attend. Scientific Games needs to know expected participation in advance to comply with gaming compliance regulations.

We'll round out the program year with our annual meeting in June. More details to come on that event.

I look forward to seeing you at one or more of these upcoming events.

Regards,

*Larry Larsen*  
*NIRI-Chicago President*

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### March Program Highlights

We had a lively conversation at our March program, **Rock Star IR: How Top IR Programs Measure Their Effectiveness**. You'll find the high points of the evening in our [event summary](#) -- and don't miss the [buy-side's view](#) from Rivel Research.

Many thanks to program moderator Dee Johnson (pictured to the right), NIRI-Chicago's EVP and principal of Dee Johnson Investor Communications LLC.



### Case Study

It's spring, and the activists have been preparing for proxy season. Whatever challenges your company is facing, you can learn from one IRO's experience in [Communicating M&A in a Challenged Industry](#).

### In the News

- The share buyback [debate](#) continues.
- The [shortcomings](#) of share ownership tracking, in court.
- How high-frequency trading has [changed](#) the market . . . and fallen on "hard times."

# Q4



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## NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Brian Kearney**, director, investor relations, ConAgra; **Mark Nogal**, senior manager, investor relations, The Allstate Corporation.

Congratulations to **Jennifer Davis**, who was promoted to vice president, corporate affairs and investor relations at TESARO, Inc.

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

*Maryellen Thielen*  
*Vice President, Communications*  
*NIRI-Chicago*