



### In This Issue

- [From the President](#)
- [Member Profile](#)
- [In the News](#)
- [Member News](#)

### Upcoming Events

**December 12**  
**[Holiday Reception and Economic Outlook: Navigating Troubled Waters](#)**

**[Register](#)**

**January 9, 2018**  
**[Alternative Paths for an IRO](#)**

**[Register](#)**

**SAVE THE DATE**  
**July 12, 2018**  
NIRI-Chicago Golf Outing

**September 28**  
2018 IR Workshop

### Photo of the Month



IR Workshop participants work on a case study.

### Job Bank

**From the President**  
  
It's amazing how fast the weather can change. Even when I expect a 35-degree drop in the temperature and know that it's perfectly normal for Chicago, it still takes my breath away. Being prepared for change doesn't make it any less of a change.

The CEO of Zillow Group, Spencer Rascoff, wrote a [wonderful post](#) just before Thanksgiving to highlight innovations in the company's quarterly earnings call process. He acknowledged that companies can be risk-averse in investor communications and face significant constraints on how earnings are communicated -- the content, timing and channels are largely dictated and unchanging. Nevertheless, Zillow has implemented several innovations, both technological and cultural, that provide greater transparency for investors, agility for the team preparing and presenting the call, and a connection to investor concerns for the operating teams responsible for company performance. The Zillow team uses a private [Slack](#) messaging channel to collaborate in preparing for the call off-site, and [Slide](#) during the call to allow investors to ask questions anonymously and vote on questions of greatest interest. The team simultaneously uses the Slack channel to source answers to questions during the call. The IR team also uses technology we all have -- email -- to "connect the content in our prepared remarks back to the teams who made it happen."

I found this innovative process as refreshing as today's blast of Arctic air.

Investor relations is like writing a sonnet -- following some strict rules can inspire sublime creativity.

I hope to see all of you on **Tuesday, December 12** for an

## Check Out NIRI-Chicago's Mobile App

[Download on iOS](#)  
[Download on Android](#)

### Our Sponsors

#### Platinum

**S&P Global**  
Market Intelligence



#### Gold



#### Silver



Market Structure Analytics™

economic outlook with Kenny Polcari and our holiday reception. This event is always a great way to recalibrate and reconnect. I wish you a happy holiday season and a healthy and prosperous new year.

Regards,

Dee Johnson  
NIRI-Chicago President

### Member Profile

One of NIRI-Chicago's newest members relocated to Chicago from Atlanta earlier this year. Meet [Martin Jarosick](#) of CF Industries.

### In the News

- Gearing up for proxy season: Corporate Secretary publishes an entire guide on [shareholder engagement](#); SEC Chair Jay Clayton calls for an overhaul of the [proxy voting](#) system given the continued low number of votes by retail investors; non-calendar year companies report governance engagement scheduling and other [challenges](#); and [Broadridge](#) suggests video, social media, summaries and data analytics to help boost the retail vote.
- The SEC intends to update rules for companies' reporting of [cybersecurity breaches](#).
- Goldman Sachs [investment bankers](#) are staffing up to target smaller companies.
- "[Small IPOs are dying. That's good](#)" as a sign of market efficiency, proclaims the *Wall Street Journal*.
- Investing [psychology](#): sometimes a "generous" annual gain doesn't feel very big.

### NIRI-Chicago Member News

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

Maryellen Thielen  
Vice President, Communications  
NIRI-Chicago



# Q4

## Annual In-Kind Sponsors



# Q4

**S&P Global**  
Market Intelligence

