



**In This Issue**

[From the President](#)

[In the News](#)

[We Need Your Opinion](#)

[Member News](#)

**Upcoming Events**

**March 15, 2018**  
**Strategic Investor Days**  
**Register**

**April 12, 2018**  
**The Long and Short of**  
**It: Options, Market Intelligence**  
**and Volatility**  
**Register**

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

**September 28**  
**2018 IR Workshop**

**Photo of the Month**



David Fine and Alon Kutai will provide insights on strategic investor days on March 15.

**Check Out NIRI-Chicago's Mobile App**

**From the President**



What's the most valuable thing you do for your company (or client) as an IR professional? I often think it's our ability to predict the questions investors will ask. It's a skill that grows with experience. *IR Magazine* recently spoke with Eugene Soltes, an associate professor at Harvard Business School, who is researching investor questions to management. Soltes found that the questions vary with the setting. In a public setting, most questions are to seek greater depth on information that is already public. In private settings, investors are more likely to ask questions about their proprietary ideas.

With experience, we get better at predicting the questions. Transcripts of peer conference calls are some help. The better we understand analysts' themes and investors' strategies, the better we will do. In changing times, a backward look isn't enough. The IRO also must respond to company results, breaking industry news and current events with insight into the implications for the company's strategy and financial health.

As a microcap IRO, I never counted on receiving the salient questions on the conference call. If we wanted a thought to be on the record, we had to write it into our disclosures.

Last month, I wrote about Blackrock and its message that the market now expects social responsibility from corporations. Retailers who have taken steps on their own to tighten up sales of guns are a perfect example. They got out in front of activists and shareholder resolutions -- and probably saved a great deal of time and money for the corporation and their investors.

See you next week at our program on [Strategic Investor Days](#), Thursday, March 15 at the Metropolitan Club. Registration and networking begin at 4:30 p.m., and the program is at 5 p.m. with a reception to follow as usual. The last time I personally

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surveyed Investor Day best practices was more than 10 years ago and I'm betting some things have changed! You only get one shot every year or so to pull off an investor day that's a win for both management and attendees, so this will be a valuable program. [Register now.](#)

Regards,

Dee Johnson  
NIRI-Chicago President

## In the News

- No surprises in post-tax cut [media coverage](#): bemoaning [buybacks](#), [dividend increases](#) rather than [paying down debt](#) -- and suggesting alternative uses of cash.
- The [VIX](#) in the [news](#). More than 400 companies (and 60% of S&P 500) now allow [proxy access](#).
- Can non-hackers profit from [major cyberattacks](#)?
- [Cyberattack disclosure](#) must be [timely](#), says the SEC, but the EU takes it further by demanding data breach notice within [72 hours](#).
- Crisis management advice: learn from [government](#), have an [agile board](#) -- and [don't do this](#).
- [Survey](#): Fortune 500 IROs express concern about political instability, look outside IR for their next job.

## We Need Your Opinion!

Watch your email this month for a brief NIRI-Chicago survey. We need your input on how we can add greater value to your NIRI-Chicago membership, from professional development topics to additional member services. Thank you in advance.

## NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Kaylee McCall Correa**, director of investor relations and business development, Elion Partners; **Meredith Davis**, external corporate communication, CNH Industrial; **Andrew Janata**, manager, finance, ConAgra Foods, Incorporated.

Congratulations to [Beth Coronelli](#), who has taken on a new role as VP, IR and Finance Operations at Adtalem Global Education . . . and [Kathy MacDonald](#), now senior vice

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

Maryellen Thielen  
Vice President, Communications  
NIRI-Chicago

