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March 22

[Rock Star IR: How Top IR Programs Measure Their Effectiveness](#)

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September 15

2017 IR Workshop

Save the Date



The annual conference [registration](#) deadline is May 15

Photo of the Month



From the President



Is it spring? As I write this, Chicagoans are enjoying 60-degree temperatures in February. I'm not sure what March will bring, but the Chicago chapter plans to close out the year with some HOT programs.

Our formal programs will return the evening of Wednesday, March 22 with [Rock Star IR: How Top IR Programs Measure Their](#)

[Effectiveness](#). As we all know, it's hard to set measurable goals in investor relations, yet some IR programs stand out for their success. We'll explore several measures of IR success, including *Institutional Investor* recognition. Rivel Research will share its buy-side findings on the qualities that institutional investors value in an IR program. We'll also hear several successful senior IROs discuss how they set goals, continuously improve their games and judge their own success. Please register [here](#).

Looking ahead to April, our program is entitled "**Disclosure: What to Say and When to Say It.**" Victoria Sivrais and yours truly are creating this program -- so of course, it will be awesome. More details to come.

As I talk with our chapter members, I am consistently reminded of how much talent we have in this chapter. From time to time, I hear about our members spearheading initiatives that I believe should be recognized and highlighted. One such initiative has been happening informally over the past months and it is one that everyone should be aware of.

Lisa Ciota, a long-time member who has contributed to the chapter's successes in countless ways, has organized several career development and networking meetings for members and friends in transition. Due to very positive feedback, Lisa and board member Maryellen Thielen plan to formalize the group and have graciously agreed to co-chair. For details *and* expanded career resources, visit the [Career Planning](#) section of the NIRI-Chicago website. I thank Lisa and Maryellen for their impromptu leadership here. I think this is a strong example of the value our chapter is uniquely able to provide its members.

2016 IR Workshop Committee

To join the 2017 committee, contact info@niri-chicago.org

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In other news, some of you may have seen a new outlet called [Axios](#) that was launched in late January by several founding members of [Politico](#). It is quickly becoming one of my favorite sources of news. One [article](#) that caught my attention recently focuses on how technology has fundamentally changed the media landscape and in turn, how average people consume information.

Many IROs struggle with the value of social media. In the B2B world of institutional investor relations, there is still controversy about how engaged companies should be and their return on this investment. Do institutions and senior investment executives truly make stock purchase decisions based in part on what they read in their LinkedIn or Twitter feeds? If you believe the statistics in this story, the answer continues to evolve.

I look forward to seeing everyone in March.

Regards,

Larry Larsen
NIRI-Chicago President

In the News

- [Confusing earnings releases](#) can allow the stock price to move while many investors are hunting for numbers -- but you can't hide bad news, at least in the [sports world](#).
- The [sell-side](#) continues to shrink.
- [Proxy statement trends](#): more shareholder engagement -- and resulting changes -- while 95% of executives achieve "threshold" performance for [incentive payouts](#).
- BlackRock versus Snap: [who will win?](#)
- [ESG](#) will remain important post-deregulation: ESG investors account for \$9 trillion in investment assets in the U.S. (20% of overall assets) and have grown 33% a year over the past two years. The numbers in Europe are far higher.

NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest member: **Martin Jarosick**, vice president, investor relations, CF Industries.

Congratulations to Chapter President **Larry Larsen**, who has accepted a position heading the corporate communications practice at Golin's Chicago office.

Lisa Meers Gregory, VP of IR at Anixter and past NIRI-Chicago president, talked about her career path in a recent [interview](#).

[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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