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Photo of the Month



November meeting attendees discuss the advantages of monitoring social media

From the President



It is hard for me to believe that it's December and the end of 2014. From an IRO's perspective, it has been a nonstop year. We continue to face the challenges of an exhilarating but demanding profession and to survive market volatility caused by everything from midterm elections to geopolitical issues, the sharp drop in oil prices and the Ebola outbreak. While I

consider IR to be the most interesting job in any public company, it is accompanied by constant and ever-changing demands -- and that is where NIRI-Chicago can add the most value.

The "ever-changing" spectrum includes the evolving role and relevance of social media to IR. The highly regarded -- and equally highly energetic and enthusiastic -- Serena Ehrlich shared her expertise in our November program: [They're Saying WHAT? An IRO's Guide to Monitoring Social Media](#). If you missed the program, you can find the high points in our event [summary](#).

This month, we look ahead at the many factors that could affect corporate profitability and investor decisions in the new year. To name a few, we see possible changes in Fed policy on inflation, interest rates and Treasury buyback programs; political instability in the Mideast, Ukraine and North Korea; emerging market growth rates; and continued Congressional stalemates as the newly elected senators and representatives take office. What else could be in store for the coming year? Our panel of experts will discuss how these and other developing issues affect their 2015 forecasts. Please join us on **December 9** for our holiday reception and program, [Putting Together the Pieces: 2015 Outlook](#), at the festive Standard Club. Registration will begin at 4:30 p.m., followed by the formal program beginning at 5 p.m. As a NIRI-Chicago member, you are invited to bring one guest at no charge to enjoy the program and reception. Our panel of thought leaders and senior executives include William Delwiche of Robert W. Baird, David Marshall of the Federal Reserve Bank of Chicago and Christopher Vincent of William Blair, moderated by Chris Taylor of Ipreo. This should be a lively discussion and memorable conclusion to programs for this

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year. [Register](#).

In closing, as we enter the 2014 holiday season, I am grateful to have NIRI-Chicago as a professional resource -- and for the friendship and camaraderie we share. Happy holidays to all.

Regards,

[Lisa Micou Meers](#), CFA
NIRI-Chicago President

In the News

- Do changes in your [earnings dates](#) signal results?
- Companies become more aggressive in using [cash](#).
- NACD lists 2015 investor [priorities for boards](#).
- Some activist investors aim at [strong companies](#).
- Activist group wants shareholders to directly [hire and fire](#) directors.
- Nickel spread pilot pits [brokers](#) against exchanges.

NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Christina Hahn**, vice president, investor relations, Archer Daniels Midland; and **Christian Messmacher**, vice president, investor relations, EVRAZ North America.

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

Maryellen Thielen
Vice President, Communications
NIRI-Chicago