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### Upcoming Events

**February 26**

**[NIRI in Your Neighborhood North Suburban Breakfast Roundtable](#)**  
[Register](#)

**March 20**

**[Leadership Skills: The Critical Piece of the Puzzle \(Mini-Workshop\)](#)**  
[Register](#)

**June 14-17**

**[NIRI Annual Conference in Chicago: IR in Motion](#)**  
Don't miss the early bird discount -- register by March 1

### Past Events

**[January event summary](#)**  
Navigating the Corporate Governance Maze

### Photo of the Month



January program speakers Francis Byrd, TerriJo Saarela and Joel Trotter

### From the President



Greetings, NIRI colleagues, on this cold snowy beginning of February. Somehow, 18 inches of snow in February are a little more palatable than in December or January. The days are getting longer, and yes, I am the eternal optimist!

I had the pleasure of watching the Super Bowl Sunday night. The last 26 seconds gave new meaning to Sleepless in Seattle. Probably not a big surprise to those who know me, I am as much a fan of the ads as the game. My favorite? I have to cast my vote for "Play Like a Girl" -- that has long been one of my mottos.

That brings me to mention "deflation" as a good transition to investor relations. The Patriots are not the only ones trying to manage that issue. Whether we're talking about oil prices or currencies, the impacts of a low inflation environment are being felt everywhere. It is an interesting time to be in IR.

To help you manage the "interesting" aspects of IR, take a well-deserved break this month to enjoy breakfast and network with your NIRI-Chicago colleagues. Bill Chapman of W.W. Grainger and Ruth Venning of Hospira have teamed up to host a [NIRI in Your Neighborhood breakfast](#) at Grainger's offices in Lake Forest, on Thursday, February 26 beginning at 7:30 a.m. Our informal roundtable discussion will give you the chance to find actionable ideas from your peers on the IR issues you're facing today. This will be an especially convenient location for our far north suburban and southern Wisconsin members -- hope to see you there. [Register](#).

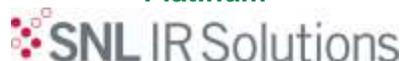
And, it's not too early to plan on attending our next monthly meeting, on the morning of Friday, March 20, when we'll dig into [Leadership Skills: The Critical Piece of the Puzzle](#). As we all know, successful investor relations officers require superb technical knowledge of strategy, finance, communications, marketing and compliance -- but those skills alone will not necessarily land you a promotion or a better job in another field. Our mini-workshop will focus on identifying key leadership skills for the next step in your career, how to develop and demonstrate those skills to build influence within your organization, and real-world advice from experts and

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senior practitioners: Julia Sweeney and Stephanie Buckles of Korn Ferry, IROs Beth Coronelli and Aaron Hoffman, and IR consultant Chris Hodges. [Register](#).

Finally, mark your calendar for the NIRI-Chicago annual meeting, to be held immediately before the opening of the 2015 NIRI Conference right here in Chicago. We will be setting sail on Chicago's First Lady, with doors opening at 4:45 p.m. and returning to shore by 6 p.m. in time for the conference's Welcome Reception right across the street. You can bet that NIRI-Chicagoans will be in demand throughout the conference for their knowledge of things to see and great places to eat in our sweet home Chicago.

Good luck with earnings. Stay warm. And remember, spring will be here before we know it!

Regards,

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

### In the News

- IROs share advice on [effective IR](#).
- [Disclosure](#): how much is too much?
- [M&A boom](#) likely to continue.
- [Management mistakes](#) that can attract activist attention.
- Board diversity equals improved performance: [The UK takes action](#).
- A guide to [corporate doublespeak](#).

### NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest member: **Jennifer Koenig**, vice president, corporate communications, Stericycle, Inc.

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

Maryellen Thielen  
Vice President, Communications  
NIRI-Chicago