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**Upcoming Events**

**February 18**  
**NIRI in Your Neighborhood**  
**Downtown Breakfast Roundtable**  
[Register](#)

**February 18**  
**NIRI in Your Neighborhood North**  
**Suburban Breakfast Roundtable**  
[Register](#)

**March 15**  
**Safety in Numbers: Cybersecurity**  
**101 for the IRO**  
[Register](#)

**Save the Date**  
**September 23, 2016**  
**2016 IR Workshop**  
**Metropolitan Club**

**Photo of the Month**



Janine Warell (l) and Allyson Pooley with BIN 36 Owner/Beverage Director Enoch Shully

**From the President**



It was great to see a number of you at the wine-tasting social last month at BIN 36. I hope most would agree that it was a lot of fun and a great way to kick off the second half of our program year.

As I think about my first few weeks back in the office, I've had a number of conversations about social media, particularly as we are in the heart of the fourth quarter earnings season. As we all know, there is an ongoing debate among investor relations professionals about the value of social media for investor audiences. Last November, *IR Magazine* published an interesting article that asked the question, *Are IROs Unfollowing Social Media?* The article noted Nestle's decision to shut down its dedicated IR Twitter feed due to a lack of followers and the difficulty it faced in creating a regular drumbeat of useful content for an investor audience. Nestle is in good company, as other major brands have done the same. Pepsi, Ford, Home Depot and FedEx all have opted to rely on their corporate Twitter feeds, where there is a much larger following and more consistent volume of content.

That said, the decision of these brands doesn't diminish the fact that a social media posting can have a dramatic effect on a company's share price or that institutional investors are mining social data to make faster investment decisions. A recent *Fortune* article highlighted that investors are paying attention to what is being said online -- not only by companies, but by other opinion formers and influencers. Furthermore, these investors are acting on the information they uncover, whether it is accurate or not. You may ask, "What does that mean to me?" From my perspective, there is a clear need for IROs to more closely monitor what is being said on the social web. Moreover, collaboration with your corporate communication teams is more critical today to ensure there is more quality, investor-oriented content to reach your key stakeholders and those who can influence buy/sell decisions on your stock.

In the coming weeks, we will offer opportunities to talk about this dynamic in the social media world, as well as other interesting IR topics at [NIRI in Your Neighborhood](#) events [downtown](#) and in the [northern suburbs](#). [Register](#). On **March 15**, we also have a thought-provoking program planned: **Safety in Numbers: Cybersecurity 101 for the IRO**. Cybersecurity is a hot topic in

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the news these days. We have put together an expert panel to cover the basics of cybersecurity risk, best practices for communicating what your company and board are doing about it, and what to do if your company experiences a security breach. [Register](#). We hope you will be able to join the discussion at these upcoming meetings.

In the meantime, stay warm and/or dry in this ever-changing weather. I look forward to seeing you soon at one of our great upcoming events.

Regards,

Victoria Sivrais  
NIRI-Chicago President

### In the News

- How [stories](#) drive the stock market
- Why are corporations [hoarding trillions](#)?
- Governance no-nos from the *Wall Street Journal*: [interconnected independent directors](#), lack of [term or age limits](#), [overboarding](#), [two-person board committees](#), lack of a [skill mix](#), CEO margin debt on [company stock](#)
- You're in demand: rising competition to offer [corporate access](#) services
- High-frequency traders [take over NYSE](#) seats of the last traditional financial institution left standing
- [IPOs freeze up](#) in January (the first month without an IPO since September 2011) and a [secondary market](#) for private investments and crowdfunding arises in Chicago

### NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Kendra Chiprich**, director, listed company relationships, New York Stock Exchange; **Michael Ferreter**, financial communications manager, Grainger; **Alice Henderson**, senior manager, investor relations, CDW; and **Nick Tselekis**, director of corporate sales, Q4 Web Systems.

Congratulations to **Mike Steele, CFA**, who is now VP, investor relations at Zebra Technologies.

Also, congratulations to NIRI-Chicago members who had milestone NIRI anniversaries in December, January or February:

#### 20 years

**Aaron Hoffman**, Illinois Tool Works

#### 10 years

**Heather Kos**, Ingredion

**Mike Steele**, Zebra Technologies Corporation



**5 years**

**Tony Huegel**, Deere & Company

**Dan Lombardo**, InvenTrust Properties Corp.

**Kathy MacDonald**, Mead Johnson Nutrition Company

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

*Maryellen Thielen*

*Vice President, Communications*

*NIRI-Chicago*