



## From the President



Oh, the glamour of it all! Being on the road ... visiting world-renowned cities ... dining at exclusive restaurants ... staying at luxurious hotels. Wait. Are we talking investor roadshows? Maybe, once upon a time, going [on the road a la Bob Hope and Bing Cosby](#) meant [misadventures](#) in exotic locations, inexplicable musical interludes, ridiculous [lost memory plot](#) devices and extras dressed in culturally inaccurate clothing. If your experience on the road is anything like this, call me.

Today, when you are on the road with your CEO or CFO, your time is precious. You rush from meeting to meeting -- and all the while, you wonder if you are making the most of your time, seeing the right people and how to manage the next roadshow even better. We can help. Come to our [mini-workshop this Friday, May 10](#) for a primer on targeting and roadshows. You'll learn how leading companies manage their roadshows, target the right investors and use corporate access desks to support their objectives. [Register now](#) for this special half-day program.

Next week, we'll wrap up our 2012-2013 Niri in Your Neighborhood series with a [north suburban networking reception](#) at [Eddie Merlot's](#) in Lincolnshire on Tuesday, May 14. Don't worry -- given their popularity, the Niri in Your Neighborhood breakfast roundtables and networking receptions will be back again next fall in all our geographic regions: downtown, northern suburbs and western suburbs. For those of you attending the Niri-National Conference, be sure to join us Sunday evening, June 9 for a [pre-conference reception](#), where you'll see some friendly faces and can trade stories and tips with throughout the conference. Also, be sure to mark your calendars for our [annual meeting](#) on Thursday, June 20 and annual **Investor Relations Workshop** on Monday, September 9

If you missed any of our recent programs, be sure to check out the brief summaries we post to our website every month. And don't forget to visit the [Someone You Should Know](#) and [IR Cliffhangers](#) sections. This month, we feature [Seth Frank](#), vice president, investor relations for Allscripts. Seth was a featured panelist at our March 2013 crisis communications program.

Thank you to everyone who completed our annual chapter membership survey. Your board just received the results and is poring over your opinions. We commit to using your input as we begin planning for next fall. In the meantime, your board is open to your ideas on how we can serve you better, so feel free to email me directly with your suggestions.

## In This Issue

[From the President](#)

[In the News](#)

[Member News](#)

## Upcoming Events

May 10

[Mini-Workshop: Targeting and Non-Deal Roadshows](#)

[Register](#)

May 14

[North Suburban Reception](#)

[Register](#)

June 9

[Reception at Niri Annual Conference](#)

[Register](#)

June 20

[Niri-Chicago Annual Meeting and Reception](#)

[Register](#)

Save the Date

September 9

Niri-Chicago IR Workshop



Brian Kearney and Larry Larsen connect at our April 4 breakfast program

Until next month,

**Lisa Ciota**

President  
NIRI-Chicago

**In the News**

- Can "[integrated reporting](#)" solve investors' overemphasis on short-term financial performance?
- [Study](#): About a quarter of sell-side analysts say managers pressure them to lowball earnings estimates.
- But this quarter, four-fifths of companies that provided guidance projected numbers [below analyst expectations](#).
- The rewards and hazards of [gossip](#): M&A [leaks](#).
- Social media helps [identify risks](#) and [rate analysts](#).
- [Director Watch](#) was started by Huffington Post and [CEPR](#) to "highlight the abuses of corporate [directors](#)." A [study](#) concurs that directors are rarely held accountable for poor performance.
- There's a theme here: [algorithms](#) are replacing analysts and investors, investors need to adapt to [hackers](#) who can move markets, and we can [blame Microsoft](#) for "the dark side of capitalism." Really.

**NIRI-Chicago Member News**

Welcome to NIRI-Chicago's newest members: **Paul Longhini**, executive director, Navigant Consulting, Inc. and **Mato Veber**, investor relations manager, Kraft Foods Inc.

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

**Maryellen Thielen**

Vice President, Communications  
NIRI-Chicago

**IR Cliffhangers**

How to manage unexpected (bad) news: announce it all at once -- even if you have to move up your earnings release date.

**Someone You Should Know**

Read Seth Frank's advice to IROs from the perspective of his tumultuous time at Allscripts.

**Job Bank**

Check out our job listings.

If you have a job to list, send it to [info@niri-chicago.org](mailto:info@niri-chicago.org).

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