



EDUCATE // ENGAGE // ENERGIZE NIRI-Chicago 2012-2013

From the President



If $E=mc^2$ means energy is equal to mass multiplied by the speed of light squared, what is E^3 ? Not having a degree in physics, I don't know -- but I do know that for NIRI-Chicago, E^3 means *educate*, *engage* and *energize*. It's an essential part of our mission to advance the practice and stature of investor relations, and guides our focus and efforts. Let me elaborate.

At NIRI-Chicago:

- We seek to **EDUCATE** our members by bringing them into contact with industry leaders, subject matter experts and other investor relations professionals at our formal monthly programs.
- We look to **ENGAGE** our members with compelling topics and dialogue at regional breakfast roundtables, networking receptions and other informal programs, which are held downtown and in the northern and western suburbs.
- We want to **ENERGIZE** our members with new information, fresh perspectives and professional connections to spark new ideas and strategies to help them move ahead.

You'll see E^3 echoed throughout the 2012-2013 program year, which will kick off with an energizing round of golf followed by a dinner reception at **Highland Park Country Club on August 22**. The dinner reception is free to NIRI-Chicago members, so be sure to come out even if you don't golf. We're opening the golf outing to the Society of Corporate Secretaries and Governance Professionals -- invite your corporate secretary to join you.

On September 10, we'll host our **annual IR Workshop** at the Hyatt Chicago Magnificent Mile, which will feature compelling, informative speakers including Fritz

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Upcoming Events

August 22
Golf Outing & Networking Reception/Dinner
[Register](#)

September 10
2012 IR Workshop
[Register](#)

Henderson, CEO of SunCoke Energy, and David S. Ruder, former chairman of the U.S. Securities and Exchange Commission, and currently the William W. Gurley Memorial Professor of Law Emeritus at Northwestern University.

We want to engage you -- come to a program, participate in a breakfast roundtable, network with IR colleagues at an evening reception or volunteer to help coordinate a program. We want to build a strong sense of community among our members and we look forward to seeing you. In the meantime, I'm always open to your ideas on how we can serve you better, so feel free to send me an email with your suggestions.

In a profession that requires a great deal of energy, where trading can move at the speed of light and global economies are like a heavy mass that's impossible to lift, remember you have the power of E³ behind you, helping propel you forward.

Until next month,

Lisa Ciota, President
NIRI-Chicago

In the News

- Watch your language on your **earnings call**.
- Evaluating **buybacks**.
- Follow the **cash** -- going nowhere.
- Does your CEO have **CEO-itis**?
- The benefit of **shareholders** -- or the shareholder **value myth**?
- Should you have your **board** talk to investors?
- A former analyst explains **ratings** to individual investors.
- Leveraging **social media** for IR...or just benefiting from **lurking**.

NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Brian Kearney**, Investor Relations Manager, Hillshire Brands; **Steven Martens**, Vice President, Investor Relations, Molex, Inc.; **Mary Vegh**, Director, Enova; and **Kimberly Yaman**, Investor Relations Manager, McDonald's Corporation.

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

Maryellen Thielen, Vice President, Communications
NIRI-Chicago

Photo of the Month



NIRI-Chicago President Lisa Ciota, Chairman Steve Carr and the rest of your board are not resting on their laurels after our chapter won "chapter of the year" honors. Please contact any **board member** with suggestions on how NIRI-Chicago can better serve your needs.

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