



2003-2004  
Officers and Directors

NIRI-Rocky Mountain Chapter

President  
KARLA KIMREY  
StorageTek, VP of IR  
Phone: 303-673-3388  
E-mail: karla\_kimrey@storageitek.com

Vice President, Programs  
JOHN CUMMINGS  
Phone: 303-384-3634  
E-mail: joh\_cum@msn.com

Vice President, Membership  
LINDA DELLETT  
McData Corp, IR  
Phone: 720-558-4201  
E-mail: linda.dellett@mcdata.com

Secretary/Communications  
LIZA KAISER  
ACT Teleconferencing, Inc.,  
IR/Communications Mgr.  
Phone: 303-235-6772  
Fax: 303-233-0895  
E-mail: lkaiser@corp.acttel.com

Treasurer  
JANE OKUN  
Genesis, Inc  
Phone: 303-825-1230  
E-mail: jane@genesisinc.com

Chapter Directors  
KAREN P. GROSS  
Royal Gold, Inc., VP &  
Corporate Secretary  
Phone: 303-575-6504  
E-mail: kgross@royalgold.com

NANCY J. SELLS  
PR Newswire, eWatch Services  
Phone: 303-291-0550  
E-mail: nancy\_sells@prnewswire.com

DEBORAH E. KELLY  
Genesis, Inc., Partner  
Phone: 303-825-1230  
E-mail: debesis@aol.com

LARRY D. THEDE  
Quovadx, Inc., VP of IR  
Phone: 720-554-1346  
E-mail: larry.thede@quovadx.com

Volunteer Coordinator  
MELISSA MARSDEN  
ProLogis, VP of IR  
Phone: 303-576-2622  
E-mail: mmarsden@prologis.com

Chapter Administrator  
MIRIAM MACKAY  
The Meeting Edge, Inc,  
Account Mgr.  
Phone: 303-457-2119  
E-mail: Miriam@themeetingedge.com

## Resources Library

Select the item(s) you would like to borrow. We will bring your selection to the next chapter meeting and you can return the materials at the following month's meeting, or mail them to: **Rocky Mountain NIRI Chapter c/o The Meeting Edge, 7000 Broadway, Suite 320, Denver, Colorado 80221.**

## Tapes

### *NIRI 2003 Annual Conference: Interpreting Corporate Challenges Delivering Value Through IR Leadership*

- | Selection #                 | Description  |
|-----------------------------|--|
| <input type="checkbox"/> 01 | IR for Service Providers   |
| <input type="checkbox"/> 02 | How to Start an IR Firm  |
| <input type="checkbox"/> 03 | IR 101   |
| <input type="checkbox"/> 04 | IR (Finance) for Dummies   |
| <input type="checkbox"/> 06 | ABCs of Meeting Management   |
| <input type="checkbox"/> 07 | How to Create Compelling Presentations   |
| <input type="checkbox"/> 08 | Special for Non-U.S. Companies -- Getting Started in the U.S.  |
| <input type="checkbox"/> 09 | What Senior Management Expects of Investor Relations   |
| <input type="checkbox"/> 10 | The Role of Independent Research,  |
| <input type="checkbox"/> 11 | Portfolio Managers' Roundtable   |
| <input type="checkbox"/> 12 | Integrating Investor Relations and Corporate Communication   |
| <input type="checkbox"/> 13 | IR Leadership -- Focus on Senior Topics: Restoring Investor Confidence -- Making Sense of Emerging Disclosure and Corporate Governance Reforms |
| <input type="checkbox"/> 14 | Managing Relationships with Hedge Funds and Short Sellers  |
| <input type="checkbox"/> 15 | Special for Non-U.S. Companies -- Disclosure and Corporate Governance Issues   |
| <input type="checkbox"/> 16 | An IR Program on a Shoestring Budget   |
| <input type="checkbox"/> 17 | The Changing Nature of Sell-Side Coverage -- What It Is and How to Get It Delivering Value   |



- 18 Delivering Value (Finance Topics) Accounting Update -- Guide to Interpreting the Latest Trends and Regulation.
- 19 IR Leadership -- Focus on Senior Topics: Penetrating the Inner Circle -- Keeping a Seat at Management's Table.
- 20 Becoming Your Own Champion: Why Mid- and Large-Cap Companies should Market Directly to the Buy Side
- 21 Trading Places -- Optimizing International Efforts of U.S. Companies in Europe and Non-U.S. Companies in the U.S.
- 22 Understanding your Ownership to Attract New Investors
- 23 Delivering Value (Finance Topics) Financial Metrics Investors use to Value a Company
- 24 How to Manage a Controversial Proxy
- 25 Measurement: Benchmarking/Evaluating your IR Plan
- 26 IR Leadership -- Focus on Senior Topics: Strategic Investor Relations: Integrating Quantitative and Qualitative Techniques to Influence Decision-making with a Non-U.S. Speaker
- 27 Perception Studies -- Important Things You Need to Know about How Institutions View Your Company
- 28 The Annual Report Paradox
- 29 Attract and Retain Individual and Retail Investors
- 30 Delivering Value (Finance Topics): Are You Spending More Time in the Fixed Income
- 31 Optimizing your Shareholder Base -- Small-, Medium-, and Large-Cap Companies with a Non-U.S. Speaker
- 32 IR Leadership -- Focus on Senior Topics: Increasing Influence and Adding New Responsibilities to your IR Role
- 33 Disclosure Trends and Earnings Guidance To Guide or not to Guide?
- 34 Making Sense of Governance Ratings
- 35 What to do if your Stock is Trading in Single Digits
- 36 Building a Bridge to the Buy Side
- 37 Delivering Value (Finance Topics): Non-Financial Performance -- How Intangibles are Driving Business Performance
- 38 Crisis Communication -- Case Examples
- 39 IR Leadership -- Focus on Senior Topics: Senior Roundtable



- 40 Does going Private mean the End of IR?
- 41 Ask the Experts
- 42 Delivering Value (Finance Topics): Special for N
- 43 Delivering Value (Finance Topics): the Future of  
Investment Research -- Buy, Sell and Independent Research
  
- 44 Ethics, the Corporation, and the Practice of Investor  
Relations
- 45 Raising Corporate Consciousness -- Owners' Capitalism or  
Managers' Capitalism
- 46 Future Focus -- from Communication to Behavior in the  
Securities Markets: It's Not What We Say, It's What We Do!
- 47 State-of-the-Art Web Design
- 48 Unraveling the Mysteries of Regulation G