



February 13, 2012

## Wall Street is Asking: What are You Doing with Your Cash?

### Uses of Cash and Subsequent Returns on Share Prices

DENVER--([BUSINESS WIRE](#))--The Rocky Mountain Chapter of the National Investor Relations Institute (NIRI) announced that its Thursday, February 16, 2012 luncheon session will feature a timely discussion regarding possible uses of cash and the subsequent return on share price. In today's market of unprecedented low interest rate environment with historic cash stockpiling, decisions on the use of cash are absolutely vital to investors. Mr. Mark Meierhoffer, senior consultant at DeMarche Associates, presents an objective study of the different stock returns following alternative use of cash decisions to help weigh such difficult decisions such as reinvesting cash internally, distributing cash to shareholders through dividends, buying back shares, or through a combination of strategies.

#### Who:

**Mark Meierhoffer**

Practice Leader

Senior Consultant

DeMarche Associates

Mr. Meierhoffer is the former Chief Financial Officer and senior vice president of finance for The Rival Company, a premier Kansas City-based manufacturer and distributor of household products. Prior to that position, Mr. Meierhoffer was senior vice president and chief operating officer for DeMarche. He also has served as vice president and international treasurer for Marion Merrell Dow, Inc., a global pharmaceutical firm, and managed that company's investor relations. He is now a principal of DeMarche and serves as a specialized consultant to DeMarche clients in its corporate finance and investor relation's practices.

Mr. Meierhoffer earned a bachelor's degree in business administration from the University of Missouri and an MBA from Rockhurst University. He is a member of the Financial Executives Institute, the American Institute of CPAs and the Missouri Society of CPAs. He serves on the University of Missouri Alumni Association National Board, is a member of the College of Business Strategic Development Board and the School of Accountancy Advisory Board. He also serves on the Finance and Technology committees for the city of Leawood, KS, and the Kansas City Community Blood Center Board of Directors.

#### When:

**Thursday, February 16, 2012**

11:30 AM - Check-in

12:00 - 1:15 PM - Lunch and Presentation

#### Where:

Denver Athletic Club

1325 Glenarm Place, Denver

#### Cost:

NIRI Members - \$38

Non-Members - \$55

To register in advance, go to: <http://niri.barkerdesign.com>.

### About NIRI and the Rocky Mountain Chapter

With more than 3,500 members in 32 chapters around the country, the National Investor Relations Institute (NIRI) sets the highest standards in education designed to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. The Rocky Mountain Chapter represents most of the major public companies in the Rocky Mountain region with a membership that averages about 75 corporate practitioners, IR consultants and IR-related service providers. The chapter holds regular monthly meetings and special events featuring experts on leading issues affecting publicly traded companies and the investor relations profession. For more information on the Rocky Mountain Chapter, please visit its website at [www.rockyniri.org](http://www.rockyniri.org).

## **Contacts**

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