



**National Investor
Relations Institute**

**NEW YORK CHAPTER
2007-2008**

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NIRI-New York 2007-2008 Programs

Thursday, September 27, 2007

NIRI New York Chapter Meeting

Don't Miss It -- Register Now!

The Changing Dynamics of Roadshows

The Evolution of Capital Markets Means New Challenges for IROs

The dynamics of the capital markets have been dramatically transformed in recent years. Examples: the rapid growth in the number of hedge funds and in mutual fund offerings. The way research is consumed. Investors valuing access to the management team more than research reports, stock ratings, earnings estimates or financial models.

These changes present new challenges for companies – and especially for the investor relations professional. IR programs now need to transform themselves as well; the old “time-tested” practices are becoming less effective. IRO expectations about their buy-side counterparts need to be realistic; and those buy-side investors who do get access to management need to be held to higher standards. Ready for all this?

Ready or not, the September NIRI NY Chapter meeting offers a panel discussion with outstanding capital markets experts to help you navigate the changes in the capital markets and adjust “your expectations” to meet the challenges of transformed markets.

Your September Panel:

- **Barbara Doran** – Senior Vice President and Research Investment Officer, Neuberger Berman LLC
- **Rick Hanley** – Managing Partner, Hanley & Associates
- **Brian Tobin** – Managing Director, Banc of America Securities
- Moderator: **Eleanor Powell**, Executive Director, Investor Relations, Estee Lauder

REGISTER NOW!

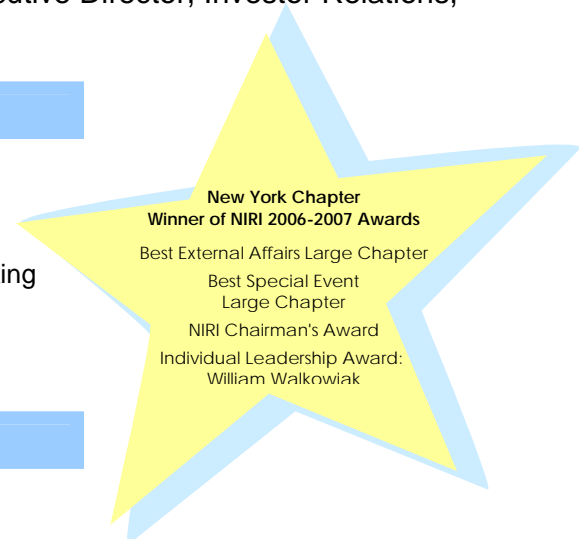
DATE: Thursday, September 27, 2007

TIME: 5:30 – 6:00 pm Registration
6:00 – 7:00 pm Program
7:00 – 8:00 pm Cocktails/Networking

PLACE: The Westin Times Square
43rd Street & Eighth Avenue

COST: \$50 NIRI NY Members
\$75 Non-members

RESERVE NOW!



New York Chapter
Winner of NIRI 2006-2007 Awards
Best External Affairs Large Chapter
Best Special Event
Large Chapter
NIRI Chairman's Award
Individual Leadership Award:
William Walkowiak

We thank our sponsor for the September Program:

RR DONNELLEY



NIRI-New York 2007-2008 Programs

Register Now for the September NIRI NY Chapter Meeting – September 27th!

RSVP now!

- * Members: \$50 payable at the door [check or cash only]
- * Non Members: \$75 payable at the door [check or cash only]

Please reserve a space for me:

Name _____

Firm _____

Address _____

Phone _____

Fax _____

Email _____

_____ I am a member of the New York Chapter

_____ I am a new member of the New York Chapter (joined in last 6 months)

_____ I am not a member of the New York Chapter or affiliate

Payment may be made at the registration table. However your reservation represents a commitment to attend. By completion of this form you are obligated to pay for this meeting unless canceled 48 hours prior to the meeting.

To register, email niriny@mindspring.com.

If you wish to prepay:

- (1) Go online to www.PayPal.com and create an account, pay via MasterCard or Visa and make payable to cleanlists@mindspring.com
- (2) Send a check with this completed form to: NIRI NY, 380 Lexington Avenue, Suite 1700, New York, New York 10168

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