



# NIRI-New York 2008-2009 Programs

## Thursday, April 16, 2009

### *"They Said What About Us?!" — Understanding Investor Sources of Corporate Information*

#### National Investor Relations Institute

#### NEW YORK CHAPTER 2008-2009

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Analysts and investors have always looked for an edge by seeking out information on companies through a wide variety of sources. With new technologies making it easier for information (and misinformation) to spread around the globe at the speed of light, it is more important than ever for companies and IROs to know where the investment community is getting its corporate information. Our April panel will give you a better understanding of tools and resources that investors and analysts are using to gather information on companies, such as data mining, expert networks, web scraping, web crawling and channel checks. Speakers for this event include:

#### ***H. Perry Boyle, Jr., CFA, Director of Research and Managing Director, SAC Capital Advisors.***

Mr. Boyle sits on the Operating Committee of the firm and chairs the Investment Committee. Prior to joining SAC in 2004, he was Co-Head of Research at Thomas Weisel Partners, LLC, where he was a founding partner. Previously he was with Alex. Brown & Sons as a Senior Analyst covering Transportation and Business Services companies. He has also worked as a consultant with Booz-Allen & Hamilton and as an investment banker with Salomon Brothers Inc.

***Penny Herscher, President and Chief Executive Officer, FirstRain.*** Ms. Herscher joined FirstRain in 2004 and has developed the company into a leading search-driven application provider to the financial services market. Prior to FirstRain, she was Chairman and CEO of Simplex Solutions, where she led the company to an IPO in 2001 and through the sale of the company to Cadence Design Systems in 2002, and then worked at Cadence as Chief Marketing Officer and General Manager of a major division of the company. Previously Ms. Herscher was an early employee and executive at Synopsys, and she started her career as an R&D engineer with Texas Instruments and then Daisy Systems.

#### ***Michael W. Mayhew, Chairman and Director of Global Research, Integrity Research***

***Associates.*** Mr. Mayhew has over 25 years of research industry experience. He started the predecessor to Integrity Research, a financial services consulting firm, in 2000 and formed Integrity Research in 2003. Prior to Integrity, Mr. Mayhew was CEO and President of Garban Information Systems, a provider of fixed income, money market and foreign exchange analytics; Managing Director, Research, for Maria Fiorini Ramirez Inc., an economic research firm; and head of strategic planning for S & P. He started his career with MMS International, a fixed income research provider, where he was a financial market analyst, sales manager, and product manager.

#### ***Dmitri Mehlhorn, Managing Director, Global Operations, Gerson Lehrman Group (GLG).***

Mr. Mehlhorn joined GLG from O'Melveny and Myers, where he was a practicing antitrust Counsel, and served as Director of Strategy. Prior to joining O'Melveny and Myers, he was an Engagement Manager with McKinsey & Company. He has published articles on legal issues focusing on economics and technology.

The panel will be moderated by NIRI-NY's own Board member, David Weild, who is founder of Capital Markets Advisory Partners and senior advisor at Grant Thornton.

#### REGISTER NOW!

**DATE:** Thursday, April 16, 2009

5:30 – 6:00 pm Registration

**TIME:** 6:00 – 7:00 pm Program

7:00 – 8:00 pm Cocktails/Networking

Bumble and bumble (thanks to Estee Lauder)

415 West 13<sup>th</sup> Street (between 9<sup>th</sup> & 10<sup>th</sup> Aves.),

**PLACE:** 3<sup>rd</sup> Floor

One block west of 14<sup>th</sup> Street/8<sup>th</sup> Ave Subway  
(A,C,E lines)

**COST:** \$50 NIRI NY/NYSSA / \$75 Non-members

#### RESERVE NOW!



National Investor  
Relations Institute

NEW YORK CHAPTER

# NIRI-New York 2008-2009 Programs

## Register Now for the Thursday, April 16 NIRI NY Chapter Meeting!

### RSVP NOW!

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- \* NIRI NY and NYSSA 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 a member of the NYSSA

\_\_\_\_ 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 [cleanlists@mindspring.com](mailto:cleanlists@mindspring.com).

You may fax form to 212-551-1107

If you wish to prepay:

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

**NIRI NY Chapter Administrators**

**Tamara Beck and Burton Beck**

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