



August 15, 2012

## **NIRI-Chicago 2012 Investor Relations Workshop Focuses on Effective Communication, Peer Networking**

### **Keynote Address by SunCoke CEO Fritz Henderson**

CHICAGO, Aug. 15, 2012 - How can publicly owned businesses improve communication with investors and other stakeholders? This is among the topics to be explored by the Chicago Chapter of the National Investor Relations Institute (NIRI-Chicago) at its annual IR Workshop, to be held on Monday, Sept. 10 at the Hyatt Chicago Magnificent Mile (formerly the Wyndham Hotel), 633 N. St. Clair St., Chicago.

This year's workshop, "Effective Communications = IR Currency," brings together world-class experts to address a range of vital investor relations topics, including effective communication with shareholders, stock analysts and the board of directors; how IR officers can become trusted advisors; and the latest on the changing regulatory landscape for public companies. The event allows ample time for networking with peers and learning about the latest IR resources from exhibitors.

"Maintaining transparency and credibility through effective communication generates IR currency to drive long-term shareholder value," said Rena Pulido, NIRI-Chicago IR Workshop chair and business development director at Industry Funds Management, LLC. "After all, investor relations is a conduit for information between a company's management and the public, and from investors to the company's key decision-makers. Our annual workshop is designed to equip attendees with information and ideas they can apply to their companies."

The keynote luncheon speaker will be Frederick "Fritz" Henderson, chairman and chief executive officer of SunCoke Energy (NYSE: SXC). SunCoke is the Americas' largest independent producer of high-quality metallurgical coke, had an initial public offering in July 2011 and was fully spun off from Sunoco in January 2012. Henderson will discuss how CEOs drive change and handle high-visibility transformations, as well as lessons learned throughout his career, including at General Motors.

NIRI-Chicago's IR Workshop and luncheon are open to the public and attract attendees from throughout the Midwest. The event begins at 8 a.m. on Monday, Sept. 10 with registration, continental breakfast and an exhibitor showcase. The formal program begins at 8:30 a.m. The cost is \$100 for NIRI-Chicago members and \$150 for non-members through Friday, Aug. 17. After that date, the cost is \$150 for NIRI-Chicago members and \$200 for non-members.

The fee is \$60 for nonmembers who wish to attend the luncheon only. There is no fee for NIRI-Chicago members who attend the luncheon only from 11:30 a.m. to 1 p.m. More information is available on the NIRI-Chicago [website](#) and on the event [registration page](#).

### **2012 IR Workshop Sponsors**

NIRI-Chicago thanks the following sponsors and exhibitors: BCN Communications, Bloomberg, Broadridge, Business Wire, Chorus Call, Computershare, Intercall, IPREO, Lake County Press, NASDAQ OMX, NYSE Euronext, PR Newswire, Rival Research Group, SNL IR Solutions, TalkPoint and Wells Fargo.

### **About NIRI-Chicago**

The Chicago Chapter of the National Investor Relations Institute (NIRI-Chicago) works to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. The members of NIRI-Chicago include corporate officers, consultants, service providers, academics and others involved in the practice of investor relations, a strategic management responsibility that integrates finance, communication, marketing and securities law compliance. NIRI-Chicago is one of the largest NIRI chapters in the United States and has been the recipient of several NIRI awards, including Best Overall Large Chapter in 2012. More information is available at [www.niri-chicago.org](http://www.niri-chicago.org).

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