



## Upcoming Events

**March 18**

**Fresh Eyes on IR: Establish Yourself  
as a Key Strategic Advisor**

[Register](#)

**April 2**

**21st Century IR:  
Artificial Intelligence and the New  
Frontier of Investor Analytics**

[Register](#)

**May 15**

**Workshop: Developing Your ESG  
Program and Disclosures**

[Register](#)



## From the President

I have served as an investor relations practitioner for more than 10 years, acting as a representative for companies at very different stages in their life cycles, and in two very different industries. During that time, the investor relations function has evolved. The role has become more strategic and important to the execution of a corporation's overall strategy and objectives. However, that is a broad-based observation. Any one individual's experience, including my own, is highly dependent upon his or her company's management team and how that team views the investor relations function.

In early 2019, NIRI published a white paper entitled *The Disruption Opportunity* -- a NIRI Think Tank report on the future of investor relations. Its key conclusion is that IR professionals should be viewed as strategic advisors to the C-suite. Although the trusted strategic advisor role has been achieved by many, others have yet to achieve that designation.

Becoming a strategic advisor to the C-suite and board starts with a strategic view of the investment landscape. Please join us for our upcoming event on March 18, [Fresh Eyes on IR: Establish Yourself as a Key Strategic Advisor](#), for a lively discussion about what you can do to get a seat at the proverbial table and enhance your value to your management team and company.

Sincerely,

Terri Anne Powers  
NIRI-Chicago President

## Photo of the Month



Our March 18 program panelists (l to r)  
Leslie Follmer, Leslie Hunziker and  
Aaron Jacoby.

## Job Bank

### Recent NIRI-Chicago Meeting Recaps

Unable to attend a recent event? [Event recaps](#) can be found by clicking the links below.

**January 2020**

[It's Your Hour – Do You Use It Wisely?](#)

**December 2019**

[Investor Relations in Special Situations](#)

**September 2019**

## In the News

- Morningstar's views on [ESG risk](#), plus fund families' [ESG voting records](#).
- [Larry Berman](#): Does activist ESG investing cause market mispricing?
- *Harvard Business Review*: Companies and investors prioritize quarterly earnings over [customer relationships](#).
- New tools for sales revenue [forecasts](#).
- [Extreme language](#) in earnings calls affects [trading volume and the stock price](#).
- The most annoying [corporate buzzwords](#).
- A [cautionary tale](#) about the SEC.

## NIRI-Chicago Member News

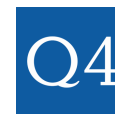
Welcome to NIRI-Chicago's newest members: **Eugene Fedotoff**, manager, investor relations, Cabot Microelectronics Corporation; **Maureen Resac**, vice president, treasury and investor relations, Adtalem Global Education; **Katie Whitmore**, vice president, reputation management, FleishmanHillard.

Share your news (job changes, awards, interesting articles) -- and thanks for reading the MEMBER CONNECTION.

Maryellen Thielen  
Vice President, Communications  
NIRI-Chicago

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