



**In This Issue**

[April 12 Program](#)

[March Event Highlights](#)

[In the News](#)

[Member News](#)

**Upcoming Events**

**April 12, 2018**

**The Long and Short of It: Options, Market Intelligence and Volatility**

One North Conference Center  
One North Wacker Drive, 2nd Floor  
Chicago, IL 60606

[Register](#)

**SAVE THE DATE**

**July 12, 2018**

NIRI-Chicago Golf Outing

**September 28**

2018 IR Workshop

**Photo of the Month**

**Register Now for The Long and Short of It: Options, Market Intelligence and Volatility**

How do you respond when your C-suite asks why the stock is down (or up) today? Do you know if a given catalyst is already priced into your stock, where the "smart money" is positioned, and how to predict your stock's trading range after the next earnings announcement? Can you anticipate market moves? Our [April 12 program](#) will provide insights to help an IRO answer these questions and more. Join us for an overview of implied volatility and the Cboe Volatility Index (VIX) as a measure of the market's expectations, as well as the types of solutions and strategies available to help transform options intelligence into actionable IR insights. [Register](#).

**Panelists**

**Adam Frederick**

**Senior Vice President of Intelligence, Q4 Inc.**

Adam Frederick has nearly 20 years of experience in the capital markets intelligence industry. He directs the overall vision and growth of Q4's Intelligence Division, which provides stock surveillance, capital markets intelligence, trading analytics, activist watch,



options intelligence and desktop management solutions.

Previously, Frederick was CEO & co-founder of Oxford Intelligence Partners, which was acquired by Q4 in 2015. Earlier, he was a managing director of NASDAQ's Corporate Solutions

Group, partner at Bloom Partners and executive at Thomson Financial. He received his bachelor's degree from Miami University, Oxford, Ohio.



**Russell Rhoads, CFA**

**Director, Product Advancement and Global Derivatives, Cboe Global Markets**

Russell Rhoads heads product advancement



David Fine describing the five "rules of engagement" for a best-in-class investor day.

and global derivatives for Cboe Global Markets (Cboe: CBOE and Nasdaq: CBOE), one of the world's largest exchange holding companies. He joined Cboe in 2009 after working as an investment analyst and trader with several firms, including Highland Capital Management and Balyasny Asset Management. He has authored six books on trading and options strategies, as well as material for Level II of the CFA program and for the Chartered Market Technician (CMT) exam. He holds degrees from the University of Memphis and is pursuing a PhD from Oklahoma State University.

### Check Out NIRI-Chicago's Mobile App

[Download on iOS](#)  
[Download on Android](#)



### Moderator: Deborah Koopman VP, Investor Relations, Cboe Global Markets

Debbie Koopman joined CBOE in 2007 as its vice president of investor relations. She previously served as IR director for the Chicago Board of Trade and VP, corporate and investor relations for the Spiegel Group. Koopman received her bachelor's degree in accounting from Southern Illinois University and holds an MBA from Lewis University.

### Our Sponsors

#### Platinum

**S&P Global**  
Market Intelligence



#### Gold



#### Silver



### March Event Highlights

What does the buy-side *really* want from your company's Investor Day -- and how often do they want it? What are the five "rules of engagement" for a best-in-class investor day? How can you make your investor presentation more successful even if management wants to shoehorn a zillion numbers and facts into each slide? If you joined us on March 15 for Strategic Investor Days, you know the answers -- and were inspired to action. If you couldn't attend, here's an event [summary](#) and [presentation](#) to give you a sense of what you missed.

### In the News

- In 2017, 26% of all NYSE trading activity took place in the [last trade](#) of the day, up from 17% in 2012.
- [Natixis global survey](#): while passive investments offer lower fees, three-quarters of institutional investors are willing to pay higher fees for potential outperformance.
- [Opinion](#): "Passive investors are largely freeloaders" and should continue to abstain from shareholder votes.
- [ISS reports](#) that environmental and social shareholder proposals (e.g., on climate change) outnumbered governance proposals in the U.S. last year for the "first time in a generation," while [directors](#) grapple with ESG



Q4

### Annual In-Kind Sponsors



Q4

**S&P Global**  
Market Intelligence



questions.

- [Ethics & Compliance Initiative survey](#): 75% of respondents at publicly traded companies said they reported misconduct -- and 55% also experienced retaliation.

---

### NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Jason Brausewetter**, senior vice president, global sales, Q4 Inc.; **Barbara Noverini**, director, investor relations, Morningstar, Inc.

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

Maryellen Thielen  
Vice President, Communications  
NIRI-Chicago