MEMBER CONNECTION

UPCOMING EVENTS

October 8
Dual Track: Navigating the IR-Plus Role
Register

December 3
NIRI Chicago Holiday Party
Register

January 14
2027 Economic Update
Register

February 2
Know Your Worth
Register

March 11
IR Therapy & Investor Day Confidential
Register

Our chapter is part of the **NIRI Virtual Partner Program,** which allows you to attend Virtual Chapter events at no charge. Visit the chapter's **website** to learn about and register for upcoming events.

Event Recaps and Webcasts

Unable to attend recent event? Event recaps and webcasts can be found by clicking the links below.



President's Message

It was great to see so many of you at our Midwest IR Symposium last month. The Symposium kicks off our programming year with a full day of education and networking.

As we look ahead, the priorities of the board of directors will focus on several key themes:

- Delivering high-quality programming that is timely, practical and relevant to the challenges facing today's IROs;
- Creating more opportunities for connection across our membership, including senior practitioners, rising IR professionals, advisors and sponsors;
- Expanding our reach across Chicago, Milwaukee and the broader Midwest to strengthen our regional IR community;
- Supporting the next generation of investor relations talent through mentorship, engagement and accessible programming;
- Deepening sponsor partnerships that help us bring high-value content and experiences to our members;
- Exploring emerging issues including artificial intelligence, shareholder activism, capital allocation, market structure, governance, investor targeting and the evolving role of the IRO.

One area that will remain a significant focus is artificial intelligence. AI is already reshaping how investor relations teams operate—from research and transcript analysis to investor targeting, message development, workflow efficiency, and market intelligence. Yet, as with any major technological advancement, opportunity must be balanced with thoughtful judgment, sound governance and a clear understanding of where human insight remains indispensable. NIRI Chicago can play an important role in helping our members separate signal from noise and understand how these tools can be applied responsibly and effectively.

Brooks Rennie
NIRI Chicago President

In the News

- The SEC has created a path for tokenized trading, a topic of one of the panels at the IR Symposium last month. See NIRI's summary here and the SEC's fact sheet here.
- An interview with Kiley Rawlins of Ulta Beauty, covering her 30-year IR career.

Pictures of the Month

2026 Midwest IR Symposium

Translating AI Strategy into Investor Value

Interactive Simulation: High Stakes Corporate Events - How IR Can Lead When It's All on the Line

Keynote: Fireside Chat with Lynn Antipas Tyson

Navigating Shareholder Rotation: Targeting and Engaging the Right Investors in a Shifting Market

Are You Ready for 23/5 Trading and Tokenization? (And Other Pressing Market Structure Updates)

February 2026
The Chicago IR Exchange: Deep Dish Insights

January 2026
2026 Economic Update



Attendees at the NIRI Chicago Midwest IR Symposium.



Keynote Speaker Lynn Antipas Tyson shared challenges and insights from her 40-year career.

Member News

Welcome to NIRI Chicago's newest member:

- **Mike Sofranko**, senior director, investor relations, CBEO

Thank You for Reading Our Newsletter

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

Michael Ferreter
Vice President, Communications
NIRI Chicago

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