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2018 IR Workshop keynote Perry Boyle, Jr. of Point72 with Chris Stent

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From the President



The leaves have been falling and unfortunately, so has the market. In classic "Red October" style, the S&P 500 lost **\$1.91 trillion** in October, which was its worst showing since September 2011. As a result, IROs are spending a lot of time and effort reassuring investors of our stocks' fundamental and long-term value. These transformational and

challenging times make it even more important to continue regular investor outreach. What is one investor's "Chicken Little" moment ("the sky is falling!") is another investor's opportunity to buy great stocks at a relative bargain.

Of course, effective investor outreach also relies on awareness of current market trends, including the effect of new regulations. NIRI-Chicago offers two programs this month to assist with your IR strategy formulation (that's Domain 1 for you IRC-holders).

This Friday, November 9, we'll hold a webcast -- [MiFID II Update: What Does it Mean for You?](#) -- to provide the perspectives of a Nasdaq capital intelligence expert, sell-side analyst and IR consultant on the current and future impact of this far-reaching regulation on IR and the sell- and buy-side, both here and in Europe. [Register](#).

The following Monday, November 12, join us for breakfast at the Metropolitan in downtown Chicago for [Why ETFs and Passive Investing Matter to Your Company](#). The exponential growth of passive investing and exchange-traded funds (most of which are passive investments) is no news to IROs. Our panel of ETF and market structure experts will discuss the factors that drive ETF popularity and equities melt-ups, how ETFs and passive investing are dramatically reshaping market behavior -- and could affect markets in a recession - and how the trend affects your company's stock. [Register](#).

As always, we would like to hear from you and welcome your participation. I look forward to seeing you at an upcoming NIRI-Chicago event.

Elizabeth Allen
NIRI-Chicago President



IR Workshop Highlights

Our September IR Workshop got rave reviews from attendees. If you weren't able to attend -- or would like to refresh your memory -- visit our [2018 IR Workshop](#) webpage or the [Event Summaries](#) webpage for quick-to-read highlights of each session.



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In the News

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- [Study](#): public short selling by activist hedge funds
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NIRI-Chicago Member News

Welcome to NIRI-Chicago's newest members: **Jon Aagaard**, director, investor relations, Heska/Cuatro Corporation; **Mike Coffey**, vice president, head of business development - intelligence, Q4 Inc.; **Brent Norwood**, manager, investor communications, Deere & Company.

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

Maryellen Thielen
Vice President, Communications
NIRI-Chicago