



NIRI Boston Members,



As we close out the 2013-2014 programming year, I wanted to take a moment to comment on another successful season we had at NIRI Boston. We held a variety of informative and engaging programs covering diverse topics important and relevant to the IRO today.

NIRI Boston's continued success wouldn't be possible without our amazing members, sponsors and volunteers. Beginning with our membership, the NIRI Boston chapter is one of the strongest Chapters, in my opinion, and it is through this extensive and diverse community of IR professionals that we continue to make giant leaps towards advancing the IR profession. I also want to thank our sponsors for continuing to support our Chapter - their expertise, insight and knowledge is invaluable to us. And lastly, a special thank you to the NIRI Boston Board. I was incredibly fortunate to work with a fantastic group of individuals on the Board who - despite the demands of their day jobs - were committed to making sure this Chapter remained great.

Looking forward, I am excited for the next programming year. The Board is already working hard to develop another year of great programs. Leading the Board as the incoming President is Jeanne Hess, who has been an instrumental member of the NIRI Boston family over the past few years. I know Jeanne will be a phenomenal President and will work hard to continue to make this Chapter even better.

With that, I hope you all enjoy the rest of your summer and I look forward to seeing everyone at the kick-off event in September!

Sincerely,
[Meredith Kaya](#)
NIRI Boston President

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Upcoming Events

- Sep. 15** - *IROs: Earn Your Seat at the Table*
- Oct. 14** - *Revamp Your Investor Presentation with David Fine*

Year End Social



Using your IR website to target the right people, with the right message, at the right time

Sheryl Joyce, Global Head of Marketing, Investis

.INVESTIS

If you are an IRO, I am sure there may have been a time in your career when your CEO or CFO has come into your office asking a specific question related to a competitor or a general question as to why the share price is down. More specifically, perhaps there is a fund that they'd like to meet and wanted to know if you had spoken to them before or if they were on your target list.

"Risk comes from not knowing what you're doing," so said Warren Buffett. If you're an IRO, why take it, especially when your website can give you a big advantage.

Research continues to show that the website is still one of the first places that investors access to find out more information about a company. So having intelligence on who is coming to your website and what they are looking at is an invaluable piece of information to have in your toolkit. We discuss some specific scenarios below:

Real-life example: Joint Venture

A client organized a seminar and noticed that a peer company that attended the seminar subsequently was spending a significant amount of time on their website. As a result, this client contacted them and arranged a meeting to discuss strategic initiatives. These discussions eventually led to a joint venture between the two companies.

Early Warning Systems for Activist Shareholders

Being aptly prepared to deal with an activist shareholder is key to staving off a potential crisis. If you were alerted that a particular fund known for activism is repeatedly visiting your website and received solid visibility into the specific pages they are accessing, how useful might that information be? Such insight could provide the advance warning necessary to prepare a robust backgrounder on the firm for management, including specific information on their assets under management, current investments, past activist campaigns and the tactics they have routinely employed. Doing so could enable you, management and your board to proactively put the right pieces in place to act as necessary. And it would certainly make you look like a rockstar.

Investor Targeting

IROs spend a lot of time researching whom to target, what information those investors are seeking and strategizing about what message to deliver. For years,



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IROs have utilized conference call and webcast participant lists to build out their targeting lists and databases. Wouldn't it be useful to get similar visibility into the firms and funds that are visiting your website and which sections they are focusing on?

The aforementioned scenarios are specific to IROs. But there are also other departments within your company who could benefit from knowing who is visiting your website. For example, your Corporate Communications colleagues would be able to proactively reach out to any media organizations or government bodies that are researching your company. And your sales and marketing organizations would be able to refine their customer targeting efforts.

Launched in June 2014 at the NIRI National Conference, the Audience Intelligence service from Investis provides clients with unparalleled, actionable insight into IR website traffic, arming you and your colleagues with information that can elevate targeting efforts and deliver a strong return on investment.

[Investis](#), which builds, manages and hosts IR and Corporate websites and apps across desktops, tablets and phones for more than 1,000 issuers, is the only vendor with a platform that offers companies insight that can truly move the needle within IR departments.

To take Audience Intelligence for a test drive, please contact:

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NIRI CEO Steps Down

The National Investor Relations Institute [announced that President and CEO Jeffrey D. Morgan will resign](#) his position effective October 12, 2014, to pursue an opportunity with another association.

NIRI Chairman John T. Chevalier, Director of Global Investor Relations, The Procter & Gamble Company, said, "Jeff has been an invaluable leader and has contributed greatly to NIRI's success since he joined the NIRI staff in 2007."

On behalf of all of all NIRI Boston members, we thank Jeff for his dedicated service and wish him well in his future endeavors!



Recent Events

[Assessing Corporate Access](#)

[Shark Tank: IR Services Showdown](#)

[Valuation is in the Eye of the Beholder](#)

Officers & Directors

Meredith Kaya	President
Jeanne Hess	President-Elect
Mark Namaroff	Treasurer
Katie Keita	Programming
Valerie Haertel	Programming
Christine Simeone	Membership
Lynn Ricci	Membership
Aurora Krause	Sponsorship
Jason Fredette	Sponsorship
Dennis Walsh	Communications
Jim Buckley	Communications

Honorary Directors

Jane McCahon	TDS, Inc.
Karen Warren	Retired
Maureen Wolff	Sharon Merrill

Member News

At NIRI Boston's yearend social in June, several members were recognized for their commitment to the success of the Boston Chapter, including:

President Award

Meredith Kaya, Ironwood Pharmaceuticals

Volunteer Appreciation Award

Aurora Krause, LaVoieHealthScience

20 Year Membership Anniversary

William Boni, ArQule

Donna LaVoie, LaVoieHealthScience

Maureen Wolff, Sharon Merrill Associates

10 Year Membership Anniversary

Karen Blomquist, C&S Wholesale Grocers

Myles Gettings, Broadridge Financial Solutions

5 Year Membership Anniversary

Louis Arcudi, Idera Pharmaceuticals

Andrew Blanchard, Teradyne

Jeanne Hess, Virtus Investment Partners

Angela White, Endurance International Group

NIRI Boston is delighted to welcome our new members:

Ryan Flaim, GT Advanced Technologies

Faten Freiha, Iron Mountain

Alison Frey, LogMeIn

Andrea Goodman, Charles River Associates

Caitlin Morahan, TJX Companies

Kate Murray, Infinity Pharmaceuticals

Jeff Poulton, Shire Pharmaceuticals Group

Volunteers Needed

We are looking for volunteers to help with various tasks, including writing summaries of our monthly events. If you are interested in getting involved with the Chapter, email info@niriboston.org.

New to NIRI Boston?

New to IR or the Boston area? Try out one of our monthly meetings. The first one is on us! Use promo code NEWBOSTON when registering.

Job Bank

Members of NIRI Boston are entitled to our career services. We currently have several open positions posted.

[**ACCESS JOB BANK**](#)

In Between Jobs?

NIRI National and the Boston Chapter proudly offer Members in Transition Programs to help you stay connected throughout your job search.

[**LEARN MORE HERE**](#)