



Chapter Newsletter

Summer 2015

NIRI Boston Members and Friends -



The 2014-2015 programming year was a great one for our Chapter. Thanks to all who participated and helped make our 45th year a success.

It is my pleasure to introduce [Jason Fredette](#), Director of IR at Reit Management & Research, as your next Chapter President. Jason has been a tremendous resource to the Board and I am excited to see what he and his fellow Directors have in store for us.

Be sure to save the date for our kick-off event on September 28 at the Taj in Boston!

My Best,

[Jeanne Hess](#)

NIRI Boston President (2014-2015)

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Upcoming Events

Sept 28 - 2015-2016 Kickoff Event with NIRI National President & CEO, James M. Cudahy

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MOBILE TRENDS IN THE INVESTOR COMMUNITY

By Jeff Corbin

Founder,

[theIRapp®](#)

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Mobile technology, and particularly the use of mobile devices in the workplace, is no longer a trend -- it's a reality. Just take a quick look at the partnership formed between Apple and IBM or the more recent announcement from Red Hat and Samsung, and you can see that some of today's biggest companies are gearing up to deliver superior software

solutions for the mobile device (otherwise known as "apps"). Yet, as investors and companies alike prepare for this quarter's earnings season, we have to question how and whether this "trend" has yet to truly impact the work habits and communications efforts of the overall financial and investor relations community.

Taking a step back, 2014 marked a milestone for mobile. Giving credence to Mary Meeker's somewhat shocking 2008 prediction ("mobile to overtake fixed internet access by 2014"), Americans used smartphones and tablets for more than half of their internet usage, surpassing PCs for the first time. A majority of that usage was app-based, and this trend is not limited to the United States, or even to developed economies. Consider this: In India, there are 120 million smartphone users. That number is double what it was less than two years ago. And in South Africa, which has an unbanked population estimated as high as 67%, 87% of individuals own mobile phones - 36% of those being smart phones.

When we look more directly at the investment community, the mobile stats are just beginning to catch up with general consumer consumption habits. According to Charles Schwab, roughly 725,000 clients currently use the firm's apps while data from E*trade shows that 49% of all investors use an investing or trading app two to three times per week. Furthermore, in two separate studies of professional investors conducted by PR Newswire and theIRapp, 51.5% of investors use an iPad or similar smart mobile device and 83% of investors rely on mobile when it comes to their work, respectively.

Notwithstanding this, many public companies have yet to embrace the new technological paradigm of mobile. But shouldn't a public company's communications efforts be in

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Recent Events

[Managing Shareholder Activism at Every Stage of the Game](#)

line with its investors' consumption habits? The proof points for devoting time and resources toward a mobile friendly, if not mobile first, strategy are stacking up. Public companies looking to reach, engage, and compete at the global level need to take note of the fact that unlike ever before, they now have direct access to get their messages and information directly into the hands (and pockets) of their investors - and this can occur simultaneously and instantaneously anywhere in the world.

[IR Benchmarking: Measuring What Matters](#)

[The IRO and the IPO](#)

MEMBER CENTER

NIRI Boston would like to recognize the following members for their commitment to and continued support of the Boston Chapter:

10 Year Membership Anniversary

James Singer, Raytheon Company

Kenneth Apicerno, Thermo Fisher Scientific

Sandra Schmidt Coombs, Alkermes

Noelle Faris, Akamai Technologies

5 Year Membership Anniversary

Eugene Soltes, Harvard Business School

Matthew Osborne, Synageva BioPharma

Rima Hyder, Houghton Mifflin Harcourt

Tyler Haynes, Computershare

NIRI Boston is delighted to welcome its new members:

Richard Booth, Bottomline Technologies

Michael Lucarelli, Analog Devices, Inc.

Christopher Sands, EnerNOC, Inc.

Ronald Aldridge, WuXi PharmaTech

Jennifer Almond, EPIRUS Biopharmaceuticals

Justin Castelli, Boston Scientific Corporation

James Hurley, International Game Technology

Officers & Directors

[Jeanne Hess](#) President

[Jason Fredette](#) President Elect

[Mark Namaroff](#) Secretary

[Joshua Brodsky](#) Programming

[Oksana Lukasheva](#) Programming

[Lynn Ricci](#) Membership

[Gerry Gould](#) Membership

[Emily Walt](#) Sponsorship

[Christine Simeone](#) Communications

[Sarah Carmody](#) Communications

[Meredith Kaya](#) Past President

Honorary Directors

[Jane McCahon](#) TDS, Inc.

Anthony Kowalski, Corbin Perception Group
Susan Lisa, Boston Scientific Corporation
Jamilah Moore, Boston Scientific Corporation
Lisa Mullan, HubSpot, Inc.
Elena Ridloff, Alexion Pharmaceuticals

[Karen Warren](#) Retired
[Maureen Wolff](#) Sharon Merrill

NIRI BOSTON GOLF TOURNAMENT RESULTS



On June 29, 2015, members and their guests enjoyed a day of sunshine and celebrated another successful year of programming at the NIRI Boston Golf Tournament & Summer Bash.

Held at the Indian Ridge Country Club in Andover, the tournament winners were as follows:

First Place

Bill Henneberry, Business Wire

Yiji Starr, State Street

Emily Starr, State Street

Men's Long Drive

Derek Thompson, UBS

Women's Long Drive

Emily Starr

Closest to the Pin

Joseph McDavitt, Laurel Hill

The event generated a \$500 profit, which was donated to the R. Scott Higgins Scholarship.

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

We currently have several [open positions posted](#).

In Between Jobs?

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

NIRI Webinars

NIRI hosts valuable professional development webinars each month. Be sure to log in to the NIRI National site to view [the list of upcoming and archived webinars](#).

NIRI Boston
www.niriboston.org