



New York Minute

November 2020

IN THIS EDITION

- [Preparing for what may lie ahead for the U.S. economy in 2021](#)
- [Partner perspective: Staying ahead of the evolving role of investor relations with Bloomberg's webinar series](#)
- [Welcoming four new chapter members](#)
- [NextGen Update](#)

Turning the Corner on 2020

By the time this newsletter reaches your inbox, we'll have just about one month left of 2020. From COVID-19 to the fight against racial injustice to the presidential election, it has been an unprecedented year on many levels. Now the question is what lies ahead.

At least earnings results have been encouraging. [According to the Wall Street Journal](#), U.S. companies are beginning to loosen their tight grip on cash reserves and reinstate dividends, a promising sign that executives believe that the worst of the pandemic will soon be behind us.

No matter what is in store for equity markets, you can continue to rely on NIRI New York for relevant and engaging

PARTNER PERSPECTIVE

Bloomberg

The COVID-19 pandemic has surfaced a slew of new challenges for IROs. In this webinar series designed for the IRO, Bloomberg is bringing a buy-side portfolio manager, IR practitioners from The Estee Lauder Companies and Weight

programming. We had a successful event on Thursday, November 19, with an engaging session about the ‘S’ in ESG. Panelists Vivian Zhou of American Express, Michael Garland of the NYC Office of the Comptroller, and Sara DeSmith of PwC looked at diversity and inclusion as well as other human capital issues. I moderated the discussion as we examined how the common statement of “employees are our greatest asset” is being put to the test in the post-COVID-19 era, including in new human capital disclosure in the 10-K, which was just mandated by the SEC. Thanks to our panelists as well as the more than 50 attendees who joined us on Zoom. In case you missed it, a recap can be found [here](#).

We hope you’ll join us for our third program of the year on Tuesday, January 12, when we’ll focus on career development and hear from veteran IR professionals on how to build on your existing strengths to maximize your potential. Stay tuned for registration details. Also, look out for a post-holiday holiday party coming up in February.

Fostering a sense of community in a virtual environment is one of the NIRI NY board’s biggest priorities for the 2020-2021 season, which is the reason behind our new *NIRI New York Coffee Break series*. So far we’ve hosted two Zoom get-togethers, where a number of our New York chapter colleagues have dropped by to reconnect. For our last one, we were joined by Darrell Heaps, founder and CEO of Q4, who shared insights on COVID-19’s impact on earnings calls, other virtual events, IR website traffic, and targeting strategies. I hope you can join us for our next Coffee Break on Wednesday, December 2 at 12:30pm when we’ll discuss shareholder activism, sharing war stories and lessons learned. Register [here](#).

NIRI’s 2020 Annual Conference, which was supposed to be in Miami in June, has been reimaged as a virtual conference on December 8-10. I look forward to attending the conference every year, and while I’m disappointed I won’t

Watchers, and our own in-house experts to help shed insights on your evolving new world. [Learn more here](#).

UPCOMING EVENTS

NIRI NY Virtual Coffee

Break Series

Activist Investors

**Wednesday, December 2,
2020**

12:30 – 1:30 PM ET

Join NIRI NY members for our virtual coffee break series – casual Zoom get-togethers where we invite you to drop in and say “hi” to your friends and colleagues. Register [here!](#)

[See entire calendar](#)

WELCOME NEW

MEMBERS!

- James Costello, *News Direct Corporation*
- Kelly Lucchesi, *News Direct Corporation*
- Piotr Pillardy, *Kekst and Company*
- Katherine Shintay Wallace, *PJT Partners*

be catching up with old friends over cocktails as in years past, I'm planning to tune into the dozens of educational sessions the 2020 NIRI Annual Conference Committee has planned. For more details and to register, visit www.niri.org/virtualconference.

More to Watch



- [Watch the video](#) of our November event focused on the increased importance of diversity & inclusion and other "social" reporting, as well as other potential reporting changes or improvements in reporting in today's environment.
-

As always, I would encourage you to stay connected with the NIRI NY chapter by following us on [Twitter](#), [LinkedIn](#), and checking out the latest information on our [website](#).



Warm regards,
Neil Stewart
President, NIRI New York Chapter
president@niriny.org

Find us here: [NIRI NY Board](#) and [NextGen Committee](#)



Update

NIRI NY NextGen hopes everyone had a safe and restful Thanksgiving break, and please **Save-the-Date** for our next virtual event on January 6, 2021: **From Private to Public: How to Build an IR Function**.

We will hear from IROs of recently IPO'ed companies on how they built out the investor relations infrastructure as their companies transitioned from private to public. Look forward to a discussion on how to establish quarterly reporting procedures, build a best-in-class investor website, create an effective marketing plan and more. We look forward to seeing you there!



Twitter



Website



Email



LinkedIn

Copyright ©2020 NIRI NY, All rights reserved.

Our mailing address is: PO Box 518, Mount Laurel, NJ 08054
