



New York Minute

November 2022

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Beam Me Up, Scotty

It's been quite a year so far, perhaps one of the most interesting and challenging environments that investors and IROs have seen in some time. No doubt, it has been a roller coaster ride in the markets - one stricken by the winds of COVID, geopolitical uncertainty, rising rates, elevated inflation, and negative investor sentiment. It might sound crazy, but at NIRI NY, we're taking this opportunity to challenge ourselves as professionals and academics. How can we add value for our shareholders and management teams in these tumultuous times? Can we refine our investor targeting approach, and how do we stay on the front foot with conversations and earnings content, rather than being reactive to market dynamics?

We may each have our own approaches to these questions, but when faced with new and interesting issues, it never hurts to check in with fellow IROs. To that point, we encourage NIRI NY members to utilize our message boards / forums to discuss topics that are on your minds! In addition, NIRI National has just opened registration for the annual conference, which will be held over June 6-8, 2023 in Chicago! Early bird pricing is available through 12/31 – register [here](#).

PARTNER PERSPECTIVE



2023 State of Investor Relations: Challenges, opportunities and priorities for the coming year.

Investor relations plays an integral part in the health and success of public companies globally, even more so in volatile markets where IR departments must manage changing investor expectations. Irwin's 2023 State of Investor Relations report uncovers a wide range of IR trends through the lens of the IRO, management teams, and external consultants. The report analyzes and highlights the opportunities and challenges that companies face from an investor relations perspective

We'd also like to highlight NIRI National's new strategic plan for 2022-2025, which they rolled out recently. The four areas of focus, as highlighted in the plan, are to: 1) Expand NIRI's membership by growing reach and market relevance. 2) Champion investor relations and IR professionals as essential partners to the C-Suite. 3) Use innovative ways to increase and enhance community engagement. 4) Strengthen NIRI's long-term financial health and ensure operational excellence. Check out the comprehensive plan [here](#).

As for your New York crew, we have several events and programs coming up. Perhaps most importantly, we hope you can join us on December 7th for our annual holiday party – free for members! Register through the link [here](#).

On December 14th, you can join the NIRI Virtual Chapter for their third [Virtual Café Chat](#) of the year, and fittingly, the topic will be 2023 State of Investor Relations: Challenges, Opportunities, and Priorities for the Coming Year.

And stay tuned for more information to come on our upcoming January programming event, The Consensus on Consensus. This will be held on January 11th, location TBD - save the date!

This month's [Member Spotlight](#) highlights **Katie Royce**, CFO of ZenBusiness, who, like last month's featured member, is a former president of NIRI NY and an esteemed part of our NIRI NY community. Katie also currently serves on the NIRI National Board.

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](#).

I hope that everyone had a smooth earnings season!

and brings together findings and insights from 103 companies in the US and Canada.

To get a full view of investor relations challenges, opportunities, and priorities for 2023, download and read the full whitepaper [here](#).

UPCOMING EVENTS

Wed, 12/7 - **NIRI NY Holiday Party** - Register [here](#)

Wed, 12/14 - **NIRI Virtual Chapter Cafe Chat** - Register [here](#)

[See entire calendar](#)

WELCOME NEW MEMBERS!

- [Ashlee Dunston](#), aTyr Pharma
- [Ravi Jani](#), BLADE
- [Clementine Lee](#), Clear Channel Outdoor
- [Michael Minchak](#), Walgreens Boots Alliance
- [Sanjeev Sharma](#), Teva Pharmaceuticals



Best,
MaryKate McGilley
President, NIRI New York Chapter
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Find us here: [NIRI NY Board](#) and [NextGen Committee](#)



Member Spotlight

Katie Royce, CFO, ZenBusiness, joins us for this month's Member Spotlight! Here are a few snippets from our conversation. You can find the complete profile [here!](#)

"The IR role gives you such a broad perspective of company operations and the various functions within finance."

"Build solid two-way relationships with the most influential buy sides in your sector."

"Consider raising your hand for projects/committees that expand your reach outside of IR / finance within your organization."

[Please let us know](#) if you'd like to be featured in the **Member Spotlight**.



NextGen Kickoff Event Recap

NIRI NY NextGen recently kicked off the 2022-2023 season with its first in-person event since 2021 at The Glass Ceiling Nomad! The night was full of networking, discussions around the latest IR trends and excitement for the season ahead! The NextGen committee looks forward to more in-person events throughout the season, including NIRI NY's upcoming holiday party. Be on the lookout for information about more events from the NextGen committee in the upcoming months!

If you are interested in helping the NIRI NextGen committee or have program ideas, please contact Emily Mohr, President, NIRI NY NextGen, at nirinextgen@niriny.org.

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