



## HOW TO WORK WITH ACTIVIST INVESTORS

### - A 360 Degree Look At Both Sides Of The Activist Investor Equation -

NEW YORK (Jan. 17, 2008) – The New York Chapter of the National Investor Relations Institute (NIRI-NY) will host a lively panel discussion on Thursday, January 24, 2008 identifying recent activist investor trends. The panel will provide strategies to help IRO's anticipate activist investor interest, stay off activist's radar, work with activists when they arrive and manage proxy contests with activist shareholders should the need surface.

The expert panel will share recent practical corporate experiences to help prepare attendees of the event to deal with various activist shareholder scenarios.

"Investor-relations professionals need to be prepared when activist shareholder situations arise," said Hulus Alpay, president of NIRI's New York Chapter, and Senior Vice President of Makovsky + Company. "We've brought together a panel of professional communicators – from both the IR and the investor perspective – to share strategies of how to prepare for and manage these often-difficult situations."

Panelists will include Diane Dayhoff, SVP of Investor Relations, The Home Depot, Inc.; Augustus Oliver, an activist investor from Oliver Press; Thomas Davies, a partner at Kekst & Company; Peter Feld, a Director of Ramius Capital Group; and Arthur Crozier, co-founder of Innisfree M&A. The panel will be moderated Ken Squire, a regular Barron's columnist and founder of the 13D Monitor.

The NIRI-NY panel discussion will take place at The Westin Times Square located on the corner of 43rd Street and Eighth Avenue.

Registration begins at 5:30pm and the program begins at 6:00pm to be followed by a networking reception at 7:00pm.

Event cost: \$50 for NIRI NY members, \$75 for non-members

To register, email: [niri@mindspring.com](mailto:niri@mindspring.com), or [cleanlists@mindspring.com](mailto:cleanlists@mindspring.com)

To prepay, go to: [www.PayPal.com](http://www.PayPal.com) and make payable to [cleanlists@mindspring.com](mailto:cleanlists@mindspring.com).

The event is sponsored by IPREO, a leading international provider of market intelligence and productivity solutions to investment banks and corporations.

### Upcoming NIRI New York Events: March 6, 2008:

Financial Media and the Investor Relations Officer

**ABOUT NIRI - NIRI-NY**, the founding chapter of the National Investor Relations Institute (NIRI), is also its largest, with over 650 members. Founded in 1969, NIRI is a professional association of corporate officers and investor relations consultants responsible for communication among corporate management, the investing public and the financial community. Our members represent the majority of the largest publicly held corporations in the U.S. as well as many small and mid-sized companies. With over 4,300 members in 35 chapters around the country, NIRI sets the highest standards in education to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. For more information, visit [www.niriny.org](http://www.niriny.org)