



New York Minute

October 2020

IN THIS EDITION

- [Coming together in opposition of proposed changes to the SEC's 13-F disclosure rules](#)
- [Partner perspective: Leveraging the NYSE ESG Resource Center](#)
- [Welcoming two new chapter members](#)
- [NextGen Update](#)

It's IR's Turn

The New York chapter says it's the most diverse in NIRI but is talk enough? Just as we've seen Corporate America confront hard truths since George Floyd's murder, the IR profession is doing its own soul searching. I was proud to be a NIRI member when I saw the summer 2020 edition of *IR Update* with its cover story, '[Finding the Breath to Fight Racism](#)'. I was even prouder of our New York IR community when I learned that in June three former NIRI NY board members – Deb Wasser, Katie Royce, and Darin Arita, who are now on the NIRI National board – proposed a NIRI Diversity & Inclusion Task Force (DITF), and Deb is now chairing it. The DITF has already made recommendations to the board for its focus areas and is well on its way.

NIRI is not starting from zero. For example, our 40 Under

PARTNER PERSPECTIVE



The New York Stock Exchange is committed to helping its 2,200 issuers create sustainable companies that deliver long-term benefits to all stakeholders. An example of this commitment is the

40 and Developing Leaders Roundtable programs along with NIRI NY NextGen support D&I for the simple reason that younger generations of businesspeople are more diverse. Other chapters are now seeking to learn about NIRI NY NextGen, which Deb also started.

It makes sense that New Yorkers took the lead on D&I given how diverse our city is, just as it's natural that NIRI San Francisco has formed its own D&I committee. The NIRI NY board – through our communications committee, Nichole Saland, and Allison Sobel – is now exploring what we can do around D&I. Reach out to Nichole or Allison at communications@niriny.org if you want to be part of our efforts.

Know Thy Shareholder

There's a more arcane but still important kind of advocacy that you should know about. The IR community was shocked by the SEC's proposal in the summer to raise the threshold for investors who have to file 13Fs showing shares held to \$3.5 billion assets under management, 35 times the current threshold of \$100 million. [IHS Markit found](#) that for an average company, 55 percent of the investors on its shareholder would go dark. NIRI National went into action and 237 companies, 26 IR counseling firms and five industry associations put their names to [a letter to the SEC](#) fighting the proposal. Last month, NIRI NY and 10 other chapters sent [our own letters](#), with our Advocacy Ambassador, Laura Kiernan of High Touch Investor Relations, penning ours. Reach out to Laura at treasurer@niriny.org for more information.

More to Watch

NYSE ESG Resource Center, which offers useful insights listed companies can use to better understand environmental, social and governance (ESG) issues and disclosures. Here you will find interviews with thought leaders, ESG best practice case studies, tips for disclosures, videos and much more. [Learn more here.](#)

UPCOMING EVENTS

The “S” in ESG Takes a Step Forward: A Virtual Panel Discussion

Navigating the Increasing Importance of Social Reporting

Thursday, November 19, 2020

5:00 – 6:00 PM ET

We'll hear from leading ESG experts on how companies are balancing the focus on diversity and inclusion (D&I) with other potential changes or improvements to ESG reporting in today's environment. Among other topics, panelists will discuss: Can IR help lead a social change in the company? How do you address Board



- [Read a recap and watch the video](#) of our fall kick-off event focused on how buy- and sell-siders are actually ramping company engagement in the virtual world created by COVID-19.
- We're getting ready to host a series of IR Coffee Breaks, casual Zoom get-togethers so we can drop in to say hi to friends and colleagues. Look out for more details in the coming weeks.

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



diversity? How to deliver the message that Board structure or membership needs to change? **Stay tuned for more info, including registration details!**

[See entire calendar](#)

WELCOME NEW MEMBERS!

Ted Grace, United Rentals

Lisa Hayes, PTC Therapeutics



Update

NIRI NY NextGen has launched its season in full stride this fall with a virtual event discussing **“Measuring IR Success in the New Normal.”** NextGen hosted Michael Miller, Investor Relations, Advisory, IHS Markit; Kiley Rawlins, Vice President, Investor Relations, ULTA Beauty; and Hunter Stenback, Vice President, Edelman. The panel discussed best-in-class strategy in developing evolving investor narratives, engaging with analysts, and initiating buy-side marketing campaigns amidst our challenging near-term operating environment. [For a replay, click here.](#)



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