



New York Minute

January 2021

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A hopeful future

January symbolizes new beginnings. Spring is around the corner, the vaccine rollout is underway, and despite the volatile start to the year, we at NIRI New York are optimistic about what 2021 will hold.

The insurrection at the Capitol was deeply troubling. From a business perspective, it was interesting to see many companies suspend political contributions and state they would rethink their involvement in politics more broadly. While it has been standard practice for big business to donate to PACs and other political organizations, the widespread recoil was notable because of its breadth, ranging from academic institutions to trade organizations to big tech and large banks. Political contributions have quickly moved up the ESG agenda and will be part of many shareholder conversations this year.

The past year has seen other major paradigm shifts and NIRI NY wants to add our voice to drive meaningful and lasting change, at least within the field of investor relations and our members' organizations. We look forward to updating you on our diversity & inclusion initiatives in the coming weeks. If

PARTNER PERSPECTIVE



Check out IHS Markit's free podcast library to help listeners stay abreast of changes, new developments, and trends in their industry. IHS Markit experts and analysts have contributed to podcasts on timely and thought-provoking topics. Most recently, IHS Markit posted a [podcast on the COVID-19 pandemic trajectory](#) – something to keep in mind as companies continue to refine 2021 forecasts, weigh the options of providing guidance and best position expectations for this year.

UPCOMING EVENTS

you would like to get involved in these efforts, please reach out to Nichole Saland at nsaland@telseygroup.com or Allison Sobel at asobel@joelefrank.com.

In the meantime, we're continuing our focus on creating programming for members in a virtual environment. The first program of the year was organized by our NextGen committee and featured a stellar, bicoastal lineup of IPO-experienced IROs – see below for a link to the replay. Next, another Zoom panel, “Leveraging the IR Role to Maximize Your Career,” with Carroll Lane from Pratt & Whitney, Victoria Sivrais from Clermont Partners, Endeavor's Samanta Stewart, Lynn Tyson from Ford Motor Company, and Korn Ferry's Peter McDermott as the moderator. In case you missed it, click [here](#) to read a recap!

I'd like to extend a well-deserved congratulations to our own Katie Royce, Global Head of Investor Relations, Cognizant Technology Solutions. Katie was recently appointed as the Chair of the 2021 NIRI Senior Roundtable (SRT) Steering Committee. She has served on the SRT Steering Committee since 2019, as well as in other NIRI volunteer leadership roles, including the NIRI National Board of Directors, as President of NIRI New York, and as a member of the NIRI annual conference committee. Please join us in congratulating Katie for this prestigious honor!

Before I sign off, I went to tell you about a new way to build connections while working remotely. We're excited to announce the launch of the **NIRI New York Mentorship Initiative**. This program is designed for NIRI members at any stage of their career who are passionate about professional growth and development. If you are interested in getting involved and becoming a mentor or being mentored, please reach out to Cindi Buckwalter at CBuckwalter@hudsongroup.com or Debbie Belevan at atdbelevan@virtu.com.

If you haven't already, please help us by filling out our annual membership survey, which is a powerful tool used by our programs committee to develop ideas for virtual membership events. We would greatly appreciate your input to this short, three-question [survey](#).

As always, I would encourage you to stay connected with the

NIRI NY Virtual Coffee Break!

Friday, February 5, 2021

12:00PM ET - 1:00PM ET

Join NIRI NY 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. [Click here to register!](#)

NIRI NY Virtual Holiday Event

Thursday, February 25, 2021

5:30PM ET - whenever

We weren't able to catch up with friends and meet new ones at a swanky New York City rooftop restaurant this year, but we're planning something that we hope will be just as much fun!

Join us for our NIRI NY virtual holiday event, following the craze of year-end earnings!

The festivities will begin at 5:30pm ET, so join us when you can -- we're planning many fun activities for you, ranging from games, trivia, networking, and so much more! [Click here to Save-the-Date](#) on your calendar!

[See entire calendar](#)

WELCOME NEW

MEMBERS!

- Tiya Gulanikar, *Prosek Partners*
- Kiki O'Keefe, *Gladstone Place*
- Lisa Sandoval, *Zebra Technologies*
- Julie Santoro, *KPMG*

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 NextGen continued the trend of starting the year with an excellent program. On January 6, they hosted over 30 attendees for a virtual panel discussion, "From Private to Public: How to Build an IR Function." The panel, which was moderated by Gabriel Ratcliff, IRO at Etsy and VP of membership for NIRI NY NextGen, featured the investor relations officers Rebecca Gardy, Campbell Soup Company, Ian Lee, Airbnb, Rodney Nelson, Palantir, and Peter Stabler, Peloton. The panel discussed the process of taking a company public through traditional IPOs and direct listings. Panelists noted the investor relations team must harmonize with each stakeholder in the IPO ecosystem, streamlining processes where possible and keeping the management teams focused on adjusting to life as a public company. To read a recap and watch a replay of the event, click [here](#).



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