

## Share Your Ideas! Get Involved!

Let your Chapter officers know what issues you'd like to see addressed at meetings. Suggest topics or speakers. Volunteer as a panelist or help organize an event. It's fun and a great way to get to know your NIRI colleagues. See **Upcoming Events** at end of this newsletter. Contact Barbara Krauter, Programs Chair, [bkrauter@comcast.net](mailto:bkrauter@comcast.net).

## RECENT EVENTS

**In November**, in partnership with the New York Chapter, NIRI Philadelphia hosted a meeting at Bloomberg's global headquarters in midtown Manhattan. The topic was **Earnings Guidance: Does It Still Make Sense?** Panelists included buy and sell-side heads of equity research, an IRO and a business ethics expert. They discussed what the investment community wants companies to do, what the CFA Institute recommends, and why some companies are discontinuing guidance. The presentation was followed by refreshments and a tour of the award-winning Bloomberg HQ high rise, where employees work in open offices, wide-open TV studios and tinted glass-walled conference rooms that were designed to reflect the transparency the company attempts to bring to the financial markets. Thanks to Michelle Debkowski, Stephanie Baldwin and Nancy Kyle for organizing this event.

**In December**, a very successful **Charity Bowling for Children's Hospital (CHOP)** was held at Pike Lanes in Southampton, PA. More than \$2,500 was raised for the End of Life Care fund at Children's Hospital of Philadelphia (CHOP). The fund supports social workers, ministers and others who prepare families for the death of a child. Len Griehs, an avid, championship bowler, challenged participants by offering to donate extra funds if any team could match his score. Even Santa Claus (who did not bowl) paid a surprise visit to the alleys with gifts for all the



children. "It was really wonderful to get our families together for a great cause and an afternoon full of fun, food and prizes," said Evan Connolly. "The greatest gift, of course, was knowing that with our chapter's donation we were helping families with seriously ill children at CHOP."

Thanks to Michelle Debkowski, Mark Donohue, Nancy Kyle and Len Griehs for organizing this successful charity event.

**In January**, we gathered at the well-appointed Villanova Conference Center for "**Accounting Treasure Hunt**" with Prof. Lawrence Singleton, Ph.D., CPA. Focusing on accounting and finance basics, he led an interactive program customized for IR and corporate communications managers wanting to brush up their knowledge of financial reporting. From GAAP and stock options to ratio and cash flow analyses, we covered a broad range of topics that enhanced the financial IQ of all participants. Prof. Singleton is an associate dean at George Washington University in Washington, DC and has presented also at NIRI National events. Stephanie M. Baldwin, VP of Communications at Antares Pharma, commented, "Larry Singleton is an excellent teacher with an engaging personality. Everyone I spoke with felt it was a day well spent."

Thanks to *Business Wire* for sponsoring this professional development seminar. And thanks also to Stephanie Baldwin and Barbara Krauter who organized the event.

### **New Chapter Officer**

**John Elicker**, Vice President, IR at Bristol-Myers Squibb Company, has been appointed Treasurer of NIRI Philadelphia. John was previously Director of Sales and Development at Grainger.com and also spent 10 years at Scott Paper Company in sales and marketing. He is a graduate of Penn State and earned an MBA degree from The Wharton School at the University of Pennsylvania. Welcome John!

### **Welcome New Members**

NIRI Philadelphia welcomes **Barbara Elias** and **John Gfeller, Jr.**, both senior sales representatives in Philadelphia with R.R. Donnelley (NYSE: RRD), a provider of print and print-related services with HQ in Chicago; and **Thomas Harr**, Manager, Investor Relations, Sunoco, Inc. (NYSE: SUN), a Philadelphia-based manufacturer and marketer of petroleum products.

## UPCOMING EVENTS:

- Feb 14 Breakfast**      ***Influencing Your Audience:***      **7:30 – 9:30 AM**  
***“How to Craft Messages that Motivate***  
***People to Say Yes”***  
Ken O’Quinn, writing coach/veteran journalist  
The Desmond Hotel, Malvern
- Mar 6 Afternoon**      **Federal Reserve of Philadelphia**      **3:00 PM**  
Speaker: Herb Taylor, Economist  
Tour of the Fed follows presentation
- April 2 Web cast**      **Competitive & Cooperative Intelligence**      **4:00 PM**  
Best ways to monitor peer companies.  
Hosted by NIRI Virtual Chapter
- April 8 Dinner**      **Senior IROs - NIRI Philadelphia**      **6:30 PM**  
Corporate IROs and IR counselors meet to  
discuss critical strategic issues. Location TBA.
- May 8 Special Dinner**      **Robert Greifeld, President & CEO, NASDAQ**  
A strong advocate of modernizing stock markets  
to improve trading quality and performance. He is  
a dynamic and fascinating speaker. Invite your  
CEO, CFO, General Counsel!  
The Four Seasons Hotel, Philadelphia