



TRUE GRIT

2009 Investor Relations and Annual Report Competition

entries due
Friday, May

15



Call for Entries

ABOUT THE COMPETITION

It takes true grit to work in the IR field, especially during the recent wild ride on Wall Street. Over the past 16 years, NIRI Orange County has hosted an annual event to honor the annual reports that best exemplify the contribution of the investor relations profession to the communication of corporate strategies. This year we are expanding the program to honor overall excellence in investor relations with an IR Program of the Year and special recognition awards. We are pleased to provide professional feedback on your company's annual report from our distinguished judging panel, plus give you an opportunity to gain recognition for your work in the investor relations field.

The "True Grit" Gala Awards Ceremony will take place Wednesday, June 24th, 2009 on John Wayne's yacht, "The Wild Goose", operated by Hornblower Cruises & Events in Newport Beach. At this Gala Awards Ceremony event, you'll see samples of outstanding annual reports and IR programs from Orange County companies, plus you will join us in recognizing professionals in our field.

COMPETITION DETAILS

Eligibility & Deadline

Entries must be based on a 2008 fiscal or calendar year and must represent a publicly traded Orange County-based company. IR/PR agencies and graphic design firms are welcome to submit multiple entries as long as they are Orange County-based public companies. Orange County NIRI members may enter one non-Orange county company book per membership.

Entries must be **received by 5:00 p.m., Friday, May 15, 2009.**

Not a Member? Join now for reduced entry and event fees!

Non-members wishing to join the chapter may contact:

Membership Chair NIRI OC:
Nadine Padilla
Nadine Padilla, LLC
619.507.9306
nepadilla@gmail.com



Fees

Annual Report Entry Fee:

NIRI Orange County members: \$100 per annual report
Non-members: \$125 per annual report

IR Program of the Year Entry Fee:

NIRI Orange County members: \$50
Non-members: \$75

True Grit Gala Awards Ceremony: Wednesday, June 24, 2009:

RSVPs due by Wednesday, June 17, 2009
NIRI Orange County members: \$75 per person
Non-members: \$100 per person

Checks must be made payable to NIRI Orange County. Credit card payments are accepted on our Web site at www.nirioc.org using Acteva. Please send a printed confirmation receipt of payment along with your entry submission.



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Call for Entries (continued)



SUBMISSION REQUIREMENTS



For Annual Report Entries

Submit **six copies** of your printed annual report. Entries must be accompanied by a completed entry form and corresponding entry fee.

For IR Program of the Year

Submit **four copies** of a two-page brief covering:

- Problem/Opportunity
- Goals and Objectives
- Execution (If a website, please include web address)
- Evaluation of Results

Entries should be on an 8-1/2 x 11 page with a minimum of 10 point typeface and one-inch margins. Each of the four criteria should be addressed.

Supporting materials are allowed. Please reference them in the two-page summary and attach/include them. Supporting materials could include perception studies (submit summary pages or key findings only), analyst comments, key press releases, annual reports, IR website screen shots, presentations, media clippings and samples of any other tactical materials or results. Entries may be submitted in soft cover binders.

Entries must be accompanied by a completed entry form and corresponding entry fee.

Special Recognition

In April, Orange County NIRI members will be asked to nominate fellow professionals for special recognition. Nominated individuals will be contacted by the Board and asked to provide a two-page "career brief" with one section dedicated to a list of accomplishments for the most current year, a second section detailing accomplishments over the course of their IR career and a third section dedicated to contributions to the profession (such as NIRI service, speaking, teaching, mentoring, etc). Current Board Members are not eligible for this award. At the Gala Awards ceremony, the Chapter President will honor a select number of professionals for special contributions to NIRI and/or achievements in the profession.

SUBMITTING YOUR ENTRIES

Please clearly mark each package "**NIRI OC 2009—True Grit**" and send to:

Christie Brockhage
Business Wire
4100 Newport Place, Ste. 830
Newport Beach, CA 92660
949-757-1021

In addition, please e-mail a hi-res (300 dpi) TIFF or JPEG image of the front cover of your annual report submission to be included in the event's program. Send your e-mails to Jeanie Herbert at jh4ir@yahoo.com by Monday, May 20, 2009.

ADDITIONAL INFORMATION:

All questions about the 2009 NIRI Orange County True Grit awards program should be directed to:
Jeanie Herbert at 714-325-3584, jh4ir@yahoo.com or Christie Brockhage 949-757-1021, christie.brockhage@businesswire.com



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2009 Investor Relations and Annual Report Competition

Gala Awards
Wednesday, June

24

Call for Entries (continued)



AWARDS



Annual Report Categories

1. Best Annual Report
2. Best 10K Wrap/Summary Annual Report
3. Best Design (Graphics, Images, Cover)
4. Best Writing (Shareholder's Letter, Editorial, MD&A)
5. Best Strategy/Theme
6. Best On-Line Report
7. People's Choice

Each annual report entry will be judged by analysts from the CFA Society of Orange County, with PINT judging the on-line reports. Each entrant will receive a confidential evaluation from the panel of judges. Gold and Silver awards will be given for all categories, with the exception of People's Choice.

Investor Relations Category

8. IR Program of the Year (IPOs, Crisis, Merger/Acquisition, etc)

The IR Program of the Year will be judged by experienced investor relations professionals who are senior NIRI members outside of the OC NIRI Chapter. Both Gold and Silver awards will be given for IR Program of the Year.

GALA AWARDS EVENT

"True Grit—NIRI Orange County, Investor Relations and Annual Report Gala Awards Ceremony"

- Wednesday, June 24, 2009
- RSVPs due by June 17, 2009
- Boarding: 5:00 pm
- Cocktails: Dockside: 5:00–5:45 pm
- Harbor Cruise, Dinner & Awards: 6:00–7:30 pm
- Dockside: 7:30 pm
- Disembark: 8:00 pm

"The Wild Goose"—John Wayne's Private Yacht

- Operated by Hornblower Cruises and Events
- 2431 West Pacific Coast Highway
- Newport Beach, CA
- Parking across the street behind "Jack's Shrimp" in the public lot.

Be sure to invite your boss, your staff and your support vendors for a chance to tour John Wayne's private yacht, cruise Newport Harbor and honor excellence in local investor relations.

Annual Report Entry Form
(Click Here—PDF)

To pay Annual Report Entry Fee
(Click Here—ACTEVA link)

IR Program of the Year Entry Form
(Click Here—PDF)

To Pay for IR Program of the Year Entry Fee
(Click Here—ACTEVA link)

To RSVP/Pay for Gala Awards Ceremony
(Click Here—ACTEVA link)