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New York Minute

September 2024

IN THIS EDITION

- September Signals: Navigating Market Waves and Election Tides
- Welcome: New Chapter Members
- Member Spotlight
- NextGen Corner

September Signals: Navigating Market Waves and Election Tides

Dear NIRI NY Members,

Welcome back, NIRI NY members! The NIRI NY Board and I are excited to kick off another season filled with fantastic programs and events to engage and expand our vibrant community. It was wonderful to reconnect and meet many of you in June at our annual conference held in San Francisco. As we enter the fall, I hope you are all hitting the ground running—recharged and energized—to help navigate your company for what lies ahead.

Capital markets continue to exhibit a mixed bag of resilience and volatility. In recent developments, central banks have implemented rate cuts to stimulate economic growth. Furthermore, with the election season heating up, political scenario planning has introduced additional market volatility. IR teams must prepare for heightened scrutiny and potential shifts in regulatory landscapes, ensuring they communicate effectively to mitigate uncertainties and align Wall Street's expectations.

We kicked off the season earlier this month with a very timely and topical event on the upcoming U.S. Presidential

UPCOMING EVENTS

October 2 - NIRI NY NextGen Kick-Off

Register here

October 8 - NIRI NY "The Art of Story Telling in Capital Markets"

Register here

See entire calendar

WELCOME NEW MEMBERS!

- Lavesh Hemnani, **Advance Auto Parts, Inc.**
- Lucia Dempsey, **Chesapeake Utilities**

and Congressional elections and their impact to the capital markets. Sean Neary, Co-head of Edelman Smithfield's Financial Services, moderated a panel discussion and Q&A with his Edelman colleagues, Lindsay Clifton, former White House Deputy Press Secretary under former President Donald Trump and Jeremy Thompson, former Social Media Director for Vice President Kamala Harris. Lindsay and Jeremy provided wonderful insights into the current political landscape, policy making and the media's influence on the election, and how IROs can prepare to communicate with internal and external stakeholders on the election outcome. It was also terrific to gather, learn and engage with our NIRI members again!

Our next exciting event will be on Tuesday October 8th showcasing "The Art of Storytelling in Capital Markets", led by Leave A Mark – so mark your calendar and register here. In today's competitive capital markets, a compelling IR story is essential for enhancing investor confidence and engaging relevant audiences.

Lastly, AI is revolutionizing the field of IR by enhancing efficiency, accuracy and engagement. AI-driven tools and platforms are enabling IR professionals to analyze vast amounts of financial data quickly and accurately, providing valuable insights that inform strategic decision-making. I encourage you all to sign up for NIRI's Inaugural 2024 AI Summit, held on October 1-2, which is designed to explore the current state of artificial intelligence within the IR landscape. The event aims to provide attendees with practical knowledge and tools for immediate implementation in their IR programs. Through panel discussions, case studies, and product demonstrations, participants will gain valuable insights into leveraging AI to improve workflows, enhance transparency, and optimize communication.

Membership Spotlight

This month's Member Spotlight features **Naya Bermudez**, a member of NIRI NY NextGen Committee and Senior Manager, Investor Relations, **IHS Towers**. Naya's energy and passion for her work was inspiring. She shared how her background in corporate access and equity research shapes her success in engaging investors and refining market strategies. Naya's dedication to mentoring young professionals, shines through in her work with NIRI NY's

Corporation

- Sarah Marx, **Etsy, Inc.**
- Tanner Kaufman, **FTI Consulting, Inc.**
- Lori Zyskowski, **Gibson, Dunn & Crutcher LLP**
- Meghna Mehra, **ICR, LLC.**
- Benjamin Herrmann, **Iris Energy Limited**
- Stephanie Jo Peksen, **Notified**
- James Lizzul, **Perella Weinberg Partners**
- Taylor Donohue, **Prosek Partners**
- April Scee, **Riveron**
- Scott Devereux, **Siemens Energy AG**
- Kasey Ennis, **Tanger Inc.**
- Viktoriia Nakhla, **Voya Financial, Inc.**

PARTNER PERSPECTIVE

NASDAQ

Your new cutting-edge AI-powered chat tool is coming soon to Nasdaq IR Insight. Prepare for Earnings with the IR Assistant by your side and experience the benefits: optimize messaging, effortlessly collaborate and inform, and elevate credibility.

Experience the AI-powered IR Assistant within Nasdaq IR Insight firsthand. Take a virtual tour to witness its benefits in action.

NextGen Committee. When she's not building relationships in IR, she's road-tripping, lifting weights, or kickboxing to stay balanced and motivated!

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.



All the Best,
Laura Kiernan
President, NIRI New York Chapter
president@niriny.org

Find us here: NIRI NY Board and NextGen Committee



Member Spotlight

Naya Bermudez joins us for this month's **Member Spotlight!** Here are a few snippets from our conversation. Please read the complete profile here!

"Working in corporate access and equity research was instrumental in elevating my financial and investor communication skills."

"I've always been dedicated to promoting education in underserved communities."

"Great things in life take time to materialize, so don't rush into decisions or conclusions."

Please reach out if you have any questions.

Please let us know if you'd like to be featured in the **Member Spotlight**.

NIRI NextGen

NIRI NY NextGen is excited to bring its members together for the first social event of the 2024 - 2025 season. Please join us on Wednesday, October 2nd at the Glass Ceiling Nomad from 6:00 - 8:00pm. We hope to see you all there! You can register here.

"2023-2024 marked a successful year for NIRI NY NextGen, where we welcomed new members and created a diverse calendar of events," said Emily Mohr, President of NIRI NY NextGen. "Our focus on providing educational programming with experienced practitioners and fostering connections with thought leaders proved valuable to our members. As we enter the new season, we are excited to continue offering opportunities for the next generation of IR professionals to grow, develop their skills, and network within this dynamic field. We look forward to connecting with our current and prospective members and continuing to shape the future of IR." Please read the full press release here.

Accordingly, NIRI NY NextGen recently announced the new members of the NextGen committee for the 2024-2025 term and recapped the highlights of a successful 2023-2024 season!

Incoming members of the 2024-2025 NIRI NY NextGen committee include:

- President – Emily Mohr, Investor Relations
- VP, Membership – Naya Bermudez, Senior Manager, Investor Relations, IHS Towers
- VP, Membership – Ailsa Wells, Sales Manager, Irwin
- VP, Programs – Jon Bozzuto, Head of Investor Relations, Performant Corp.
- VP, Programs – Jennifer Drew-Bear, Senior Investor Relations Associate, Edison Group
- VP, Communications – Taylor Donahue, Director, Investor Relations, Prosek Partners
- VP, Communications – Maddy Zimba, Account Supervisor, Edelman Smithfield

If you are interested in helping the NIRI NextGen committee or have program ideas for this upcoming year, please contact Emily Mohr, President, NIRI NY NextGen at nirinextgen@niriny.org. If you know a potential NextGen member, please reach out to Ailsa Wells (ailsa@getirwin.com).

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Thank you to our partners...

PLATINUM








GOLD








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