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New York Minute

December 2024

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Holiday Greetings and Warm Wishes!

Dear NIRI NY Members,

Happy New Year! Looking back at the last year, we are grateful for your continued trust and partnership. It was a pleasure reconnecting with many of you at the annual holiday party at Grand Brasserie. May we bring that same energy and joy into the new year! We are excited to bring some key capital markets insights for 2025 and share the latest updates at NIRI for the year ahead.

Capital Markets Outlook

According to a paper by PWC, Capital Markets 2025 Outlook, the U.S. public markets are poised for a resurgence in 2025, fueled by interest rate cuts, pent-up investor demand and a growing pipeline of companies eager to launch an IPO. The U.S. elections also provided investors with clarity on policy direction, which was met with enthusiasm and optimism by Wall Street. The S&P 500 rose to record highs the day after the election. Certain policies like tariffs could present challenges going forward and while the Fed has been cutting rates, rates will likely stay elevated this year. The M&A outlook for 2025 is also making headlines. After a muted M&A deal

UPCOMING EVENTS

January 16

NYSE Capital Markets and Economic Outlook webinar

Bonnie Hyun, Head of US Capital Markets, NYSE and Michael P. Reinking, CFA Sr. Market Strategist NYSE will share their expert insights into the macroeconomic trends and trading dynamics that defined 2024, and key themes shaping the year ahead for 2025

Register

January 22

State of Play V - Economic Update

activity the past few years, the M&A market is "expected to accelerate in 2025" according to an article by Goldman Sachs. Deal activity grew in 2024, and many remain bullish on M&A given a decline in interest rates and lighter regulation and anti-trust scrutiny expected from the incoming Trump Administration.

NIRI Elects New Board Members

I wanted to highlight the announcement from early December of the individuals elected to the NIRI National Board including NIRI NY Board Member Deborah Belevan, Mitchell Haws, Mark Kinarney and Christina Kmetko. NIRI is fortunate to have outstanding leaders who generously contribute their time and expertise to both the investor relations profession and our organization.

2025 Events

We kicked off 2025 with our first event of the year hosted by Joele Frank, "What to Expect in 2025: Shareholder Activism, Proxy Season and Beyond." Our thoughtful panel discussion discussed a range of topics as it relates to the upcoming Proxy season and offered their perspective on the complexities that investor relations professionals will face in 2025.

Mark your calendars for our next event! On March 25, 2025 join us for the **2025 NIRI Northeast Regional Conference**. Following the tremendous success of our half-day event last year, NIRI New York is excited to bring you a full day of thought leadership, interactive discussions, and insightful educational presentations. This year's conference will feature prominent corporate IR experts, C-suite executives, and Board members as panelists and presenters. We look forward to seeing you in the heart of New York City. Stay tuned for more details and registration information.

The **NIRI 2025 Annual Conference** is returning to the Omni Boston Seaport Hotel, June 1-3, 2025! Registration and event details are available here.

For those new to IR or for those always looking to learn more, NIRI's *Investor Relations Body of Knowledge* is the comprehensive resource for investor relations, highlighting the essential practice areas that an IR

UCI Economist Christopher Schwarz joins us to review what happened in 2024 and his predictions for 2025

Register

February 25-26

Fundamentals of Investor Relations

Register

March 19

2025 Two-Part Masterclass on Compelling Investor Presentations and Investor Days

Register

March 25

SAVE-THE-DATE: NIRI NY Northeast Regional Conference

Registration details to come

See entire calendar

WELCOME NEW MEMBERS!

Kaitlyn Keeler, CVS Health
John Fanzini, Seton Hall University

PARTNER PERSPECTIVE



professional is expected to know. This 2024 second edition brings the contents up to date and reflects new and emerging trends in the practice of IR, including expanded capital markets content and the addition of a new chapter focused on ESG issues. Visit the site here to place an order for a hard copy or digital copy to start 2025 strong with the latest in IR best practices.

Membership Spotlight

This month's Member Spotlight features **Andrew Sokulski**, who recently joined NIRI NY in November 2024. Andrew is a dynamic professional with a background in international affairs and a passion for bridging cultures and markets. Fluent in Japanese after a year of living and studying in Japan, he specializes in connecting Japanese companies with global insights as a lead research analyst and relationship manager at **IR Japan**. Inspired by Haruki Murakami's philosophy of resilience and progress, Andrew brings a fresh perspective and a relentless drive for growth to everything he does.

Let's start the year together, equipped with knowledge, camaraderie, and a shared dedication to overcoming the challenges ahead. Wishing you a prosperous and fulfilling 2025!

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
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Find us here: NIRI NY Board and NextGen Committee

Notified's whitepaper, *"Fighting Fake Press Releases: Practical Lessons from Real Case Studies,"* explores vulnerabilities in corporate communications and media verification systems through four real-world case studies. Insights from industry leaders and journalists illustrate how fraudulent press releases have disrupted financial markets and impacted public trust. Key examples include the Apex Capital Trust incident, which exposed weaknesses in sender authentication at major outlets like Bloomberg, and the Kroger cryptocurrency hoax, which underscored the importance of maintaining secure investor relations websites. A fraudulent Adidas fashion week release further highlighted the compounding reputational damage caused by false information, emphasizing the need for robust crisis communication plans.

In response, the industry has adopted stricter verification protocols and advanced technological solutions. Notified's CLEAR Verified badge system and newsroom fact-checking enhancements exemplify a multi-layered approach to combating misinformation. The whitepaper offers actionable strategies for

communicators to safeguard stakeholder trust and ensure the integrity of corporate messaging. Read the full whitepaper to learn best practices for protecting companies and stakeholders from the harmful effects of misinformation.



Member Spotlight

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

"Living and studying abroad in Japan for a year, along with my knowledge of the Japanese language, is my most significant asset."

"...with the changing political climate, the rise of greenwashing, and the initial push for ESG, there's now a growing emphasis on ensuring companies focus on their financial progress alongside their ESG commitments."

"I really appreciate the idea of always focusing on moving forward and developing, rather than dwelling on past mistakes or abandoning ideas simply because they seem unlikely to succeed."

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

NIRI NextGen

NIRI NY NextGen is in the process of planning its next event. Be on the lookout for more information in the next newsletter.

If you are interested in helping the NIRI NextGen committee or have program ideas for this 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).

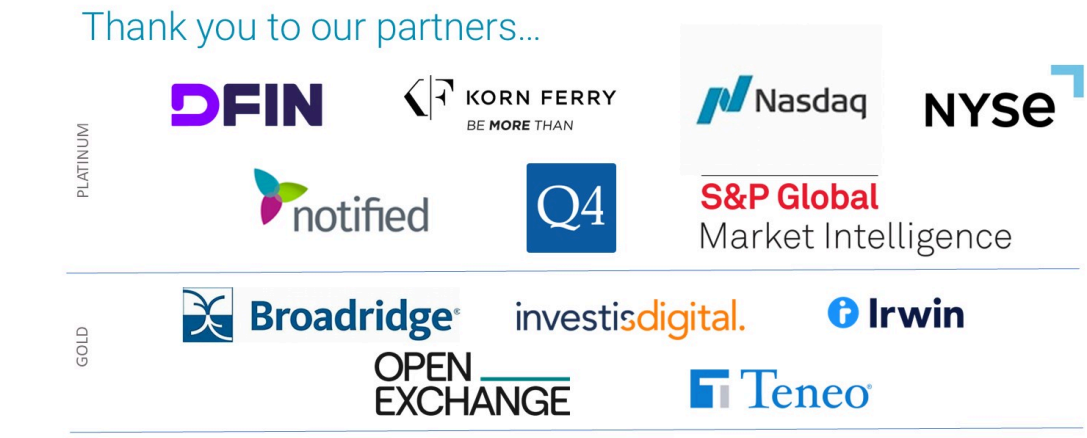
Your NIRI National Profile Data

Please review/update your profile data (company, title, email, phone number) in the NIRI National portal by clicking here.

Do you know someone who should be a NIRI NY member?

Please share their information with the NIRI NY Membership team!

Twitter Website Email LinkedIn



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