

NIRI Twin Cities Presents:

UNsung HEROS - How to Make Your IR Program Sing



THURSDAY, SEPTEMBER 19, 2013

11:30 a.m. to 1 p.m.

(Registration 11:30, lunch & program 12:00 noon – 1 p.m.)

Graves 601 Hotel, 601 First Ave. N., Minneapolis, MN 55403

Do you have a strong IR program that's short on appreciation, but long on potential? Lots of factors come into play when the buy-side and sell-side make investment decisions and recommendations. At times, it's more than just the numbers. Sometimes it may hinge on you.

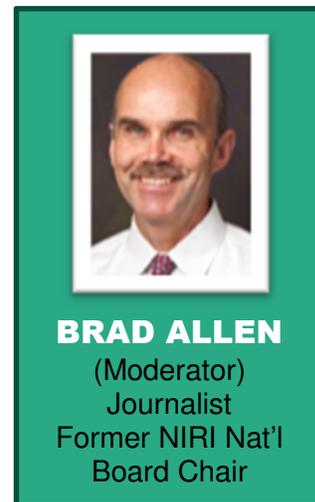
Do you know what institutional investors and analysts think of you and your company's IR strategy?

- Are you perceived as a script reader, gatekeeper, teacher, cheerleader – or something else?
- Are you respected as a resource with deep understanding of your business – or someone who's in over their head?



Do you know how to take your investor relations program from good to great? Each year, Institutional Investor Magazine surveys buy-side and sell-side

analysts about the public companies with whom they work and recognize America's best CEOs, CFOs, IROs and IR Programs. Join us as our all-star team of Institutional Investor award winners – and those who chose them – explain how to kick it up a notch and become recognized for distinguished investor relations work.



BRAD ALLEN
(Moderator)
Journalist
Former NIRI Nat'l
Board Chair

Our panel of speakers will help you to pinpoint areas where you can improve your efforts – and make your investor relations program SING!



RICHARD EDWARDS
Director of Investor
Relations
Polaris Industries Inc.



MICHAEL MONAHAN
Senior VP of External
Relations
Ecolab Inc.



BILL SEYMOUR
VP of Investor Relations
Best Buy Co., Inc.



MIKE WALKLEY
Managing Director &
Senior Equity Analyst
Canaccord Genuity

MAKE YOUR RESERVATION BY SEPTEMBER 16!

Contact Jane Cracraft at 612-376-7979 or
jane.cracraft@businesswire.com

\$30 for members, \$45 for non-members
Payment accepted by cash or check at the door