

## Earning the IRC Credential – Like it or Lump it?!

Want to know more about the new Investor Relations Charter credential awarded by NIRI? Then THIS is the panel discussion for you!

- Why pursue the IRC credential?
- How did you prepare?
- What was the exam like?
- How have you used the accreditation?
- No question is off limits!

Ask the gurus!



**JANUARY 10th**

**LOEWS MINNEAPOLIS HOTEL**  
601 First Ave N • Minneapolis, MN 55403

**11:30 AM – 1:00 PM**

REGISTRATION: 11:30

LUNCH/PROGRAM: Noon – 1:00

**COST:** Members free, non-members \$45 Cash, check or credit card at the door.

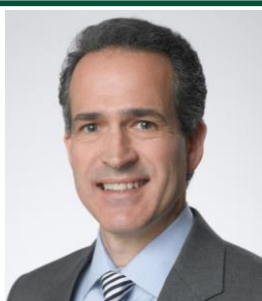
**QUESTIONS:**

Contact Jane Cracraft at 612-376-7979 or email

[jane.cracraft@businesswire.com](mailto:jane.cracraft@businesswire.com)

**PLEASE RSVP BY:**

**JANUARY 6, 2017**



**Matthew Brusch**

*Vice President, Communications and Practice Information*  
**NATIONAL INVESTOR RELATIONS INSTITUTE**  
Matt Brusch is Vice President, Communications and Practice Information for NIRI. Appointed in 2007 to lead communications and publications, he created an in-house research program, and launched NIRI's first professional certification program. He holds an M.B.A. from the University of Maryland, a B.S. from the Pennsylvania State University, and is a Certified Association Executive.



**Heide Erickson**

*Director of IR*  
**CAPELLA EDUCATION**  
Heide Erickson, IRC, joined Capella Education Company in 2005. She has over 20 years of Investor Relations experience, including managing initial public offerings, mergers, acquisitions and a leveraged buyout. Heide has a bachelor's degree from the University of Minnesota and a Master of International Business from the University of St. Thomas.



**Jack Nielsen**

*Senior Director, Corp Comm & IR*  
**CARDIOVASCULAR SYSTEMS**  
Jack Nielsen, IRC, joined Cardiovascular Systems in March 2014. He has over 20 years of experience in IR roles and sell-side equity analysis. Jack has a B.S. in management from the Carlson School of Management at the University of Minnesota and an MBA in finance from the University of St. Thomas.



**J.C. Weigelt**

*Senior Director IR / Global Marketing Intelligence*  
**ST. JUDE MEDICAL, INC.**  
J.C. Weigelt, IRC, has been with St. Jude Medical for over nine years. He is the first line of communication with Wall Street analysts and investors. He manages the Global Market Intelligence team, which oversees market models and competitive intelligence. J.C. has a master's degree from the University of St. Thomas and a bachelor's degree in marketing from Michigan State University.

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