



President's Letter 2011 – 2012

Dear NIRI Silicon Valley Member,

As I write this welcome letter, it's clear that these are challenging times. To say the markets have been in turmoil of late would be an understatement.

Last year, it was unclear whether we'd weathered the storm . . . and we focused on maintaining a sense of direction and purpose in "Charting the Course." We ended the year with strong momentum as NIRI Silicon Valley was recognized with several awards at the NIRI national conference, including Best Programs and The Chairman's Award for our "Back to Basics" event.

However, macro and financial concerns have resurfaced . . . is this a "second dip?" In times like these, it can be tempting to just stop and wait to see what happens next ; but we've always strived for improvement . . . meaning we can't just stand still. We build from last year's purpose and direction, and this year we add movement, as we introduce our theme of "Charging Ahead." With purpose, direction and movement . . . great things are possible!

We're fortunate again this year to have another strong Board as most all of our members have returned for another year. We also strengthened the Board with four new members including Sandra Kerrigan, Marty Palka, Matt Rhodes, and Stephanie Wakefield.

During the summer planning session, your Board created a robust schedule of relevant, timely, and informative monthly programs, including our traditional September kick-off event, the NIRI Silicon Valley "Lobster Palooza," a December holiday event, our hallmark annual spring seminar, and our award-winning "Back to Basics" day to be held again in May.

We're building on your feedback for more roundtables, and have five scheduled this year for all levels of experience and interest, including our first industry specific roundtable. We've also added more social events as professional networking is an important component of our chapter, and will be highlighted by the 2nd Annual NIRI Silicon Valley Golf Tournament in June.

Vendors and service providers are an integral part of our NIRI chapter. We continue to seek out special opportunities for each to highlight their products and services, share their insights, and contribute to the professional development of our membership.

The goal of the Board is to serve our membership so please reach out to any board member with ideas or comments. I look forward to seeing you as we charge ahead through the year.

A handwritten signature in black ink, appearing to read 'Ken Bond'.

Ken Bond, President, NIRI Silicon Valley



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Introducing our 2011-2012 Logo & Theme

To symbolize the “Charging Ahead” theme of this year’s NIRI Silicon Valley Chapter, what better icon than the bull?

A symbol of growth on Wall Street of momentum and power in Pamplona ... and some of the most dominant sports teams in history. The bull marks the perfect logo to embody what all IR professionals must do in challenging and uncertain times: **Charge Ahead.**

And charging ahead is what we do in Silicon Valley ... because the world won’t stand still and we’d rather be at the front of herd.

The calendars below can be cut out and kept in your wallet for quick reference.

Charging Ahead



DATE	TOPIC	LOCATION
Thursday, September 22	Lobster Palooza	Juniper Networks, Sunnyvale
Friday, October 07	Economic Update	Four Seasons, Palo Alto
Friday, November 04	IR Best Practices	Four Seasons, Palo Alto
Tuesday, December 13	Holiday Party	TBD
Friday, January 06	International Marketing	Four Seasons, Palo Alto
Friday, February 03	Social Media	Four Seasons, Palo Alto
Friday, March 02	Spring Seminar	Four Seasons, Palo Alto
Friday, March 30	Interacting with BOD	Four Seasons, Palo Alto
Friday, May 04	Working with Financial Media	TBD
Friday, June 15	Member Appreciation	TBD

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2011 Lobster-Palooza

[Register Now!](#)



Thursday, September 22nd

4:30 p.m. to 7:30 p.m.

Come join the party and help kick off the 2011-2012 season with
our popular lobster dinner event!

(Vegetarian option available)

Hosted at Juniper Networks

1184 N Mathilda Avenue

Sunnyvale CA 94089

Cost: \$50 for members, \$70 for guests



Thanks to our Sponsor!

For more information, contact Tim Shanahan at 650-645-7103 or

tim.shanahan@demandtec.com



October program

The World at A Glance: An Insider's View of the New Global Economy

- DATE:** October 7, 2011
11:30am – 1:30pm
- SPEAKERS:** John Shin, Senior G10 FX Strategist
Bank of America Merrill Lynch
- MODERATOR:** Tim Shanahan
Vice President, Investor Relations
DemandTec, Inc.
- LOCATION:** Four Seasons Hotel Silicon Valley
2050 University Avenue
East Palo Alto, CA 94303

Stay tuned for online registration details at www.nirisv.org



Members in Transition

TOOLS AND RESOURCES ARE AVAILABLE FROM NIRI SILICON VALLEY AND NIRI NATIONAL TO HELP!

NIRI National has created a program for **MEMBERS IN TRANSITION**. The program suspends national membership dues for a period of up to twelve months. NIRI Silicon Valley will likewise defer dues. Visit NIRI National **CAREERS** section to download form and apply.

Contact NIRI Silicon Valley, VP of Membership Sandra Kerrigan if you need additional assistance or have questions. You can reach Sandra at skerrigan@vmware.com

JOB HUNTING? Visit our Job Bank (in the Members Only section of the NIRI Silicon Valley website) Post your **RESUME** at the NIRI National Career Center, and browse for jobs

Moved to a new company? **2 STEPS to UPDATE YOUR CONTACT INFO** on the NIRI National website under "My Information" after you login (the information filters out to the chapter). And, please send an email to our communications team at NIRISILICONVALLEY@GMAIL.COM to update your info for our chapter mailing list.

One of the best ways to manage your transition: **NETWORK!** Attend NIRI Silicon Valley monthly chapter meetings, join the dialogue on Twitter (follow us @NIRISV), join our groups on Facebook and LinkedIn listed as NIRI Silicon Valley.



New to IR? Check out the IR Fastrack Membership Program

A NIRI National program.

The member benefits listed below are available through the IR Fastrack Program. This program, aimed at rotational IROs and those new to IR, bundles select NIRI programs (seminars, webinars) and membership to bring participants current on IR basics within a year.

<u>IR Fastrack Membership Program</u>	<u>Value</u>
"Fundamentals of Investor Relations" seminar	\$1,195
In-person one-day seminars (choice of one):	\$495
Regulations 101	
Writing Workshop for IR	
Presentation Skills Workshop	
The New Capital Markets	
On-demand Webinar Series (choice of one):	\$195
Accounting and Finance for IR	
Strategic Planning - Developing an IR Plan	
Full NIRI Membership	\$745
<u>Total educational package value</u>	<u>\$2,585</u>
<u>IR Fast Track Membership Package price</u>	<u>\$1,795</u>

To become an IR Fastrack Program member, [click here](#).

The IR Fastrack Membership Program is not valid with any other promotion offered through NIRI and does not include local chapter membership. Education programs are not transferable and must be completed during the IR Fastrack membership year.

Questions? Please contact David Meisner at (703) 506-3581 or dmeisner@niri.org.



NIRI Silicon Valley Professional Networking

Dear Valued Member:

Over the past year we created and hosted a new series of professional networking events and activities to encourage members to get together in a more casual and relaxed environment. All of these events were well attended and included a movie premier night for *Wall Street Money Never Sleeps*, a bowling night (in partnership with PRSA), and our 1st Annual Golf Tournament.

For the 2011-2102 year we intend to continue to plan and host events like this in addition to our traditional monthly programs, creating opportunities for you to meet, network, and share ideas with other like-minded professionals.

We hope to have another 3-4 of these events throughout the year and are currently planning the dates, locations, and activities, so stay tuned for exciting news to come!

If you have any suggestions on types or places for an event feel free to share your ideas.

I look forward to seeing you at a chapter event sometime soon.

Sincerely,

Hunter Landers

Vice President, Professional Development and Networking

NIRI Silicon Valley

hunter@bigfishwines.com

415.994.1922



First Event: Movie Night!

Moneyball starring Brad Pitt

Thursday, September 29, 2011

Kabuki Cinema

1881 Post Street, San Francisco, CA

5:30 p.m. until ...

We would like to invite you to an exclusive event, beginning with cocktails and hors d'oeuvres, followed by a special showing of Moneyball at the Kabuki Cinema in San Francisco.

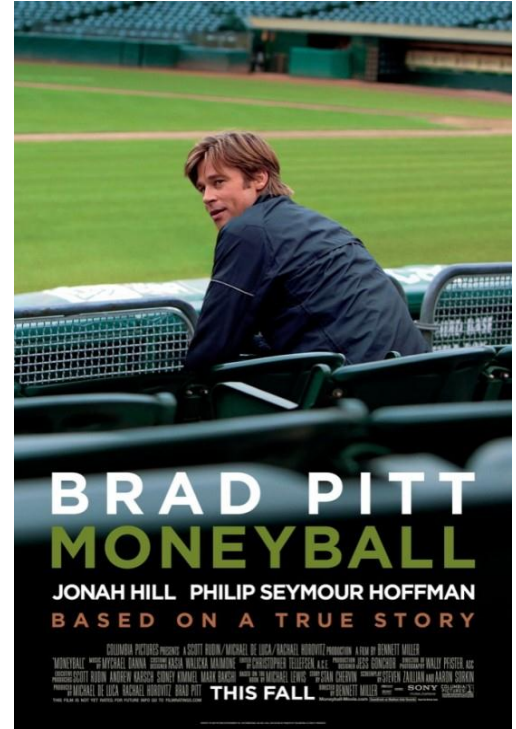
Friends, colleagues, and dates welcome!

A few years ago, we were privileged to have Billy Beane, charismatic and practical manager of the Oakland A's, address our Spring Seminar and share his "Moneyball" stories. Join us for the movie as Brad Pitt plays Beane!

Price: \$30 for all



Questions? Contact Hunter Landers, hunter@bigfishwines.com, 415.994.1922





NIRI Silicon Valley Roundtable Meetings

Based on feedback from last year's Spring Seminar, we are excited to expand our series of Roundtable Meetings for the 2011-2012 term. The Roundtable events are designed to allow for a comfortable, small-group forum with IR colleagues in similar circumstances (i.e. industry, experience, etc.). This format allows for the most relevant discussions around a variety of topics to help you "Charge Ahead."

Whether you're a seasoned IRO or a novice in the field of investor relations, we believe that the Roundtables will serve as a great network to exchange best practices, share new ideas, and exchange advice on how to meet the demands of this profession.

While our Back-To-Basics seminar and Newbie Breakfasts will gather our members who are 'New to IR,' as well as those needing a refresher, we plan to host two Senior Roundtables and two Roundtables for those who are Mid-Tier (not new and not yet senior). We also plan to initiate our first "industry specific" Roundtable for our Healthcare (Bio/Pharma/Med Device) members.

Please feel free to contact me with any questions or suggestion. I look forward to seeing you at an upcoming meeting!

Remy Bernarda

Vice President, Roundtables

415-203-6386

remy@irsense.com



NIRI Silicon Valley Professional Development

Some of the most important services that NIRI offers to our members are the resources, network, and information to help both current and future IROs improve their investor relations programs and further their careers. In addition to the monthly programs, NIRI Silicon Valley also organizes and hosts a series of workshops throughout the year to encourage, promote, and educate our members in all areas of IR. These programs are detailed below.

IR Basics Seminar

Taking off from our popular “Back to Basics” session at past Spring Seminars, we will again offer this award-winning session in late spring to focus on IR basics. Top IROs in their field will share their toolkits, ideas, and insight on the challenges and opportunities facing the IR professional. A survey going out to members with five years’ experience or less early in our season will help us define the most pertinent aspects of this program, so please keep your eye open and use your vote. If you’re new to IR or just looking for a refresher, this is a good session.

Mentor Program

Are you new to Investor Relations or experienced but want to advance to the next level? Do you have questions but don’t know where to find answers? Wouldn’t it be great to have an experienced colleague to turn to for direction and knowledge? The Silicon Valley Chapter of NIRI successfully established a mentor program almost seven years ago to tap the wealth of experience from within our membership. The program was originally designed to help educate and support chapter members who are relatively new to the field of investor relations, but has expanded to those who seek to refine their IR skill set. The program is open to all members with varying degrees of experience in our field. We are seeking mentees who will be paired with a senior investor relations professional who will serve as a sounding board, educator, and guide during the program. The program is designed to require a relatively small time commitment, yet deliver valuable growth experience and networking opportunities.

If you are interested in taking advantage of this program, please complete a mentee information sheet below or on our website; <http://www.nirisv.org/profdev/mentor.asp> and return the form to Hunter Landers, VP of Professional Development and Networking via email, hunter@bigfishwines.com. If you participated in the program last year as a mentee



and would like to continue with the program, please also respond. Hunter will contact you upon receipt of your application.

There are only a limited number of spaces available, so please respond early. The deadline for sign-up is November 1st.

This is a terrific opportunity and we encourage your participation, either as a mentor or a mentee, in this program.



2011-2012 Mentee Questionnaire

Please complete if you wish to **have** a mentor

Contact Information:

Name: _____

Company name: _____

Phone number: _____

E-mail address: _____

Background:

Years of business experience: _____

Brief summary of non-IR professional experience: _____

Educational background: _____

Your company's industry/sector: _____

Your company's market cap: _____

Your title: _____

Number of people in your IR department (if more than one, list titles of others): _____

Type of mentoring education/assistance you would be interested in receiving (please list all areas of interest). _____

Please return form to Program Facilitator or contact with questions Hunter Landers, VP of Professional Development and Networking ph: 415.994.1922 or email:

hunter@bigfishwines.com



2011-2012 Mentor Questionnaire

Please complete if you wish to be a mentor

Contact Information:

Name: _____

Company name: _____

Phone number: _____

E-mail address: _____

Background:

Years of business experience: _____

Brief summary of professional IR experience: _____

Educational background: _____

Your company's industry/sector: _____

Your company's market cap: _____

Your title: _____

Number of people in your IR department (if more than one, list titles of others): _____

Type of mentoring education/assistance you would be interested in providing (please list all areas of interest). _____

Please return form to Program Facilitator or contact with questions Hunter Landers, VP of Professional Development and Networking, 415.994.1922 or hunter@bigfishwines.com



Volunteers Welcome!



The Silicon Valley chapter of NIRI always needs volunteers to assist with a variety of projects and tasks throughout the year.

It's a great opportunity to...

- learn from your peers
- network with other members
- develop new skills
- boost your resume

To participate in our Volunteer Program, please contact Sandra Kerrigan, VP of Membership: skerrigan@vmware.com



You are invited to the NIRI SV

New Member & Volunteer Breakfast

Held on Friday, September 30th

8.00am – 9.00am

at

Faz

1108 North Mathilda Avenue

Sunnyvale

This is a great opportunity to meet with other recent members of NIRI Silicon Valley to learn about the benefits of membership.

We will also discuss the goals of the volunteer program for the year and would welcome feedback from last year's volunteers.

If you would like to attend please RSVP to Sandra Kerrigan, VP of Membership at skerrigan@vmware.com



NIRI Silicon Valley 2011-2012 Sponsorship Program

A primary focus of the NIRI Silicon Valley chapter is to help its members "Charge Ahead" by providing educational programs, networking events and career development programs in the field of investor relations. Many of these services would not be possible without the invaluable and generous support of our sponsors.

If your organization is interested in being an active member or leader within the investor relations profession or if you're simply interested in offering your services to investor relations officers in the Silicon Valley Area, please consider our Partner Sponsorship Program. This program is a great way to create awareness and exposure for your organization at NIRI Silicon Valley lunch meetings, events and spring seminar.

Sponsorship Packages are booked on a first-come first-serve basis. Benefits begin upon commitment and generally run through September 2011. We look forward to your support and participation. If interested, please contact our VP Board Affairs, Lisa Hartman, lisah@juniper.net, 408-936-6123. Partner Sponsorship Packages:

Platinum: \$10,000

- Vendor Booth at Spring Seminar
 - Prominent "Platinum" sponsor designation on all seminar invitations, program handouts, signage, emails
 - Logo projected during the event
 - 1-page Company Profile in attendee binder
 - Table for display and materials
 - Admission for 2 people
- Exclusive sponsor of 2 Monthly Program Meetings
 - "Sponsored by" listing on NIRI SV Calendar Page
 - Logo on each email for event sponsored and the monthly newsletter
 - Introduction and recognition at meetings
 - Admission for 2 people to the event
 - Sponsor information placed on member chairs at the event
- Prominent listing on NIRI SV home page: 2010-2011 Platinum Sponsor
- Listing on sponsor page through September 2011 including logo, 50-word description, contact info, website link
- Listing on Facebook page



Gold: \$5,000

- Vendor Booth at Spring Seminar
 - "Gold" sponsor designation on all seminar invitations, program handouts, signage, emails
 - 1/2-page Company Profile in attendee binder
 - Table for display and materials
 - Admission for 2 people
- Spotlight Sponsor of 1 Monthly Program Meetings (including Holiday Party, max 2 sponsors per event)
 - "Sponsored by" listing on NIRI SV Calendar Page
 - Logo on each email for event sponsored and the monthly newsletter
 - Introduction and recognition at meetings
 - Admission for 1 person to the event
 - Sponsor information placed on member chairs at the event
- Listing on sponsor page through September 2011 including logo, website link, 50-word description, contact info
- Listing on Facebook page

Silver: \$3,000

- Vendor Booth at Spring Seminar
 - "Silver" sponsor designation on all seminar invitations, program handouts, signage, emails
 - 1/2-page Company Profile in attendee binder
 - Table for display and materials
 - Admission for 1 person
- Listing on sponsor page through September 2011 including logo, website link, 50-word description, contact info
- Listing on Facebook page



Hold the Date: Spring Seminar 2012

March 2, 2012

Four Seasons Hotel

Silicon Valley at East Palo Alto

We are excited to announce that the NIRISV 2012 Spring Seminar will be held at the Four Seasons Hotel Silicon Valley in Palo Alto on Friday, March 2, 2012.

Save the date to come learn how you can Charge Ahead! Gain important insights and critical skills from investor relations peers and experts from Silicon Valley and beyond, from technology and biotech and beyond. Whether new to IR or a long-timer, learn how to Charge Ahead with your investor relations program and with your career. Come meet your peers and be part of the thriving community that is NIRISV.

The Four Seasons, located midway between the San Francisco and San Jose International Airports, is conveniently adjacent to Highway 101 at the University Avenue exit. For out of towners (and those who want a luxurious night out) a limited number of discounted rooms will be made available to those who book early. Look out for details in Fall 2011.

Please mark March 2, 2012 in your calendars for what we expect to be an outstanding Spring Seminar, held for the first time in this new and exciting location!

Spring Seminar Chairs:

Paul Ziots, Oracle, paul.ziots@oracle.com, 650-506-3043

Stephanie Wakefield, Informatica, swakefield@informatica.com, 650-385-5261



Social Networking

Join the dialogue with NIRI Silicon Valley members and other IR professionals in these social media venues!



facebook.com/NIRISiliconValley



LinkedIn Groups: NIRI Silicon Valley



@NIRISV



Thanks for your continued support of the
NIRI Silicon Valley Chapter.

We look forward to a great year!