



NIRI TWIN CITIES NEWSLETTER

Spring 2021

WELCOME NEW TWIN CITIES MEMBERS

Nathan Annis, Hormel Foods Corp.

Emily Ahachich, Xcel Energy Inc.

David Kanihan, University of MN – Carlson School

Corey Stolhammer, Two Harbors Investment Corp.

Patrick Tracey, Morrow Sodali LLC

MEMBER HIGHLIGHTS

2021 IR Magazine nominations for Twin Cities Large Caps

Congratulations to **Medtronic** for 2021 IR Magazine's nomination for Best Overall IR (Large Cap) as well as **Ryan Weispfenning, VP of Investor Relations** for Best IR Officer (Large Cap), Best Investor Event and Best in Sector: Healthcare! See list of all nominees here: [US-Awards-21-List-of-nominees.pdf \(irmagazine.com\)](#)

2020 Women in Business Awards

Kelly Reisdorf, Chief investor relations and communications officer at [Vista Outdoor Inc.](#) was recognized this past October by the Minneapolis/St. Paul Business Journal as a 2020 Women in Business Honoree. Kelly serves as the advocacy ambassador for the NIRI Twin Cities board of directors and is a volunteer with the NIRI virtual chapter. See more about Kelly here [Kelly Reisdorf](#)

LETTER FROM THE CO-PRESIDENT

I myself made the age-old mistake of calling for spring too early. After a couple good days enjoying the backyard and our patio, I started to think “spring is upon us.” Then more like a lion than a lamb, the mid-March snowfall came in when we should have all expected, just when we let our guard down and started to put the winter coats more than a quick reach away.

Nonetheless, not even a brief March snowfall can stop us from the spring bloom that is on the horizon. Perhaps similarly after a winter working from home, or in limited ways in your office, we all likely have continued to operate our IR programs virtually, spending more time on Zoom/Teams/Webex/Meet. Learning what the home office of our favorite

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sell-side analyst looks like, or better yet what type of pets they have around the house with them. What started as a learning experience, I trust we have all improved our abilities with virtual meeting platforms, even with the occasional reminder to our executives that “you’re on mute.”

The \$100,000 question I believe is what will “normal” look like as we get closer and closer to a “return to normal?” This subject has been well published broadly, but related specifically to IR, do any of us know what normal will be for IR 2H21, or even 2022? Topics such as increasing ESG focus and the rise of retail investing will certainly be a part of those dialogues. But what about the life in the trenches of IR professionals? Will we fully pivot back to countless flight connections, quick overnights to the metro investment hubs, and the same road warrior routines many of have taken years to perfect? I personally think that this virtual world we are operating in is more of the new normal than we may think. No more CEOs missing family events in the evening coming back from NYC. No more early departure flights to get back for the board meeting, or other events. It simply is too efficient to see a Boston PM in the AM, a West Coast Analyst mid-day, and head back to NYC for an early PM being back at your dining room table by 6pm.

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These are likely some of debates that we all will be having as we enter spring and think about summer, and, hopefully, when and not if we get past the worst of the pandemic. As fellow IR practitioners, we provide a strong network of support for our peers, as we debate and evolve the fluid environment changes in order to continue to add value to our company, management team, and investors as they look to us for our viewpoint and expertise. Through the Twin Cities chapter, we hope to be a part of that dialogue and connection to others in the profession as we all are dealing with similar challenges.

To that end, I hope you will check out our upcoming events and programming listed below and that we will see you at one of our future events.

All the best,

Tim Sedabres

PAST PROGRAMS

Missed our February program? No problem! The February 24th program “The Real IROs of the Twin Cities” is available for replay at <https://www.niri-twincities.org/events/event-details/2021/The-Real-IROs-of-the-Twin-Cities/default.aspx>

UPCOMING PROGRAMS

April 29, 2021

11:30am – 12:30pm CST

The ESG Journey

We will follow two local companies. One just beginning their journey – the other a long time ESG practitioner. Watch your email for the invitation to this program.

NIRI IRC SCHOLARSHIP FOR TWIN CITIES CHAPTER MEMBERS

Have you thought about getting your Investor Relations Charter (IRC) certification, but it’s out of the budget for you or your company? The Twin Cities chapter is offering a scholarship to cover the costs of the application and exam (\$1,095 for NIRI members) for the IRC for up to (2) members of the chapter. The next application and exam window opens April 15 for the June 1-30, 2021 testing window.

The IRC is a great way to show expertise as an IR practitioner and the more IRC certifications are awarded the more prominent it can become to help elevate the IR profession.

For more details on the IRC certification please see: [NIRI - Certification](#) or even better reach out to one of the NIRI TC chapter members who have attained their IRC to date, including:

Perry Grueber, IRC

Timothy Sedabres, IRC

Jack Nielsen, IRC

JC Weigelt, IRC

If you are interested in the IRC scholarship, please contact Co-Presidents [Bernadette McCormick](#) or [Tim Sedabres](#) to indicate your interest **by April 10, 2021.**

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