

**UPCOMING
PROGRAMS**

The full 2005 - 2006 program lineup is available on the Web site. Go see what we've lined up and be sure to mark your calendars!

» **Tuesday, November 8** Corporate social responsibility and the role of socially responsible investors; speaker: Ernesta Ballard, SVP - Corporate Affairs, Weyerhaeuser

» **Tuesday, December 6** Holiday Party

» **Tuesday, January 10** Changing Trends in Research; speaker: Marc Robins

**2005/2006
NIRI-SEATTLE CHAPTER
BOARD & DIRECTORS**

Board

Bruce Amundson	President
Trina Smith	President-Elect
Leah Grant	VP, Communications
Hélène Jaillet	VP, Programs
Paul Schneider	VP, Membership
Allen Woodard	VP, Treasury

Directors

Stacie Byars
Jennifer Ledrick
Brad Ogura

**CALL FOR
VOLUNTEERS**

As Bruce mentioned in the President's Letter, the NIRI-Seattle board is building a foundation for the future to maintain the strength and leadership of the chapter. Dedicated volunteers are needed to continue to put on quality programs, like the Gala event.

If you are interested in volunteering, please feel free to contact any of our board members. Contact information for the board is available on the Web site at www.niriseattle.org.

**NIRI-SEATTLE CHAPTER
AWARDED TWO AWARDS
IN ANNUAL NIRI
NATIONAL CONTEST**

At the 2005 NIRI Annual Conference in June, the Seattle Chapter of NIRI won two chapter awards: Best Member Services for a small chapter (less than 100 members) and a Chairman's Award.

For Best Member Services, recognition is given to chapter services that exceed regular chapter meetings and respond to the needs of various membership segments, such as events for senior or new members, mentoring and leadership programs, and member outreach and retention. The selection of NIRI-Seattle was based on the annual investor communications awards contest and gala, outreach by the Chapter board to new members, and solicitation of member feedback through surveys.

The Chairman's Award is given to chapters for innovative events, initiatives, or creative ideas. NIRI-Seattle received a Chairman's Award for its new, comprehensive sponsorship program, which includes several different levels and sponsorship opportunities. This comprehensive approach to sponsorships lays the ground work for a sustained initiative and a financial base that will enhance the benefits and services of the chapter.

NIRI-Seattle's programs, highlighted by the 6th Annual Investor Communications Awards Contest and Gala Event, continue to draw crowds

Leah Grant, NIRI-Seattle Vice President, Communications

A NOTE FROM OUR PRESIDENT

Greetings and welcome to a new year for the NIRI-Seattle chapter. I'm honored to serve as president and look forward to meeting as many of you as possible between now and our end-of-year event in June. But I want to do more than just meet you. I want to hear from you on how we can strengthen our chapter.

Luckily, we begin in a very strong position due to the work of the leaders who preceded me. At a time when many chapters are struggling to maintain membership and a strong balance sheet, ours is a very robust chapter with approximately 90 active members and a treasury balance of more than \$30,000.

The board and I recognize, however, that we cannot rest on past achievements. That's why we spent a very productive afternoon in July setting our course for the coming year and beyond. Based on our work that day, we're focusing on three key areas.

First, we want to maintain our membership base, no easy task in an era of consolidation and budget cuts. We are committed to developing ways of identifying new prospects and ensuring that current members continue to receive value from their membership.

Second, we have to maintain our financial strength by managing the chapter's finances and focusing on our monthly programs, which is a major source of revenue.

Third, we want to start building the foundation for the future. Part of that effort involves developing a clear path for people to follow to assume leadership positions in our chapter. Having a succession plan will simplify the recruitment process and help our future leaders develop a strong understanding of the chapter and NIRI.

These are important goals and I know I have a strong board and committees to help us achieve them. I look forward to updating you on our progress.



Bruce Amundson
NIRI-Seattle Chapter President

NIRI-Seattle's popular gala event concluded a year of outstanding programs and celebrated local investor communications efforts. More than 80 people attended this year's gala, which was held at the Woodmark Hotel in Kirkland.

The keynote speaker, Wanda Herndon, Senior Vice President of Global Communications at Starbucks, entertained the audience with her infectious laugh and stories of the early days, including successes and challenges they've faced over the years with their communications strategies and annual reports.

The evening concluded with the awards contest results. The judges who participated in the contest included Bill Virgin, Business Columnist and Reporter at The Seattle Post-Intelligencer, Dan Geiman, Senior Vice President of Research at McAdams Wright Ragen, Jill Howry, Principal and Creative Director of Howry Design Associates, and Mike Oakley, Representing the Retail Investor. The hands down winner was Safeco (NASDAQ: SAFC), winning four awards, including the Best IR Communications Web site, Annual Report-Financials, Annual Report-Narrative/Shareholder letter, and Annual Report-Best of Show. Univar (Euronext Amsterdam: UNIVR) won Annual Report-Design.

In addition, this year two new awards were introduced: Best IR Communications and Best IR Leadership. In a survey of the Seattle Society of Financial Analysts (SSFA), Starbucks Coffee Company (NASDAQ: SBUX) took home the top prize for Best Investor Relations Communications program. JoAnne DeGrande, also of Starbucks, was awarded Best Investor Relations Leadership, in a survey of NIRI-Seattle members.

Bill Virgin, who judged the shareholder letter and narrative, also wrote a column about the event "Annual reports can tell you a lot about a firm," which covered the relative importance of the annual report and knowing how to use them to evaluate to a company. The column is available at The Seattle Post-Intelligencer Web site:
http://seattlepi.nwsource.com/virgin/230278_virgin28.html

SPONSORS FOR THE GALA INCLUDED:

- » Gold - Methodologie, Thomson, and Woodard and Company
- » Silver - Corixa and PR Newswire
- » Bronze - Business Wire, Bowne, ColorGraphics, Fitch, Graphica, and Premiere Global Services

We will feature the three Gold Sponsors in our upcoming newsletters.

The 2005/2006 year started with a lively program in September co-hosted by the CFA Society of Seattle (formerly SSFA). A panel discussion of Seattle area Chief Financials Officers, including Peter Biere of Lumera Corporation, Robert George of Esterline Technologies, and Michael J. Schuh of Sonosite, Inc., was moderated by Elaine Heller, a Trustee for CFA Society of Seattle as well as Principal and Portfolio Manager at Coldstream Capital Management. The panel discussed the focus of their IR program and how they measure its effectiveness, how SOX has impacted the workplace and BOD communication, and, with the recent hurricanes being top of mind, their disaster programs and communications.

October's program on simplifying and communicating financial information featured consultant Mike Klodnicki, who presented case studies on SEC regulations and the culture of effective, transparent disclosure. Klodnicki reviewed several methods for producing more user-friendly 10Ks that organize the information for investors, while eliminating overly long sentences and convoluted language expressions. The audience left with various approaches to revamp their own 10Ks, ranging from small improvements to more ambitious rewrites.