

2006/2007 NIRI-Seattle Chapter Officers and Directors

Officers

Trina Smith	President
Allen Woodard	President-Elect
Leah Grant	VP, Communication
Paul Schneider	VP, Membership
Dianna Rausch	VP, Programs
Judith Cushman	VP, Sponsorship
Hélène Jaillet	VP, Treasury

Directors

Bruce Amundson
Stacie Byars
Jennifer Ledrick
Brad Ogura

NIRI-Seattle chapter wins Best Overall Chapter Award for 2006

At the leadership awards dinner in San Diego during the 2006 NIRI Annual Conference, the Seattle Chapter was among the top three small chapters (fewer than 100 members) in all five of the 2006 Chapter Award categories, including Best Programming, Best Member Services, Best Special Event, Best External Affairs, and Best Overall Chapter and won awards for Best Programming, Best Special Event, and Best Overall Chapter.

Congratulations to everyone involved!

If you are interested in getting more involved with NIRI, please feel free to contact any chapter officer or director. Contact information for the chapter officers is available on our Web site at: www.niriseattle.org.

7th Annual Investor Communications Awards Contest and Gala Event

NIRI-Seattle's popular gala event was held on Thursday, June 22 at the Woodmark at Carillon Point in Kirkland. The keynote speaker, Rick R. Holley, President and CEO of Plum Creek Timber, provided his perspective on the impact of strategic investor communications on shaping corporate direction and success.

Twenty-two Northwest companies submitted annual reports, investor Web sites, and Form 10Ks for consideration in the communications contest.

Winners:

Annual report, best design:	Safeco
Annual report, best of show:	Safeco
Annual report, financials:	Univar
Annual report, best letter/narrative:	Alaska Air Group
Best 10K:	Alaska Air Group
Best investor relations Web site:	Washington Mutual
Best investor relations communications program:	Starbucks Coffee Company
Seattle chapter investor relations leadership award:	Stacie Byars

NIRI-Seattle would like to thank our sponsors for this event.

Gold Sponsors:

Methodologie	Woodard and Company
Thomson	

Silver Sponsors:

Business Wire	Shareholder.com
Fitch	Wells Fargo
PR Newswire	Weyerhaeuser
RocketDog	

Bronze Sponsors:

Color Graphics	Graphica Solutions
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Interview with Allen Woodard, Owner and Principal Woodard and Company – Gold sponsor of Gala

Leah Grant, NIRI-Seattle Vice President, Communications

A NOTE FROM OUR PRESIDENT

About this time last year, I was one scared puppy. In less than 24 hours, I would become President of this chapter. After that, everything that happened over the next 12 months would be on my watch. What had I gotten myself into?

The answer came quickly the next day and repeatedly over the coming months: I was assuming the leadership of a chapter with some incredible members.

Because of you, we won three national awards, including best Small Chapter. But we didn't stop there. We also set the stage for future success. Thank you for your work and support in making the Seattle chapter even stronger.

And thank you for having pity on this scared puppy as I grew into an old dog. You made being President as effortless as curling up in front of the fire – something this old dog is going to do with ease because I know Trina will be a great president.



Bruce Amundson
2005/2006 NIRI-Seattle, Chapter President

If Bruce was a "scared puppy" as he says, he sure didn't let on. He came into the strategic planning retreat last year with a vision and list of goals for the chapter. As President-Elect, Bruce made sure that I was an active participant in all of the day-to-day needs of the chapter including the support of our board. Like any good leader—Bruce surrounded himself with a fantastic board and this year, I feel very fortunate to have some new, as well as returning board members.

I echo Bruce's comments about our membership. We are very fortunate to have a group of very committed members and volunteers who make this an award-winning chapter. As the NIRI-Seattle chapter board, officers, senior advisors and other committee members met in early July for our annual strategic planning retreat, recruiting volunteers for committees was a recurrent topic. I urge any of you who are interested in getting more involved with the chapter to please contact me or any of the chapter board members listed on the Web site.



Trina Smith
2006/2007 NIRI-Seattle, Chapter President

As part of our ongoing effort to recognize our sponsors, we are interviewing our Gold sponsors from the 2005 Annual Investor Communications Awards Contest and Gala Event.

This edition features Allen Woodard, Founder, Strategist, and Creative Director of Woodard and Company. As strategist, he helps national and regional clients shape brands and communication plans; as creative director, he guides the execution of effective, tailored solutions. For more than 27 years, Allen has championed sound strategy, clear thinking, and strong messaging and he has been recognized for excellence by NIRI and by benchmark business and design industry competitions. Allen is currently President-Elect of NIRI Seattle. He chaired the 2004 Investor Communications Awards Contest and Gala and judged the 2003 contest.

Q: Has Woodard and Company been an awards gala sponsor in previous years? And, if so, what keeps you coming back?

A: Yes, we've sponsored the Gala ever since I chaired the Gala committee three years ago. The ROI of sponsorship isn't specifically measurable, but I feel we've established positive perceptions of Woodard and Company and it has translated into new work and new clients. We're fiscally conservative, and believe in targeted business development, so we'd rather build our business through referrals than mass self-promotion.

Q: What are the top two reasons Woodard and Company was a Gold sponsor of the communications awards gala for the past three years?

A: The reasons are both business and personal. We don't market the company, so Gala sponsorship allows us to reach out to the investor relations community to build awareness. Also, we want to give back to the folks that have helped our business succeed. On the personal side, it provides an opportunity to be involved in activities outside the design community and to stay current with investor relations trends.

Q: What do you find the most fun about the gala event?

A: It's a combination of fun and business. You get to see friends you don't get to see often. You get to see a broad range of investor communication solutions submitted by diverse companies. As a former Gala chair, I enjoy the smooth unfolding of the event itself. As former Treasury Vice President for the chapter, it's nice to know that the event is responsible for nearly 90 percent of the annual net revenue.

Q: Did anything embarrassing happen to you at the gala event?

A: It wouldn't be the Gala without that! Last year, I had the pleasure of introducing the keynote speaker and mispronounced her name. This year, for the first time in 30 years, a large pimple appeared on my face a day before I had to introduce the keynote speaker. I'm looking forward to 2007!

Q: What was the most enlightening thing about the results of the awards competition?

A: Safeco winning both Best Design and Best in Show awards was a surprise. Especially given that John Van Dyke judged the design category and that Safeco may have been the least "visually designed" report. But the design, content, and approach of the report were in perfect alignment with the impression that Safeco desired to make—and that's the perfect solution.

Q: If you could say anything to NIRI members, what would it be?

A: Call Woodard and Company! But seriously, I would say if you're paying dues, make the most of your membership by getting involved in something of particular interest to you. Use the chapter events to get to know your colleagues – it is a good resource and a good networking opportunity.

NIRI-Seattle would like to recognize RocketDog Communications for their contribution in the editing, layout and production of our 2006 newsletter.