What You Need to Know to Obtain and Maintain Your IRC Credential
Jennifer Almquist, CPA, IRC  
Founder, Ivy Street Advisory

Jennifer Almquist has more than 19 years of experience in investor relations, external financial reporting, corporate finance and accounting. In 2010, she founded Ivy Street Advisory, a Denver, Colorado based consulting firm specializing in investor relations, strategic communications, accounting and finance. She previously served as Director of Investor Relations and SEC Reporting for Crocs and served in a variety of investor relations and SEC Reporting roles at various Colorado public companies, including StarTek, TeleTech, Coors and MacDermid.

Mrs. Almquist began her career as an auditor in the Denver office of Deloitte and Touche. She is a Certified Public Accountant in the State of Colorado and an Investor Relations Charter (IRC®) holder. She currently serves on the IRC Examination Development Committee, previously served as Vice President and Communications Chair for NIRI’s Rocky Mountain Chapter from 2013 to 2017 and was presented with the individual chapter leadership award from NIRI in 2016.

Mrs. Almquist earned a B.S. in Business Administration with an emphasis in accounting from the University of Colorado.

Mitch Haws, IRC  
Vice President - Investor Relations, Skyworks Solutions

Mitch is a senior investor relations and communications officer with 30 years of global experience in manufacturing, computer services and in the semiconductor industry. He has managed IR and communications through complex financial transactions including IPOs, LBOs, and mergers. Mitch was a member of the inaugural class to receive the IRC certification. He has served in various capacities at NRI, most recently on the IRC Renewal Committee.

Mitch has a B.A. in Communications from Brigham Young University and an M.B.A. with an emphasis in Finance from Westminster College.
Benchmarks

Over 580 copies of the Body of Knowledge were purchased by IR professionals.

76.4% Passing rate

NIRI has introduced 178 IRC Charter holders.

43% Added IRC to personal LinkedIn profiles.

IRC is represented in 7 countries & on 3 continents.

56% Hold VP title or higher.

30% Hold Director or Manager title.

IRC is currently represented in over 123 publicly held companies.
Why Certification

PROFESSIONAL + PERSONAL
Complementary Certifications

IRC
Qualifications

| OPTION 1 | BA/BS or equivalent, and 3 or more years of qualifying full-time work experience as an IR corporate practitioner or IR counselor |
| OPTION 2 | 6 years of qualifying full-time work experience as an IR corporate practitioner or IR counselor |
| OPTION 3 | Hold a current certification relevant to IR practice, with 3 or more years of qualifying full-time work experience as an IR corporate practitioner or IR counselor |

* Work experience requirements: at least 50% of the time should be directly focused on IR activities. Internship is not considered work experience.
<table>
<thead>
<tr>
<th>Domains</th>
<th>Percentage of items</th>
<th>Number of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domain 1  IR Strategy Formulation</td>
<td>14%</td>
<td>29</td>
</tr>
<tr>
<td>Domain 2  IR Planning, Implementation &amp; Measurement</td>
<td>11%</td>
<td>20</td>
</tr>
<tr>
<td>Domain 3  Corporate Messaging Development</td>
<td>14%</td>
<td>28</td>
</tr>
<tr>
<td>Domain 4  Investor Marketing &amp; Outreach</td>
<td>13%</td>
<td>25</td>
</tr>
<tr>
<td>Domain 5  Corporate Financial Reporting &amp; Analysis</td>
<td>11%</td>
<td>24</td>
</tr>
<tr>
<td>Domain 6  Business Insight</td>
<td>8%</td>
<td>16</td>
</tr>
<tr>
<td>Domain 7  Strategic Counsel &amp; Collaboration</td>
<td>8%</td>
<td>16</td>
</tr>
<tr>
<td>Domain 8  Capital Markets &amp; Capital Structure</td>
<td>9%</td>
<td>18</td>
</tr>
<tr>
<td>Domain 9  Corporate Regulatory Compliance</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>Domain 10 Corporate Governance</td>
<td>6%</td>
<td>12</td>
</tr>
</tbody>
</table>
What to Expect

Recall
Application
Analysis

Best Response
Situational Set
Passing Rates

- 2016: 69.94%
- 2017: 74.50%
- 2018: 76.41%
- 2019: 84.70%

Total: 76.40%
Available Resources

- ROI Toolkit
- IR Competency Suite
- 3 Sample Tests
- Review the IR Competency Framework
- Flag the sections that need revision
- Check the list of References and Bibliography
- Check the online NIRI Resource Libraries
- Create a self-study plan
- Join a study group
At-A-Glance

Total Minimum Required
30 Professional Development Units (PDUs)

**Category I**
Professional Engagement
6+ PDUs

**Category II**
Education & Skills Development
15+ PDUs

**Category III**
Contributing & Enhancing IR
6+ PDUs

- Membership
- Authorship
- Speaker, presenter, & panelist

- Academic
- Professional education
- Skills development
- Self-study
- Ethical education

- Coaching & mentoring
- Volunteering
- Item writing
- Other
Niri.org -> Certification
   -> View All IRC Resources

Certification Resources

> Authorization To Release Certification Information Form
> Challenge & Appeal Form
> Comments Form
> Complaint & Ethical Claim Form
> Global IR Societies & Organizations
> Webinar: How To Maintain Your IRC Credential
> Webinar: Demystifying the IRC® Credential
> IR Competency Framework
> IRC Applicant Handbook
> IRC Brochure
> IRC Certification: A Milestone For The IR Profession
> IRC Experience Verification Form
> IRC Exam Application
> IRC Item Submittal Form & Guidelines
> IRC Renewal Application
> IRC Renewal Program Handbook
> IRC ROI Toolkit
> IRC Sample Test (2016)
> IRC Sample Test (2018)
> IRC Sample Test (2019)
> IRC Testimonials (2016)
> IRC Testimonials (2018)
> Monitoring & Reporting Form
> NRI National Volunteer Opportunities
> Promoting Your IRC Credential
> References And Bibliography
> Sample IRC Renewal Application
> Special Accommodations Forms
> Status Change Form
> Thought Leader Organizations
Floating PDUs

- Non-IR focused
- Public speaking
- Enhance IR performance
- Legal studies
- Designing presentation
Convenient Renewal Process

NIRI Customer Portal

Application Type: IRC Renewal Application
Status: Active
Start Date: 04/20/2017
Close Date: 12/31/2020
Submit Date:

Dashboard  Renewal Instructions  CAT I - Professional engagement activities  CAT II - Education, skills development, self-study

CAT III - Enhancing and Contributing to IR  PDU Supporting Documents

Locked  Unlocked  Completed  Under Review  Further Action  Met

REQUIREMENTS

Instructions For Renewal
Before you start the renewal process, please refer to the Renewal Program Handbook for detailed information and instructions.

Then go to each category to report your Professional Development Units (PDUs). Submit Application will appear only when total of 30 PDUs is reported within three year term (certification Start and End date).

www.niri.org -> Log in to Member Center -> My Certification -> My Certifications – Renewal -> Certification Details
Reporting PDUs

CAT II - Education, skills development, self-study

A. Academics; B. Ethics; C. Annual conferences, symposia, seminars; D. Webinars, professional meetings, presentations, and educational sessions; E. Workshops and hands-on training sessions; F. Self-study and self-paced learning. (A minimum of 15 PDUs is required)

PDU Period - Report here by clicking on REPORT PDU button. (Note: Only PDUs earned within the three-year term (within Start Date and End Date can be claimed and calculated)

<table>
<thead>
<tr>
<th>Start Date</th>
<th>End Date</th>
<th>Minimum Required</th>
<th>Reported</th>
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</thead>
<tbody>
<tr>
<td>04/20/2017</td>
<td>12/31/2020</td>
<td>15.00</td>
<td>3.00</td>
</tr>
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</table>

Summary of ALL reported PDUs

<table>
<thead>
<tr>
<th>Credit Type</th>
<th>Activity Type</th>
<th>Activity</th>
<th>Activity Date From</th>
<th>Activity Date To</th>
<th>Credit</th>
<th>Reported Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAT II - Education, skills dev. and self-study</td>
<td>Event</td>
<td>Preparing for CEO Pay Ratio Disclosure</td>
<td>02/01/2018</td>
<td>02/01/2018</td>
<td>1.00</td>
<td>04/18/2019</td>
</tr>
<tr>
<td>CAT II - Education, skills dev. and self-study</td>
<td>Event</td>
<td>Passive/Index Investment Trends and Their Impact on</td>
<td>04/19/2018</td>
<td>04/19/2018</td>
<td>1.00</td>
<td>04/18/2019</td>
</tr>
</tbody>
</table>
Reporting PDUs (Continued)

IRC Report PDU Credits | Report PDU

Activity Information

- Credit type: Please select
- Provider/Sponsor: 
- Activity Name: 
- Number of credits: 
- Activity date from: 
- Activity date to: 
- Activity Details:

Required
Digital Engagement

Investor Relations Charter (IRC®)

Issued to:
Credential Holder

Issued by:
National Investor Relations Institute
Verified Issuer

Issued on:
January 1, 2018

Description
The Investor Relations Charter (IRC®) is the only U.S.-based certification program for the investor relations specialty field of practice. Offered by the largest professional investor relations association in the world, the National Investor Relations Institute (NIRI®), the IRC® is dedicated to advancing the practice of investor relations and the professional competency and stature of its members who represent over 1,200 publicly held companies and $9 trillion in stock market capitalization. The IRC® assures those in the corporate, agency, and investment communities that the charter holder has demonstrated the necessary knowledge and skills for competence across the investor relations discipline.

View more information...

Skills / Knowledge
- Investor Relations Strategy Formulation;
- Investor Relations Planning, Implementation and Measurement;
- Corporate Messaging Development;
- Investor Marketing and Outreach;
- Corporate Financial Reporting and Analysis;
- Business Insight;
- Strategic Counsel and Collaboration;
- Capital Markets and Capital Structure;
- Corporate Regulatory Compliance;
- Corporate Governance.

Blockchain Secured
Verify blockchain record
Last Opportunity in 2019

- Initial Application Deadline: September 21
- Final Application Deadline: October 19

Testing Window: November 16 – 23, 2019
Questions?
Last Opportunity in 2019

• Initial Application Deadline: September 21
• Final Application Deadline: October 19

Testing Window: November 16 – 23, 2019
Learning for Your Whole Team

Contact us at prodev@niri.org if you would like to discuss purchasing the IR Competency Suite for your team.

Introducing the IR Competency Suite™

On-Demand Learning Series Coming Soon in 2019!
Questions & Follow-Up

www.niri.org/certification