

**JOIN US
IN NASHVILLE**
at the
**2023 Conference
& Trade Show**

Details on Pg. 2



“I’M THE PRESENTER?”

Learn Tips to Minimize Stress and Maximize Impact

As an IR professional, your expertise in reaching sustainability and net zero goals is not only being recognized but sought out. That could very well mean you are in the spotlight — quite literally. And that means presenting your knowledge up and down the corporate org chart. Learn how you can strategically develop content and present like a pro! *Page 4 ▶*



Photo credit: wow-webmagazine.com

IR and the UN’s 17 Sustainable Development Goals.

“Moving forward” is the perfect theme for the 2023 Conference and Trade Show in Nashville, Oct. 1–4. It is the only place where IR professionals can access ahead-of-the-curve actionable knowledge for challenges both today and tomorrow. The feature article focuses on how UN’s 17 Sustainable Development Goals (SDGs) will make the world a better place to live — and how IR plays a vital role.

Page 10 ▶

MOVING FORWARD



Join us, October 1–4, 2023 at the Sonesta Nashville Airport Hotel, Nashville, TN

Investment Recovery (IR) professionals are now getting a coveted ‘seat at the table’ with the highest levels of management. This is where your in-depth knowledge goes beyond the monetization of idle assets... to sustainability strategy, compliance expertise and even to ‘green’ product/package redesign. And that all adds up to bottom-line results.

But in such a dynamic industry — how do you keep pace with all the changes to keep your company ahead of the curve?

This one-of-a-kind event is the only place where you can get game-changing education, networking, and innovative solutions.



For more information or to register, visit www.invrecovery.org/2023-show

Attendees include a “Who’s Who” of the largest organizations in North America:

Other past attendees have included:

- ADM-Archer Daniels Midland
- Ameren
- Boeing Corporation
- Campbell Soup
- Cox Communications
- DuPont
- Florida P&L
- State of Georgia Administrative Services
- Mosaic Corporation
- Oncor
- Phillips 66
- QuikTrip
- Tennessee Valley Authority
- U.S. Postal Service
- Xcel Energy
- Plus, hundreds of representatives from the many companies that provide IR services



To take the CMIR exam in Nashville please return your Personal Data Form by 9/1. See page 7 for details.



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GREETING COLLEAGUES!

The theme for the 2023 Conference & Trade Show is “Moving Forward.” It is said that to move forward, you need to look back. This prompted me to reflect on my own experience as a board member and eventually take on a leadership role. I truly appreciate the opportunities to learn and grow during my terms as both a Director, Vice President and President. Looking back, I was able to find my leadership “wings” without the fear of falling thanks to the unconditional support and mentorship of past leaders including Sean Byro, Barry Street, Kristina Waters, Paul Hoffman and Kelly May. Each one brought their own unique expertise and perspectives to help strengthen and shape the Association’s trajectory and future. This gave me the confidence to bring my own ideas to do the same over the past few years. Every member of the association has different ideas and how to interpret them. I encourage you to think about pursuing an IRA leadership role to find your wings as well. There isn’t a wrong idea, only ones not heard, discussed and explored.

Every year our employers ask us to define our career goals and aspirations. This exercise helps align our personal goals with the organization’s. A new phrase I’m hearing is “what’s your brand?” What are your strengths and weaknesses, personal values, motivators, star qualities and coworkers’ perception of you? This is the ‘looking back’ part that can move you forward. Know yourself and define your brand. Reaffirm your goals and the value you bring to the table. Honestly, I really struggled with this task, but having worked through it, I recognize that I do have a strong brand plus a great elevator speech! The work I do every day is valued while also contributing to my corporate goals, which I hope is the same for you in your IR responsibilities.

In this ASSET 2.0 edition, the cover story is “I’m the presenter?” Learn how to take the guesswork and stress out of how to develop content and present like a pro. The feature article, “UN’s 17 Sustainable Development Goals” provides an overview of this far-reaching global initiative...and IR’s evolving role.

The 2023 Investment Recovery Association Conference and Trade Show in Nashville is fast approaching, Oct 1–4th 2023. A shout out to the Conference Planning Team, who has created great content for this year’s event! Dr. Basu returns for a clear-eyed perspective on the hot topic — the economy! Exhibit booths and sponsorships are filling up. Book today! And let’s not forget a great evening of music and dancing is planned for the Monday night reception at the Wild Horse Saloon in downtown Nashville. See you there!

Moving Forward...Together

Dawn Beutler, CMIR
Ameren Services

"I'M THE PRESENTER?"

Learn Tips to Minimize Stress and Maximize Impact



By Julie McNabb, Writer/Editor ASSET 2.0

IR professionals are now being recognized as the super-powers within their organizations. Upper management looks to you for your expertise and leadership for helping them achieve their sustainability goals.

And that could mean...giving more presentations to more diverse stakeholders – from new hires to board members. Strong presentation skills can advance your career because it gives you visibility as a subject matter expert while showcasing your leadership potential.

Sustainability and IR's mission critical role are now in the spotlight.

And you are the star performer.

Maybe you're an old pro at the podium, or maybe (like 75% of the people) you suffer from glossophobia – fear of public speaking.

This article will help all presenters develop their content and hone their delivery skills – for maximum impact and minimum stress/nerves. And the audience can stay engaged and learn more valuable information.

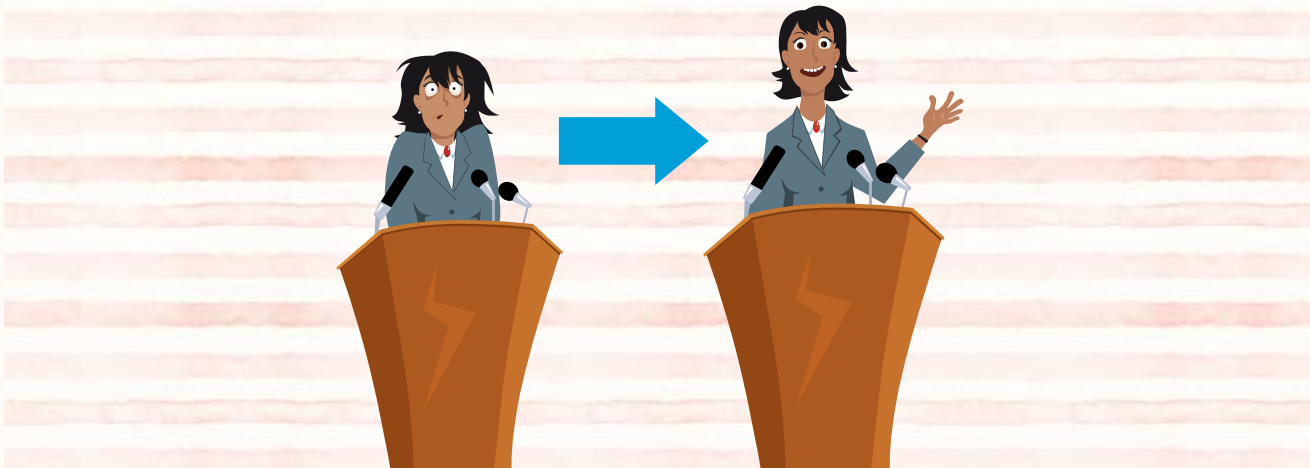


Photo credit: istockphoto.com

But first...about me

Before I jumped into my writing career, I was an actress on stage, in industrial film and as a corporate spokesperson/narrator at a gazillion trade shows. I also scripted those narrations which fast tracked me into another career - speechwriting and speech coaching for CEOs.

I've made all the mistakes – but I also learned a lot of 'tricks of the trade' for both writing the scripts/ speeches and presenting in public. But let's be honest here, you've probably sat in a business presentation, confused or bored...or both. Or...you go into stress mode when asked to present – at work or elsewhere.

Here's the good news. This overview will help you to develop content quicker and with built-in memorability. You'll also get some cool tips for delivery and working with speaker support. And yes you need both for optimal impact.

Audience analysis - WIIFM

Most people when faced with a speaking opportunity will only identify their audience and ask themselves, "What am I going to say on this topic?" You need to do more of an audience analysis to bullseye your content to them. The better question should be "What does the audience need to hear about this topic?" Ask yourself who they are and what is their interest, familiarity and attitude with your topic? If it's an external crowd, talk to the person who engaged you. Internal talk? Use your cross-departmental networking skills and ask questions. So, once you have an audience analysis, here's your challenge; how do you justify what you want to tell them with what they need to hear?

Simple. Every audience member is tuned into their own radio station WIIFM – or "What's in it for Me?" In most business presentations, most WIIFMs are:

- How will it save me time?
- How can it advance my career?
- How can it save me or my organization money (or maximize monetization of idle assets)?

And for IR folks, their WIIFMs would also include: How can this information support the Seven R's, advance Net Zero goals and maximize return on idle assets?

The Opening – you don't get a second chance to make a first impression.

Oh, so true! That's why the first couple of minutes are crucial.

Your opening should include:

- **Icebreaker** A joke, anecdote, famous quote that puts everyone at ease and has some relation to your topic.
- **Statement of topic & roadmap** Take them through a chronological list of areas to be covered.
- **List those WIIFMs** "This is important for you because..."
- **3 key takeaways** Considering that audiences will only retain 5% of your talk, crystallize what those three main points each audience member will take home – and tie them with a WIIFM.
- **Call to action** Are you preaching or teaching? Preaching means you want the audience to think differently or do something after your talk. Think of any political candidate giving a speech – it's a perfect example of a call-to-action; "Vote for me!" Teaching is simply sharing information. Bottom line success? Audience memorability. Keep in mind that most presentations are a hybrid of both.

The 3 C's of the body – cohesion, conversational, connections

First a word about writing out your speech word-for-word vs. just jotting down talking points. Take it from a former spokesperson, speech writer and every other presentation expert – you need to write out every word. Does it mean you have to present every word as written? No. But it will give your presentation maximum memorability with cohesion, a conversational tone and connections (transitions).

Once written in full, then you can distill it down to talking points.

I can hear the groans from here. But here are the reasons:

- Ensures that all relevant info is included.
- Organizes your thoughts in sentences instead of sound bites.
- Pose some of your information as questions. It perks up listeners' ears when they hear a question. "What is the number one travel spot in the US?" That grabbed your attention, right? Hint: Not Disney World.
- Forces you to write in a conversational style vs corporate or techy talk. And this is important, writing for the spoken word is different than writing for the printed word. So read aloud everything as you write it. Does it sound natural and non-convoluted? This goes a long way with keeping the audience engaged and boosting your credibility.
- Helps to reduce the 'Uhs' and 'Ums'.
- Gives you the opportunities to tie in your 3 key takeaways.
- Makes you a believer in the power of TRANSITIONS! A mark of a professionally developed speech or presentation is the use of transitions.
 - ✓ Glues the different parts of your speech together.
 - ✓ Gives the audience time to digest what you just talked about – and a clue as to where you're going next.
 - ✓ Shows the relationship between two different ideas.
 - ✓ Provides internal summaries to re-emphasize key points that have just been made – before you switch gears and go to the next key point.

The conclusion

Your final words are the last thing the audience will remember – so make it powerful. Even the most attentive crowd needs something to rivet their attention at the end. This is where you might want to use another anecdote, joke or quote that will refocus attention to restate key takeaways, WIIFMs and a call-to-action.

Another slide presentation? Wake me when it's over. ZZZzzzz

PowerPoint/Keynote are speaker support tools – not speaker crutches.

My goal is to make YOU the star of the show – NOT PowerPoint!

PowerPoint (and the like) are not a lot of boring slides drowning in text and graphs, but powerful technologies when used correctly.

So, let's take a look at the right way to use PowerPoint with some very easy tips to follow.



Photo credit: emaze.com "6 Worst Presentation Slides Ever"

Text Tips

- Use bullet points - no big fat paragraphs of text or even full sentences. Just bullets! (Here's an exception: Use sentences only if it's a quote or you need to show something verbatim.)
- Follow the 7 X 7 Rule: Aim for approximately seven words to a bullet – 7 bullets per slide. If it's a long list look for redundancies where you can condense or add additional slides.



THE POWER OF PROVEN EXPERTISE

Take a close look at your business card. What does it say about you?

Can it validate your experience and expertise as an IR professional?

No—not unless you have earned your CMIR (Certified Manager of Investment Recovery) certification.

Earning your CMIR demonstrates to the industry that you have achieved the highest level of professional standards, knowledge, and expertise in IR.

How can CMIR help me?

- Advance your career in a fast-growing and dynamic industry.
- Become a valued member of cross-functional teams as they embark on zero-waste initiatives.

What about the exam process?

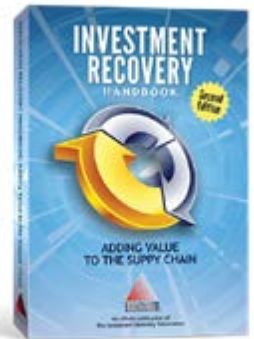
As any CMIR designee will tell you, it's not easy—but one of the smartest and most rewarding challenges they accepted. They will also tell you that the exam preparation offered benefits that are still paying off today.

- **Expanded knowledge:** Studying and preparing for the exam will give you an up-to-date understanding of every aspect of investment recovery, including future trends and strategies essential to your success.
- **Expanded network:** As a CMIR candidate, you'll have collaborative opportunities to meet virtually and share ideas with fellow CMIR candidates and mentors.

How do I apply and prepare?

When you apply for the Certified Manager of Investment Recovery designation, you are on your way to demonstrating that you are among the best. You should definitely make CMIR certification your immediate goal if you have/are:

- Employed currently as an IR manager, supervisor, or provide support within an IR department with three (3) or more years of experience.
- Acceptable character, ability, and reputation.
- Pledged in writing to adhere to the Investment Recovery Association Code of Ethics.
- Developed 35 points from your Personal Data Form (PDF).
- Prepared for the exam by studying the *Investment Recovery Handbook: Adding Value to the Supply Chain* is available to use as a review. This publication is [available on Amazon](#).



I'm a CMIR. How do I recertify?

Each CMIR reaches the first recertification date on the first January 1st, following the date appearing on the certificate attesting to the certification. A \$50 (member) or \$100 (non-member) fee is due each five-year recertification filing to maintain the designation.



Get started today! Download the CMIR application at: www.invrecovery.org/cmire

IMPORTANT: If you want to take the exam on October 1st, Your Personal Data Form should be received no later than September 1, 2023.

- Begin each bullet with an action verb – especially if it’s a call-to-action topic.
- Go with a big bold font that can be seen from the back of the room. And avoid the artsy ones.
- Forget about ALL CAPS. Period.
- Give your bullets some breathing room with white space in-between.
- Remember that pictures are worth a thousand words. So, mix up text slides with meaningful images.

Your time to shine

Maintain eye contact

How do you get to Carnegie Hall? Practice, practice, practice! There’s no getting around it, you need to get on your feet and rehearse with your slides. Remember that in most cases the screen will be behind you. And to maintain audience engagement you need to sustain direct eye contact. Too many presenters spend far too much time turned with their backs to the audience and just reading off the slides.



Photo credit: terrificpresentations.wordpress.com "PowerPoint Tips"

If you’re not acquainted with the “Presenter View” option on PowerPoint, make friends with it! You’ll see the main slide that you’re presenting, a preview of the next slide, and any notes you’ve added for the current slide below the preview of the next slide – all while facing front. In this mode, only you see your notes, not the audience. Same for Keynote – look for “Presenter Notes.”

Rehearse smart!

- **Get on your feet** Simply ‘reading down’ your presentation is not rehearsing. Actors don’t get performance ready from their desk chair. You read faster than you speak – and when you’re in front of an audience you need to slow down your rate. Nerves can make us talk faster, so a quick trick is to do a few jumping jacks so you’re a little winded and practice while learning how to control your breathing.
- **Non-verbal communication** AKA body language is the use of gestures, tone of voice, expressions, body posture and so on to send a message. Might be a good idea to video yourself.
- **Lights, action, microphone – Oh my!** Hopefully, if it’s a larger presentation on a stage, you will have a dress rehearsal with lights and a mic. Lights can be blinding and adjusting your voice to a mic takes some fine tuning from an A/V tech. No dress rehearsal? Talk to your event host, there’s always some downtime where you can at least get on the stage and do a light/sound check in lieu of a full run-through.

Speak up!

Public speaking shouldn’t be a nerve-wracking, time-consuming dreaded event if you prepare and practice using the tips just described. It’s okay to be a little nervous – channel those nerves into positive energy on how committed and excited you are about your topic. And remember, this is your time to shine, so own that spotlight!



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IR and the UN's

17 Sustainable Development Goals

By Julie McNabb, Writer/Editor ASSET 2.0

“Moving forward” is the perfect theme for the 2023 Conference and Trade Show in Nashville, Oct. 1–4. It is the only place where IR professionals can access ahead-of-the-curve actionable knowledge for challenges both today and tomorrow.

As your scope of responsibility expands beyond the monetization of idle assets (profit) to the stewardship of people and the planet, ASSET 2.0 provides relevant content on how sustainability is being realized both near and far.

The UN's 17 Sustainable Development Goals (SDGs) take an in-depth look at a global roadmap to make the world a better – and more sustainable place to live.

No one left behind

In 2015, the world collaborated on a far-reaching plan to make life better for everyone while preserving the environment. All of the 193 countries of the United Nations (UN) agreed to adopt a global call-to-action with 17 Sustainable Development Goals (SDGs). It's

mission? Address five critical areas of importance by 2030 (aka “Agenda 2030”): people, planet, prosperity, peace, and partnership.

The 17 Sustainable Development Goals (SDGs) clearly articulate the world we all want — for all nations leaving no one behind. It has been described as an historic path forward over the next several years to end extreme poverty, fight inequality and injustice, and protect our planet.

The SDGs are interdependent meaning that action in one area will affect outcomes in others. Their development must balance social, economic and environmental sustainability. Through the pledge to Leave No One Behind, countries have committed to fast-track progress for those furthest behind first.

That is why the SDGs are designed to bring the world to several life-changing ‘zeros’, including zero poverty, hunger, AIDS and discrimination against women and girls.

First there were the MDGs

The SDGs are a continuation of the UN's eight Millennium Development Goals (MDGs), which began in 2000 and ended in 2015. They were committed to combating disease, hunger, poverty, illiteracy, discrimination against women and harm to the environment. Its success helped one billion people out of poverty, enabled girls to attend school and protected the environment through ozone reduction and reforestation. The SDGs expand and advance on the original MDGs with an ambitious post-2015 development agenda that may cost over \$4 trillion each year.

Whereas the MDGs totally relied on funds from governments and nonprofit organizations, SDGs will rely heavily on the private business sector. This is where they can adapt their operations to support more sustainable operations.

Why business must play a major role

The 17 Goals are a result of a far-reaching global collaborative process where every sector of society has an important role including governments, business and citizens from the start. There is a comprehensive consensus on the why, what and where the world needs help. Making these goals a reality will take an unprecedented effort by all stakeholders...and business must play a very important role in the process. Global challenges ranging from climate changes, food insecurity and malnutrition to poverty, conflict and inequality all are in dire need of solutions that the private sector can deliver. This represents a large and growing market for business innovation. In the rush to transform business models and systems for the future, integrity and values will have a huge role to play.

Regardless of size, every company can contribute to SDGs success. But where to start? The Ten Principles of the UN Global Compact. It requires companies to first do business responsibly and then pursue opportunities to advance the 17 Goals through innovation and collaboration. Moreover, The UN Global Compact is uniquely positioned to foster this collaboration to deliver and scale up solutions that address global challenges.

The Ten Principles of the UN Global Compact are organized under four categories: Human Rights, Labor, Environment and Anti-Corruption.

Human Rights

- Businesses should support and respect the protection of internationally proclaimed human rights; and
- Ensure they are not complicit in human rights abuses.

Labor

- Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
- Elimination of all forms of forced and compulsory labor.
- Effective abolition of child labor.
- Elimination of discrimination in respect of employment and occupation.

Environment

- Businesses should support a precautionary approach to environmental challenges.
- Undertake initiatives to promote greater environmental responsibility.
- Encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

- Businesses should work against corruption in all its forms, including extortion and bribery.



Photo credit: Vu Phong Energy Group



Photo credit: iStock Photo

17 SDGs 'at-a-glance'

In short, the 17 SDGs are:

- 1 No Poverty** Eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.
- 2 Zero Hunger** End hunger, achieve food security and improve nutrition and promote sustainable agriculture.
- 3 Good Health and Well-being** Ensure healthy lives and promote well-being for all of all ages.
- 4 Quality Education** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- 5 Gender Equality** Achieve gender equality and empower all women and girls.
- 6 Clean Water and Sanitation** Ensure availability and sustainable management of water and sanitation for all.
- 7 Affordable and Clean Energy** Ensure access to affordable, reliable, sustainable and modern energy for all.
- 8 Decent Work and Economic Growth** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- 9 Industry, Innovation, and Infrastructure** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
- 10 Reduced Inequality** Reduce inequality within and among countries.
- 11 Sustainable Cities and Communities** Make cities and human settlements inclusive, safe, resilient, and sustainable.

12 Responsible Consumption and Production Ensure sustainable consumption and production patterns.

13 Climate Action Take urgent action to combat climate change and its impacts.

14 Life Below Water Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.

15 Life on Land Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss.

16 Peace, Justice, and Strong Institutions Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

17 Partnerships to Achieve the Goal Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Sub-goals and target dates

Each goal has a subset of 'sub-goals' with specific target dates. For example, of particular interest to investment recovery would be targets under 'Goal 12: Responsible Consumption and Production':

By 2030 Substantially reduce waste generation through prevention, reduction, recycling and reuse.

By 2030 Achieve the sustainable management and efficient use of natural resources.

By 2030 Halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

Additionally, 'Goal 7: Clean Energy and Resources' also has targets that will also impact the IR sector including:

By 2030 Ensure universal access to affordable, reliable and modern energy services.

By 2030 Double the global rate of improvement in energy efficiency.

By 2030 Enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology.

Sources:

- www.unric.org, "United Nations Sustainable Development Goals"
- www.un.org, "development/DESA/disabilities/development/desa/envision2030-goal17.html"
- www.education.nationalgeographic.org, "Resource Development Goals"
- www.unglobalcompact.org. "SDGS/About"
- www.sdgs.un.org/goals

The Conference – now more than ever

Investment Recovery, now more than ever, will play an integral role in advancing sustainable goals not only for their respective organizations and communities, but also the planet. And there's only one place where you can access 'Moving Forward' IR-centric topics – the 2023 Investment Recovery Conference and Trade Show, Oct. 1–4 in Nashville. See you there!



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WHAT'S HAPPENIN'

News of the Investment Recovery Association



RECONNECT IN NASHVILLE, TENNESSEE

Join us as we're "Moving Forward" at the 2023 Investment Recovery Conference and Trade Show.

When: October 1-4, 2023

Where: Sonesta Nashville Airport, TN

What: The only event of its kind dedicated to those who buy, sell and manage surplus assets.

Are you looking for solutions for your surplus assets or hard-to-sell asset? The Investment Recovery Trade Show is the solution finder!

The IR Conference and Trade Show is the only event designed around those who manage, buy or sell surplus assets. Sharpen your IR knowledge and learn new approaches and ideas from seasoned IR pros. Stay updated on new technology and trends in the industry. And have a little fun while building your network along the way with the exciting networking opportunities we have planned. Register today!

For more information and to register visit:
www.invrecovery.org/2023-show

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BENCHMARKS' NEW PARTNER COMING SOON

The Benchmark Committee has narrowed its new Survey partner search down to three excellent options. They plan to make a recommendation to the Board in June. Stay tuned for updates!

MEMBERSHIP MONTHLY NETWORKING AND RESOURCES

Every month is a new opportunity to network with IR peers and learn how to access all of the one-of-a-kind Association resources. Mark your calendars for the monthly virtual meetings being held the second Thursday at 1:30 PM Central. It's a great way to build your network of IR peers and tap into the many educational and industry resources available to our members

EDUCATION SHARE YOUR EXPERTISE

We know you have a jam-packed schedule – but do you have an hour a month to share your expertise? As the IR industry continues to evolve at a lightening quick pace, so does our application of best practices and methodologies. Towards that end, the "Investment Recovery Handbook, Adding Value to the Supply Chain" is undergoing an update. Each month we are currently reviewing a single chapter. Feel free to join during the months where the topic is in your area of expertise. We ask that you review the chapter being discussed prior to the meeting and have your feedback ready to share.

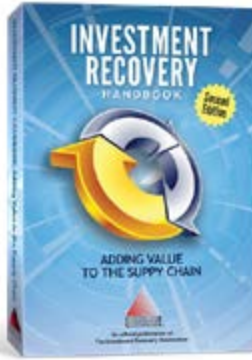
The Book Club continues to meet monthly on the third Wednesday of each month at 9:30 am CST. Each session is approximately an hour, or a little longer and the more input we receive, the more thorough and relevant the new edition will be. For more information, visit www.invrecovery.org/bookclub

CONFERENCE GET READY FOR NASHVILLE, OCT. 1-4!

The Nashville Planning Team is meeting monthly to ensure the 2023 conference has the boot, scoot and boogie energy that we had in Scottsdale last September. Economist Dr. Basu will be returning for a clear-eyed perspective on the hot topic – the economy! Exhibit booths and sponsorships are filling up even at this early time frame. But here's the great news - there is still time to take advantage of a \$200 savings on your early registration. So now is the time to polish up your boots and boogie moves for the Monday night Reception at the Wild Horse Saloon in downtown Nashville. Register today.

JOIN US ON EVERY 3RD WEDNESDAY FOR THE CMIR BOOK CLUB

Mark your calendars for the third Wednesday of the month at 9:30 AM, Central. The Education Committee has formed a book club for the *Investment Recovery Handbook, Adding Value to the Supply Chain*. The purpose? To hear from you—the subject matter experts on what content needs to be added, removed, enhanced or updated.



Each month we will review a single chapter. Feel free to join during the months where the topic is in your area of expertise. We ask that you review the chapter being discussed prior to the meeting and have your feedback ready to share.

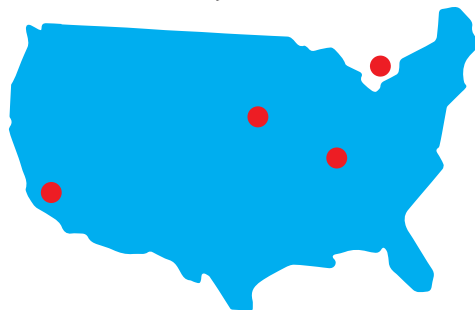
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