

# LETTERS TO THE EDITOR

## More grassroots IR

In the February issue of *IR magazine*, there was an article called *Grassroots IR conferences* (page 35), which looked at investor conferences organized by companies.

Last fall, in western New York, we held a similar conference that was a tremendous success. Over 200 people were in attendance, of which almost 100 were portfolio managers or buy-side/sell-side analysts. About one third of the investor/analyst audience was from outside the western New York area, while 23 western New York companies gave formal presentations.

We are currently in the planning stages for the second annual Western New York Investors Conference, to be held in the fall of 2004 in Rochester, New York.

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