



October 24, 2017

Polish and Possibilities

I love the smell of Lemon Pledge in the morning. That sweet slightly chemical, citrusy perfume makes me happy, as does the gleam of nearby surfaces. You see, I am a neat-nick. Not the compulsive, hand-washing, germaphobe type. I just can't abide clutter and mess and dust. I blame my mother (may she rest in dust-free peace.)

This week finds me walking on lemon-scented air at the NIRI National office. The NIRI National team took some time last week for an office clean-up. We decluttered, recycling stacks of brochures from Annual Conferences gone by. We reorganized the work room, putting paper-clips and assorted Post-It-Notes back in their assigned places. And we polished, wiping down counters, desks, and cubicles to remove the grime of everyday office activity. And it felt good. All things seem possible.

Thus it is with our [newest class of 15 IRC holders](#). I am sure that they are walking on perfumed air as they celebrate achieving the Investor Relations Charter. They shine anew, adding "IRC" after their names on their business cards, e-mail signatures, bios, and resumes.

Pending final approval by the membership, a new director will soon join the NIRI National Board. For the first time in its history, a board seat is to be added to represent NIRI's Associate Members. Associate members – service providers – have served on chapter boards for years, often as chapter presidents. They contribute to every aspect of NIRI, including valuable thought leadership. If you know a service provider member who could add to the discussions with the other 17 members of the National Board, please take a moment to [make a nomination](#). The addition of this shiny new 18th seat on the board will serve this important stakeholder group and help us discover new ideas and possibilities.

Bill McNabb, Chairman and CEO of Vanguard, will soon step down from his CEO post to explore the next chapters in his life. Before he does, I'll sit down with him for an interview at a [NIRI New York event](#) on November 1. I am eager to learn about his next steps without that \$4 trillion in assets cluttering up his mind. I hope you will join us in New York.

Oh, oh. I see a dust bunny that somehow escaped our cleaning frenzy. The hunt is on.

All the best,
Gary



Gary A. LaBranche, FASAE, CAE
President and Chief Executive Officer
National Investor Relations Institute
glabranche@niri.org