



**NATIONAL INVESTOR RELATIONS INSTITUTE
CHAPTER ADVOCACY AMBASSADORS**

Background

Each NIRI chapter is encouraged to appoint an advocacy ambassador or to designate another chapter officer to handle this responsibility.

Role of the Advocacy Ambassador

1. Build greater support at the chapter level for NIRI's advocacy priorities.
2. Gather input and data from chapter members about the regulatory issues that the NIRI Board's Advocacy Committee and NIRI staff are following.
3. Gather suggestions from chapter members about emerging IR issues that their companies (or clients) are dealing with.
4. Answer chapter members' questions about regulatory or advocacy issues and work with their fellow chapter officers to develop chapter programs on these topics.
5. Participate in NIRI's Leadership Week event every September, which includes a legislative briefing, visits to the offices of U.S. House and Senate lawmakers, and a meeting with senior staff at the U.S. Securities and Exchange Commission.

The NIRI Board hopes that this advocacy ambassador position will attract more members to participate in the leadership of their local chapter and help groom the next generation of chapter leaders.

Logistics

The Advocacy Committee will hold periodic calls, as needed, with the advocacy ambassadors to discuss ways to support NIRI's advocacy efforts.

The NIRI staff contact for the advocacy ambassadors is Ted Allen, Vice President, Strategic Communications, who can be reached at tallen@niri.org.

About the National Investor Relations Institute

Founded in 1969, NIRI is the professional association of corporate officers and investor relations consultants responsible for communications among corporate management, shareholders, securities analysts, and other financial community constituents. The largest professional investor relations association in the world, NIRI's more than 3,300 members represent 1,600 publicly held companies and \$9 trillion in stock market capitalization.