



NATIONAL INVESTOR RELATIONS INSTITUTE
CHAPTER ADVOCACY AMBASSADOR INITIATIVE

Background

In December 2014, the Advocacy Committee of NIRI's Board of Directors agreed to pursue a new initiative that would encourage NIRI chapters to create a new chapter officer position, the "advocacy ambassador."

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 issues that the 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.

Finally, the Committee is hopeful that creation of this new officer position will attract more members to participate in the leadership of their local chapter. The Committee hopes that this new position (along with existing officer positions) will help groom the next generation of chapter leaders.

Logistics

1. The Committee hopes that most NIRI chapters will appoint advocacy ambassadors for the 2015-16 chapter officer year. If a chapter cannot find a suitable candidate for the 2015-16 year, the chapter president could designate another chapter officer to assume responsibility for advocacy activities. Smaller chapters, or those with a relatively small number of officer candidates, may decide to assign this responsibility to an existing chapter officer for the foreseeable future.
2. The Advocacy Committee plans to hold quarterly calls with the advocacy ambassadors to discuss ways to support NIRI's advocacy efforts. For instance, if the Committee approves a new advocacy initiative and decides that it wants to encourage issuers to write letters in support, the advocacy ambassadors would be asked to assist in this effort. If their schedule permits, ambassadors may be asked to attend meetings with the SEC staff or lawmakers.

Supporting Materials

1. Overview of NIRI's Advocacy Agenda (one page)
2. NIRI's Financial Regulatory Reform Issues (eight pages)
3. "Advocate" section of NIRI's website (<http://niri.org/Main-Menu-Category/advocate.aspx>)

If you are interested in learning more about this program, or serving as an advocacy ambassador for your chapter, please contact Ted Allen, NIRI's Director of Regulatory Affairs, 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.