



**November 28, 2017**

## **Seniors**

Many NIRI members will gather this week at the [Montage Laguna Beach](#) in California for the [Senior Roundtable](#) (SRT) annual meeting. The SRT is a membership group within NIRI composed of veteran IR professionals who get together for networking and learning. Nearly 200 strong, each member has a minimum of 10 years of experience in IR.

This will be my first SRT annual meeting, though I have met many SRT members over the past few months. I am eager to engage with them and learn their thoughts about the future of IR. They are an impressive bunch. I have enormous respect for the SRT members and for anyone who is senior at anything. Heck, I am proud to be a senior professional in association management and a member of my profession's SRT equivalent. But right now I am coming to grips with the concept of "senior" because next year I cross a birthday threshold that will put me in line for senior discounts and other benefits of having passed through my fifties. While not surprising, it is still a bit unsettling. Where has the time gone?

But I am grateful to be around to get those senior discounts, as I have friends who didn't make it this far. And I like to think that with senior status comes wisdom and a fuller and more balanced perspective on life. Or maybe you just get discounts. I guess I will find out soon enough, if I am lucky.

In the meantime, I will carefully observe the SRT and discover just how much wisdom one can find in such a distinguished group. I know they won't let me down!

All the best,

Gary



Gary A. LaBranche, FASAE, CAE  
President and Chief Executive Officer  
National Investor Relations Institute  
[glabranche@niri.org](mailto:glabranche@niri.org)