

# IR UPDATE WEEKLY

**February 20, 2018**

## **Going for Gold**

Despite my best intentions, I watch more coverage of the Olympics than I care to admit. While I am thrilled by the competition itself, what I find most compelling are the stories of the athletes. You know the stories: sweet, heart-rending video portraits of the bright-eyed, dedicated young people who have obsessively trained for their sport every day for a decade or more. Often these highly motivated athletes and their parents have overcome personal tragedy or hardship to reach the Olympian heights.

It is enough to bring a lump to the throat or maybe even a tear, as I sit on my couch, watching in awe.

Which brings us to Greg Secord, vice president of IR, at Open Text Corp. A member of the NIRI National Board of Directors, Greg recently received the [Lifetime Achievement](#) award at the *IR Magazine Awards* -- Canada. A veteran IR executive, Greg has long been a dedicated NIRI volunteer leader. All of his NIRI colleagues, especially his board colleagues, are very proud of Greg and congratulate him on this well-deserved recognition.

The Olympics strike a chord with many of us, as I found last week when many readers responded to my column on possible events for a mythical IR Olympics. Several readers noted that IR professionals often toil away with limited public acknowledgement and deserve medals for what they achieve, often against stiff odds. NIRI National Board member Liz Bauer, senior vice president and chief communications and investor relations officer for CSG Systems International, likened IR to curling, saying that “the news we have to report (either back to our CEO and board or to Wall Street) is the rock. IR professionals are the curlers sweeping the ice to ensure the rock lands where it needs to land.”

Awards and recognition serve an important purpose. They reward achievement, most certainly, but in a larger sense, awards set standards and establish a benchmark against which we can measure ourselves. That is certainly true for NIRI’s highest recognition, the [Fellows designation](#), which will be presented at the NIRI Annual

Conference, June 10-13. It is a good thing to put a spotlight on the Olympians within the IR profession.

I can hear the national anthem now. Pass the tissues.

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)  
*Follow me on Twitter: @GaryLaBranche*