

IR UPDATE WEEKLY

March 6, 2018

On the Road Again

I am winging my way westward as this issue of *IR Update Weekly* wings its way to your screen and yet another storm wings its way to the northeast. I'm off to spend time with NIRI San Diego and NIRI Silicon Valley. Over the next few weeks, I will also visit with NIRI Kansas City and NIRI Dallas Fort Worth. I relish these opportunities to spend time with members and chapter leaders. It is illuminating to meet IR practitioners and learn what challenges they face and get advice on how NIRI can better serve them.

After visiting about 20 chapters over the past year, I know that good stuff is always happening in NIRI chapter-land. Visit the NIRI [website](#) for the latest updates on chapter events and educational programming. With 26 chapters, there may be a chapter event available to coincide with a planned business trip.

The March/April edition of *IR Update* magazine is also winging its way to your mailbox. This issue of NIRI's official publication includes these feature articles:

- Every Word Counts: The Language of Investor Relations
- The New Activist's Playbook: A Guide for IROs
- Sharpened Skills Needed in IR Job Market

You can also access a digital copy [here](#).

I hope you'll wing your way to Las Vegas in June to participate in #NIRI18, the NIRI Annual Conference. Here are some highlights that have just been made public:

- Experience the first ever IR Family Feud!
- Get advice and input from your peers on a specific challenge you are facing in the IR Situation Room.
- Network with IR professionals from similar companies during the Industry Roundtables.

- Hear CNBC's Brian Sullivan's tips for successful interviews during Monday's general session.

You can save \$200 if you [register](#) by March 31.

Enough for now. Hmm, for some reason I crave chicken wings.

All the best,
Gary



Gary A. LaBranche, FASAE, CAE
President and Chief Executive Officer
National Investor Relations Institute
glabranche@niri.org
Follow me on Twitter: @GaryLaBranche