

IR UPDATE WEEKLY

March 27, 2018

Time and Change

NIRI will celebrate the 50th anniversary of its founding in 2019. That is quite a remarkable milestone. Associations don't survive by accident, but through enormous effort and dedication. It takes vision, but also hard work, and a willingness to adapt to change. Being relevant and current is the key to long-term success.

I was reminded of this last week, when the mail brought a nice letter from NIRI Charter Member Al Melrose of Sparks, Nevada. Now age 93, Al kindly sent along an outline of an educational session he led in 1994 at NIRI's Fundamentals of IR course. His session outline revealed how much has not changed in IR, but also how much has changed. While the foundation remains, how the profession is practice has evolved and grown and changed.

This came home to me again when I attended the *IR Magazine* US Awards event in New York. This wonderful, glittering gala celebrates the best and brightest in the field, and it was a delight to see so many NIRI members – [both winners and nominees](#) – being acknowledged for their hard work, innovation and ground-breaking creativity. They remind us that the IR profession is dynamic, and that ideas and ways of doing things are continually evolving.

Addressing the changes and trends in the field is one of the tasks of the Annual Conference Committee, as they put the finishing touches on the educational programming for #NIRI18, June 10-13. The list of [speakers](#) changes every day as new sessions are confirmed. [Register](#) by **Saturday, March 31**, to save \$200 off the registration fee.

The work that Al Melrose and his peers started nearly 50 years ago continues today. Their legacy lives on in the hundreds of NIRI members who work tirelessly to bring the Annual Conference to life, along with dozens of other NIRI programs and chapter events throughout the year. Generations of members have made possible the NIRI of today – and of tomorrow. Please take advantage of their hard work and join your peers at the NIRI Annual Conference in June.

All the best,
Gary



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