

IR UPDATE WEEKLY

April 17, 2018

Tulips

Spring is upon us, and the tulips are in bloom. At least in some places. In others, such as Minnesota, the tulip bulbs are buried under snow. But I will take what I can get, and this morning near the NIRI office I saw a beautiful row of tulips, beneath a dazzling azalea bush. I am an optimist, so that is good enough for me to declare Spring.

We who live where it snows yearn for Spring. By the time April arrives, that yearning turns to a dull ache. And while it is “officially” Spring, the cold and snow and yuck makes Spring more theoretical than real. But Spring comes on its own terms, unmoved by our yearnings and aches. Stubborn, that Spring. But it will come, just as we, if lucky enough, get to go around the sun every 365 days. Some of us would rather not shine too much light on our natal anniversary. But our birthdays come, unmoved by our level of interest. Persistent, that solar year.

We are counting on that persistence because NIRI has a big birthday coming up in 2019: the 50th anniversary of its founding. Plans are just getting underway to celebrate that milestone, with ideas being generated by a committee led by past NIRI Board Chair Mark Donohue, IRC, and vice chairs Felise Kissell and Rebecca Corbin. The 50th Anniversary Committee asks for your help: please send along to [Ted Allen](#) any photos or documents from long-ago NIRI events. Digital versions are preferred, but we’ll take anything. Especially sought are photos from before 1990.

While the past will be celebrated next year, the future will have equal time. Lynn Tyson is chairing a Think Tank on the Future of IR, assisted by vice chair Smooch Reynolds. They will think deeply about where the profession is going in coming years, and the opportunities and challenges ahead for practitioners. Their discussions will lead to a white paper, webinars, and other learning opportunities. The future will come, unconcerned about the past. Pushy, that future.

A lot can happen in a just one circle around the sun. Take time to appreciate the tulips when they bloom.

Sincerely,
Gary



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P.S.: Don't let the sun go down before you register for the [NIRI Annual Conference!](#)

P.P.S.: NIRI National is seeking a Director of Marketing at its Alexandria, VA, headquarters. To learn more visit ASAE's Career HQ:

careerhq.asaecenter.org/jobs/10940923/director-of-marketing