

# IR UPDATE WEEKLY

**July 10, 2018**

## **Board Work**

NIRI doesn't just happen. It didn't just appear. It took hard work and dedication to make it what it is, and what it can be. For almost 50 years, members have raised their hands to create, change, and grow NIRI by serving on the NIRI Board of Directors. Board members are the stewards of the Institute, charged with protecting its assets and advancing its mission. Together with the president and CEO, they establish a strategy, approve an annual plan of work, and adopt a budget. They also approve NIRI's [Standards of Practice](#) and the [Code of Ethics](#) to guide the practice of investor relations.

Why have nearly 1,000 busy IR practitioners volunteered their time, talent, and treasure to these things? The reasons are as varied as the individuals who serve, but every board member shares an appreciation for how NIRI has benefited them, and a desire to see the organization grow and develop for generations to come.

These servant-leaders meet four times a year as a group, with a conference call or two tossed in from time to time. They serve on various committees and task forces and spend hours reviewing financial statements and other reports. Most importantly, they grapple with the big questions: where is the profession going? How is it changing? How should the Institute evolve and adjust to better serve the changing needs and unexpressed desires of members, stakeholders, customers, and others engaged in investor relations? What are the things, that if done, will make the biggest impact given the limited available resources?

If you are a NIRI member and such questions and work intrigue you, and you are willing to volunteer your time and cover the costs of participating, then please consider asking a colleague to nominate you for a four-year term on the NIRI Board of Directors. Or consider nominating someone who might make a great board member. The deadline to submit nominations is August 20. You can learn more [here](#). Four new directors will be elected in November.

All the best,  
Gary



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P.S. Please mark your calendar for [NIRI EAST](#), a week of comprehensive IR programming and networking, on September 24-28 in Boston.