

IR UPDATE WEEKLY

August 7, 2018

Monumental Lines

I think I know where they will bury J.K. Rowling. That thought crossed my mind when I visited Westminster Abbey on a family vacation this summer. But don't take me wrong, or as mean-spirited: I do not wish the talented Harry Potter author any ill-will or an early demise. It is just, when the time comes, Ms. Rowling deserves to be included among the UK's honored men and women of letters, science and other pursuits, enshrined in the 1,000 year-old abbey.

One can hardly escape her prodigious output of books, movies, plays, theme-park rides and various digital and other media. My daughter literally grew up learning to read thanks, in part, to J.K. Rowling. We once stood in line for four hours to visit "Hogwarts Castle" at Universal Studios Orlando. In London, I again found myself standing in line (or, as they say there, "a queue") with that now college-bound daughter to get her photo taken pushing a faux-luggage cart into a wall at Platform 9 3/4. It was in that 90-minute line that I came to fully appreciate Ms. Rowling's impact: people from all over the world, of all ages, races and languages eagerly waiting their turn to participate in a bit of fantasy and fun. Even a tired, sweaty, foot-sore dad had to smile at the joyful community sharing a long line in the King's Cross Station. J.K. Rowling is, dare I say it, bigger than the Beatles.

I couldn't help but recall the inscription on Sir Christopher Wren's burial place in St. Paul's Cathedral in London, which he re-built: "LECTOR SI MONUMENTUM REQUIRIS CIRCUMSPICE" – "Reader, if you seek his monument, look around you."

All of this makes me think about how we each leave a legacy of some kind. They might not bury us in an abbey, and people might not stand in line to see our work, but we each, in our way, leave monuments. Perhaps it is in the career of a protégé, or the life of a child, or a profession advanced through your work, but our monuments will be nonetheless important. If I were to guess, perhaps my monumental legacy is the daughter with whom I have shared so much time waiting in lines. Totally worth every second.

As for the remarkable J.K. Rowling: she deserves to rest among monumental people in a monumental place, like Westminster Abbey, sometime in the far-distant future. And, if there is any justice in the universe, she will have to wait in a queue for a couple of hours to be buried.

All the best,
Gary



Gary A. LaBranche, FASAE, CAE
President and Chief Executive Officer
National Investor Relations Institute

P.S. Know anyone who would make a great NIRI Board member? **The deadline for nominations is August 20.** Please click [here](#) to download the nomination form. The Nominating Committee will consider all qualified applicants to recommend a slate of 4 candidates for election.

P.S. #2. Please read this week's Regulatory Update section, which encourages companies and NIRI chapters to ask the SEC to adopt a short-position disclosure rule. A broad coalition of business groups, including Nasdaq, NYSE, and the U.S. Chamber of Commerce, all support this much-needed reform. NIRI has prepared [comment letter templates](#) to help your company draft its letter.