

# IR UPDATE WEEKLY

**September 11, 2018**

## **That Day**

Anyone able to remember September 11, 2001, will forever associate this date with the tragedy, heroism, and shock of that day. We will always remember where we were and how we learned of the attacks and how we spent that day. And despite the fact that I did not plan to write a column about that day, it was impossible for me to avoid it as soon as I typed September 11.

And whenever I remember where I was and how I felt on that shocking day, I'm always reminded of where I was on the Saturday before that date. We were living in the Washington, D.C., area and my wife and I took our daughter, then age 2, to a children's literature festival on Capitol Hill. It was a perfect day. The U.S. Capitol gleamed against the bright blue sky. The weather was just fantastic as we went from event to event and saw children interact with "Clifford the Big Red Dog" and other characters from children's literature. I bumped into and chatted with one of my favorite authors, historian David McCullough, a highlight for me as exciting as "Barney" was for my daughter.

So whenever I type the fateful date of September 11, 2001, my mind drifts back to the perfect Saturday just before the attacks. Perhaps it is a way of overcoming the memory of tragedy with one that is pure and beautiful. Whatever the reason, I see in my mind's eye the grandeur of the Capitol. Despite the too-strident, contentious time in which we find ourselves, I look upon the Capitol building as the cornerstone of civic discourse. It yet persists, having survived the Civil War, the Great Depression, the struggle for equality, and 9-11. And I believe that this will remain true as long as reasonable people continue to engage in the quest for freedom and democracy.

Some 50 or so of your peers will do just that this week. As Hurricane Florence threatens the East Coast, NIRI members will march up Capitol Hill and take our message to lawmakers. Raincoat-clad and armed with umbrellas, they will make the case for proxy advisor reform and short-selling disclosure and other issues. They will also gather at the SEC and engage directly with key regulators.

So spare them a thought and wish them well. They will carry on the great experiment of democracy, an experiment that has been carried forward on both beautiful days and days of tragedy. They will do so because that Capitol still stands, and we are as yet still privileged to march up that hill to make our case.

All the best,  
Gary



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