



## Dinner with NIRI President & CEO Gary A. LaBranche

The NIRI Los Angeles Chapter cordially invites you to attend an engaging social event to kick off the New Year. Concurrent with NIRI's Fundamentals of Investor Relations program, NIRI LA will host cocktails followed by dinner and a presentation with our guest speaker, NIRI president and CEO Gary A. LaBranche, FASAE, CAE.

Please join us at Loews Santa Monica Beach Hotel for this informative event and an opportunity to network with your IR peers.

**When:** Tuesday, January 9, 2018

**Where:** Loews Santa Monica Beach Hotel  
1700 Ocean Avenue, Santa Monica, CA 90401  
[Directions](#)

**Time:** 4:30 p.m. – 5:00 p.m. – Registration  
5:00 p.m. – 6:00 p.m. – Cocktails – Venice Patio  
6:00 p.m. – 8:00 p.m. – Dinner – Venice Room

**Attire:** Business Casual

**Fees:** NIRI LA – Included in your membership fee  
Other NIRI Members/NACD/Society of Corp Secretaries – \$55  
Guests – \$65

Valet parking is available at the hotel for \$18.00.

**RSVP:** By January 3<sup>rd</sup>, 2018

NIRI LA Sponsors:



Meet our guest speaker, Gary A. LaBranche, FASAE, CAE



Gary LaBranche, FASAE, CAE, became President & CEO of the National Investor Relations Institute (NIRI) on March 20, 2017. He is responsible to NIRI's board of directors for the strategic direction and advancement of the mission of the organization, as well as service to members and chapters. He represents NIRI to the Securities and Exchange Commission, Congress, the media and other stakeholders.

An association professional for 36+ years, he has served as CEO for four associations, as well as a start-up e-learning company. He was also a senior executive at the American Society of Association Executives (ASAE) and the U.S. Chamber of Commerce. As CEO of the Association Forum of Chicagoland and at ASAE he was responsible for identifying, developing and sharing best practices, models and innovation in association management, professional development and meeting planning. At ASAE he was responsible for the "Super Bowl of Conventions" and modernization of the Certified Association Executive (CAE) program.

He was named an ASAE Fellow (FASAE) in 1995. He was the ASAE Key Award winner for 2007, the highest award in the association management profession. ASSOCIATION TRENDS named him the 2012 National Association Executive of the Year. He is past chairman of the Chamber's Institute of Organization Management. LaBranche has served on ASAE's 4 governing boards and continues to serve on the board of ASAE's for-profit subsidiary, ASAE Business Services, Inc. of which he is past chairman. He serves on the Advisory Board of the Kogod Cybersecurity Governance Center at American University.

He is the author of 300+ articles, podcasts and columns, including "Managing the Complex Association Enterprise" in ASAE's *Handbook on Professional Practices in Association Management, 3<sup>rd</sup> ed.* He has consulted/presented to 300+ associations.

LaBranche was profiled as an innovative leader in the book, *Hope: How Triumphant Leaders Create the Future*, by Andrew Razeghi. He has also been featured in *Strategic Transformation: How Boards Achieve Extraordinary Change*.