



NIRI LA Invites You to **Equities Markets and IEX Update**

The NIRI Los Angeles Chapter cordially invites you to a conversation and luncheon with John Longobardi, head of Listings for IEX Group, Inc. John will discuss the development of the equities markets and its structural changes over the years, and he also will provide insight on how IROs should think about trading, volume and market intelligence.

Since the SEC approved IEX's application to register as a national securities exchange on June 17, 2016, IEX has grown its market share from approximately 1.5 percent to 2.2 percent, and volume has increased 13 percent over the same time period.

Please join us at the Palm Restaurant for this follow-up discussion to our March 2015 event featuring Ronan Ryan. Mr. Ryan is now president of IEX Group, and he was one of the main protagonists in Michael Lewis' account of the high-frequency trading markets – *Flash Boys: A Wall Street Revolt*. We expect this program to be highly engaging and an excellent opportunity to network with your IR peers.

- | | |
|---------------------|--|
| When | Wednesday, March 8, 2017
11:45 a.m. – 12:00 p.m. – Registration
12:00 p.m. – 1:30 p.m. – Lunch and Discussion |
| Where | Palm Restaurant
1100 S. Flower Street, Los Angeles, CA 90015
(213) 763-4600
Directions |
| Parking | Complimentary valet parking is available at the Palm Restaurant |
| Attire | Business Casual |
| Fees | NIRI LA – now included in your membership fee
Other NIRI Members/NACD/Society of Corp Secretaries – \$55
Guests – \$65 |
| Registration | Pre-registration is required. No walk-ins will be allowed. |

[Register Here](#)

Meet Our Speaker

John Longobardi

IEX, Listings

John Longobardi has nearly 30 years of experience in the trading and the exchange industry. After spending 14 years working for an NYSE designated market maker, in October 2015, he joined IEX, the Investors Exchange: a fair simple, and transparent stock exchange that believes every investor is entitled to the same right to trade on equal terms, on every single trade.

Mr. Longobardi has spent most of his career working with public companies, educating executives on market structure and corporate governance. Prior to his responsibilities at one of the largest NYSE DMMs, KCG, which was formed from the mergers and acquisitions by GETCO, a piece of LaBranche & Co., and Bank of America Merrill Lynch's NYSE DMM Operations, he worked at the NYSE in their Global Corporate Services group managing the relationships with key accounts and providing an understanding of trading dynamics.

IEX (www.iextrading.com), as the first new U.S. exchange in more than six years, is on a mission to level the playing field by eliminating unfair advantages from the markets. IEX is an exchange that believes markets should reward smarter, not faster.

As of September 2, 2016, IEX has been fully operational as a national securities exchange trading all U.S. National Market System stock and ETFs. IEX matches over 100 million shares daily with a notional value of over \$5 billion and set a new market share record in October 2016.

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**REMINDER to register for NIRI 2017 Annual Conference.** This year, the conference will be held at the JW Marriott Grande Lakes in Orlando, Florida from June 4 – 7, 2017. The theme for the conference is “Breaking the Mold: Defy Convention / Shatter Expectations /Shape the Future.” Check out the [preliminary agenda](#) on NIRI's website. There will be a “New to NIRI Conference Orientation” on Sunday and “Industry Meet Up” breakfasts on Monday to allow attendees to meet others from their industry early in the conference.

Please use the attached registration form (sorry, but you'll have to fax or mail it in) so we as a Chapter can show that our Conference Ambassador, Lori Hillman, IRC, is getting the word out to our local members to sign up for what is expected to be the best-ever attended annual conference with an increased number of concurrent breakout sessions and a more global view for those IROs with an international scope.

# NIRI

ANNUAL CONFERENCE  
JUNE 4-7 • ORLANDO, FL

# 2017

DEFY/**SHATTER**/SHAPE

# BREAKING THE MOLD

NIRI ANNUAL CONFERENCE  
JUNE 4-7, 2017 | ORLANDO, FL

## ► Conference Tracks

- Marketing Outreach & Stakeholder Communications
- Economics and Markets
- Corporate Governance & Regulatory
- Professional Development

## ► Conference First Timers Session

back by popular demand

## ► General Session Speakers include:



**Connie Dieken,**  
executive coach  
and author



**Loretta LaRoche,**  
acclaimed  
stress  
management  
expert



**Elisse B. Walter,**  
Former SEC  
Chairman and  
Commissioner



**Anthony Scaramucci,**  
founder and a  
co-managing  
partner of  
SkyBridge  
Capital

# NIRI 2017 Annual Conference REGISTRATION FORM<sup>†</sup>

Or register online at [www.niri.org/conference](http://www.niri.org/conference)

|                   |                 |                    |
|-------------------|-----------------|--------------------|
| Los Angeles       |                 | Lori Hillman, IRC  |
| NIRI Chapter Name |                 | Chapter Ambassador |
| Name              |                 | Nickname for Badge |
| Title             |                 |                    |
| Company           |                 |                    |
| Address           |                 |                    |
| City              |                 |                    |
| State/Province    | Zip/Postal Code | Country            |
| Phone             | Fax             | E-mail address     |

## NIRI 2017 ANNUAL CONFERENCE, JUNE 4-7, 2017 GRANDE LAKES ORLANDO JW MARRIOTT ORLANDO AND THE RITZ-CARLTON ORLANDO

I am a:  NIRI member  Non-member

### ADVANCE REGISTRATION RATES (THROUGH FEBRUARY 27, 2017 ONLY)

#### IR Practitioner

- Member Practitioner: US \$1,295
- Non-member Practitioner: US \$1,695
- Global Subscriber Practitioner: US \$1,445
- Member NIRI Senior Roundtable: US \$1,095

#### Service Provider

- Exhibiting Service Provider: US \$995
- Member Non-Exhibiting Service Provider: US \$1,795
- Non-Member Non-Exhibiting Service Provider: US \$2,095

Spouse/Companion Registration: US \$100. Your spouse/companion is welcome to attend evening functions if not in an IR-related profession.

Spouse/Companion full name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

### NIRI SEMINARS AT CONFERENCE (SEPARATE REGISTRATION)

#### Finance 101: Overview of Capital Markets, Economics and Financial Statements

June 3, 2017 9:00 am - 5:00 pm; JW Marriott Grande Lakes Orlando

- Member US \$1,149  Non-Member US \$1,349

#### Think Like an Analyst

June 4, 2017; 8:00 am - 1:00 pm; JW Marriott Grande Lakes Orlando

- Member US \$749  Non-Member US \$949

### PAYMENT

- AMEX  VISA  MasterCard  Discover  Check (payable to NIRI)

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_ Signature Panel Number \_\_\_\_\_

Signature \_\_\_\_\_

### RETURN THIS FORM WITH PAYMENT TO:

NIRI, 225 Reinekers Lane, #560, Alexandria, VA 22314, USA or fax to (703) 562-7701 or email to [prodev@niri.org](mailto:prodev@niri.org)

<sup>†</sup> Rates apply only to the 2017 annual conference. You are responsible for making travel arrangements and hotel accommodations, which are not covered in the conference registration fee. For information on agendas, special discounted hotel rates, cancellations, and other details, please visit [www.niri.org/conference](http://www.niri.org/conference). Non-member rates include one year of NIRI membership to qualified applicants. Applies to IR Practitioner new members only.

#### Conference Registration Cancellation Procedure

**May 1:** Last day to cancel and receive a refund minus \$125 administration fee.

**May 2:** Beginning on this day, NO refund can be provided for registration cancellations. However, contact NIRI as soon as possible to send a substitute.

## Agenda

### Under Construction\*

#### SATURDAY, JUNE 3

- Seminar: Finance 101 (separate registration)
- Volunteer Appreciation Dinner (by invitation)

#### SUNDAY, JUNE 4

- NIRI Golf Classic
- Seminar: Think Like an Analyst (separate registration)
- Workshops
- First Timers Session
- Thought Leader Sessions
- Welcome Evening Reception in Showcase

#### MONDAY, JUNE 5

- Yoga
- Industry Roundtables
- General Sessions
- Exhibitor Showcase
- Concurrent Sessions
- Signature Event with Keynote Speaker

#### TUESDAY, JUNE 6

- Fun Run
- General Sessions
- NIRI Fellows Recognition
- Concurrent Sessions
- Lunch and Learn Sessions
- Showcase Reception

#### WEDNESDAY, JUNE 7

- Yoga
- General Session
- Workshops
- IRC Exam Preparation Session

*\*subject to change*

[www.niri.org/conference](http://www.niri.org/conference)



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