



## High Frequency Stock Trading: Its Importance to Investor Relations Officers

DENVER, CO., October 8, 2009 - The Rocky Mountain Chapter of the National Investor Relations Institute (NIRI) announced today that its October 13, 2009 meeting will feature Tim Quast, Managing Director of ModernIR, who will discuss the impact of high frequency trading on broad markets and individual stocks.

**Who:** Tim Quast, Managing Director of ModernIR, is a 15-year investor relations veteran. He is the founder and managing director of ModernIR.com, a company which parses and categorizes over a half-billion shares per week with its trading intelligence systems.

**What:** High frequency trading, a measure of market risk, is the continual, high-turnover buying and selling of stocks with real-time data to control risk while generating returns from small changes. Some experts estimate that this type of trading accounts for an approximately 20-30% or more of volume. Join us for a detailed discussion of high frequency trading and how investor relations professionals can use this knowledge to increase their job effectiveness.

Please click <http://niri.barkerdesign.com/> to register for the meeting

**When:** Tuesday, October 13, 2009  
11:30 AM - Check-in  
12:00 - 1:15 PM - Lunch and Presentation

**Where:** The Denver Athletic Club  
1325 Glenarm Place  
Denver, CO  
303-534-1211

**Cost:** NIRI Members - \$38  
Non-members - \$55

For members who are unable to attend the presentation, it will be available via a link on the home page of the Chapter's Web site ([www.rockyniri.org](http://www.rockyniri.org)) the following day. The presentation will be captured as a rich media recording courtesy of Boulder-based Catapult PR-IR ([www.catapultpr-ir.com](http://www.catapultpr-ir.com)). Just click on the link to play back automatically. All that is needed is a Windows Media Player and preferably high-speed Internet access. Please send your feedback to Terri Douglas, Catapult PR-IR at [tdouglas@catapultpr-ir.com](mailto:tdouglas@catapultpr-ir.com).

### **About NIRI and the Rocky Mountain Chapter**

With more than 4,300 members in 35 chapters around the country, the National Investor Relations Institute (NIRI) sets the highest standards in education designed to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. The Rocky Mountain Chapter represents most of the major public companies in the Rocky Mountain region with a membership that averages about 100 corporate practitioners, IR consultants and IR-related service providers. The chapter holds regular monthly meetings and special events featuring experts on leading issues affecting publicly traded companies and the investor relations profession. For more information on the Rocky Mountain Chapter, please visit its Website at [www.rockyniri.org](http://www.rockyniri.org).

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