



National Investor Relations Institute
2008 – 09

PROGRAM UPDATE 9/14/08

Presenting the kick-off event of the
NIRI Orange County Chapter 2008-2009 year.

The Future of Investor Communication

Thursday, September 25, 2008 - 3:00 to 6:00 p.m.

(Registration 3:00 p.m.; Program 3:15 – 5:00 p.m.; Cocktail reception 5:00 – 6:00 p.m.)

The Center Club

**650 Town Center Drive
Costa Mesa, California 92626**

Recent and proposed changes in the areas of securities regulation, technology and capital markets promise to dramatically alter how public companies communicate with their investors in the very near future. At this event, you will hear a panel of experts speculate on how these actions might impact the practice of investor relations, and come away with ideas for how to prepare for the world of tomorrow.

Join us for a Panel Discussion by:

Lou Ellis

**Senior Vice President, Equity Capital Markets
Roth Capital Partners**

Discussing the Capital Markets

Lou will share his views on how algorithmic trading strategies, shorter investment horizons, the globalization of markets and exchanges, and the changing role of the sell-side will impact your shareholder base and your IR program.

Ryan Lejbak

**CEO and Co-Founder
zu.com communications**

Discussing Information Technology

A recognized authority in interactive technology, Ryan will discuss how to harness web and mobile technologies, which are fast becoming *the* primary medium for Investor Relations and corporate communications.

Mary Beth Kissane, J.D.

**Principal, Investor Relations & Corporate Transaction Practice Leader
Walek & Associates**

Discussing SEC Regulations and Proposals

Will XBRL mean more or different work for the IRO? What are the potential advantages and pitfalls of using your website as the primary means of disclosure? E-proxy? IFRS? IDEA? Mary Beth will discuss these and other topics.

Moderator:

Patty Eisenhour

**Executive Director, Investor Relations
Watson Pharmaceuticals**

Join us for a lively and provocative discussion, and continue the dialog with the panelists and fellow practitioners over cocktails and hors d'oeuvres!

Register on the NIRI OC Website: www.nirioc.org or <http://www.acteva.com/booking.cfm?bevaid=166849>

Payment is by credit card or check.

Cost: NIRI OC Members: \$65 / Non-Members: \$85 (Registration after Friday, 9/19/08: Add \$10)

Parking: Valet Parking is included in registration fee.

*And, mark your calendar for our next event on **Wednesday, November 19, 3:00 to 6:00 p.m.:**
Corporate Responsibility - The Flavor of the Month or the New Reality?*

2008-09 Calendar of Events:

Regular Meetings:

Location: The Center Club (3:00 to 6:00 p.m.)
Tuesday, February 24, 2009
Thursday, April 30, 2009

Evening Social Events:

Location: TBD
Tuesday, December 9, 2008
Wednesday, March 25, 2009