

## Insights from the Trading Floor: Why is the stock up/down so much today?

IR pros are looked upon to be their company's expert in understanding the markets and their stock's trading activity. But in today's increasingly complex market, answers are often hard to find. Rich Barry from the NYSE will help us make sense of how today's equity markets function and the key trends every IR professional needs to understand.



**SEPT. 21st**

- Why should IR pros care about their stock's trading activity?
- How has the rise of passive strategies and ETFs changed the market?
- What do IROs need to know about high-frequency trading?
- How should we look at options trading and what does it tell us?
- Explain the impact of options expirations and index rebalances?
- In an increasingly fragmented market, how can IROs detect big institutional movement in their stock?
- What are the best tools IROs can use to monitor and understand trading activity?
- Update on recent congressional testimony about market structure and how regulations might evolve

**LOEWS MINNEAPOLIS HOTEL**  
601 First Ave N • Minneapolis, MN  
55403

**11:30 AM – 1:00 PM**

REGISTRATION: 11:30

LUNCH/PROGRAM: Noon – 1:00

**COST:** Members free, non-members \$45 Cash, check or credit card at the door.

**QUESTIONS:**

Contact Jane Cracraft at  
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**PLEASE RSVP BY:**

**SEPT. 18, 2017**



**Richard (Rich) Barry**

*Trading Floor Governor and Senior Director of Trading Floor Communications*  
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Richard Barry (Rich) is a Trading Floor Governor and Senior Director of Trading Floor Communications of the New York Stock Exchange. Rich runs the NYSE Market Access Center located on the Trading Floor – a group of market professionals and former traders who provide individual stock trading insight and analysis as well as a consolidated view of stock trading to NYSE listed companies.

Prior to joining the NYSE in 2008, Rich served as Senior Managing Director and Floor Trading/ Risk Manager for LaBranche and Co. Specialists from 2001-2008.

In addition to his management duties at LaBranche, Rich acted as the Specialist-trader in stocks such as Exxon Mobil, Medtronic, MasterCard, Zimmer Holdings, Whiting Petroleum and Dolby Labs. Rich earned his BA in Economics from Fairfield University and an MBA in Finance from Fordham University.

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