

**ITEM 1: COVER PAGE FOR  
PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT  
DATED JUNE 2011**

**GARY B. ROSS**

**IRI INVESTMENT ADVISORS, LLC  
8001 IRVINE CENTER DRIVE, SUITE 820  
IRVINE, CA 92618  
PHONE NUMBER: (949) 910-1112**

**FIRM CONTACT: GARY B. ROSS, MANAGER AND CHIEF COMPLIANCE  
OFFICER**

**This brochure supplement provides information about Gary B. Ross that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Ross if you did not receive IRI Investment Advisors, LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mr. Ross is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2 Educational Background and Business Experience

We are required to disclose the following information about Mr. Ross:

### **Gary Bernard Ross**

Year of Birth: 1951

#### **Formal Education after high school:**

- Georgetown Law School, Washington D.C.  
1975-1976, LLM, Tax
- Whittier College, Los Angeles, CA  
1973- 1975, JD, Law
- USC, Los Angeles, CA  
1970- 1973, BS, Business

#### **Business Background:**

- 2011-Present, IRI Investment Advisors, LLC., Investment Adviser Representative
- 2001-2011, IRI Investment, LLC., Member
- 2000-Present, International Racers, Inc., Business Advisor
- 1981- Present, Gary B. Ross, A Law Corporation, Attorney

#### **Professional Exams and Licenses:**

2001- Series 65

## Item 3 Disciplinary Information

If there are legal or disciplinary events material to your evaluation of Mr. Ross, we are required to disclose all material facts regarding those events.<sup>1</sup>

We have nothing to disclose in this regard.

## Item 4 Other Business Activities

A. If Mr. Ross is actively engaged in any investment-related business or occupation, including if he is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant (“FCM”), commodity pool operator (“CPO”), commodity trading advisor (“CTA”), or an associated person of an FCM,

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<sup>1</sup> **Note:** Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Mr. Ross to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Mr. Ross to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Mr. Ross's other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

We have nothing to disclose in this regard.

2. If Mr. Ross receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service ("trail") fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation he receives. We must explain that this practice gives Mr. Ross an incentive to recommend investment products based on the compensation received, rather than on your needs.

We have nothing to disclose in this regard.

- B. If Mr. Ross is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of his income or involve a substantial amount of his time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Mr. Ross' time and income, we may presume that they are not substantial.

Mr. Ross is actively engaged with Gary B. Ross, A Law Corporation. Mr. Ross will refer his legal clients to this firm if he believes the firm's services would be of benefit to the client. Likewise, IRI Investment Advisors, LLC will refer the firm's clients to Mr. Ross if it believes his legal services would be of benefit to the client. Neither Mr. Ross nor this firm receives compensation in any form for such referrals. This outside business activity takes approximately 10% of Mr. Ross' time.

Mr. Ross is also actively engaged in International Racers, Inc., a sports management business, which approximately takes up 20% of his time.

### **Item 5 Additional Compensation**

If someone who is not a *client* provides an economic benefit to Mr. Ross for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include his regular salary. Any bonus that is based, at least in part, on the number or amount of sales, *client* referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

## Item 6 Supervision

We are required to explain how we supervise Mr. Ross, including how we monitor the advice he provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Ross' advisory activities on behalf of our firm.

Mr. Ross is the sole principal and Chief Compliance Officer and as such has no internal compliance supervision placed over him. He is however bound by our firm's Code of Ethics.

## Item 7 Requirements for State-Registered Advisers

A. In addition to the events listed in Item 3 of Part 2B, if Mr. Ross has been involved in one of the events listed below, we disclose all material facts regarding the event.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
  - (a) an investment or an *investment-related* business or activity;
  - (b) fraud, false statement(s), or omissions;
  - (c) theft, embezzlement, or other wrongful taking of property;
  - (d) bribery, forgery, counterfeiting, or extortion; or
  - (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
  - (a) an investment or an *investment-related* business or activity;
  - (b) fraud, false statement(s), or omissions;
  - (c) theft, embezzlement, or other wrongful taking of property;
  - (d) bribery, forgery, counterfeiting, or extortion; or
  - (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

B. If Mr. Ross has been the subject of a bankruptcy petition, we must disclose that fact, the date the petition was first brought, and the current status.

We have nothing to disclose in this regard.