

Announcing FMA's 26th Annual

SECURITIES COMPLIANCE SEMINAR

April 26–28, 2017

B Ocean Hotel
Fort Lauderdale, Florida



Ask about the
2-for-1 (FL in-state
only), first-timer
or regulatory
discounts!

Save \$200...Register before April 4.

TO REGISTER—

Call—202/544-6327

Email—dp-fma@starpower.net

Mail—333 2nd Street, NE – #104
Washington, DC 20002

Online—www.fmaweb.org

Who Should Attend

- Compliance Professionals
 - Internal Auditors
 - Risk Managers
 - Capital Markets Specialists
- and...
- Investment Advisors
 - Broker-Dealer Managers
 - Regulators
 - Attorneys



FINANCIAL MARKETS ASSOCIATION

Securities Compliance Seminar Planning Committee

David Block

Director, Senior Compliance Officer
Volcker Rule and Treasury Compliance
MUFG Union Bank, NA

Harry Chaffee, CFA

Director of Compliance Support Services
Renaissance Regulatory Services, Inc.

Jeffrey S. Holik

Of Counsel

Shulman, Rogers, Gandall, Pordy & Ecker, P.A.

Daniel S. Newman

Partner

Broad and Cassel

Michael L. Post

General Counsel – Regulatory Affairs
Municipal Securities Rulemaking Board

Keith Watson

Vice President, Business Controls Manager
Fifth Third Bank

Learning Objective: By attending this seminar, participants will learn about the current bank and broker-dealer challenges and regulatory priorities facing compliance professionals, risk managers, internal auditors and attorneys. The focus is on current compliance topics, new rules or interpretations and regulatory developments as well as useful compliance tools. Attendees are given the opportunity to sharpen their skills through general, workshop and interactive sessions with their peers, industry leaders and regulators.

Wednesday, April 26

8:30 am **Pre-Seminar Interactive Workshop: What Are the Nightmares Keeping You Awake at Night?** *(optional)*

This workshop presents a unique opportunity to network with other compliance and audit professionals and discuss the matters that most concern you. A myriad of topics will be discussed based on the needs and requests of the participants. This session is designed for persons new to the securities industry as well as seasoned compliance and audit personnel. This is your chance to get answers to specific questions about your compliance and audit programs and to come away with new ideas and resources for making your job more manageable.

- › Joy L. Aldridge ■ Owner / Consultant ■ Compliance Counsel LLC
- › Louis Dempsey, CRCP, CSCP, CAMS ■ President ■ Renaissance Regulatory Services, Inc.
- › Matthew S. Hardin ■ CEO ■ Hardin Compliance Consulting LLC

10:45 am Workshop Adjourns

*A separate pre-registration is required.
Space is limited – sign up when you register for the seminar.
(Closed to regulators / service providers)*

2017 Securities Compliance Seminar

10:00 am FMA Registration Desk Opens

11:00 am Deli Lunch

Sponsored by



11:25 am Welcome and Opening Remarks

- › David Block ■ Director, Senior Compliance Officer | Volcker Rule and Treasury Compliance ■ MUFG Union Bank, NA

11:30 am **1. Key 2017 Legislative and Regulatory Initiatives**

Review current developments and hot topics in banking and securities law and regulation affecting financial institutions ■ Identify the likely priorities of the new Administration and Congress, including prospects for legislative reform, law enforcement trends, and developments affecting customer protection

Moderator: Jeffrey S. Holik ■ Of Counsel ■ Shulman, Rogers, Gandall, Pordey & Ecker, P.A.

- › Dr. Sharon Brown-Hruska ■ Director ■ NERA Economic Consulting

- › Carl A. Fornaris ■ Shareholder ■ Greenberg Traurig, P.A.
- › Steven M. Greenbaum ■ General Counsel ■ TradeStation Securities, Inc.
- › Joel G. Oswald ■ Principal ■ Williams & Jensen

Afternoon Breaks

Sponsored by



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CONSULTING, LLC

12:45 pm Coffee Break

1:00 pm **2. Cybersecurity: Avoiding Pitfalls and Legal Exposure**

Examine vendor management polices–security/privacy reviews ■ Explore ransomware ■ Explore phishing, business email compromise and financial institution wire fraud ■ Handling confidential data ■ FINRA/SEC exam priority ■ Explore Rule 30 of Regulation S-P and data breaches/compromises of non-public customer information ■ Discuss the cybersecurity insider threat ■ Review FINRA/SEC enforcement trends/cases ■ Trace the evolution of state regulation, including the NY State Department of Financial Services – 23 NYCRR 500 – Cybersecurity Requirements for Financial Services Companies

Moderator: Daniel S. Newman ■ Partner ■ Broad and Cassel

- › Charles Callahan ■ Special Agent ■ United States Secret Service, Miami Field Office
- › Leon M. Johnson ■ CISO – Senior Vice President, IS Operations and Technology Support ■ Securities America, Inc.
- › Kevin D. Rosen ■ Partner – Financial Services Practice Group, and Cybersecurity and Data Privacy Taskforce ■ Shutts & Bowen LLP

2:00 pm Coffee Break

2:15 pm **3. Internal Audit Hot Topics and Emerging Risks**

Examine the role of Audit as the third line of defense compared to a second line of defense regulatory compliance testing group ■ Explore regulatory expectations for the role of internal audits at broker-dealers and investment advisers ■ Discuss the struggles for small and midsize institutions that do not have an internal audit function, committee, and/or boards ■ Explore internal audit's role in assessing and auditing risk culture and sales practices ■ Examine how the regulatory environment has changed and impacted Audit and the Line of Business ■ Discuss how to effectively articulate differences in second and third line of defense programs to executive management and the Board of Directors

*All sessions are closed to the press. ■ Audio & video recording of all sessions is prohibited.
FMA reserves the right to amend program content without prior notification.*

Moderator: **Keith Watson** ■ Vice President,
Business Controls Manager ■
Fifth Third Bank

- › **Ryan Dirks, CPA, CRCM** ■ Senior Vice President, Senior Audit Director ■ Fifth Third Bank
- › **David Fehrenbacher, CRMA, FINRA Series 7** ■ Senior Vice President and Deputy Corporate Auditor ■ First Tennessee Bank, NA
- › **Charles F. McCallum III, CFP®** ■ Head of Operations, Private Wealth Management ■ SunTrust Bank
- › **Bao Q. Nguyen, CAMS, CFE, CRCP** ■ Director/Risk Advisory Services and Regulatory Compliance ■ Kaufman, Rossin & Co.

3:30 pm Coffee Break

3:45 pm **4. AML / OFAC Compliance**

Examine upcoming changes to customer due diligence and beneficial owner requirements ■ Explore FinCEN cyber-event guidance ■ Discuss OFAC landscape ■ Review the pending RIA AML proposal ■ Discuss compliance program best practices

Moderator: **Harry Chaffee, CFA** ■ Director of Compliance Support Services ■ Renaissance Regulatory Services, Inc.

- › **Rachel Dondarski** ■ Chief, Regulated Industries Oversight and Evaluation ■ Office of Foreign Assets Control
- › **Pamela Kwiatkoski** ■ Chief AML Officer—Broker/Dealer ■ PNC Financial Services
- › **Stephen J. Lurie** ■ Director/AML & Sanctions Practice ■ PricewaterhouseCoopers LLP


4:45 pm Coffee Break

5:00 pm **5. Peer Interactive Discussions**

(Open to all attorneys; closed to regulators / service providers...except as facilitators)

Participants will meet in small groups to discuss more in-depth a variety of issues and teach each other current best practices. Facilitators, mostly drawn from general session panelists, will be on hand to lead the sessions. Suggested topics are listed on the registration form.


6:00 pm Program Adjourns for the Day

6:00 pm Reception Sponsored by  GreenbergTraurig | 50th Anniversary

7:00 pm Group Dinners (off-site, optional)

Thursday, April 27

7:30 am FMA Registration Desk Opens


8:00 am Continental Breakfast Sponsored by  BROAD AND CASSEL
ATTORNEYS AT LAW

8:30 am **6. Regulatory Forum I: Banking**

Discover what's new for 2017—emerging issues/trends, enforcement updates and examiner priorities ■ Ask questions your boss wants answered

Moderator: **Malcolm P. Northam** ■ FMA Board Member ■ former FINRA Director of Fixed Income Regulation

- › **James M. Gallagher** ■ National Bank Examiner/ Large Bank Supervision ■ Comptroller of the Currency
- › **Michael W. Orange, CFIRS** ■ Senior Examination Specialist – Trust ■ Federal Deposit Insurance Corporation
- › **Jason D. Seiler, CFIRS** ■ Examiner/Asset and Wealth Management Team ■ Federal Reserve Bank of Atlanta

Morning Breaks Sponsored by  W|G|K
WIAND GUERRA KING

9:45 am Coffee Break

10:00 am **7. Senior Investors: Risk Management, Existing and Proposed Legislation and Rules**

Explore investment issues arising with elderly investors and types of financial abuse and exploitation ■ Discuss federal initiatives and enforcement actions ■ Examine existing state laws concerning elderly vulnerable investors and mandatory reporting ■ Examine state initiatives and enforcement actions ■ Explore financial institution initiatives and best practices ■ Discuss proposed legislation and pending FINRA Rules and NASAA Model Act

Moderator: **Daniel S. Newman** ■ Partner ■ Broad and Cassel

- › **Eric I. Bustillo** ■ Regional Director/Miami Regional Office ■ U.S. Securities and Exchange Commission
- › **Patricia E. Cowart** ■ Senior Company Counsel ■ Wells Fargo & Co.
- › **Lee Kell** ■ Chief, Bureau of Enforcement ■ Florida Office of Financial Regulation, Division of Securities
- › **William F. Reilly, Jr.** ■ Associate Director ■ Oyster Consulting, LLC

11:00 am Coffee Break

All sessions are closed to the press. ■ Audio & video recording of all sessions is prohibited.
FMA reserves the right to amend program content without prior notification.

- 11:15 am **8. Cross-Sell: What Banks and Broker-Dealers Need to Know**
Review common industry practices, regulatory enforcement and examinations, and potential pitfalls ■ Discuss conflicts management and control, supervision, governance
Moderator: Jeffrey S. Holik ■ Of Counsel ■ Shulman, Rogers, Gandal, Pordy & Ecker, P.A.
- Mitch Avnet ■ CEO and Managing Partner ■ Compliance Risk Concepts
 - Robert K. Jamieson ■ Attorney ■ Wiand Guerra King P.A.
 - Wesley Moore ■ Chief Executive Officer ■ Quarule, Inc.

12:15 pm Luncheon (on your own)

- 1:30 pm **9. Department of Labor Fiduciary Rule**
Review current developments impacting the Fiduciary Rule ■ Explore the transition from building a DOL compliant platform to operating a DOL compliant platform ■ Discuss requirements going into effect January 1, 2018
Moderator: Keith Watson ■ Vice President, Business Controls Manager ■ Fifth Third Bank
- Mark D. Griffin ■ Shareholder ■ Baker Donelson
 - Lisa Herrnson ■ Managing Director ■ PricewaterhouseCoopers LLP
 - James J. Rabenstine ■ Vice President – Chief Compliance Officer ■ Nationwide Financial Services


2:45 pm Coffee Break

- 3:00 pm **10. CCO Liability: Defining the True Standard of Care**
Fostering integrity ■ Building an effective compliance program ■ Preventing violations of law ■ Conducting a rules inventory ■ Molding Tone at the Top ■ Instilling a Culture of Compliance ■ Building and maintaining competency ■ Understanding the regulatory perspective
- Matthew S. Hardin ■ CEO ■ Hardin Compliance Consulting LLC (Moderator and Speaker)
 - Joy L. Aldridge ■ Owner / Consultant ■ Compliance Counsel LLC
 - Roomy Khan ■ President ■ Roomyk, LLC
 - Diane P. Novak ■ Owner and Principal ■ DPN Consulting Services

4:15 pm Coffee Break

- 4:30 pm **11. Peer Interactive Discussions**
(Open to all attorneys; closed to regulators / service providers...except as facilitators)
Suggested topics are listed on the registration form.

5:30 pm Program Adjourns for the Day

5:30 pm Reception Sponsored by  **HARDIN COMPLIANCE CONSULTING LLC**

6:30 pm Group Dinners (off-site, optional)

Friday, April 28

7:30 am FMA Registration Desk Opens

8:00 am Continental Breakfast Sponsored by  **FSDA**
Florida Securities Dealers Association

- 8:20 am **12. Regulatory Forum 2: Securities**
Discover what's new for 2017—emerging issues/trends, enforcement updates and examiner priorities ■ Ask questions your boss wants answered

- Moderator: Malcolm P. Northam ■ FMA Board Member ■ former FINRA Director of Fixed Income Regulation
- Cynthia Friedlander ■ Director/Fixed Income Regulation ■ FINRA
 - Glenn S. Gordon ■ Associate Regional Director, Enforcement/Miami Regional Office ■ U.S. Securities and Exchange Commission
 - Lee Kell ■ Chief, Bureau of Enforcement ■ Florida Office of Financial Regulation, Division of Securities
 - Donald K. Litteau ■ Associate Director/Office of Regulatory Programs ■ FINRA
 - Michael L. Post ■ General Counsel – Regulatory Affairs ■ Municipal Securities Rulemaking Board

9:50 am Coffee Break

- 10:00 am **13. Municipal Advisors – The Developing Framework**
Learn the latest about this developing regulatory framework ■ Hear about recent rulemaking and upcoming changes and guidance ■ Discuss the regulators' most recent priorities lists and compliance advisories ■ Consider takeaways from examination experiences ■ Assess multiple-regulator coordination and consistency ■ Explore emerging issues and trends

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FMA reserves the right to amend program content without prior notification.

Moderator: **Michael L. Post** ■ General Counsel – Regulatory Affairs ■ Municipal Securities Rulemaking Board

- › **Cynthia Friedlander** ■ Director/Fixed Income Regulation ■ FINRA
- › **Saliha Olgun** ■ Assistant General Counsel ■ Municipal Securities Rulemaking Board
- › **Dave Sanchez** ■ Senior Counsel ■ Norton Rose Fulbright US LLP
- › **Mary N. Simpkins** ■ Senior Special Counsel/Office of Municipal Securities ■ U.S. Securities and Exchange Commission



The Financial Markets Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.

Prerequisites: FMA recommends that attendees have at least 3 years of relevant experience in a field closely aligned to broker-dealer or banking compliance/audit/risk management. Such experience might include course work, regulatory or examiner job experience or similar professional work-related experience.

Advance Preparation: None ■ **Recommended CPE hours:** 18.5 (does NOT include pre-seminar workshop) ■ **Type of Delivery Method:** Group-Live ■ **Level of Learning:** Advanced ■ **Field of Study:** Auditing

Continuing Legal Education: CLE accreditation regulations vary from state to state. In past years, this program has been approved for CLE credits in numerous jurisdictions. When registering, indicate your interest in obtaining CLE and FMA will: 1) provide supplemental materials for the attorney to submit the CLE application; or 2) prepare and send in the application form(s) in the state(s) of your choice. Ask Dorcas Pearce for details. *State filing fees will be assessed to the individual(s).* At this time, approximately 15.5 CLE hours are projected in 60-minute states; 18.5 CLE hours in 50-minute states (does NOT include pre-seminar workshop—if attending this session, add two hours).

11:00 am Coffee Break

11:10 am **14. FinTech: Focus on Robo-Advisors**

Offering models: direct-to-consumer vs. advisor-enabled ■ Implications of DOL Fiduciary Rule to robo advice offerings ■ Vendor management and third party risk: partnering with startups ■ Reliance on algorithms and quantitative models

- › **Jared Shaw** ■ Financial Services Advisory ■ Ernst & Young (Moderator and Speaker)
- › **Charis Jones** ■ Senior Vice President and Deputy Chief Compliance Officer | Advisory Compliance ■ LPL Financial
- › **Diane P. Novak** ■ Owner and Principal ■ DPN Consulting Services

12:10 pm Program Adjourns

Seminar Sponsors



To Register:**Phone:** 202/544-6327 (ask for **Dorcas Pearce**)**Email:** dp-fma@starpower.net**Mail:** FMA: 333 2nd Street, NE – #104
Washington, DC 20002 (include check made payable to “Financial Markets Association”)**Online:** www.fmaweb.org**Hotel: B Ocean Hotel** – www.boceanfortlauderdale.com

■ 1140 Seabreeze Boulevard ■ Fort Lauderdale, FL 33316

■ 15 minutes from Fort Lauderdale International Airport and 55 minutes from Miami International Airport (non rush hour)

■ 954/524-5551 (main hotel # & also for Reservations ■ Reservations: 866/990-6826 (call center)—mention “FMA 2017 Compliance Seminar” when making your reservation to get FMA’s low group rate or go online at [FMA 2017 Compliance Seminar](#)

■ Rate: \$209 single/double ■ Last date for FMA’s low, group rate: April 4, 2017.

Name _____

Nickname (Badge) _____

Title _____

Dept _____

Firm _____

Address _____

FL/Ste/Mail Code _____

City/State/Zip _____

Phone _____

Email _____

 Check here if you plan to attend the optional pre-seminar workshop. Space is limited—pre-registration is required. Check here if you are requesting CLE / CPE accreditation (circle one) in the following state(s): _____

Please list any dietary restrictions/food allergies and/or ADA special needs/requests: _____

Methods of Payment... Payment **enclosed** with form **Invoice** my firm **Charge** my credit card (circle one)
(Visa / MasterCard / American Express)

Card# _____

Signature _____ Exp. Date _____

Prior to April 4, the Early Bird registration for FMA Members is \$995; \$1,195 for non-members. Please note...the non-member registration includes a one-year complimentary FMA membership. After April 4, the fees are \$1,195 and \$1,395. **Regulators**—call FMA and ask for the special government discount.**Team discounts are available**...first registrant from a firm pays full amount; each additional registrant pays \$799. **Please circle the correct amount.****Florida attendees**...ask about the 2-for-1 discount for in-state registrants.Payment is required, by check or credit card, prior to April 4. **No registration is considered final until payment is received.**

Cancellation policy requires a \$100 non-refundable processing fee for any cancellation before April 4; no refunds thereafter. Substitutes are always acceptable—please notify FMA beforehand of such substitutions and check-in at the FMA Registration Desk. FMA assumes no liability for travel/lodging costs by the attendee in the event the program is canceled. For information regarding administrative policies (i.e., complaints or refunds), please contact FMA at 202/544-6327 and ask for Dorcas Pearce.

Peer Group Discussions: Please review the suggested peer discussion topics below and check (✓) 4 preferred selections. AML/OFAC Ask the Regulators Broker-Dealer Compliance Hot Topics CCO Liability Complex/Alternative Products Compliance Issues Compliance Risk Management Cross-Selling Customer Due Diligence Cybersecurity DOL Fiduciary Rule Evolving Role of Compliance FinTech Compliance Institutional Compliance Sales Internal Audit Hot Topics Key 2017 Legislative and Regulatory Initiatives Managing Remote Offices and Employees Municipal Advisors Municipal Bond Pricing and Disclosure Issues Registered Investment Advisers Retail Sales Hot Topics Senior Investor Protections Social Media and Advertising Surviving a Regulatory Exam/Investigation

FINANCIAL MARKETS ASSOCIATION

Watch for This Upcoming
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Conference**

October 25 - 26, 2017 ■ Washington, DC

About FMA

The Financial Markets Association is a not-for-profit educational association dedicated to providing the financial services industry with high-level, independent capital markets education, including: legislative and regulatory updates; securities dealer and public finance compliance; trading risk management; and retail and institutional sales compliance.

For information about FMA and its activities, contact Dorcas Pearce at 202/544-6327 or dp-fma@starpower.net.