

Announcing FMA's 25th Annual

SECURITIES COMPLIANCE SEMINAR

April 20–22, 2016

InterContinental Chicago Magnificent Mile Hotel
Chicago, Illinois *(Note change of venue.)*

Satisfy
CPE / CLE
Requirements!

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

Save \$200...Register before March 29.

Who Should Attend

- Compliance Professionals
- Internal Auditors
- Risk Managers
- Capital Markets Specialists

and...

- Registered Investment Advisers
- Broker-Dealer Managers
- Attorneys
- Regulators

Securities Compliance Seminar Planning Committee

Mark T. Carberry
Executive Director
J.P. Morgan

James Connors, CAMS, CRMA
Senior Audit Manager
Wells Fargo Audit Services

Eric Hamilton
FINOP | Kuehl Capital Corp.
Compliance Consultant | Hamilton Associates, P.C.

Matthew S. Hardin
CEO
Hardin Compliance Consulting LLC

Annie Hsu
Managing Director,
Head of Global Markets Compliance
BNP Paribas

Vaughn B. Swartz
Executive Vice President
Rabobank



TO REGISTER—

Call—202/544-6327

Email—dp-fma@starpower.net

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

Online—www.fmaweb.org



FINANCIAL MARKETS ASSOCIATION

Learning Objective: By attending this seminar, participants will acquire an understanding of (as well as tools for dealing with) the challenges and regulatory “hot button” priorities currently facing compliance professionals, risk managers, internal auditors, and attorneys in the banking and securities industries. The focus is on current compliance topics, new rules or interpretations and regulatory developments. Attendees are given the opportunity to sharpen their skills through general, workshop and interactive sessions with their peers, industry leaders and regulators.

Wednesday, April 20

8:30 am **Pre-Seminar Interactive Workshop—** (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—such as hot topics from the SEC’s and FINRA’s examination priority lists; how to evaluate a firm’s compliance culture and control environment; preparing for increased surveillance of fixed income order handling, markups and disclosures; ways to help prevent elder abuse without violating privacy rules; best practices for reducing compliance officer liability and more—based on the needs 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.

- **Christine M. Kaufman** ■ Chief Operating Officer/Director ■ **Impact Consultants, Inc.**

10:45 am Workshop Adjourns

An additional \$125 fee will apply.

2016 Securities Compliance Seminar

10:00 am FMA Registration Desk Opens

11:00 am Deli Lunch

11:25 am Welcome and Opening Remarks

- **Mark T. Carberry** ■ Executive Director ■ **J.P. Morgan**

11:30 am **1. Key 2016 Legislative and Regulatory Initiatives**

Review current developments affecting securities broker-dealers, investment advisors and wealth managers, and commercial banks’ capital markets activities ■ Identify hot topics and around the corner issues arising from legislative and regulatory developments, international regulation, and pertinent court cases

- **Russell J. Bruemmer** ■ Retired Partner & Chair/Financial Institutions Group ■ **WilmerHale** (Moderator & Speaker)
- **Jeffrey S. Holik** ■ Shareholder ■ **Shulman, Rogers, Gandal, Pordy & Ecker, P.A.**

- **Michele Meyer** ■ Director ■ **Promontory Financial Group, LLC**

- **Tanya Solov** ■ Director ■ **Illinois Securities Department**

12:45 pm Refreshment Break

1:00 pm **2. Cybersecurity Risk Oversight: Leveraging the “Three Lines of Defense”**

Discuss the “three lines of defense” risk management model, and explore how this can help strengthen your cybersecurity program ■ Identify your threats—internal and external ■ Analyze stakeholder expectations—your Board, regulators, customers, and others ■ Essentials of good cybersecurity—how cybersecurity frameworks can help, or hinder, your efforts ■ A cybersecurity incident has happened—explore strategies for effective incident investigation, response and disclosure ■ Cyber insurance—do I need it, and if so, what are my options? ■ Third party vendors—why understanding your weakest link matters ■ Review effective business continuity planning trends in today’s increasingly sophisticated interconnected technology landscape

Moderator: **Mark T. Carberry** ■ Executive Director ■ **J.P. Morgan**

- **Steve Bridges** ■ Senior Vice President, Cyber/E&O Practice ■ **JLT Specialty USA**
- **Rebecca Chmielewski** ■ Vice President, Supervision and Regulation ■ **Federal Reserve Bank of Chicago**
- **James T. Enstrom** ■ Vice President and Chief Audit Executive ■ **Chicago Board Options Exchange**
- **Kristofer Swanson, CPA, CFF, CFE, CAMS** ■ Vice President and Leader, Forensic & Cyber Investigations ■ **Charles River Associates**
- **Liisa M. Thomas** ■ Partner & Chair/Privacy and Data Security Practice ■ **Winston & Strawn LLP**

2:15 pm Refreshment Break

2:30 pm **3. Internal Audit Hot Topics and Emerging Risks**

Explore fraud risk concepts and ethical challenges in the financial industry ■ Discuss the role Audit can play in identifying enterprise risks and providing strategic insights

Moderator: **James Connors, CAMS, CRMA** ■ Senior Audit Manager ■ **Wells Fargo Audit Services**

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.

- **Gina M. Adelpia** ■ Senior Vice President, Audit Services ■ Northern Trust Corporation
- **Neil E. Bohlen, CIA, CAMS** ■ Senior Audit Manager, Wealth & Investment Management Audit Team ■ Wells Fargo Audit Services
- **Jason P. Cahaly, CIA, CRMA** ■ Senior Vice President/Global Banking Audit Director ■ Bank of America

3:45 pm Refreshment Break

4:00 pm **4. AML 15 Years Later—Where Are We?**

Discuss the changing face of terrorism and its effect on AML efforts and responsibilities ■ Examine the impact of the proposed Treasury regulations for RIAs ■ Explore trending areas of Examination ■ Review evolving AML Risk Assessments

Moderator: **Eric Hamilton** ■ FINOP ■ Kuehl Capital Corp. | Compliance Consultant ■ Hamilton Associates, P.C.

- **Doug Hoffman** ■ Director, Compliance ■ First National Bank of Omaha
- **Kaitlin Lemmo, CAMS** ■ Senior Manager, Regulatory Risk Consulting ■ Protiviti, Inc.

5:00 pm Refreshment Break

5:15 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, drawn from general session panelists, will be on hand to lead the sessions. Suggested topics are listed on the registration form.

6:15 pm Program Adjourns for the Day

6:15 pm Welcoming Reception ...



7:15 pm Group Dinners *(off-site, optional)*

- **Cynthia Friedlander** ■ Director/Fixed Income Regulation ■ FINRA
- **Daniel R. Gregus** ■ Associate Regional Director, Broker-Dealer Examinations/Chicago Regional Office ■ U.S. Securities and Exchange Commission *(Invited)*
- **Donald K. Litteau** ■ Associate Director/Office of Regulatory Programs ■ FINRA
- **Michael L. Post** ■ General Counsel—Regulatory Affairs ■ Municipal Securities Rulemaking Board

10:00 am Refreshment Break

10:15 am **7. Retail Securities Hot Topics**

Examine broker compensation and conflicts management ■ Discuss supervision and compliance culture ■ Explore complex products—suitability and concentration ■ Identify strategies for managing issues arising with senior and vulnerable investors/clients ■ Discuss approaches for establishing/nurturing an effective supervision program and compliance culture

Moderator: **Jeffrey S. Holik** ■ Shareholder ■ Shulman, Rogers, Gandal, Pordy & Ecker, P.A.

- **William F. Reilly, Jr.** ■ Associate Director ■ Oyster Consulting, LLC
- **Jeffrey D. Suhanic** ■ SVP and CCO ■ PNC Investments, LLC
- **Ed Wegener, CRCP** ■ Senior Vice President & Midwest Regional Director ■ FINRA

11:30 am Refreshment Break

11:45 am **8. Compliance Risk Management: Culture of Compliance**

Compliance risk assessments vs. other risk assessments ■ How to measure the culture of Compliance? ■ Are “metrics” appropriate to measure conduct risk, reputational risk, compliance risk, legal risk, etc.?

Moderator: **Annie Hsu** ■ Managing Director, Head of Global Markets Compliance ■ BNP Paribas

- **Susan Ameel** ■ Director ■ Deloitte & Touche LLP
- **Andrew Mannarino** ■ Director/Compliance ■ Citadel Securities, LLC
- **Jim Reilly** ■ Managing Director, Chief Compliance Officer ■ TD Ameritrade

12:45 pm Luncheon *(on your own)*

Thursday, April 21

7:30 am FMA Registration Desk Opens

8:00 am Continental Breakfast

8:30 am **6. Regulatory Forum 1: Securities**

Discover what’s new for 2016—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

2:00 pm **9. Institutional Compliance: Defining the CCO’s Role in 2016**
Examine dual registrant considerations ■ Discuss regulation by enforcement ■ Explore firm risk management and compliance culture/conflict management ■ Marketing disclosure: structured products/ETFs/mutual funds ■ Assessing market-wide risks/liquidity controls/illiquid securities ■ Evaluate supervisory controls/desk-based supervision vs compliance ■ Identify financial and operational controls ■ Discuss market integrity/trading compliance/market access rules/OTC transparency ■ Managing regulatory risk for ERISA fiduciaries/public pension advisers ■ Determining conflicts for private fund advisers/side-by-side management

Moderator: **Matthew S. Hardin** ■ CEO ■ **Hardin Compliance Consulting LLC**

- **Joy L. Aldridge** ■ Owner / Consultant ■ **Compliance Counsel LLC**
- **Steve Brown** ■ Director, Financial Services Risk and Regulatory Practice ■ **PricewaterhouseCoopers Advisory Services LLC**
- **James J. Rabenstine** ■ VP—Chief Compliance Officer ■ **Nationwide Financial Services**

3:15 pm Refreshment Break

3:30 pm **10. Registered Investment Advisers**
Review of recent releases and no-action letters ■ Update on SEC examinations ■ Analysis of SEC enforcement priorities, including cybersecurity and share class usage in managed programs, ADV Disclosures, WRAP Programs ■ Outline compliance best practices—Rule 206(4)-7 testing, portfolio reviews, policies, code of ethics, ADV disclosures, WRAP Programs ■ Identify trending municipal advisor issues

Moderator: **Mark T. Carberry** ■ Executive Director ■ **J.P. Morgan**

- **James Downing** ■ Chief Compliance Officer ■ **BMO Harris Financial Advisors**
- **Jeannie Lewis** ■ Senior Compliance Counsel/Investment Management Division ■ **William Blair & Company, L.L.C.**
- **David W. Porteous** ■ Chair—Investment Management Group ■ **Faegre Baker Daniels LLP**

4:30 pm Refreshment Break

4:45 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.

5:45 pm Program Adjourns for the Day

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

Friday, April 22

7:30 am FMA Registration Desk Opens

8:00 am Continental Breakfast

8:30 am **12. Regulatory Forum 2: Banking**

Discover what’s new for 2016—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**
- **Komi B. Ketedji** ■ Assistant Vice President, Supervision and Regulation ■ **Federal Reserve Bank of Chicago**
- **Michael W. Orange, CFIRS** ■ Senior Examination Specialist—Trust ■ **Federal Deposit Insurance Corporation**

9:45 am Refreshment Break

10:00 am **13. Social Media and Advertising**
Navigating the evolving regulatory and technology landscape ■ Designing an effective compliance approach for static versus dynamic content ■ Effectively executing a supervision framework, filing and recordkeeping system, and addressing third party content and State privacy laws ■ Keeping pace with best practices and advancing your competitive advantages

Moderator: **Vaughn B. Swartz** ■ Executive Vice President ■ **Rabobank**

- **Joanna Belbey** ■ Social Media and Compliance Specialist ■ **Actiance, Inc.**
- **Al Raymond, CIPP/US/C, CISSP** ■ Specialist Leader, Privacy and Data Protection ■ **Deloitte & Touche LLP**

11:00 am Refreshment Break

11:15 am **14. The Evolving Role of Compliance and CCO Liability**

Examine evolving standards and expectations for compliance programs and compliance officers ■ Review recent regulatory guidance on the role of compliance ■ Discuss reporting lines and relationships among compliance, other control functions, and the front office ■ Examine enforcement trends involving compliance and legal professionals

Moderator: **Vaughn B. Swartz** ■ Executive Vice President ■ **Rabobank**

- **Yoon-Young Lee** ■ Partner & Chair/Broker-Dealer Compliance and Regulation Practice Group ■ **WilmerHale**
- **Christina Petrou** ■ Chief Compliance Officer ■ **TD Securities (USA) LLC**
- **Andrew Tino** ■ Senior Vice President & Director of Broker-Dealer and Capital Markets Compliance ■ **PNC Financial Services Group**

12:15 pm Program Adjourns

Seminar Sponsors



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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 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.learningmarket.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: **19** (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 **16** CLE hours are projected in 60-minute states; **19*** CLE hours in 50-minute states (does NOT include pre-seminar workshop). Including the pre-seminar workshop, **18** CLE hours are anticipated in 60-minute states and **21.5*** CLE hours in 50-minute states.

*Contact FMA for more information.



photo ©City of Chicago

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

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: InterContinental Chicago Magnificent Mile Hotel

(please note change in venue) ■ www.icchicagohotel.com ■
505 N. Michigan Avenue ■ Chicago, IL 60611 ■ 40 minutes
from O’Hare International Airport and 30 minutes from
Midway Airport (non rush hour) ■ 312/944-4100 (main
hotel #) ■ **Reservations: 800/628-2112**—mention Financial
Markets Association or group code JV2 when making your
reservation by phone to get FMA’s low group rate or go online
to FMA’s dedicated weblink at <https://goo.gl/P96R2i> ■

Rate: \$199 single/double ■ Last date for FMA’s group rate:
March 29, 2016.

Name _____

Nickname (Badge) _____

Title _____

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Address _____

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City/State/Zip _____

Phone _____

Email _____

Check here if you plan to attend the optional pre-seminar
workshop. An additional \$125 fee will apply.

Check here if you are requesting CLE / CPE accreditation
(circle one) in the following state(s): _____

Please list any dietary restrictions/allergies and/or 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 March 29, 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 March 29, the fees are \$1,195 and \$1,395.
Regulators—call FMA and ask for the special discount.

Team discounts are available...first registrant from a firm
pays full amount; each additional registrant pays \$799. **Please
circle the correct amount.**

**Payment is required, by check or credit card, prior to
April 8. No registration is considered final until payment is
received.**

Cancellation policy requires a \$100 non-refundable processing
fee for any cancellation before March 29; 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
- Ask the Regulators
- Best Practices for Investment
Advisers
- Broker-Dealer Compliance Hot Topics
- Complex/
Alternative Products Compliance Issues
- Compliance Risk
Management
- Compliance Issues for Elderly Clients
- Customer Due Diligence
- Cybersecurity
- Evolving Role
of Compliance/CCO Liability
- Institutional Compliance
- Internal Audit Hot Topics/Emerging Risks/Fraud Awareness
- Key 2016 Legislative and Regulatory Initiatives
- Managing
Remote Offices and Employees
- Municipal Bond Pricing and
Disclosure Issues
- New Fiduciary Standard
- Registered
Investment Advisers
- Social Media and Advertising
- Surviving a Regulatory Exam/Investigation
- Understanding
Municipal Advisor Regulations and Examinations



FINANCIAL MARKETS ASSOCIATION

Watch for This Upcoming
FMA Program

Legal & Legislative Issues Conference
November 3-4, 2016

Hyatt Regency Washington ■ 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.