

Announcing FMA's 34th Annual

Securities Compliance Seminar

1/21/25

Satisfy
CLE
Requirements

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Florida attendees...
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special discount.**

April 23 – 25, 2025

B Ocean Hotel

Fort Lauderdale, Florida

Save \$200 – Register before April 9

Who Should Attend

- **Compliance Professionals**
 - **Risk Managers**
 - **Internal Auditors**
 - **Capital Market Specialists**
- and...
- **Investment Advisers**
 - **Broker-Dealer Managers**
 - **Regulators**
 - **Attorneys**

To Register—

Call—919/494-7479

Email—dp-fma@starpower.net

**Mail—111 W. College Street
Franklinton, NC 27525**

Online—www.fmaweb.org

Securities Compliance Seminar Planning Committee

Louis Dempsey (CRCP, CSCP, CAMS)
President
Renaissance Regulatory Services, Inc.

Gary Klein
Vice President
Fifth Third Bank

Bill Reilly
Director
Oyster Consulting, LLC

Matt White (CIPP/US, CIPP/E, CIPT, CIPM, PCIP)
Shareholder
Baker Donelson

Additional Moderators

Tiffany A. Buxton ■ FINRA

James Connors ■ Wells Fargo Internal Audit

Jorge Rey ■ Kaufman Rossin & Co.

Greta Trotman ■ Shutts & Bowen LLP

Michael Wheatley ■ Paul Hastings LLP



FINANCIAL MARKETS ASSOCIATION

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 and interactive sessions with their peers, industry leaders and regulators.

Wednesday, April 23

11:00 am FMA Registration Desk Opens

12:10 pm Welcome and Opening Remarks

12:15 pm **1. Key 2025 (and Beyond) Legislative and Regulatory Initiatives**

How the Trump administration may change regulation in the marketplace and potentially affect the Fed and interest rates ■ Overview of persistent compliance issues and challenges dealing with cybersecurity and technology governance; AML considerations; trading rules and regulations; cryptocurrency; outside business activities and private securities transactions; communications with the public; and Reg BI ■ SEC, FINRA and bank regulator enforcement focus and approach

➤ **Mitchell Atkins, CRCP** ■ Founder & Principal ■ **FirstMark Regulatory Solutions, Inc.**

➤ **Carl Fornaris** ■ Partner & Co-Chair, Financial Services Practice ■ **Winston & Strawn LLP**

➤ **Additional Speakers to be Announced**

1:15 pm Networking Break

1:30 pm **2. Off-Channel Communications – Present and Future**

Legal framework, including related recordkeeping obligations ■ Current regulatory trends and expectations regarding electronic communications and off-channel communications and recordkeeping ■ Recent regulatory actions, lessons learned and regulatory expectations ■ Industry responses to off-channel communications and recordkeeping, and internal investigations and reviews ■ Guidance and best practices

Moderator: **Greta Trotman** ■ Partner ■ **Shutts & Bowen LLP**

➤ **Carlos González-Stawinski** ■ Managing Director/President ■ **CIMA Financial Regulation Consultants**

➤ **M. Carolina Rivas** ■ Chief Compliance Officer ■ **Bci Securities, Inc.**

2:30 pm Networking Break

2:45 pm **3. Cash Sweep Programs**

SEC enforcement action theories and remedies ■ Conflicts of interest associated with cash sweep programs ■ Red flags and practices the SEC has focused on in reviewing cash sweep programs ■ Bank concerns/BD concerns

Moderator: **Gary Klein** ■ Vice President ■ **Fifth Third Bank**

➤ **Jarrett Jacobs** ■ Chief Compliance Officer ■ **Fifth Third Securities**

➤ **Michael B. Koffler** ■ Partner ■ **Eversheds Sutherland (US) LLP**

➤ **Dan Newman** ■ Partner ■ **Nelson Mullins**

3:45 pm Networking Break

4:00 pm **4. AML Converging Requirements**

FinCEN targets RIAs – an update on the RIA AML requirements ■ Affiliated and dual registrants – how do responsibilities overlap or do they? ■ Best practices – leveraging in/out house resources ■ What’s in that SAR? Did you forget something important? ■ The coming age of crypto! The moment we’ve all been waiting for?

Moderator: Louis Dempsey CRCP, CSCP, CAMS ■ President ■ **Renaissance Regulatory Services, Inc.**

➤ **Kerry Finegan** ■ Chief, Securities Division Enforcement ■ **Office of Financial Regulation**

➤ **FinCEN Representative, U.S. Department of the Treasury** (*Invited*)

➤ **FINRA Representative** (*Invited*)

5:00 pm Networking Break

5:15 pm **5. Cybersecurity: Top Trends, Tactics, and Threats**

Top cybersecurity predictions for 2025—an in-depth look ■ Emerging and evolving cybersecurity threats ■ Key cybersecurity trends shaping the future ■ Managing evolving legal and regulatory risks ■ Proven best practices for staying ahead of cyber threats ■ Gain the knowledge and tools you need to navigate the ever-changing world of cybersecurity with confidence

Moderator: Matt White, CIPP/US, CIPP/E, CIPT, CIPM, PCIP ■ Shareholder & Co-Chair, Financial Services Cybersecurity and Data Privacy Team ■ **Baker Donelson**

➤ **Svetlana Evgenevna Braunscheidel, JD, LLM** ■ General Counsel, VP – Operations ■ **PNG Cyber**

➤ **Mark Bruns** ■ Chief Information Security Officer ■ **FirstBank**

➤ **Aldo M. Leiva** ■ Shareholder and Data Protection, Privacy and Cybersecurity Team ■ **Baker Donelson**

6:15 pm Program Adjourns for the Day

6:15 pm Welcoming Reception ...*Sponsored by*

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



Thursday, April 24

7:30 am FMA Registration Desk Opens

8:00 am Continental Breakfast

8:30 am **6. Regulation BI**

Reg BI under a new SEC Chair ■ Trends and developments in FINRA and SEC enforcement involving Reg BI ■ Addressing the SEC's Reg BI examination priorities ■ Considerations for dual registrants ■ Federal and state standard of care developments ■ Practical tips for applying Reg BI and compliance

Moderator: Michael Wheatley ■ Of Counsel ■ Paul Hastings LLP

➤ **Speakers to be Announced**

9:30 am Networking Break

9:45 am **7. Elder and Vulnerable Adult Financial Exploitation**

Assess factors for working with regulators and adult protective services ■ Discuss compliance policy, procedure, and training best practices ■ Florida Office of Financial Regulation notification of delay process ■ Addressing relevant statistics ■ Identifying how aging, emotional triggers, and situational stressors inform best practices and resources for financial fraud prevention ■ Assessing demographic data to highlight key financial risks for older adults

Moderator: Gary Klein ■ Vice President ■ Fifth Third Bank

➤ **Louis Dempsey CRCP, CSCP, CAMS** ■ President ■ Renaissance Regulatory Services, Inc.

➤ **Anna Dennis** ■ Financial Administrator ■ Florida Office of Financial Regulation

➤ **Barbara Micheletti, M.Sc., BFA™** ■ Founder / Founding Member ■ Interrupting Aging / The Moonshot Initiative Think Tank

10:45 am Networking Break

11:00 am **8. Internal Audit – Adding Strategic Value to Your Organization**

Auditing artificial intelligence – “it’s here!” ■ Fraud – latest schemes impacting your customers ■ Cybersecurity – requirements and how to audit ■ Audit innovation – “what are your data analytics capabilities, and some practical approaches to start with” ■ Auditing data – “how do you know your data is complete and accurate?”

Moderator: James Connors ■ Managing Director ■ Wells Fargo Internal Audit

➤ **Speakers to be Announced**

12:00 pm Luncheon

1:00 pm **9. Enhancing Operational & Cybersecurity Resiliency Through Artificial Intelligence**

Understanding the core concepts of operational resiliency and its importance in financial organizations ■ Considerations and best practices in AI adoption for operational resilience ■ The future of AI in building adaptive systems capable of withstanding unpredictable challenges ■ Real-time decision-making with AI: enhancing agility and responsiveness during operational disruptions

Moderator: Jorge Rey ■ Principal, Cybersecurity & Compliance ■ Kaufman, Rossin & Co.

➤ **Speakers to be Announced**

2:00 pm Networking Break

2:15 pm **10. The Marketing Rule – Two + Years Later**

Cases and lessons learned – an assessment of the cases brought by the SEC and ways to avoid pitfalls
■ Overlap with FINRA Advertising – how does the marketing rule overlap with FINRA 2210 – communications
■ Policy and procedure best practices – developing effective policies, supervisory procedures
■ Marketing workflows – systems and services for managing workflows
■ Using AI to IA – providing investment advice

Moderator: **Louis Dempsey CRCP, CSCP, CAMS** ■ President ■ **Renaissance Regulatory Services, Inc.**

➤ **Trish Flynn** ■ Vice President, Compliance ■ **Prudential**

➤ **Christine Ayako Schleppegrell** ■ Partner ■ **Morgan, Lewis & Bockius LLP**

➤ **Jennifer Selliers** ■ Senior Consultant ■ **Renaissance Regulatory Services, Inc.**

3:15 pm Networking Break

3:30 pm **11. Identifying Challenges and Developing Effective WSPs for Outsourcing to Third-Party Vendors**

Reg. S-P Rule updates – vendor management & incident response ■ FINRA Advisory Notices to Members and Regulatory Notice(s)
■ Developing effective WSPs to address selection, ongoing monitoring and meeting performance measures
■ Assigning risk to third-party vendors
■ Vendor offboarding
■ Common challenges and examination findings
■ Emerging risk: Artificial Intelligence (AI)

➤ **Bill Reilly** ■ Director ■ **Oyster Consulting, LLC** (*Moderator and Speaker*)

➤ **Keith Bettencourt** ■ Director, Cyber and Analytics Unit ■ **FINRA**

➤ **Loren Lopez, CP, FRP** ■ Senior Director, Vendor Management & Senior Paralegal ■ **TradeStation Securities, Inc.**

➤ **FINRA Representative** (*Invited*)

4:30 pm Program Adjourns for the Day

5:00 pm Water Taxi Reception & Tour Cruise

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

Friday, April 25

7:30 am FMA Registration Desk Opens

8:00 am Continental Breakfast

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

Join representatives from FINRA, the SEC, the MSRB and other regulators for a discussion of current examination priorities and emerging issues

➤ **Tiffany A. Buxton** ■ Senior Director/Fixed Income Regulation ■ **FINRA** (*Moderator and Speaker*)

➤ **Joseph Brady** ■ Executive Director ■ **NASAA**

➤ **Shawn O’Neill** ■ Examination Director ■ **FINRA**

➤ **MSRB Representative** *(Invited)*

➤ **SEC Representative** *(Invited)*

9:45 am Networking Break

10:00 am **13. AI in the Financial Industry: Balancing Innovation, Risk, and Regulation**

Explore the critical issues, emerging trends, and essential best practices financial institutions need to understand about artificial intelligence ■ Unleashing AI’s transformative potential in financial services ■ Mastering the regulatory maze: what financial institutions need to know ■ Mitigating AI risks: from Compliance to Governance and beyond ■ Evaluating the future of trust in Financial AI: transparency, fairness and ethics

Moderator: **Matt White, CIPP/US, CIPP/E, CIPT, CIPM, PCIP** ■ Shareholder & Co-Chair, Financial Services Cybersecurity and Data Privacy Team ■ **Baker Donelson**

➤ **Howard S. Burnston** ■ Senior Vice President – Senior Corporate Counsel ■ **First Horizon Bank**

➤ **Alex Koskey, CIPP/US, CIPP/E, PCIP** ■ Shareholder ■ **Baker Donelson**

11:00 am Networking Break

11:15 am **14. Identifying Issues and Developing Effective WSPs for Remote Supervisory Locations and Other Remote Locations**

COVID restrictions begin in March 2020 and Firms gear up for remote office locations ■ Technological and Supervisory challenges ■ Remote office examinations conducted by both firms and regulators ■ FINRA releases reference remote office and remote locations supervision and examinations ■ Need to develop WSPs and include in risk assessments and BCPs, including technological enhancements ■ FINRA issues Remote Inspections Pilot Program effective July 1, 2024 ■ Common challenges and findings with remote inspections ■ Best practices for remote supervision

➤ **Bill Reilly** ■ Director ■ **Oyster Consulting, LLC** *(Moderator and Speaker)*

➤ **Melinda Wolfe** ■ Chief Compliance Officer ■ **Kovack Securities Inc.**

➤ **FINRA Representative** *(Invited)*

12:15 pm Program Adjourns

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

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 (if the application fee for the sponsor to submit is greater than for the attorney); 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 may be assessed to the individual(s). At this time, approximately **14.25** CLE hours are projected in 60-minute states; **17.0** CLE hours in 50-minute states (depending on if the state rounds up or down to the nearest tenth, quarter or half point).

Additional accreditations, such as CPE (among others): FMA’s educational programs are designed to fulfill the continuing education needs of professionals in the financial services industry. Contact Dorcas Pearce at 919/494-7479 or dp-fma@starpower.net for more information. She will assist you in filing applications in the individual states.

Please share with your colleagues/contacts in: ___ Compliance ___ Audit ___ Risk Management ___ Legal

To Register:

Phone: 919/494-7479 (ask for **Dorcas Pearce**)
Email: dp-fma@starpower.net
Mail: FMA: 111 W. College Street
Franklinton, NC 27525 (include check
made payable to "Financial Markets
Association")
Online: www.fmaweb.org

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◆ 1140 Seabreeze Boulevard ◆ Fort Lauderdale,
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15 minutes from Fort Lauderdale International
Airport and 55 minutes from Miami International
Airport (non rush hour—add 15-20 minutes for
rush hour) ◆ **Reservations:** Contact Jodelcia
Joseph at 954/245-3853 (M-F 9a-5pm, off hours
please leave a message or go online at

2025 Compliance Seminar

(dedicated weblink) ◆ **Rate:** \$199 single/double.
Additional room options (ocean views, suites) are
available at a higher cost. ◆ **Last date for
FMA's group rate: March 31, 2025.**

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Prior to April 9, the Early Bird **2-for-1 special offer** registration
for FMA Members is **\$995; \$1,195** for non-members. Please
note...the non-member registration includes a **complimentary** FMA
membership. After April 9, the fees are \$1,195 and \$1,395.

Regulators—call FMA and ask for the special government
discount.

Florida attendees...ask about the **additional 3-for-1**
special discount for in-state registrants.

**Payment is required, by check or credit card, prior to
April 9. No registration is considered final until payment is received.**

Cancellation policy requires a \$100 non-refundable processing fee for
any cancellation before April 9; no refunds thereafter. Substitutes are
always acceptable—please notify FMA beforehand of such substitutions
and check-in at the FMA Registration Desk onsite. 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 919/494-7479 and ask for
Dorcas Pearce.

About FMA

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association providing financial institutions and their affiliated
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compliance, audit, risk management, legislative and legal
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For information about FMA and its activities, contact Dorcas
Pearce at 919/494-7479 or dp-fma@starpower.net –
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