

September 14, 2017

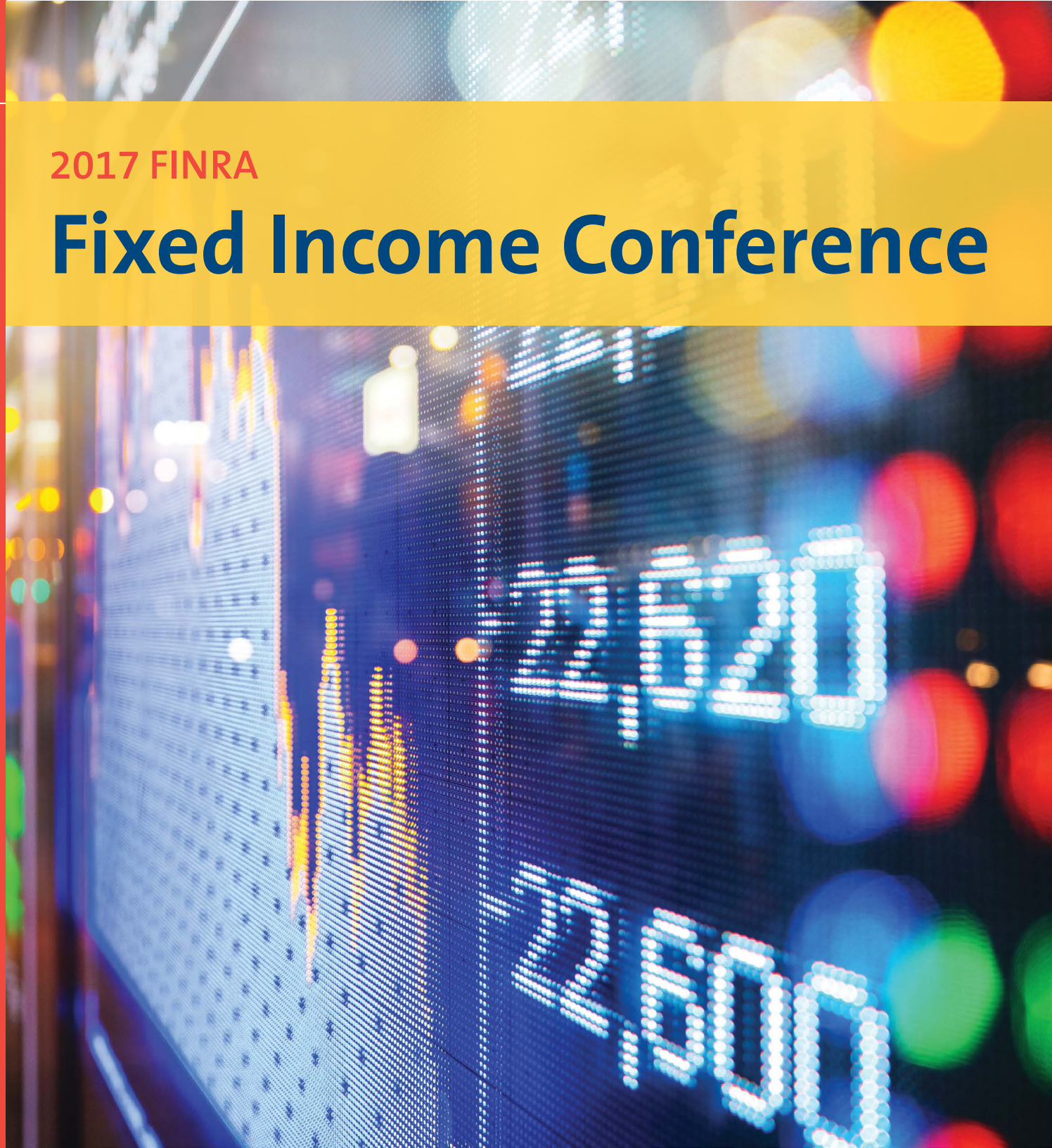
Dallas, TX

2017 FINRA

Fixed Income Conference

Regulatory Priorities. Market Dynamics.

This conference brings together fixed income professionals from broker-dealers and banks from across the country to discuss key issues and address challenges impacting the fixed income market and how firms are responding.



Agenda

Continuing Education (CE) Credits

Attendance to this conference qualifies for Certified Regulatory and Compliance Professional™ (CRCP™), Certified Financial Planner (CFP) continuing education credits and Continuing Legal Education (CLE) continuing education credits.

CLE attendees will receive a five (5)-credit CLE CE voucher from NACLE (National Academy of Continuing Legal Education) for attending the Fixed Income Conference.

Wednesday, September 13	
5:00 p.m. – 7:00 p.m.	Registration
5:00 p.m. – 7:00 p.m.	Networking Reception
Thursday, September 14	
7:00 a.m. – 5:00 p.m.	Registration
7:00 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 8:35 a.m.	Welcome Remarks <ul style="list-style-type: none"> • Christopher Stone, FINRA Transparency Services
8:35 a.m. – 9:15 a.m.	Keynote Address <ul style="list-style-type: none"> • Thomas Ricketts, Incapital LLC
9:15 a.m. – 9:30 a.m.	Networking Break
9:30 a.m. – 10:30 a.m.	Best Execution: How to Leverage Innovative Technology <ul style="list-style-type: none"> ▶ This session focuses on best execution guidance. Panelists discuss firm polices, how they are assessing best execution and changes they have implemented. Panelists also highlight new technology used to manage data. <p>Moderator:</p> <ul style="list-style-type: none"> • Lori Walsh, FINRA Office of the Chief Economist <p>Panelists:</p> <ul style="list-style-type: none"> • Nick Goetze, Raymond James Financial, Inc. • Tony Hallinger, Pershing LLC • Steven Rueb, Dorsey & Company Inc. • Carl Tugberk, Municipal Securities Rule Making Board (MSRB)



Agenda continued

Exhibitors

Conference exhibitors showcase a range of products and services for broker-dealer firms. Current exhibitors include:

- ▶ Global Relay
- ▶ Renaissance Regulatory Services, Inc.
- ▶ S3
- ▶ The Karn Group Inc.

FINRA has a limited number of exhibitor opportunities remaining for this conference. To secure your participation, contact Jeffrey Arcuri at (508) 759-8180 or email Jeff.Arcuri@finra.org to request a conference exhibitor package.

10:30 a.m. – 10:45 a.m.	Networking Break
10:45 a.m. – 11:45 a.m.	Market Structure: What Are the Major Developments Impacting U.S. Fixed Income Markets?
	<p>▶ During this session, FINRA staff and industry practitioners discuss current developments and future trends in the fixed income market, including implementation of TRACE reporting for U.S. Treasury securities and fixed income market structure issues.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Elliot Levine, FINRA Transparency Services <p>Panelists:</p> <ul style="list-style-type: none"> • John Fechter, Wells Fargo Advisors • Linde Murphy, M.E. Allison & Co., Inc. • Joseph Hemphill, Regional Brokers Inc.
11:45 a.m. – 12:45 p.m.	Networking Lunch
12:45 p.m. – 1:00 p.m.	Dessert With Exhibitors
1:00 p.m. – 2:00 p.m.	Examination and Enforcement Updates
	<p>▶ This session covers FINRA's fixed income-related examination priorities, findings and enforcement cases. Panelists discuss recent enforcement cases as well as provide real examples of firm reviews. Panelists also highlight common examination findings and share lessons learned.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Patrick Geraghty, FINRA Market Regulation, Fixed Income <p>Panelists:</p> <ul style="list-style-type: none"> • Gene Davis, FINRA New Orleans District Office • Tina Gubb, FINRA Market Regulation • Gina Petrocelli, FINRA Enforcement

Agenda continued

Demos

Meet with FINRA and MSRB specialists for system demonstrations, hands-on training and tips for using:

- ▶ MuniEdPro™;
- ▶ Report Center; and
- ▶ Trade Reporting and Compliance Engine® (TRACE®).

2:00 p.m. – 2:15 p.m.	Networking Break
2:15 p.m. – 3:15 p.m.	Mark-Up Disclosure Requirements
	<p>▶ This session focuses on FINRA and MSRB mark-up disclosure requirements. Panelists discuss securities covered by the new rule, when mark-up disclosure requirements are triggered and recent guidance on how to calculate mark-ups based on prevailing market price. Panelists share their perspectives on effective practices and helpful tips they have identified.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Alexander Ellenberg, FINRA Office of General Counsel <p>Panelists:</p> <ul style="list-style-type: none"> • Margaret Henry, Stifel Financial Corp. • Michael Moran, Charles Schwab & Co., Inc. • Paige Pierce, Larimer Capital Corporation • Michael Post, Municipal Securities Rulemaking Board (MSRB)
3:15 p.m. – 3:30 p.m.	Networking Break
3:30 p.m. – 4:30 p.m.	Ask the Regulator and Industry Experts
	<p>▶ During this session, panelists answer your questions related to the fixed income regulatory landscape. Panelists also address questions related to effective practices, implication of new and pending rules, and other important issues.</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Cynthia Friedlander, FINRA Fixed Income Regulation <p>Panelists:</p> <ul style="list-style-type: none"> • Bonnie Bowes, FINRA Fixed Income Regulation • Kristin Maher, Wells Fargo Advisors • Justin Pica, U.S. Securities and Exchange Commission (SEC) • Michael Post, Municipal Securities Rulemaking Board (MSRB) • Thomas Vales, TMC Bonds, L.L.C.
4:30 p.m.	Conference Adjourns

Speakers

Name	Company
Gregory Bair	FINRA Transparency Services
Bonnie Bowes	FINRA Fixed Income Regulation
Gene Davis	FINRA New Orleans District Office
Noah Egorin	FINRA Firm Compliance Tools
Alexander Ellenberg	FINRA Office of General Counsel
John Fechter	Wells Fargo Advisors
Cynthia Friedlander	FINRA Fixed Income Regulation
Patrick Geraghty	FINRA Market Regulation, Fixed Income
Nick Goetze	Raymond James Financial, Inc.
Tina Gubb	FINRA Market Regulation
Tony Hallinger	Pershing LLC
Joseph Hemphill	Regional Brokers Inc.
Margaret Henry	Stifel Financial Corp.
Rajesh Jaghai	FINRA Transparency Services
Elliot Levine	FINRA Transparency Services
Kristin Maher	Wells Fargo Advisors
Ritta McLaughlin	Municipal Securities Rulemaking Board (MSRB)
Michael Moran	Charles Schwab & Co. Inc.
Linde Murphy	M. E. Allison & Co., Inc.
Gina Petrocelli	FINRA Enforcement
Justin Pica	U.S. Securities and Exchange Commission (SEC)
Paige Pierce	Larimer Capital Corporation
Michael Post	Municipal Securities Rulemaking Board (MSRB)
Thomas Ricketts	Incapital LLC
Steven Rueb	Dorsey & Company Inc.
Christopher Stone	FINRA Transparency Services
Carl Tugberk	Municipal Securities Rulemaking Board (MSRB)
Thomas Vales	TMC Bonds, L.L.C.
Lori Walsh	FINRA Office of the Chief Economist

Registration

Two Ways to Participate

Attend in person

Attend the conference in person and take advantage of unique networking opportunities to connect with industry peers and regulators.

Live online broadcast

Those who can't attend in person can participate via live online broadcast streamed over the Internet. All sessions will be recorded and made available after the conference, so participants can catch up on any sessions they missed live. In addition, online participants receive access to all conference materials, and can ask questions during the conference.

Contact Information

If you have any questions regarding this conference or for information about other administrative policies, please call (800) 321-6273. For registration information, please contact (202) 728-6980.

How to Register

To register, visit www.finra.org/fixedincome2017 and complete the online registration form using your credit card. Conference registration is limited and available on a first-come, first-served basis. If you experience difficulties registering, please call (202) 728-6980 or send an email to conreg@finra.org.

Confirmation Email

You will receive an email confirmation of your registration. Please make sure your registration has been confirmed prior to your arrival onsite at the conference.

Cancellation Policy

The special discounted rate for the first 50 in-person registrants is non-refundable. For all other registration categories, a full refund—less a \$75 processing fee—will be granted to written requests received 14 days or more prior to the start date of the conference. We regret that refunds will not be granted after August 31, 2017.

Fees

In Person – Individual	First 50 Through 7/1/17	50+ or After 7/1/17
FINRA Member Firm <i>must provide valid CRD #</i>	\$795	\$945
FINRA Member Firm (Small Firm) <i>must provide valid CRD #</i>	\$595	\$745
Attorney <i>must provide valid bar ID #</i>	\$985	\$1,135
Non-Member	\$1,175	\$1,325
Government / Regulator	\$560	\$670
In Person – Group* (Per Person)		
FINRA Member Firm <i>must provide valid CRD #</i>	\$670	\$800
Attorney <i>must provide valid bar ID #</i>	\$830	\$960
Non-Member	\$1,000	\$1,130
Live Broadcast	Multi-Viewer License Fees	
FINRA Member (Small Firm)	\$300	
FINRA Member Firm	\$1,200	
Attorney / Non-Member	\$1,500	
Government / Regulator	\$1,200	

* Available to firms registering 3 or more employees at the same time with the same credit card. Please follow instructions in registration system.

Hotel and Travel



The 2017 Fixed Income Conference takes place at:

The Fairmont Dallas Hotel
1717 N. Akard Street
Dallas, TX 75201

Toll free: (800) 257-7544

Hotel Reservations

A room block is available at the Fairmont Dallas Hotel at the special rate of \$189 per night, plus tax. This rate is available until Wednesday, August 23, 2017, or until the room block is sold out. Hotel reservations will then be accepted on a space- and rate-available basis. Reserve your hotel room [online](#), or call (800) 257-7544 and identify yourself as a 2017 FINRA Fixed Income Conference attendee.

Travel Information

FINRA suggests that you do not purchase restricted or nonrefundable tickets for travel to the conference, especially prior to the receipt of your registration confirmation. FINRA assumes no liability for penalties or fare increases should the conference sell out or in the unlikely event that changes to the conference dates and/or location become necessary. **Please note** that hotel reservations, cancellations, and charges are the attendee's responsibility.

2017 FINRA Fixed Income Conference App

Our conference app is created specifically for Fixed Income attendees; it empowers our attendees to network and connect, and it provides conference details at your fingertips. The app will be available for download in the near future. It includes information about:

- ▶ speakers;
- ▶ sessions;
- ▶ exhibitors;
- ▶ continuing education;
- ▶ maps; and
- ▶ networking opportunities.

