Published April 2013

May 20 – 22, 2013 | Washington, DC

FINRA Annual Conference

Regulatory priorities. Compliance solutions. | Earn CLE and CPE credit

Expanded coverage on:

- supervision
- examinations
- anti-money laundering
- small firm compliance issues
- and more

FINRA

2013 FINRA Annual Conference At-a-Glance

[V] = VIDEO broadcast live over the Internet; all other sessions are audio broadcast live.

Join securities industry practitioners, peers and regulators to exchange ideas on timely compliance and regulatory topics. Attend in person or via live online broadcast.

Sunday, May 19

Registration	5:00 pm – 7:00 pm

Monday, May 20

Registration	7:30 am – 6:30 pm
Continental Breakfast	7:30 am – 9:00 am
CONCURRENT SESSIONS I	**9:00 am – 10:15 am**
• **Suitability** [V] • **AML Independent Testing (Small Firm Focus)** • **Branch Office Inspections**	
Break	10:15 am – 10:30 am
Plenary: Conversation With Elisse Walter, Commissioner, Securities & Exchange Commission **[V]**	10:30 am – 11:15 am
PLENARY: Compliance and Legal Trends **[V]**	11:15 am – 12:15 pm
Lunch	12:15 pm – 1:30 pm
Lunch w/ Small Firm Advisory Board	12:15 pm – 1:30 pm
Dessert with Exhibitors	1:00 pm – 1:30 pm
PLENARY: Preparing for a Risk-Based Examination **[V]**	1:30 pm – 2:30 pm
Break	2:30 pm – 2:45 pm
CONCURRENT SESSIONS II	**2:45 pm – 4:00 pm**
• **Supervision Practices and Procedures (Small Firm Focus)** [V] • **Research Rule Developments** • **Fraud Prevention: New Cases**	
Break	4:00 pm – 4:15 pm
CONCURRENT SESSIONS III	**4:15 pm – 5:30 pm**
• **Suitability (Small Firm Focus)** [V] • **Consolidated Audit Trail (CAT)** • **Cyber Security**	
Reception	**5:30 pm – 6:30 pm**
Roundtable Discussions	**5:30 pm – 6:30 pm**

Tuesday, May 21

Registration	7:30 am – 6:30 pm
Continental Breakfast	8:00 am – 9:30 am
Breakfast - Member Regulation Staff	8:00 am – 9:15 am
CONCURRENT SESSIONS IV	**9:30 am – 10:45 am**
• **Financial and Operational Considerations** [V] • **Using Social Media Tools (Small Firm Focus)** • **JOBS Act** • **Fixed Income**	
Break	10:45 am – 11:00 am
Remarks [V] Rick Ketchum, Chairman and CEO, FINRA	11:00 am – 11:30 am
Lunch	11:30 am – 1:00 pm
CRCP Lunch	11:30 am – 1:00 pm
Dessert with Exhibitors	12:45 pm – 1:15 pm
Roundtable Discussions	12:45 pm – 1:15 pm
PLENARY: Ask FINRA Senior Staff **[V]**	1:15 pm – 2:30 pm
Break	2:30 pm – 2:45 pm
CONCURRENT SESSIONS V	**2:45 pm – 4:00 pm**
• **Social Media Considerations** [V] • **Small Firm Compliance Practices I** • **AML: Monitoring for Suspicious Activity** • **Disciplinary Hearings**	
Break	4:00 pm – 4:15 pm
CONCURRENT SESSIONS VI	**4:15 pm – 5:30 pm**
• **Outside Business Activities** [V] • **Small Firm Compliance Practices II** • **Business Continuity Planning** • **Ethics for Securities Attorneys**	
Reception	**5:30 pm – 6:30 pm**
Roundtable Discussions	**5:30 pm – 6:30 pm**

Wednesday, May 22

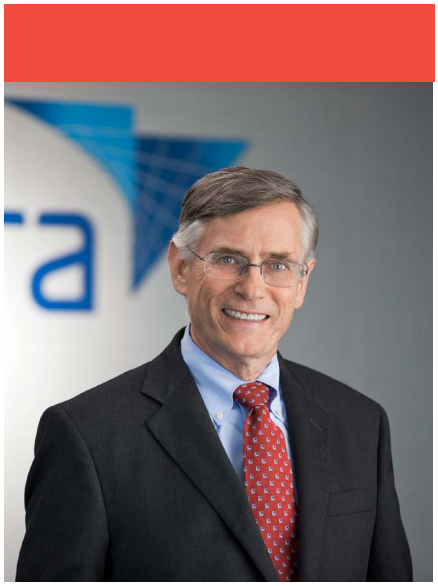
Registration	7:30 am – 1:30 pm
Continental Breakfast	7:30 am – 9:00 am
Women in the Securities Industry Breakfast	7:30 am – 9:00 am
CONCURRENT SESSIONS VII	**9:00 am – 10:15 am**
• **Private Placements** [V] • **Retail Sales of Complex Products** • **Technology Priorities for Broker-Dealers** • **Liquidity Risk**	
Break	10:15 am – 10:30 am
CONCURRENT SESSIONS VIII	**10:30 am – 11:45 am**
• **Enforcement Developments** [V] • **Communications With the Public** • **Municipal Securities Update** • **Arbitration**	
Break—Pick up boxed lunch	11:45 am – 12:00 pm
CONCURRENT SESSIONS IX	**12:00 pm – 1:15 pm**
• **Reporting Requirements** [V] • **Examinations: Common Findings** • **Trading and Direct Market Access**	
Conference adjourns	**1:15 pm**

OFFICE HOURS

Meet one-on-one with a FINRA staff member to discuss firm-specific issues on the following topics:

- Advertising regulation
- Anti-money laundering
- Financial and responsibility rules
- Fixed income
- OTC equities
- Qualifications, exams and continuing education
- Sales practice
- TRACE

Sign up for a 15-minute appointment on-site at the Conference Registration Desk.



View a message from FINRA Chairman and CEO Rick Ketchum to learn more about this year's conference.

Welcome

Every year seems to bring about a new set of changes to the securities industry. Record low interest rates and public investors' wariness of the equity markets have led to an historic shift from equities to fixed income and increased pressure to search for higher-yield investments. For similar reasons, we're seeing increased offerings of new complex products—such as structured products and ETPs, including those focused on narrower stock, commodity or even more-arcane indexes. Finally, we are seeing broader offerings of relatively illiquid, non-transparent products such as private REITs and Business Development Corporations. Firms and regulators continue to work to keep pace with these and other trends, while at the same time anticipating the new challenges to investor protection on the horizon.

The opportunity to talk about these changes and challenges together is why we gather each spring at the FINRA Annual Conference. It's where firms, regulators, legal professionals and others discuss the emerging issues in the securities industry, and explore practical compliance solutions. It's the place for regulators to explain our priorities and provide guidance, while firms can engage with us directly and share what's on their minds.

The Annual Conference gives us the opportunity to continue our ongoing dialogue about how regulators and firms can work to restore investor confidence in the markets. I hope to see you there.

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Firms With Complex, Multi-line Businesses

Sessions of particular interest to attendees who work at firms with complex or multi-line businesses include:

- Consolidated Audit Trail (CAT)
- Cyber Security
- Financial and Operational Considerations
- Fixed Income
- Municipal Securities Update
- Private Placements
- Research Rule Developments
- Social Media Considerations
- Suitability
- Technology Priorities for Broker-Dealers
- Trading and Direct Market Access

Don't Miss FINRA's Annual Conference

- **Hear timely updates on regulatory developments and FINRA priorities**
- **Gain practical advice from compliance officers and other industry peers**
- **Take away new approaches to enhance compliance practices around suitability, supervision, social media, cyber security and more**
- **Connect with peers and share ideas at informal gatherings throughout the conference**
- **Meet with FINRA staff to discuss firm-specific issues during Office Hours**
- **Earn continuing education credits (CLE, CPE and CRCP)**

View video highlights from last year's Annual Conference.

Branch Office Oversight
Mari Buechner, Coordinated Capital Securities, Inc.

REGISTER NOW www.finra.org/annualconference/2

Agenda With Session Descriptions

Sunday, May 19

5:00 p.m. – 7:00 p.m. Registration

Monday, May 20

7:30 a.m. – 6:30 p.m. Registration

7:30 a.m. – 9:00 a.m. Continental Breakfast

9:00 a.m. – 10:15 a.m. **Concurrent Sessions I**

- **Suitability [V]**
  Panelists provide practical information about how firms are complying with the suitability and know your customer requirements. They discuss how to document and supervise hold recommendations and strategies as well as capture the required explicit customer-profile information. This session also covers firms' suitability review practices and common examination findings since the new suitability and modified know-your-customer requirements became effective.
- **AML Independent Testing (Small Firm Focus)**
  Industry practitioners discuss practices for annual independent testing of anti-money laundering compliance at small firms. They provide guidance in determining who should conduct the test and discuss how to address identified deficiencies. FINRA panelists address the most commonly cited deficiencies and recent enforcement actions related to independent testing.
- **Branch Office Inspections**
  Panelists discuss common deficiencies found during branch office inspections, and industry panelists share how they maintain effective branch office inspection programs.

10:15 a.m. – 10:30 a.m. Break

10:30 a.m. – 11:15 a.m. **Plenary:** Conversation With Elisse Walter, Commissioner, Securities & Exchange Commission [V]
Moderated by Robert Colby, Chief Legal Officer, FINRA

11:15 a.m. – 12:15 p.m. **Plenary: Compliance and Legal Trends [V]**
Led by FINRA Chairman and CEO Rick Ketchum, this panel of industry compliance executives examines how firms are responding to regulatory and legal challenges. Panelists discuss how changes to the regulatory landscape are impacting firms' compliance efforts.

12:15 p.m. – 1:30 p.m. Lunch
Lunch With Small Firm Advisory Board

1:00 p.m. – 1:30 p.m. Dessert with Exhibitors

[V] = VIDEO broadcast live over the Internet; all other sessions are AUDIO broadcast live.

1:30 p.m. – 2:30 p.m. **Plenary: Preparing for a Risk-Based Examination [V]**

In this session, industry practitioners and FINRA staff discuss sound practices and common challenges when preparing for a risk-based examination. FINRA staff members also cover what to expect during an onsite visit.

2:30 p.m. – 2:45 p.m. Break

2:45 p.m. – 4:00 p.m. **Concurrent Sessions II**

- **Supervision Practices and Procedures (Small Firm Focus) [V]**

  Panelists discuss supervision and supervisory control practices and procedures at firms with limited resources. They provide practical information on how to write supervisory procedures, stay abreast of rule changes and keep written supervisory procedures (WSPs) current.

- **Research Rule Developments**

  FINRA staff members discuss FINRA's debt research proposal, including communication between the debt research and trading departments, and exemptions for institutional debt research and firms with limited principal debt trading activity. Panelists also discuss SEC guidance on the JOBS Act research provisions.

- **Fraud Prevention: New Cases**

  This session focuses on noteworthy fraud cases. Panelists highlight recent insider trading cases, Ponzi schemes, market manipulations, and cyber ploys that targeted investors and the financial services industry.

4:00 p.m. – 4:15 p.m. Break

4:15 p.m. – 5:30 p.m. **Concurrent Sessions III**

- **Suitability (Small Firm Focus) [V]**

  Panelists discuss how small firms are complying with suitability and know-your-customer requirements. They discuss approaches for documenting and supervising hold recommendations and for capturing required customer-profile information, among other suitability review practices.

- **Consolidated Audit Trail (CAT)**

  This session addresses Securities Exchange Act Rule 613, which requires the creation of a consolidated audit trail for NMS securities. Panelists discuss what the SROs are doing to create and implement the audit trail to comply with the rule's requirements and how they envision the new audit trail will impact regulation.

- **Cyber Security**

  This session discusses cyber security with an emphasis on data privacy. Panelists discuss practices for protecting customer information from being compromised, addressing privacy concerns when developing information security procedures, and responding to security breaches.

5:30 p.m. – 6:30 p.m. Reception

5:30 p.m. – 6:30 p.m. Roundtable Discussions

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Tuesday, May 21

7:30 a.m. – 6:30 p.m.	Registration
8:00 a.m. – 9:30 a.m.	Continental Breakfast
8:00 a.m. – 9:30 a.m.	Breakfast With Member Regulation Senior Staff
9:30 a.m. – 10:45 a.m.	**Concurrent Sessions IV**

▶ **Financial and Operational Considerations [V]**

Panelists discuss examination findings related to net capital requirements. They also review common problems encountered with the reserve computation and compliance with the exemption from the customer protection rule. This session addresses the new supplemental FOCUS as well as FINRA's top areas of focus in financial and operational reviews for 2013.

▶ **Using Social Media Tools (Small Firm Focus)**

Panelists discuss use of social media by small firms, including considerations before permitting business use of social media, and how to implement social media policies and procedures. Panelists address both the firm's and individual's social media use, and benefits and risks associated with using social media.

▶ **JOBS Act**

This session focuses on regulatory and compliance developments related to the JOBS Act. Discussion areas include research, general solicitation and crowdfunding. Regulators address complying with new rule requirements and steps firms should take to prepare before the rules become operational.

▶ **Fixed Income**

Panelists discuss TRACE expansion to asset-backed securities and its impact, including TBA dissemination and the pending dissemination of specified pool transactions. Panelists also discuss other fixed income issues, including the current and future role of electronic trading.

10:45 a.m. – 11:00 a.m.	Break
11:00 a.m. – 11:30 a.m.	**Remarks [V]** Rick Ketchum, Chairman and CEO, FINRA
11:30 a.m. – 1:00 p.m.	Lunch Certified Regulatory and Compliance Professional (CRCP™) Lunch
12:45 p.m. – 1:15 p.m.	Dessert With Exhibitors
12:45 p.m. – 1:15 p.m.	Roundtable Discussions
1:15 p.m. – 2:30 p.m.	**Plenary: Ask FINRA Senior Staff [V]** FINRA senior staff members answer your questions on the examination program, enforcement, rulemaking, and other regulatory and compliance issues. Note: firm-specific questions can be discussed one-on-one with FINRA staff during conference Office Hours.
2:30 p.m. – 2:45 p.m.	Break

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2:45 p.m. – 4:00 p.m. **Concurrent Sessions V**

- **Social Media Considerations [V]**

  This session provides guidance on implementation challenges and practices that should be considered when adopting social media policies and procedures. Industry and regulatory panelists focus on the new state privacy requirements, disclosure and privacy considerations for mobile communications, compliance tools for supervision and record-retention practices.

- **Small Firm Compliance Practices I**

  The first of two sessions focused on issues of particular importance to small firms, this session addresses small firm practices in areas including outside business activities and business continuity planning.

- **AML: Monitoring for Suspicious Activity**

  This session focuses on monitoring for suspicious activity. Panelists review the relevant AML requirements and share common practices for monitoring accounts and transactions, particularly in master/sub-account relationships and low-priced securities.

- **Disciplinary Hearings**

  This session explains the disciplinary hearing process. Panelists from FINRA Enforcement, FINRA's Office of Hearing Officers and the defense bar discuss the litigation of a disciplinary proceeding. The panel covers hearing panels, discovery, post-complaint settlement options, mediation, the hearing officer's role, how the hearing panel arrives at and explains its decision, and the appeals process of FINRA's National Adjudicatory Council.

4:00 p.m. – 4:15 p.m. Break

4:15 p.m. – 5:30 p.m. **Concurrent Sessions VI**

- **Outside Business Activities [V]**

  Industry practitioners and FINRA staff members share common practices for monitoring registered representatives' activities, including the use of Web tools to identify outside business activities. The session focuses on key considerations when determining whether to approve outside business activities, and reviews relevant regulatory action in this area.

- **Small Firm Compliance Practices II**

  The second of two sessions focused on issues of particular importance to small firms, this session continues the discussion by covering FOCUS filings, branch office inspections and cyber security issues. Industry practitioners also expand on topics discussed at other conference sessions by applying them to small firms.

- **Business Continuity Planning**

  This session focuses on what firms are doing to keep business continuity plans up to date. Panelists highlight lessons learned from recent disaster recovery events including Superstorm Sandy, and address leading practices in benchmarking, testing and emergency preparedness.

- **Ethics for Securities Attorneys**

  During this session, panelists discuss common ethical situations and related ethical questions they pose, such as an attorney's responsibilities when representing a firm.

5:30 p.m. – 6:30 p.m. Reception

5:30 p.m. – 6:30 p.m. Roundtable Discussions

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Wednesday, May 22

7:30 a.m. – 1:30 p.m. Registration

7:30 a.m. – 9:00 a.m. Continental Breakfast

7:30 a.m. – 9:00 a.m. Women in the Securities Industry Breakfast

9:00 a.m. – 10:15 a.m. **Concurrent Sessions VII**

- **Private Placements [V]**

  This session focuses on regulatory developments related to private placements. Discussion topics include the adoption of new FINRA Rule 5123 (Private Placements of Securities) and the types of offering information firms must file when participating in the sale of a private placement. Panelists also discuss the SEC's proposed rule on general solicitation and due diligence obligations of firms as they relate to information disclosed to investors subscribing to an offering.

- **Retail Sales of Complex Products**

  This session begins with a review of common FINRA examination findings involving complex products, including improper sales and supervision. Industry panelists then discuss their product vetting processes, supervisory systems and broker training for principal-protected notes, non-traded REITs, reverse-convertible notes, structured notes, leveraged and inverse ETFs, and other complex products.

- **Technology Priorities for Broker-Dealers**

  Industry experts address top technology priorities for compliance and information technology staff at broker-dealers. Panelists discuss topics such as cyber security, email and social media surveillance, among others.

- **Liquidity Risk**

  This session addresses the practical liquidity needs of clearing and introducing firms. Panelists discuss issues such as correspondent clearing requirements for deposits and transactional based additions, FINRA's leverage alert reporting requirements, and the SEC's proposed liquidity requirements for alternative net capital firms and security-based swap dealers.

10:15 a.m. – 10:30 a.m. Break

10:30 a.m. – 11:45 a.m. **Concurrent Sessions VIII**

- **Enforcement Developments [V]**

  This session provides an overview of new developments and trends in enforcement. Panelists highlight noteworthy decisions and settlements, and their impact on securities regulation and compliance practices. They also provide information and insights for preparing for an enforcement investigation and disciplinary proceeding.

- **Communications With the Public**

  This session addresses new FINRA communications rules that become effective in February. Industry panelists and FINRA staff discuss how firms have implemented the new standards and lessons learned from the transition to the new rules. Panelists also discuss recent regulatory developments related to advertising and communications.

- **Municipal Securities Update**

  This session covers developments and recent significant cases in municipal securities. Panelists discuss potential changes for municipal market participants as a result of the Dodd-Frank Act and new rules related to brokers' brokers and disclosures.

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▶ **Arbitration**

This interactive session focuses on tips and strategies for attorneys. Topics include list selection, "extended list" arbitrator appointments, strategies for cases involving promissory notes and expungement relief, among others. Panelists also demonstrate the new online portal for parties, and provide updates on all-public panels and arbitrating disputes involving investment advisers.

11:45 a.m. – 12:00 p.m.	Break—Pick up boxed lunch
12:00 p.m. – 1:15 p.m.	**Concurrent Sessions IX**

▶ **Reporting Requirements [V]**

FINRA staff members address requirements and common practices related to Form U4 and U5 filings. This session also covers reporting obligations and common practices under FINRA Rule 4530 (Reporting Requirements), including self-reporting of internal findings and upcoming rule changes.

▶ **Examinations: Common Findings**

Industry practitioners and FINRA staff members discuss the most common deficiencies found during FINRA cycle examinations and how to prevent them. Panelists discuss implementation of corrective actions and applying lessons learned to ongoing training efforts.

▶ **Trading and Direct Market Access**

This session covers FINRA's trading rules, with a focus on trade surveillance and market manipulation involving high-frequency trading. Panelists also discuss risk-management practices, including controls for development of algorithms, as well as the SEC's broader market access rule. Trading halts, interruptions in trading, blue sheet request and the SEC's large trader reporting rule requirements are covered as well.

1:15 p.m.	**Conference Adjourns**

Don't miss a session—In-person and online participants receive access to recordings of all sessions on-demand for free after the conference. So if there are two simultaneous sessions of interest to you, you can attend one and listen to the other one later.

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Speakers

Partial list of speakers confirmed as of April 22, 2013.

Raymond Abbott	Bank of America
Mitchell Atkins	FINRA South Region
Susan Axelrod	FINRA Regulatory Operations
Stephen Bard	Wells Fargo Advisors
Patricia Bartholomew	Craig-Hallum Capital Group LLC
Stephen Bartolini	T. Rowe Price
J. Bradley Bennett	FINRA Enforcement
Richard Berry	FINRA Dispute Resolution
Jeffrey Bloom	FINRA Enforcement
Shelly Bohlin	FINRA Market Regulation
John Brady	FINRA Technology
Mari Buechner	Coordinated Capital Securities, Inc.
Kip Carevic	Raymond James & Associates, Inc.
Steven Caruso	Maddox Hargett and Caruso P.C.
Anthony Cavallaro	FINRA Office of Fraud Detection and Market Intelligence
Christopher Charles	Wulff, Hansen & Co.
Kenneth Cieprisz	Legg Mason Investor Services, LLC
Robert Colby	FINRA Office of General Counsel
Kristina Cole	WBB Securities, LLC
Debbi Corej	Deloitte
Mark Cresap	Cresap, Inc.
John Cross	Securities and Exchange Commission
Kris Dailey	FINRA Member Regulation, Office of Risk Oversight and Operational Regulation
Brian Damato	Northern Trust Global Investments
John (Jack) Dardis	NEXT Financial
Pramit Das	FINRA Advertising Regulation
John Davidson	E*TRADE Financial
James Day	FINRA Enforcement
Scott DeArmey	FINRA Midwest Region
Susan DeMando-Scott	FINRA Financial Operations
Louis Denton	Borer Denton & Associates, Inc.
Stephen Distante	Vanderbilt Securities, LLC
Mario DiTrapani	FINRA Registration and Disclosure
Thomas Drogan	FINRA Long Island District Office
Laurie Dzien	FINRA Office of General Counsel
Douglas Ellenoff	Ellenoff Grossman & Schole LLP
James Fago	Metlife
Linda Fienberg	FINRA Dispute Resolution
Jack Fitzgerald	Leerink Swann LLC
Jeffry Freiburger	Robert W. Baird & Co. Incorporated
Cynthia Friedlander	FINRA Member Regulation, Sales Practice
Deborah S. Froling	Arent Fox, LLP
Cameron Funkhouser	FINRA Office of Fraud Detection and Market Intelligence
Alexander Gavis	Fidelity Investments®
James Giles	U.S. Securities and Exchange Commission, Office of Compliance Inspections and Examinations
Thomas Gira	FINRA Market Regulation
Emily Gordy	FINRA Enforcement
Gloria Greco	Merrill Lynch
Sarah Green	FINRA Enforcement
Thomas Guinan	Pershing LLC
Jennifer Haas	City Securities Corporation
Peg Henry	Jefferies & Co.
Ben Indek	Morgan Lewis
Dean Jeske	FINRA Enforcement
Alistair Johnson	FINRA Regulatory Programs
Chip Jones	FINRA Member Relations
James Jones	Crews & Associates
Douglas Kelly	Wells Fargo Advisors
Richard Ketchum	FINRA
Mark Knoll	Bressler, Amery & Ross
John Komoroske	FINRA Member Relations
Daniel Kosowsky	Morgan Stanley Wealth Management
Theodore Krebsbash	Murphy & McGonigle, PC
Jon Kroeper	FINRA Market Regulation
Daniel Larkin	National Cyber-Forensics & Training Alliance
Alan Lawhead	FINRA Office of General Counsel
Bob Lehman	Lehman & Eilen LLP
Richard Levin	BakerHostetler
Elliot Levine	FINRA Transparency Services

Speakers

Marshall Levinson	FINRA Member Regulation, Office of Risk Oversight and Operational Regulation
Anthony Lichty	Edward Jones
Gary Liebowitz	FINRA North Region
Donald Lopezi	FINRA San Francisco District Office
Christopher Mahon	AllianceBerstein L.P.
John Malitzis	FINRA Market Regulation
Tina Maloney	Winslow, Evans & Crocker, Inc.
Elaine Mandelbaum	Citigroup Global Markets
Vincente Martinez	U.S. Securities and Exchange Commission, Enforcement Division, Office of Market Intelligence
Jane Matoesian	Benjamin F. Edwards & Co
Cathy Mattax	FINRA Member Education
Carolyn May	Simmons First Investment Group Inc.
Joseph McCarthy	FINRA West Region
Duer Meehan	FINRA Market Regulation
Robert Mooney	Wells Fargo Advisors
Robert Muh	Sutter Securities
Ram Nagappan	Pershing, a BNY Mellon Company
Craig Noble	Wells Fargo Advisors
Kenneth Norensberg	Luxor Financial Group
Andre Owens	WilmerHale
Richard Owens	Latham & Watkins, LLP
Elizabeth Page	FINRA Boston District Office
Steven Palmer	BNY Mellon
Thomas Pappas	FINRA Advertising Regulation
Jeffrey Pasquerella	FINRA New York District Office
Andrew Perkins	FINRA Office of Hearing Officers
Ola Persson	FINRA Transparency Services
Paige Pierce	R.W. Smith & Associates, Inc.
John Polanin	Macquarie Group
Joseph Price	FINRA Corporate Financing Department
John Ramsay	U.S. Securities and Exchange Commission, Division of Trading and Markets
Anand Ramtahal	FINRA Member Regulation, Office of Risk Oversight and Operational Regulation
Steven Randich	FINRA Office of the Chief Information Officer
Carla Romano	FINRA Midwest Region
Joseph Romano	Romano Brothers & Co.
Lisa Roth	Monahan & Roth, LLC
Michael Rufino	FINRA Member Regulation, Sales Practice
Terri Rumans	Sage Rutty & Co., Inc.
Donald Runkle	Raymond James Financial Services
Lawrence Sandor	Municipal Securities Rulemaking Board
Susan Schroeder	FINRA Enforcement
Thomas Selman	FINRA Investment Companies Regulation
Philip Shaikun	FINRA Office of General Counsel
David Shillman	U.S. Securities and Exchange Commission
Daniel Sibears	FINRA Member Regulation, Shared Services
Beverly Jo Slaughter	Wells Fargo Law Department
Blake Snyder	FINRA Florida District Office
David Sobel	Abel/Noser Corp.
Amy Sochard	FINRA Advertising Regulation
Michael Solomon	FINRA New York Region
Gilbert (Gib) Sorebo	SAIC, Inc.
Peter Stoehr	FINRA Market Regulation, Trading and Market Maker Surveillance
Neal Sullivan	Bingham McCutchen, LLP
Paul Tolley	Commonwealth Financial Network
Lisa Jones Toms	FINRA Corporate Financing
John Veator	FINRA Member Relations
Erin Vocke	FINRA Dallas District Office
Grace Vogel	FINRA Member Regulation, Office of Risk Oversight and Operational Regulation
Hardeep Walia	Motif Investing
Elisse Walter	U.S. Securities and Exchange Commission
Denise Watson	Raymond James Financial
Joy Weber	UBS Financial Services, Inc.
David Wessels	Wharton School of the University of Pennsylvania
Don Winton	Crews & Associates
Michael Wolk	Bingham McCutchen LLP
William Wollman	FINRA Member Regulation, Office of Risk Oversight and Operational Regulation
James Wrona	FINRA Office of General Counsel
Pamela Ziermann	Dougherty Financial

Connect with Industry Peers and Regulators

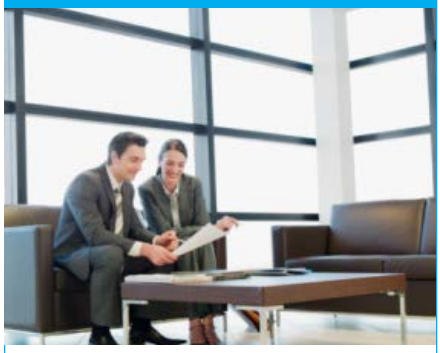
Take advantage if the following opportunities at this year's conference to meet colleagues, FINRA committee members and FINRA senior staff.

WHAT	WHEN	WHO	HOW
Lunch With Small Firm Advisory Board (SFAB) Meet members of the SFAB and members from small firms to discuss topics of particular interest to small broker-dealers.	**Monday** 12:00 p.m. – 1:15 p.m.	Conference attendees from member firms with less than 150 registered representatives	Attendance is open, first-come first served; registration is not required.
Breakfast With Member Regulation Senior Staff Meet with your Regional Director and the senior staff from the Office of Risk Oversight and Operational Regulation.	**Tuesday** 8:00 a.m. – 9:15 a.m.	Member firm attendees	Attendance is open, first-come first served; registration is not required.
Certified Regulatory and Compliance Professional (CRCP) Lunch Hear from David Wessels, Adjunct Assistant Professor of Finance at the Wharton School, University of Pennsylvania, and enjoy informal conversations with peers.	**Tuesday** 11:30 a.m. – 1:00 p.m.	CRCP alumni, current participants and those interested in learning about the CRCP program	Space is limited and *advance registration* is required.
Roundtable Discussions Meet industry peers with similar business interests to exchange ideas about compliance solutions.	**Monday** 5:30 p.m. – 6:30 p.m. **Tuesday** 12:45 p.m. – 1:15 p.m. **Tuesday** 5:30 p.m. – 6:30 p.m.	Member firm attendees	Attendance is first-come, first-served. Look for the tables identified by: ▶ Retail ▶ Independent contractor ▶ Placement/ M&A ▶ Fixed income
Women in the Securities Industry Breakfast Connect with women from across the securities industry and hear from female executives about challenges and opportunities for women in the industry.	**Wednesday** 7:30 a.m. – 9:00 a.m.	All conference attendees	Attendance is open, first-come first served; registration is not required.

Office Hours With FINRA Staff Meet one-on-one with FINRA experts to discuss firm-specific issues regarding: ▶ Advertising regulation ▶ Anti-money laundering ▶ Financial and responsibility rules ▶ Fixed income ▶ OTC equities ▶ Qualifications, exams and continuing education ▶ Sales practice ▶ TRACE	Appointments are available: **Monday** 2:45 p.m. – 4:00 p.m. 4:15 p.m. – 5:30 p.m. **Tuesday** 9:00 a.m. – 10:15 a.m. 2:45 p.m. – 4:00 p.m. 4:15 p.m. – 5:30 p.m. **Wednesday** 9:45 a.m. – 10:45 a.m. 10:30 a.m. – 11:45 a.m.	Member firm attendees	By appointment only. Sign up for a 15-minute appointment onsite.

Additional Information

Legal Professionals



Earn Ethics and general CLE credits by attending the conference.*

Sessions that may be of particular interest to attorneys include:

- Arbitration
- Disciplinary Hearings
- Enforcement Developments
- Ethics for Securities Attorneys
- JOBS Act
- Research Rule Developments

Speakers include leading in-house legal and compliance professionals, prominent outside counsel and regulators. Special pricing is available for attorneys. Visit *www.finra.org/annualconference/attorneys*.

* Depends upon the state issuing credit and MCLE jurisdiction.

Continuing Education Credits

Upon completion of the conference, participants may be eligible to receive continuing education credits. For inquiries, please email *education@finra.org*.

CLE Credit

In-person attendance: Conference attendees may receive up to 13.5 CLE credits—including up to 1.25 Ethics CLE credits—depending upon the number of hours and sessions attended, as well as the state issuing credit and MCLE jurisdiction. Attorneys seeking CLE credit must complete and submit a CLE/CPE Credit Request Form at the conference.

[V] CLE credit is not available for the live broadcast or on-demand recordings.

CPE Credit

In-person attendance: Conference attendees may receive up to 17.5 CPE credits—including 1.5 Ethics credits—depending upon the number of hours and sessions attended. This is a live group event. The program level is "overview" and there are no prerequisites or advanced preparation required.

[V] CPE credit is not available for the live broadcast or on-demand recordings.

CRCP CE Credit

Graduates of the FINRA Institute at Wharton CRCP program may earn up to 12 CRCP CE credits, depending on the number of hours attended. For more information on the FINRA Institute at Wharton or the CRCP continuing education requirement, visit *www.finra.org/crcp/ce*.

NATIONAL REGISTRY OF CPE SPONSORS

FINRA and West Professional Development are 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*.

REGISTER NOW www.finra.org/annualconference/2

Small Firms

Sessions that address regulatory requirements and compliance practices from a small firm perspective include:

- Small Firm Compliance Practices (two sessions)
- AML Independent Testing (Small Firm Focus)
- Using Social Media Tools (Small Firm Focus)
- Suitability (Small Firm Focus)
- Supervision Practices and Procedures (Small Firm Focus)

Special pricing is available for FINRA member firms. Visit *www.finra.org/annualconference/2*.

Registration Information

How to Register

To register, visit *www.finra.org/annualconference/registration/2* and complete the online registration form using your credit card. Conference registration is limited and available on a first-come, first-served basis. Online registration closes on May 19, 2013. If you experience difficulties registering, please call (202) 728-8131 or email *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 100 registrants is non-refundable. For all other registration categories, a full refund—less a $100 processing fee—will be granted to written requests received 14 days or more prior to the start date of the program. We regret that refunds will not be granted after May 6, 2013.

Contact Information

For questions, complaints or information on administrative policies, please call (800) 321-6273 or email *education@finra.org*.

Q&A – Office Hours

Meet one-on-one with FINRA senior staff to discuss firm-specific issues regarding:

- Advertising regulation
- Anti-money laundering
- Financial and responsibility rules
- Fixed income
- OTC equities
- Qualifications, exams and continuing education
- Sales practice
- TRACE

Sign up for a 15-minute appointment at the Conference Registration Desk.

Ask FINRA Staff

Plan to attend the informative "Ask FINRA Senior Staff" plenary session (Tuesday, 1:15 p.m.) to get your questions answered on the examination program, enforcement, rulemaking and other regulatory and compliance issues.

Risk & Audit Professionals

Earn Ethics and general CPE credits by attending the Annual Conference.

Sessions that may be of particular interest to risk managers and internal auditors include:

- AML: Monitoring for Suspicious Activity
- Branch Office Inspections
- Business Continuity Planning
- Cyber Security
- Liquidity Risk
- Financial and Operational Considerations
- Fraud Prevention
- Reporting Requirements
- Suitability
- Trading and Direct Market Access

Two Ways to Participate

Attend in person

Attend the conference in person and take advantage of on-site opportunities to connect with industry peers and regulators and meet on-on-one with FINRA staff.

Watch the live broadcast

Those who can't attend the conference in person can participate via live broadcast streamed over the Internet. All sessions will be video or audio broadcast live. Participants can choose a session to follow along, and can toggle between all other live sessions as they like. Online viewers receive access to all conference materials.

Registration Fees

In-Person	THROUGH April 29	AFTER April 29
Member	$1,345	$1,545
Attorney	$1,645	$1,845
Government/Regulator	$995	$1,195
Non-Member	$1,945	$2,145
Group Rate (Per Person)*		
Member	$1,140	$1,300
Attorney	$1,400	$1,570
Non-Member	$1,650	$1,820

* Available for firms that simultaneously register three or more employees to attend the conference in person. We regret that group discounts cannot be applied retroactively. For more information, please call (202) 728-8131 or email conreg@finra.org.

Live Broadcast	License Fees Single-Viewer	License Fees Multi-Viewer
Member (Small Firms)	$100	$200
Member	$200	$400
Government/Regulator	$200	$400
Attorney/Non-Member	$700	$1,100

Live broadcast: A Multi-Viewer Access allows an unlimited number of people from the same firm to view the live broadcast for one flat fee. Sharing a Single-Viewer license is a violation of FINRA's *live broadcast* licensing terms.

Exhibitors

Conference exhibitors showcase a wide range of products and services for broker-dealer firms.

Confirmed exhibitors include:

ACA Compliance Group
Actiance, Inc.
Bloomberg Vault
Business Information Group
CellTrust
CFM Partners, Inc.
Compliance 11 - Charles Schwab
Compliance Science
DST Brokerage Solutions
Erado Message Control Solutions
Financial Tracking LLC
FIRE Solutions, Inc.
Global Relay
Hearsay Social
Integritie
Lansare Corporation
LIMRA
Livevol
Lumesis, Inc.
Marsh
McDonald Information Service
National Society of Compliance Professionals (NSCP)
Nexgen
North American Professional Liability Insurance Agency
NRS
PaperClip, Inc.
Patrina Corporation
PearsonVUE
Prometric
Quest CE
Red Oak Compliance Solutions, LLC
Reed Archives
RegEd
Regulatory Compliance Renaissance
Regulatory Services
SMARSH
Socialware
Solomon Exam Prep
Sunguard
Theodore Liftman Insurance
Thomson Reuters – Accelus

Visit *www.finra.org/annual conference/2* for information on exhibitor opportunities.

Hotel and Travel Information

Hotel Reservations

The 2013 FINRA Annual Conference will take place at:

- **Renaissance Washington, DC Downtown Hotel**

  999 Ninth Street, NW
  Washington, DC 20001

  Phone: (202) 898-9000
  Toll free: (800) 468-3571
  Web: *www.finra.org/annualconference/hotel*

  A room block is available at the Renaissance Washington, DC Hotel at the special rate of $289 per night, plus tax. This rate is available until April 26, 2013, or until the room block is sold out. Hotel reservations will then be accepted on a space- and rate-available basis. *Reserve a room online* or call (202) 898-9000 or (800) 468-3571 and identify yourself as a 2013 FINRA Annual Conference attendee.

Hotel Overflow:

- **Embassy Suites, Washington, DC**

  www.EmbassySuitesCC.com

  An overflow block is available at the Embassy Suites, Washington, DC Convention Center Hotel, located at 900 10th Street, NW, Washington, DC at the rate of $289 per night, plus tax. This rate is available until May 3, 2013, or until the room block is sold out, whichever comes first. To reserve a room call (202) 739-2001 and identify yourself as a 2013 FINRA Annual Conference attendee.

- **Grand Hyatt Washington**

  www.grandwashington.hyatt.com

  The Grand Hyatt Washington, 1000 H Street, NW, Washington, DC is within walking distance of the conference hotel and may also have sleeping room availability over the conference dates. Contact the hotel by calling (800) 233-1234 or (800) 582-1234 or via website for availability and rates.

Travel Information

FINRA suggests that you do not purchase restricted or nonrefundable tickets for travel to the conference, especially prior to 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.

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