

Updated 11/17/14

2014 FINRA

# Small Firm Conference

December 10 – 11, 2014

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San Francisco, CA

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JW Marriott San Francisco  
Union Square



Attend the Small Firm Conference to learn from other small firms on how to best use your limited time and resources to comply with securities regulations. Each session provides an overview of the rule requirements followed by practical advice, tips and ideas from industry peers on how to comply. The sessions focus on the top compliance challenges noted during small firm examinations.

**We look forward to seeing you in December.**

AGENDA—DAY 1		Wednesday, December 10
1:00 p.m. – 2:00 p.m.	Registration	
2:00 p.m. – 2:15 p.m.	<b>Welcome</b>	<ul style="list-style-type: none"><li>▶ <i>Chip Jones, FINRA Member Relations and Education</i></li></ul>
2:15 p.m. – 3:30 p.m.	<b>Supervision and Supervisory Controls</b>	<p>This session provides an overview of the key requirements of the supervision and supervisory controls rules. Industry panelists share their firms' practices for keeping written supervisory procedures up to date, ensuring staff follows the firms' procedures, and testing and reporting on supervisory controls. They also discuss conducting branch inspections and taking corrective action, following through on procedures related to consolidated statements, and practices for supervising personnel and hiring.</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"><li>▶ <i>Patricia Albrecht, FINRA Member Relations and Education</i></li></ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>▶ <i>Mark Cresap, Cresap Inc.</i></li><li>▶ <i>Paige Pierce, R.W. Smith &amp; Associates, Inc.</i></li><li>▶ <i>Harry Striplin, Umpqua Investments</i></li></ul>
3:30 p.m. – 3:45 p.m.	Break	
3:45 p.m. – 5:00 p.m.	<b>Outside Business Activities</b>	<p>This session covers key requirements of the outside business activities and private securities transactions rules. Industry panelists share their firms' practices and procedures for identifying and disclosing outside business activities and potential conflicts of interest, and documenting annual attestations. They also discuss distinguishing between outside business activities and private securities transactions, and supervising private securities transactions.</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"><li>▶ <i>David Greene, FINRA Los Angeles District Office</i></li></ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>▶ <i>Victoria Bach-Fink, Wall Street Financial Group</i></li><li>▶ <i>David Martin, Keystone Capital</i></li><li>▶ <i>James Webb, Cape Securities Inc.</i></li></ul>
5:00 p.m. – 6:30 p.m.	Networking Reception	

## AGENDA—DAY 2 Thursday, December 11

8:00 a.m. – 9:00 a.m. Continental Breakfast

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9:00 a.m. – 10:15 a.m. **Financial Controls and Books and Records**

This session begins with a review of the key requirements of the net capital and books and records rules. Industry panelists share practices for supervising a part-time FinOp, maintaining books and records, reviewing and updating expense-sharing agreements, and complying with the new customer protection rules.

**Moderator:**

▶ *Tom Mellett, FINRA San Francisco District Office*

**Panelists:**

- ▶ *Christopher Charles, Wulff, Hansen & Co.*
  - ▶ *Sandy Pappalardo, Puplava Securities, Inc.*
  - ▶ *James Williams, Financial Telesis Inc.*
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10:15 a.m. – 10:30 a.m. Break

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10:30 a.m. – 11:45 a.m. **Anti-Money Laundering**

This session covers anti-money laundering regulatory requirements and compliance practices. Industry panelists share their firms' practices for tailoring an anti-money laundering compliance program to the firm's business, performing timely checks and conducting annual independent tests.

**Moderator:**

▶ *John Veator, FINRA Member Relations and Education*

**Panelists:**

- ▶ *Myles Edwards, Constellation Wealth Advisors*
  - ▶ *Carolyn May, Simmons First Investment Group, Inc.*
  - ▶ *Robert Muh, Sutter Securities Inc.*
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11:45 a.m. – 1:15 p.m. **Lunch and Keynote Address: Rick Ketchum, Chairman and CEO, FINRA**  
Dessert With Exhibitors

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1:15 p.m. – 2:30 p.m. **The Evolution of Communication Compliance: From #Snailmail to #Socialmedia and Beyond**

This session focuses on the importance of crafting a firmwide communication plan that complies with FINRA rules for electronic communications and social media. Social media has a language of its own. Learn the lingo and see how industry panelists are applying FINRA communication rules and industry practices to social media. Panelists address key requirements of the communications with the public rule for retaining and reviewing electronic communications, leading practices for detecting non-compliance and the use of third-party vendors for archiving, review and retention. Be sure to follow @FINRA\_education and tweet your comments and questions with #finrasf.

**Moderator:**

▶ *Amy Sochard, FINRA Advertising Regulation*

**Panelists:**

- ▶ *Mari Buechner, Coordinated Capital Securities*
- ▶ *Tina Maloney, Winslow, Evans & Crocker, Inc.*
- ▶ *Hardeep Walia, Motif Investing*

## AGENDA—DAY 2 Thursday, December 11 (continued)

2:30 p.m. – 2:45 p.m. Break

2:45 p.m. – 4:00 p.m. **Suitability**

This session begins with a review of the key requirements of the suitability rule. Industry panelists share their firms' practices for conducting a reasonable-basis suitability analysis, collecting customer information, conducting a customer-specific suitability analysis and considering recommendations to hold.

**Moderator:**

▶ *Don Lopez, FINRA San Francisco District Office*

**Panelists:**

- ▶ *Patricia Bartholomew, Craig-Hallum Capital Group LLC*
- ▶ *Nicholas Cochran, American Investors Company*
- ▶ *Joseph Romano, Romano Brothers & Co.*

4:00 p.m. Conference adjourns

### CRCP CE CREDIT

Attendance to this conference qualifies for 6.5 hours of continuing education credit for FINRA Institute at Wharton CRCP™ designees.

### Exhibitors

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

- ▶ Business Information Group
- ▶ DST
- ▶ ERADO
- ▶ Global Relay
- ▶ Hearsay Social
- ▶ New York Institute of Finance
- ▶ Nexgate
- ▶ NRS
- ▶ Renaissance Regulatory Services, Inc.
- ▶ SMARSH
- ▶ Strevus
- ▶ TD Ameritrade Workplace Solutions

## Registration and Fees

In-Person	Before November 12	After November 12
FINRA Member Firm	\$495	<b>\$695</b>
Non-Member (Attorney)	\$995	<b>\$1,195</b>
Non-Member (Consultant)	\$995	<b>\$1,195</b>
Government /Regulator	\$450	<b>\$550</b>

Group Rate (Per Person)*	Before November 12	After November 12
FINRA Member Firm	\$420	<b>\$590</b>
Non-Member	\$850	<b>\$1,010</b>

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

Visit [www.finra.org/conferences/smallfirm](http://www.finra.org/conferences/smallfirm) to register. Please see the chart above for pricing. Conference registration is limited and available on a first-come, first-served basis. Payment is required at the time your registration is submitted. You will receive an email confirmation of your completed registration form and payment.

FINRA suggests that you do not purchase restricted or nonrefundable airline 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 date or location become necessary.

## Refunds

Full refunds for registration fees, less a \$25 processing fee, will be granted to written requests received 14 days or more prior to the start of the conference. We regret that refunds will not be granted after November 26, 2014.

## Accommodations

The sleeping room block at the JW Marriott San Francisco Union Square, where the conference is taking place, is sold out. A room block has been added at the San Francisco Marriott Union Square, located at 480 Sutter Street, two-and-a-half blocks from the JW Marriott San Francisco Union Square. The room rate of \$259, plus tax per night, is available until November 19, 2014, or until the room block is sold out, whichever comes first. Book your hotel room [online](#) or call the San Francisco Marriott Union Square at (800) 228-9290 and identify yourself as an attendee of FINRA's Small Firm Conference.

## More Information

For questions about conference registration, contact Sherri Freeman via [email](#) or at (202) 728-8131.