



2014 FINRA

# South Region Compliance Seminar

November 20 – 21, 2014

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Fort Lauderdale, FL

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Harbor Beach Marriott

# 2014 FINRA South Region Compliance Seminar

The South Region Compliance Seminar is conducted to help firms and their associated persons better understand current industry and regulatory issues. Throughout the event, staff members from the Atlanta, Boca Raton, Dallas and New Orleans offices, as well as other FINRA senior staff, will be available to discuss matters of interest with you.

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

<b>AGENDA—DAY 1</b>	<b>THURSDAY, NOVEMBER 20</b>
8:00 a.m. – 5:00 p.m.	Seminar Registration
10:00 a.m. – 10:35 a.m.	<b>Opening Remarks and Keynote Address</b>
10:35 a.m. – 11:45 a.m.	<b>General Session: 2014 Regulatory Priorities</b> Panelists address current regulatory initiatives, priorities and developments from the viewpoint of their respective organizations. Attendees will have an opportunity to ask questions of the various regulators on the panel.
11:45 a.m. – 1:00 p.m.	Lunch
1:00 p.m. – 2:15 p.m.	<b>Concurrent Workshops</b> <ul style="list-style-type: none"><li>▶ <b>Challenges of Supervising Independent Contractors</b> This panel of FINRA staff and industry members addresses the challenges of supervising independent contractors. The presentation offers real-world examples and suggestions for firms to use in their everyday supervision and compliance efforts. The panel also discusses existing rules and related guidance, as well as strong industry practices.</li><li>▶ <b>Municipal Advisor Rules</b> This session discusses the regulatory framework for municipal advisors and other firms potentially covered by this rule. The panel also addresses the implementation process and potential compliance matters relating to the municipal advisor rules.</li><li>▶ <b>Suitability</b> The panel discusses suitability issues associated with variable annuities and 1035 exchange transactions, the supervision of investments sold to senior investors, and the supervision/suitability of IRA rollovers. The panel addresses regulatory concerns, and also includes a discussion of practices firms can incorporate in their own compliance/supervisory programs.</li></ul>
2:20 p.m. – 3:35 p.m.	<b>Concurrent Workshops</b> <ul style="list-style-type: none"><li>▶ <b>Cybersecurity</b> During 2014, FINRA has conducted a cybersecurity sweep of member firms to better understand the types of threats that firms face, to increase its understanding of firms' exposure and areas of vulnerabilities in their IT systems, to better understand firm's approaches to managing these threats, and to share observations and effective practices with all member firms. In this session, panelists share findings from these exams and discuss effective practices that are being conducted within the industry to prevent potential cybersecurity threats.</li></ul>

## AGENDA—DAY 1

THURSDAY, NOVEMBER 20 (continued)

### ► New and Existing Products Due Diligence

This panel focuses on strong industry practices observed in implementing an effective due diligence program that addresses new and existing products. Session topics include onboarding of new products (independent analysis), periodic reviews of existing products, suitability considerations and common examination findings. The presentation provides both member firms' and FINRA staff perspectives.

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### ► FINRA's New Supervision and Supervisory Controls Rules

FINRA staff members discuss the new supervision and supervisory controls rules and offer practical considerations for complying with the new rules' requirements. Industry practitioners highlight how their firms are making the necessary changes to comply with the rule, including amending supervisory control procedures.

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3:35 p.m. – 4:00 p.m. Break

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4:00 p.m. – 5:15 p.m. **Concurrent Workshops**

### ► Anti-Money Laundering

This panel focuses on applying lessons learned with respect to customer identification programs, avoiding pitfalls when dealing with low-priced stock and electronic delivery, and understanding resources for monitoring for suspicious activity. Panelists also discuss current trends in AML cases.

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### ► Branch Office Supervision

This panel discusses effective practices observed in implementing an effective branch office supervision program from both a firm and regulatory perspective. Topics include "red flags" associated with branch office inspections and common findings.

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### ► Fixed Income – Examination and Enforcement Updates

This panel focuses on FINRA's examination priorities, findings and current enforcement actions related to fixed income. Panelists cover regulatory issues surrounding suitability associated with complex products, the concentration of interest rate sensitive securities, and what firms are doing to monitor current trends related to fixed income.

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5:15 p.m. – 6:15 p.m. Reception

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# 2014 FINRA South Region Compliance Seminar

## AGENDA—DAY 2

FRIDAY, NOVEMBER 21

7:30 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 9:30 a.m. **General Session: Ask FINRA Staff**

FINRA senior staff update you on key issues facing the industry and address your questions relating to the examination program, the implication of new and pending FINRA rules, and other important issues.

9:30 a.m. – 9:50 a.m. Break

9:50 a.m. – 11:00 a.m. **Concurrent Workshops**

▶ **Financial and Operational Issues**

Panelists share common financial, customer protection and operational issues noted during examinations. They also discuss recent rulemaking activity and other proposed changes to the SEC's financial responsibility rules.

▶ **JOBS Act / Crowdfunding**

This presentation from FINRA and industry members addresses recent developments regarding the implementing regulations for the JOBS Act. Updates address Regulation D Rule 506(c), research quiet periods and pitch meetings, distinctions between online private placement platforms and funding portals, and a discussion of the regulatory considerations in these areas.

▶ **Managing Conflicts of Interest**

This panel focuses on some of the major types of conflicts firms face, measures they take to manage and mitigate those conflicts, as well as how firms stay abreast of emerging conflicts. Panelists discuss factors firms consider important in their framework for managing conflicts of interest as well as factors to consider in establishing a conflict-management program.

11:00 a.m. – 11:20 a.m. Break

11:20 a.m. – 12:30 p.m. **General Session and Repeat Workshop**

▶ **General Session: Enforcement Developments**

This session provides an overview of new developments and trends in enforcement, including enforcement priorities, as well as policy changes and clarifications, particularly regarding information requests. Panelists highlight noteworthy decisions and settlements that illustrate FINRA priorities and provide guidance on regulatory and compliance practices. They also provide information and insights on navigating enforcement investigations and the disciplinary process.

▶ **Challenges of Supervising Independent Contractors (Repeat Session)**

This panel of FINRA and industry members addresses the challenges in supervising independent contractors. The presentation offers examples and suggestions for firms to use in their everyday supervision and compliance efforts. The panel also discusses existing rules and related guidance, and shares effective industry practices.

12:30 p.m. **Closing Remarks / Seminar Adjourns**

▶ **CRCP CE Credit**

Attendance to this seminar qualifies for seven (7) hours of continuing education credit for FINRA Institute at Wharton CRCP™ designees.

## Registration and Fees

Registration Type	Before Monday, Oct. 20	After Monday, Oct. 20
FINRA Member Firm	\$345	\$370
Non-Member (Attorney)	\$480	\$515
Non-Member (Consultant)	\$480	\$515

[Register online](#). Please see the chart above for pricing.

Group rates are available for firms that simultaneously register three or more employees to attend the seminar. For more information, please call (202) 728-8131 or [email](#).

Seminar fees include attendance to all sessions and conference materials, lunch and a reception on Thursday, continental breakfast on Friday and refreshment breaks.

Conference registration is limited and available on a first-come, first-served basis. Payment is required at the time your registration is submitted. Registrations without payment are considered incomplete.

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

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 and/or location become necessary.

## Refunds

Full refunds for registration, 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 6, 2014.

## Accommodations

A limited number of sleeping rooms are available at the Harbor Beach Marriott at the seminar rate of \$209 plus tax per night. This rate is available until Monday, October 20, or until the room block is sold out, whichever comes first.

Hotel reservations, cancellations and charges are the attendee's responsibility. [Book your hotel room online](#) or call (800) 222-6543 and identify yourself as an attendee of the 2014 FINRA South Region Compliance Seminar

## CRCP CE Credit

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## More Information

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