



2019 Advertising Regulation Conference

October 24—25 | Washington, DC

Icebreaker

Thursday, October 24, 2019

9:00 a.m. – 9:45 a.m.

Come meet your fellow attendees at this fun and informative icebreaker session. Bring your coffee and questions about how to get the most from the conference experience. FINRA staff guide participants through light-hearted meet-and-greet activities and preview conference highlights.

Moderators: Mark Bleich
Principal Analyst, Advertising Regulation
FINRA Advertising Regulation

Wayne Louviere
Manager, Advertising Regulation
FINRA Advertising Regulation

Speakers: Natlyn Murrain
Associate Principal Analyst, Advertising Regulation
FINRA Advertising Regulation

Jeffrey Salisbury
Associate Principal Analyst, Advertising Regulation
FINRA Advertising Regulation

Kristina Shaw
Associate Principal Analyst, Advertising Regulation
FINRA Advertising Regulation

Icebreaker Panelist Bios:

Moderators:

Mark Bleich is Principal Analyst in FINRA's Advertising Regulation Department and has served in this role since 2001. Mr. Bleich began his career in securities regulation as an Analyst in NASD's Market Regulation Department in 1995. Prior to joining the organization, Mr. Bleich was employed by the federal government in the background investigation and security clearance fields. He has a B.A. from the University of Maryland and an M.A. from George Washington University. He also completed the Certified Regulatory and Compliance Professional™ (CRCP™) program through the FINRA Institute at Wharton.

Wayne L. Louviere is a manager in the FINRA Advertising Regulation Department, and supervises the activity of a group of analysts that review sales communications filed by member firms. Mr. Louviere joined the Advertising Regulation Department in 2000. Prior to that time, he was a registered representative, after having served 20 years in the U.S. Navy. Mr. Louviere has a bachelor's degree in business management – finance and a master's of business administration from the University of Maryland.

Speakers:

Natlyn D. Murrain is an associate principal analyst in the FINRA Advertising Regulation Department. Her primary responsibilities include the review of complex communications for compliance with applicable advertising rules. Prior to joining FINRA in 2011, Ms. Murrain spent four years as a compliance officer at a member firm. Ms. Murrain holds a master's degree from Walden University and a bachelor's degree from Virginia Union University.

Jeffrey Salisbury is Associate Principal Analyst in the FINRA Advertising Regulation Department. His primary responsibilities include the review communications for compliance with applicable advertising rules. He is also a member of the department's options review team. Prior to joining FINRA, he was a contract attorney working on complex litigation cases regarding mortgages and mortgage backed securities. He was also an Assistant Vice President of Regulatory Affairs and Compliance at FBR Capital Markets holding the Series 7 and 24 registrations. Mr. Salisbury is a graduate of Columbus School of Law at Catholic University of America and is barred in Virginia and the District of Columbia. He holds a bachelor's degree in politics from University of Dallas.

Kristina Shaw is Associate Principal Analyst in the Advertising Regulation Department. Her primary responsibilities include reviewing member communications for compliance with applicable advertising rules and contributing to various department projects. Ms. Shaw previously worked in FINRA's Market Regulation Department as a Fixed Income Investigations Analyst. Prior to joining FINRA in 2010, Ms. Shaw worked in Operations at a member firm.



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Panelists

■ Moderators

- **Mark Bleich, Principal Analyst, Advertising Regulation, FINRA Advertising Regulation**
- **Wayne Louviere, Manager, Advertising Regulation, FINRA Advertising Regulation**

■ Panelists

- **Natlyn Murrain, Associate Principal Analyst, Advertising Regulation, FINRA Advertising Regulation**
- **Jeffrey Salisbury, Associate Principal Analyst, Advertising Regulation, FINRA Advertising Regulation**
- **Kristina Shaw, Associate Principal Analyst, Advertising Regulation, FINRA Advertising Regulation**

FINRA + BINGO = FINGO!

■ Games. Fun. Prizes.

Thursday, October 24th only!

- **FREE TO PLAY!**

- Sizzling Prizes



- Light Refreshments Provided

- Complimentary lunch at noon (not here though!)



Conversation Starters ...

- Who is your Analyst in FINRA's Ad Reg Department?
- Without naming the movie, give the best line.
- Which conference panels will you attend and why?
- What is something interesting about where you grew up?
- Why do you continue to work at your firm?
- Where do you want to go when you retire?
- What does the image depict?

