



Suitability and Sales Practices Considerations for Senior Investors
Tuesday, November 12, 2019
1:15 p.m. – 2:05 p.m.

When working with senior clients, it is important for a firm's procedures and controls to properly gauge the suitability of recommendations to senior investors and ensure clear, straightforward sales practices. Join FINRA staff and industry experts as they discuss FINRA's suitability rule, the rule's potential interplay with cognitive decline, and the importance of ensuring senior clients understand product risks.

Moderator: Brooke Hickman-Elgrim
Manager, Securities Helpline for Seniors
FINRA Senior Helpline

Speakers: LaTasha Bond-Williams
Head of Enterprise Compliance
Cape Securities, Inc.

Meredith Cordisco
Associate General Counsel
FINRA Office of General Counsel

Michael Duff
Department Leader - Field Supervision
Edward Jones

Suitability and Sales Practices Considerations for Senior Investors Panelist Bios:

Moderator:

Brooke Hickman-Elgrim is a manager with FINRA's Securities Helpline for Seniors. The Helpline is a resource for senior investors to obtain assistance from FINRA or raise concerns about issues with brokerage accounts and investments. Prior to joining the Helpline, Mrs. Hickman-Elgrim was a Cycle Examiner with FINRA's Member Regulation Department in the Boca Raton District Office. Mrs. Hickman-Elgrim has undergraduate and graduate degrees in International Business.

Speakers:

Meredith Cordisco is Associate General Counsel with FINRA's Office of General Counsel. In this capacity, she provides legal guidance on policy initiatives, rule changes and interpretations in various areas, including regarding new issues and spinning, private securities transactions and outside business activities. Before joining FINRA, Ms. Cordisco was counsel in the Securities Litigation and Enforcement group at WilmerHale, where she focused her practice on complex securities enforcement investigations. Ms. Cordisco received her B.S., *summa cum laude*, in International Business and French from Mount St. Mary's University in Emmitsburg, Maryland, and her J.D., *summa cum laude*, and M.B.A., *cum laude*, from Villanova University. Following her studies, Ms. Cordisco clerked for the Honorable Eduardo C. Robreno on the U.S. District Court for the Eastern District of Pennsylvania.

Mike Duff is a department leader in Field Supervision at Edward Jones. In this capacity, Mr. Duff is responsible for multiple teams that provide the primary supervision of approximately 7,000 of the firm's more than 18,000 financial advisors as well as the group that provides supervision of the firm's Retirement Plan business. Additionally, Mr. Duff has responsibility for the tactical delivery and strategic vision of the firm's senior client protection initiatives. Field Supervision is Edward Jones's centralized escalation point for matters involving senior client exploitation and diminished capacity. Mr. Duff is responsible for the group of leaders that investigate and resolve this caseload which may include actions such as escalations to APS or law enforcement, the use of state/federal report and hold provisions, escalations to the fraud department, authorization to utilize a trusted contact person, etc. Mr. Duff graduated from the University of Illinois and has been with Edward Jones for 15 years serving in a number of capacities including Financial Advisor, Compliance Officer, and Team Leader. Previously Mr. Duff had responsibility for overseeing the firm's electronic communication supervision programs including implementation of the firm's social media and text messaging surveillance solutions. He was also previously responsible for the firm's Insurance Supervision group. Mr. Duff currently serves on the firm's Older Adult Council and participates in a number of industry groups including the SIFMA Senior Investor Protection Workgroup, IRI Older Investor Task Force, and the St. Louis Elder Financial Exploitation Multi-Disciplinary Team.



2019 FINRA Senior Investor Protection Conference

November 12, 2019 | Washington, DC

Suitability and Sales Practices Considerations for Senior Investors



Panelists

■ Moderator

- **Brooke Hickman-Elgrim, Manager, Securities Helpline for Seniors, FINRA Senior Helpline**

■ Panelists

- **LaTasha Bond-Williams, Head of Enterprise Compliance, Cape Securities, Inc.**
- **Meredith Cordisco, Associate General Counsel, FINRA Office of General Counsel**
- **Mike Duff, Department Leader – Field Supervision, Edward Jones**