



# FINRA Firm Grouping Member Forum: **Retail**

December 9, 2021 | Virtual

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## **Regulation Best Interest and Closing Remarks**

**Thursday, December 9**

**3:15 p.m. – 4:05 p.m.**

Join FINRA staff as they discuss Regulation Best Interest – FINRA's approach and examination findings.

**Moderator:** William St. Louis  
Senior Vice President, Firm Group Leader  
FINRA Member Supervision

**Panelists:** Ted Luecke  
Examination Manager – Denver Office  
FINRA Member Supervision

Heidi Udagawa  
Senior Principal Analyst, Risk Monitoring – Los Angeles Office  
FINRA Member Supervision

Erin Vocke  
Vice President, Firm Group Examinations – New Orleans Office  
FINRA Member Supervision

**Closing Speaker:** William St. Louis  
Senior Vice President, Firm Group Leader  
FINRA Member Supervision

## Regulation Best Interest and Closing Remarks Panelist Bios:

### Moderator:



**Bill St. Louis** is Senior Vice President and Firm Group Leader for FINRA member firms assigned to the Retail and Capital Markets firm groupings. In this capacity, he has responsibility for the Single Points of Accountability and Risk Monitoring Program teams for these firms, which includes the assessment of business conduct, financial, operational and trading risks. He and his team are also responsible for examination strategy for these firms, as well as coordination with Examination Program management on the execution of related examinations. He also oversees FINRA's High Risk Representative Program, and FINRA's Membership Application Program (MAP). Prior to his current role, Mr. St. Louis was the Regional Director for FINRA's Northeast region, District Director of FINRA's New York office, and held senior roles in FINRA's Enforcement Department including serving as the Regional Chief Counsel for FINRA's North Region. Mr. St. Louis earned an undergraduate degree from Baruch College and a law degree from New York University School of Law. Prior to law school he worked for several years in the Compliance Department of a NY-based broker-dealer.

### Panelists:



**Ted Luecke** is Examination Manager in FINRA's Denver Office and has worked at FINRA for nine years. In his current role, Mr. Luecke supervises examinations of member firms and registered representatives within FINRA's Retail firm grouping. Mr. Luecke graduated from the University of Missouri with an emphasis in Finance and Banking and Real Estate. He is a Certified Fraud Examiner (CFE).



**Heidi Udagawa** is Senior Principal Analyst, Risk Monitoring, in FINRA's Member Supervision department. In this capacity, she assesses business conduct, financial, operational, and trading risks and controls for firms in the Retail Independent Contractor firm grouping. She liaises internally with other FINRA departments with respect to examination strategy of the firms she is responsible for. In addition, she represents FINRA in interactions with firms. Ms. Udagawa's career at FINRA began in 1998. Prior to that, she worked in the operations and investment advisory departments at a member firm.



**Erin C. Vocke** is Vice President, Firm Group Examinations located in the New Orleans Office. Ms. Vocke began her career in 1995 as an examiner in the New Orleans District Office. During this time, she conducted routine and cause examinations of member firms and focused examinations in the areas of variable products and mutual funds. Ms. Vocke became Supervisor of Examiners and relocated to the Florida Office. She assumed responsibilities for supervising Continuing Membership Applications and financial surveillance of member firms, in addition to routine and cause examinations. Ms. Vocke was promoted to Associate District Director of the Dallas Office and assumed responsibility of overseeing the District cycle, cause, financial surveillance and Membership Application Programs. She served as the District Director of the Dallas District Office for approximately five years and the District Director for both the Dallas and New Orleans District Offices for approximately six years. In her new role, she will be responsible for examinations of retail member firms across Member Supervision.

# Regulation Best Interest and Closing Remarks

# Panelists

## ○ Moderator

- William St. Louis, Senior Vice President, Firm Group Leader, FINRA Member Supervision

## ○ Panelists

- Ted Luecke, Examination Manager – Denver Office, FINRA Member Supervision
- Heidi Udagawa, Senior Principal Analyst, Risk Monitoring – Los Angeles Office, FINRA Member Supervision
- Erin Vocke, Vice President, Firm Group Examinations – New Orleans Office, FINRA Member Supervision

## ○ Closing Speaker

- William St. Louis, Senior Vice President, Firm Group Leader, FINRA Member Supervision