

SFAB North Region Seat Candidates

- Peter M. Elish President, Elish & Elish, Inc.
(Canonsburg, PA)
- Allan Goldstein Chief Financial Officer, Chief Operations Officer & Chief Compliance Officer, Trade Informatics LLC
(Purchase, NY)
- Robert Lohwater Chief Compliance Officer, Sage, Rutty & Co., Inc.
(Rochester, NY)

Candidate Profile Form—SFAB Election

Candidate Name: Peter M. Elish

Title: President

Firm: Elish & Elish, Inc.

Candidate Biography and Personal Statement

My name is Peter M. Elish and I ask for your vote for the Small Firm Advisory Board (SFAB), North Region. The SFAB is the bridge between us small firms and the Board of Governors. We are similar to other small firms in other industries, namely we are the backbone - we make up over 90% of the Membership. The Board of Governors and FINRA staff needs guidance as to how proposed rules and regulations impact us. We do not need any more burdens and unintended consequences that cause harmful outcomes.

My adult life and my qualifications are the same. My father and I started a broker-dealer from scratch in 1989, thus I have worn all hats relative to a small business, from clerk to executive, and making me extremely aware of our B/D problems. My passion for investment started early, first getting the Series 7 in 1984 and adding the 24 (compliance), 27 (financial), 4 (options), 53 (municipals), and 65 (financial advisor) licenses. My customer base primarily is retail such that I have small customers dollar-cost-averaging to large customers doing big bond trades. I write order tickets, open new accounts, update WSP's, file FOCUS reports, and hire the PCAOB auditor for the annual report. The firm's BOM and I work closely when dealing with FINRA issues. The firm has sixteen registered reps.

Thank you for electing me to my present position, District 9 small firm committee member. My goal at the District 9 meetings is to let FINRA know how important regulation and education go hand in hand. My belief is that if FINRA has a finding, it need know how to explain/educate as stated in the manual. We are the customers and I refuse to let FINRA's opinion be more important than ours especially when FINRA's view cannot be justified in the manual. One of the topics I brought to the meetings was to have us complete a performance review of the FINRA staff after an exam.

My education is a BS in engineering from Rensselaer Polytechnic Institute, Troy, NY. My community involvement is that I served as a councilman in my borough, was a member of my township's zoning-hearing board, and past president of the local chamber of commerce. I also officiate high school sports.

VOTE ELISH – Experienced, Trustworthy, For the Small Broker-Dealer.

Optional Links:

Link to personal website, resume or CV: www.ElishBr.com

Link to YouTube video: _____

Candidate Profile Form—SFAB Election

Candidate Name: Allan Goldstein

Title: Chief Financial Officer, Chief Operations Officer & Chief Compliance Officer Firm: Trade Informatics LLC

Candidate Biography and Personal Statement

As CFO, COO and CCO at Trade Informatics, I am responsible for all compliance and regulatory matters as well as the day-to-day operational and financial management of the firm. Trade Informatics is a small financial technology broker dealer specializing in solutions for institutional investors such as transaction cost analysis, bespoke post-trade quantitative market structure research and electronic trading solutions.

I have worked in the securities industry since 1985 and always with small firms. First as a Specialist Trading Assistant on the NYSE trading floor and soon after having started my own business as an independent floor broker at the NYSE. During my tenure as a NYSE member, I became CCO, CFO and FINOP with the floor based "Direct Access" broker Safir Securities, an institutional agency execution broker, and later moved away from the trading floor as an Institutional Sales Trader in global equities and fixed income with Friemark Blair & Co. Just prior to helping launch Trade Informatics, I was Chief Compliance Officer at the Bear Stearns market making subsidiaries Bear Hunter Structured Products, and Compliance Officer at Bear Wagner Specialists.

I received both a Bachelors Degree and an MBA in Finance and Statistics from the Stern School of Business at New York University and hold industry registrations including Series 4, 7, 9, 10, 14, 24, 27, 63, and 55.

I actively participate with Finra committee work. For the past three years I have served on the Finra North Region District Committee and concurrently now serve on the Regulatory Advisory Committee (RAC). I regularly participate in Finra meetings and conferences including as a panelist on the Small Firms Cybersecurity session at the annual conference this past spring.

I closely follow and support the work of the SFAB and am passionate about how the regulatory landscape both existing and contemplated, impacts small firms and the practical implications associated with Finra rule making and enforcement. I am firmly pragmatic in my approach which is appropriately suited for the operations of a small firm and find my work with Finra staff to be generally effective. I look forward to the opportunity to represent small firm concerns with a group that has genuine influence in shaping regulatory policy and rules.

Optional Links:

Link to personal website, resume or CV: www.linkedin.com/in/allangoldstein01

Link to YouTube video: _____

Candidate Profile Form—SFAB Election

Candidate Name: Robert Lohwater

Title: Chief Financial Officer, Chief Operations Officer & Chief Compliance Officer Firm: Sage, Rutt & Co., Inc.

Candidate Biography and Personal Statement

Rob Lohwater is the Chief Compliance Officer for Sage, Rutt & Co., Inc., a dually-registered broker dealer headquartered in Rochester, NY, which celebrated its 100th anniversary in June, 2015. In this capacity, Mr. Lohwater is responsible for the development, implementation, communication, and review of the policies and procedures designed to enable the company to effectively manage risk and maintain compliance with our various regulatory authorities. Rob started in the industry working at Sage, Rutt in the Operations Dept. when the firm was self-clearing - a wonderful opportunity to learn the business from the ground up. After eight years he moved to a former bank-owned discount broker dealer where he worked for 11 years as; Operations Manager, Trade Desk Supervisor, and then General Manager, through six ownership changes. In 2003, Rob moved to a dually registered (small firm) broker dealer in Boston to become a full-time Chief Compliance Officer. In 2006 he moved back to Rochester to accept the same position at another dually registered (small firm) broker dealer and in 2014 returned to Sage, Rutt & Co, Inc. Rob graduated from St. John Fisher College with a degree in Economics and he holds Series 4, 7, 24, 27, 87, 99, 63 and 65 licenses.

Over my thirty-two years in the financial services industry, I believe I have gained the knowledge and experience required to understand the unique circumstances in which small firms must operate successfully. My first supervisor in this industry taught me to view our regulators as partners. I believe that is the right perspective and that by working together we improve our chances that issues are addressed and resolved successfully with all stakeholders (investors, regulators and firms) benefiting.

The interests of FINRA constituents need to be voiced. A primary role of our representatives is to advocate responsible enforcement in a constantly changing regulatory and legislative landscape. The Board, therefore, should play an important role in how our industry and the capital markets respond and adapt to developments in law, technology, consolidation and globalization. I believe my experience will allow me to offer a balanced view in the broad matters of client protections and related ramifications on firms and markets. I want to bring real life examples to the table and encourage a practical approach to new regulations while remaining true to the intent of the rule(s).

By working closely in partnership with our regulators through avenues like the Small Firm Advisor Board and District Committees we can ensure our mutual concerns are addressed and solutions reached. I will serve objectively and respectfully. I invite the work that is required to advocate on your behalf and respectfully ask for your vote. Please cast your vote - regardless of whom receives it. I believe your vote has meaning and I thank you for your consideration.

Optional Links:

Link to personal website, resume or CV: _____

Link to YouTube video: _____