

REGULATORY COMPLIANCE

2014

Focused. Informative.
Compliance Conference.

Boca Raton, Florida

A new understanding of compliance.

Understanding and designing compliance programs

Financial and operations responsibilities defined

Developing a risk-based compliance culture

Networking with other RIAs and BDs

Best practices for compliance testing
and regulatory exams

Views from industry leaders

Professional CPE credits
will be available

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June 23 and 24, 2014
Boca Raton, Florida
BOCA RATON RESORT & CLUB,
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REGULATORY COMPLIANCE

**Focused.
Informative.
Compliance
Conference.**

Keynote Speakers

Eliot Spitzer
Todd Buchholz

Featured Speakers

John Walsh
Lloyd Schwed



Why You Should Attend...

Regulatory Compliance 2014 Unplugged provides valuable insight on key compliance topics. Learn about the latest regulatory requirements and how they affect your business. Gain knowledge and best practices to help you comply with today's risk-based compliance culture and get the tools you need to expertly manage your firm's compliance requirements.

Take advantage of the unique opportunity to interact with compliance professionals, regulators and your peers.

Does your firm have an effective culture of compliance? Do all levels of your organization understand the firm's compliance obligations? Do they understand how a regulatory issue could impact the firm and responsible staff?

If you are looking for practical and best practice regulatory compliance routines that you can use to gain knowledge and build a compliance culture within your firm, then the Regulatory Compliance Unplugged conference is for you.

Who Should Attend?

- Senior Management, Presidents, CEOs
- Chief Compliance Officers
- Compliance Managers
- Compliance Support Staff
- FINOPs, CFOs
- Accounting Managers
- In-house Counsel, Securities Attorneys
- Branch Managers and OSJ Supervisors
- Private Equity Advisers, Fund Managers
- Internal Audit Staff
- Operations Managers
- Trading Personnel
- Marketing and Research Staff

Session Highlights

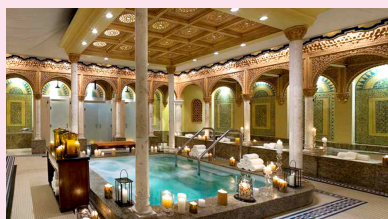
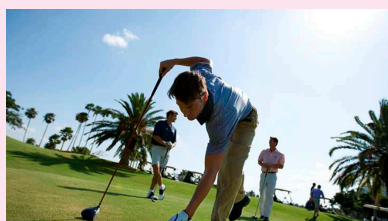
28 insightful sessions, including:

- Hot topics and new regulations presented by industry leaders
- Market abuse and manipulation
- Fraud and insider trading
- Exams and testing
- Regulatory roundtables
- JOBS Act and general solicitation
- Conflicts of interest
- Compliance calendars and planning
- Advertising and social media advancements

June 23 and 24, 2014 at the



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Day I Monday

7:00 – 7:50 AM	Continental Breakfast and Meet the Vendors			ALL
8:00 – 8:45 AM	Featured Speaker: John Walsh			ALL
8:55 – 9:45 AM	Regulatory Roundtables with Former and Current FINRA, SEC, and State Regulators			BD RIA
9:55 – 10:45 AM	Featured Speaker: Lloyd Schwed Ten Commandments for Avoiding Customer Complaints			ALL
10:45 – 11:00 AM	Break			ALL
11:00 – 11:50 AM	You've Been Designated CCO of Your Broker-Dealer, What Next? BD	Financial Compliance BD	Does Your Compliance Program Meet Industry Best Practices? RIA	BD RIA
11:50 – 1:15 PM	Luncheon with Keynote Address - Eliot Spitzer			ALL
1:30 – 2:20 PM	3012 Testing - Best Practices BD	SEC 206(4)-7 Testing - Best Practices RIA		BD RIA
2:30 – 3:20 PM	Due Diligence on Private Offerings and Vendors BD	You Have Custody and You Don't Even Know It RIA		BD RIA
3:30 – 4:20 PM	Disaster Strikes - Are You Prepared? BD RIA	Build Your Compliance Calendar (Workshop) BD	Market Abuse and Manipulation RIA	BD RIA
6:30 PM	Social and Dinner			ALL

Continued on next page

Day I Keynote Speaker Eliot Spitzer

Former Democratic New York State Attorney General and Governor Eliot Spitzer is a legendary prosecutor and is frequently referred to as the "Sheriff of Wall Street," having prosecuted abuses among major Wall Street firms as well as numerous other industries, both as a young lawyer and as New York State Attorney General. As attorney general from 1998 to 2006, Spitzer led several high-profile cases battling corruption throughout the financial services sector and led groundbreaking cases in the areas of environmental protection and civil rights enforcement. As governor, Spitzer restructured New York's system of education finance, began the process of fundamental health care reform and focused economic development on New York's upstate economy.

Spitzer is a graduate of Princeton University and Harvard Law School, where he was an editor of the Harvard Law Review. Following law school, Spitzer clerked for Federal District Judge Robert W. Sweet; was an assistant district attorney in the Manhattan District Attorney's office, where he prosecuted organized crime and political corruption cases; and worked at several prominent private law firms. Spitzer is also a contributor to Slate.com.

Also in 2013, Spitzer released the ebook *Protecting Capitalism Case by Case*, a first-hand account of his most famous cases as attorney general.



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Day 2 Tuesday

7:00 – 7:50 AM	Continental Breakfast and Meet the Vendors		ALL
8:00 – 8:45 AM	Preparing Your Broker-Dealer for the NEW Annual Audit	BD	RIA
8:55 – 9:45 AM	What to Expect From FINRA and States: BD Examination Guidelines	BD	RIA
9:55 – 10:45 AM	Has Your BD Made Material Business Changes?	BD	RIA
10:45 – 11:00 AM	Break		ALL
11:00 – 11:50 AM	Decoding the JOBS Act	BD RIA	RIA
11:50 – 1:15 PM	Luncheon with Keynote Address - Todd Buchholz		ALL
1:30 – 2:20 PM	Social Media: Compliance and Environment	BD	ALL
2:30 – 3:20 PM	Advertising: Test your Review Skills (Workshop)	BD RIA	BD RIA
3:30 – 4:20 PM	Featured Speaker		ALL
4:20 – 4:35 PM	Closing Remarks – End of Conference		ALL

Day 2 Keynote Speaker

Todd Buchholz

"Buchholz lights up economics with a wickedly sparkling wit," says the Associated Press. The former White House senior economic advisor, Tiger hedge fund managing director and best-selling author has debated such luminaries in the field of economics as Lester Thurow and Nobel Laureate Joseph Stiglitz. His best-selling books on economics and financial markets have been widely translated and are taught in universities worldwide.

Todd Buchholz brings his experience as a former White House director of economic policy, a managing director of the \$15 billion Tiger hedge fund, and a Harvard economics teacher to the cutting edge of economics, fiscal politics, finance, and business strategy. Buchholz is a frequent commentator on ABC News, PBS, and CBS. He recently hosted his own special on CNBC.

Before joining Tiger in 1996, Buchholz was president of the G7 Group, Inc, an international consulting firm whose clientele included many of the top securities firms, investment banks and money managers in New York, London, and Tokyo, including Goldman Sachs and Morgan Stanley. From 1989 to 1992 he served at the White House as a Director for Economic Policy. Buchholz won the Allyn Young Teaching Prize at Harvard and holds advanced degrees in economics and law from Cambridge and Harvard.

Buchholz also holds several engineering and design patents and is a co-producer of the Broadway smash *Jersey Boys*.



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Session Speakers

Eva Ciko Carman

Partner
ROPES & GRAY, LLP

Walter Costenbader

Compliance Consultant and FINOP
Regulatory Compliance, LLC

Laura Crosby-Brown

Director of Compliance
Regulatory Compliance, LLC

Amy C. Cross

Chief Executive Officer & CCO
StillPoint Capital, LLC

Philip Dawicki

Manager of Regulatory Reporting
Regulatory Compliance, LLC

James Douglas

Dir. of Alliances and Industry Relations
SMARSH

Anna T. Drummond

Fmr. Deputy Commissioner of Securities
Vermont Department of Banking,
Insurance, Securities and Health
Care Administration

Beverly Fetcko

Manager of BD Services
Regulatory Compliance, LLC

Douglas R. Hirsch

Partner, Securities Litigation
SadisGoldberg LLP

Rebecca Kaplan, Esq.

Fiduciary Compliance Consultant
Angell Pension Group, Inc.

Stephen Marsh

Founder & Chief Executive Officer
SMARSH

Richard D. Marshall

Partner
ROPES & GRAY, LLP

Craig Moreshead

Manager of IA Services
Regulatory Compliance, LLC

Paul Smith

VP IA Division
North American Professional
Liability Insurance Agency, LLC

David M. Sobel

Executive VP and CCO
Abel/Noser Corp.

Lisa Sussman

CMA Specialist
Regulatory Compliance, LLC

Gary Sutherland

Chief Executive Officer
North American Professional
Liability Insurance Agency, LLC

Daniel G. Viola

Partner, Regulatory Defense and
Compliance Group
SadisGoldberg LLP

Lori Weston, IACCP®

Senior IA Consultant
Regulatory Compliance, LLC

Featured Speakers

**John H. Walsh**

Partner
Sutherland Asbill and Brennan LLP

A 23-year veteran of the Securities and Exchange Commission (SEC), John Walsh joined Sutherland in October 2011. With his deep insider's experience and perspective of the SEC, Walsh now represents broker-dealers, hedge funds, investment advisers and other securities firms in compliance and regulatory issues involving the agency. He counsels clients on the full spectrum of securities issues, from development and compliance to cooperation in examinations and defense in enforcement proceedings.

Walsh designed and implemented the SEC's securities compliance examination practices, first as a senior advisor for compliance policy and then, most recently, as associate director-chief counsel. In 2009, he served as OCIE's acting director and led a massive retraining of examination staff on antifraud techniques.

**Lloyd R. Schwed**

Managing Partner
Schwed Kahle & Kress, PA

Lloyd Schwed began practicing at Fowler White in Miami in 1985 in the areas of business and commercial litigation before being promoted to shareholder in six years. He has 27 years of experience handling business litigation and professional liability, including securities litigation and arbitration, insurance agent defense, construction litigation, life insurance and disability insurance claims defense, contracts and non-compete litigation, real estate-related litigation, attorney and accountant malpractice defense and appellate practice.



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Session Descriptions

E&O, D&O, EPL, GL, Fiduciary, Crime and Bonding: What's the Difference and Why Should You Care?

This informative give-and-take discussion clarifies the areas of insurance coverage that we see in the investment community every day but may not understand what each area of coverage is meant to protect us from and how they interact. The session includes a claim example for each area of coverage.

Regulatory Roundtables with Former and Current FINRA, SEC, and State Regulators

Hear from key regulatory professionals from FINRA, the SEC and states regarding hot topics, exams findings and other key topics that impact your compliance program. Separate sessions will be offered for BD and RIA firms.

Decoding the JOBS Act

Implementation of various sections of the JOBS Act has fundamentally changed the way that small firms raise capital (crowdfunding) and how private offerings exempt under Reg. D or Rule 144a are brought to market. In addition, SEC actions have led to the "Bad Actor," which could lock certain people and companies out of relying on Reg. D. Learn about the rule changes and best practices for ensuring your compliance with these changes.

Advertising: Test Your Review Skills (Workshop)

Do you have a website? Are you listed in the yellow pages? Have you placed an ad in

your local paper? Are you using social media? What about your reps? This workshop will provide hands-on examples of advertising to help participants learn to identify potential issues under SEC and FINRA rules.

Retirement Plans: Everything You Need to Know About ERISA Compliance

Do you have individual clients who are business owners? Have they asked you to advise them on running their company's 401k as well? Whether you are registered representative or an investment adviser, working with 401k plans requires adherence to specific Department of Labor and ERISA regulations. Knowledge of appropriate investment strategies is only a small piece of what the DOL requires. Understanding ERISA fiduciary plan governance best practices is critical to avoiding DOL investigation. In 2012, 72% of Department of Labor investigations resulted in monetary results due to violations found and penalties assessed. This session will address what renders you a plan fiduciary, and what are the duties of a fiduciary. Topics will include fee disclosure requirements, maintenance of proper documentation of fiduciary practices, and restrictions regarding provision of individual investment advice to plan participants.

Disaster Strikes - Are You Prepared? Test Your Business Continuity Plan

You have a BCP, but do you know if it will work when you need it to? Testing tips and scenarios are offered in this session.



Session Descriptions

What to Expect From FINRA and States: BD Examination Guidelines

No more sleepless nights! Knowing what you can expect when regulators arrive helps to alleviate fear. Learn how to prepare and what best practices should be in place for a successful examination.

Social Media: Compliance and Environment

Social media, the vast unknown for many compliance officers, is becoming a playground and could be a landmine for firms. Discover what financial firms need to know to develop policies and procedures relative to the use of social media by the firm and its associated people.

You've Been Designated CCO of Your Broker-Dealer, What Next? Congratulations you have been designated as the firm's CCO. What does that mean? How does it relate to the business side of a firm? This session provides insight into the role of a CCO, the role of a supervisor and how the CCO should integrate within the business.

Due Diligence on Private Offerings and Vendors

A hot topic for regulators is due diligence of private offerings and the vendors that you employ. Learn about some best practices to potentially avoid getting in hot water during your next exam.

Preparing Your Broker-Dealer for the NEW Annual Audit

Learn about the new audit and reporting requirements of the PCAOB and how it will affect your firm.

Financial Compliance

Knowledge is power. Give the regulators what they are looking for and ace your financial regulatory exams. Learn what you need to do to ace your exams.

Has Your BD Made Material Business Changes?

Take a look at what may trigger a Continuing Membership Application pursuant to NASD Rule 1017.

Build Your Compliance Calendar (Workshop)

Feel like your life is ruled by compliance, new rules and regulations? Come to this workshop to build your compliance calendar to help take back some control in your life.

3012 Testing - Best Practices

FINRA Rule 3012 requires BDs to test and verify their supervisory procedures annually and to issue a report to senior management as to the findings, areas tested, testing methodology and remediation plans. The CEO must certify that the firm has a plan to meet its obligations and attest to this under Rule 3130. Learn how to meet this requirement and possibly leverage other examination and testing to meet this requirement.



Session Descriptions

Does Your Compliance Program Meet Industry Best Practices?

Your investment advisory firm has compliance obligations, which, if not adequately met, can put the firm at risk of incurring fines, requiring disclosures, having reputational damage, or worst of all, forcing the firm out of business. You should review and test your compliance program periodically to ensure it is working effectively to save the firm from embarrassment and possible reputational damage if a regulator discovers something that becomes reportable on the Form ADV or ends up as an enforcement action published in the Wall Street Journal, or worse, your local paper.

Best Execution Review: Yes, This Does Mean You!

It is an adviser's fiduciary duty to obtain best price and execution of client transactions where the adviser is in the position to direct client transactions, including those in mutual fund transactions. Many advisers are negligent in conducting thorough best execution reviews, and the SEC is cracking down on this issue, with particular emphasis on advisers who have the ability to place client transactions through an affiliate. This roundtable discusses the concerns impacting all advisers who place client transactions and includes best practices for complying with an adviser's fiduciary duty regarding best execution.

You Have Custody and You Don't Even Know It

Facilitating wire orders or bill pay services, use of a client's login credentials, serving as trustee, and acting as partner are all services used by some advisers. Many of these services trigger custody requirements. Are you in compliance?

Market Abuse and Manipulation

Market abuse creates fraud and can take many forms, from insider trading to forgery and embezzlement. Hear from industry regulators and experts on the deceptive practices

they've encountered and how to recognize signs of market abuse and manipulation

Reducing Risk through Form ADV Disclosure

Though you may not consider Form ADV a marketing piece, it is designed to describe your firm and your services to clients and prospects. It also serves to meet your regulator's registration and disclosure requirements. Learn how the multiple parts of Form ADV sync, when it is acceptable for these parts to differ, and how to avoid common disclosure pitfalls.

SEC 206(4)-7 Testing - Best Practices

Do you know what your procedures say? Do they address all the rules that apply to your business? Is what you are doing accurately reflected in your procedures?

Don't Be Conflicted:

OBA, Pay to Play, Gifts, Private Securities Transactions

The business of an RIA is ripe with potential conflicts of interest, and understanding those conflicts is key to avoiding potential regulatory, reputational and financial problems. This session will discuss the most prevalent conflicts faced by RIAs and provide guidance on how best to manage them.

What's in Your Compliance Manual?

Your firm's compliance policies and procedures can either be a benefit to your firm, helping it stay compliant, or can be a detriment, adding unnecessary risk to your firm if the policies and procedures are not followed. This session will provide practical tips on developing policies and procedures that work for your business. We'll also discuss the value of having a compliance calendar to help keep your firm on track.

Registration Form

Please complete the following information and submit with your registration payment.

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Registration Selection:

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- ☐ Early Bird – Before December 31, 2013 \$1050.00
- ☐ Individual – Before June 15, 2014 \$1350.00
- ☐ Individual – After June 15, 2014 \$1500.00
- ☐ Individual – Receptions Only (*meals*) \$200.00
- ☐ Golf Scramble (*on Sunday June 22, 2014*) \$150.00

Select payment method:

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Print Cardholder's Name:	

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(603) 437-3676 or svaira@regulatorycompliance.com