



CCOutreach BD National Seminar

February 8, 2011

U.S. Securities and Exchange Commission
Washington, DC

Registration and Continental Breakfast (7:30 a.m. – 9:00 a.m.)

I. Welcome and Opening Remarks (9:00 a.m. – 9:35 a.m.)

Mary L. Schapiro, Chairman, SEC

Richard G. Ketchum, Chairman and CEO, FINRA

Carlo di Florio, Director, SEC Office of Compliance Inspections and Examinations

II. Dodd-Frank Legislation (9:35 a.m. – 11:00 a.m.)

SEC and FINRA staff discuss the impact of the legislation on broker-dealers, municipal advisors and security swap-based entities.

Norm Champ, Deputy Director, SEC Office of Compliance Inspections and Examinations (*moderator*)

James Brigagliano, Deputy Director, SEC Trading and Markets

Thomas Selman, Executive Vice President, FINRA Regulatory Policy

Networking Break (11:00 a.m. – 11:30 a.m.)

III. Anti-Money Laundering Compliance (11:30 a.m. – 12:30 p.m.)

SEC, FINRA and CCOs discuss issues related to due diligence and beneficial ownership, independent testing, omnibus and master/subaccount arrangements and direct market access, as well as the challenges associated with building a risk-based AML compliance program.

Lourdes Gonzales, Assistant Chief Counsel for Sales Practice, SEC Trading and Markets (*moderator*)

Mark Cresap, President, Cresap, Inc.

Jeff Halperin, Vice President, MetLife

Joseph Hanvey, Executive Director, Nomura Securities International, Inc.

Michael Rufino, Senior Vice President and Deputy, FINRA Member Regulation Sales Practice

Lunch (12:30 p.m. – 2:00 p.m.)



IV. Examination Priorities and Process (2:00 p.m. – 3:15 p.m.)

SEC and FINRA panelists discuss examination priorities and highlight common findings. CCOs address how their firms prepare for an effective examination and how they use examination results to enhance their compliance programs. Panelists also discuss the custody/asset verification process and expectations.

Susan Axlerod, Executive Vice President, FINRA Member Regulation Sales Practice
(*moderator*)

Thomas Horack, Chief Compliance Officer, John Hancock Financial Network

Sarah Sherck, Managing Director and Chief Compliance Officer, Avondale Partners

Joy Thompson, Associate Regional Director, SEC Philadelphia Regional Office

Kathy VanNoy-Pineda, Executive Vice President and Chief Compliance Officer, LPL
Financial

***Networking Break* (3:15 p.m. – 3:45 p.m.)**

V. Electronic Communications (3:45 p.m. – 4:45 p.m.)

SEC, FINRA and CCOs discuss compliance considerations associated with electronic communications, including recordkeeping requirements, supervision of social media and advertising review.

John Walsh, Associate Director – Chief Counsel, SEC Office of Compliance Inspections
and Examinations (*moderator*)

Nathan Headrick, Chief Compliance Officer and Corporate Counsel, CNL Securities
Corp.

Robert Mooney, Chief Compliance Officer, Wells Fargo Advisors, LLC

Joseph Price, Senior Vice President, FINRA Corporate Financing / Advertising
Regulation

VI. Closing Remarks (4:45 p.m. – 5:00 p.m.)

Carlo di Florio, Director, SEC Office of Compliance Inspections and Examinations