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**CCOutreach BD Regional Seminar  
July 27, 2010**

Federal Reserve Bank of Philadelphia  
Philadelphia, PA

**Registration** (8:30 a.m. – 9:00 a.m.)

**I. Welcome** (9:00 a.m. – 9:15 a.m.)

Robert B. Kaplan, Vice President and Director, FINRA Philadelphia District Office

Joy Thompson, Associate Regional Director, SEC Philadelphia Regional Office

**II. SEC and FINRA Examination Priorities and Common Findings** (9:15 a.m. – 10:15 a.m.)

Panelists discuss 2010 examination priorities and highlight common deficiencies found during exams. CCOs also address how their firms prepare for an effective examination and how they use examination results to enhance their compliance programs. Panelists also discuss custody asset verification examinations and expectations for document production.

Jason Ewasko, Director of Market Conduct and Compliance, Hornor, Townsend & Kent, Inc. and The Penn Mutual Life Insurance Company

Eric Gray, Principal Examiner, FINRA Philadelphia District Office

James O’Leary, Staff Accountant, SEC Philadelphia Regional Office

Joy Thompson, Associate Regional Director, SEC Philadelphia Regional Office (*moderator*)

**Break** (10:15 a.m. – 10:30 a.m.)

**III. Branch Office Supervision and Inspections** (10:30 a.m. – 11:30 a.m.)

CCOs discuss building and maintaining effective branch supervision and inspection programs, as well as useful practices for testing and verifying branch compliance with firm policies and procedures. Regulators highlight branch examination requirements.

Brian Carroll, Senior Special Counsel, SEC Philadelphia Regional Office

Deborah Davies, Associate District Director, FINRA Philadelphia District Office

Robert B. Kaplan, Vice President and Director, FINRA Philadelphia District Office  
(*moderator*)

Susan Oberlies, President, Co-Chief Compliance Officer and Corporate Counsel, Phoenix Equity Planning Corporation

**Break** (11:30 a.m. – 11:45 a.m.)



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#### **IV. Topics of Supervision and Compliance** (11:45 a.m. – 12:45 p.m.)

Panelists discuss issues for firms to consider when reviewing supervisory and compliance programs and address high-priority areas, including electronic communications, accuracy and updating of customer account documentation, anti-money laundering and Regulation S-P.

Brian Carroll, Senior Special Counsel, SEC Philadelphia Regional Office

Robert B. Kaplan, Vice President and Director, FINRA Philadelphia District Office  
*(moderator)*

Melita M. Saunders-Tiernan, Examination Manager, FINRA Philadelphia District Office

Pauline Scelvino, Chief Compliance Officer, Vanguard Marketing Corporation

#### **V. Closing Remarks** (12:45 p.m. – 1:00 p.m.)

Robert B. Kaplan, Vice President and Director, FINRA Philadelphia District Office

Joy Thompson, Associate Regional Director, SEC Philadelphia Regional Office