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Seniors Summit



PRESTON DUFAUCHARD has practiced law and been a leader in the San Francisco Bay Area legal community for the past 22 years. He began his legal career in 1984, with the law firm of Brobeck, Phleger & Harrison, where he engaged in civil trial practice. While at the Brobeck firm, he handled a variety of litigation matters, trials, and appeals, including mass tort cases, environmental insurance coverage litigation, securities litigation, and civil rights cases. He became a partner in the Brobeck firm, where he practiced until 1995. In 1995, he joined the Landels, Ripley & Diamond law firm as a litigation partner, where he practiced until 1997. In 1997, he joined the in-house legal department for Bank of America Corporation. There, he was Assistant General Counsel and became the department's San Francisco Office Manager. While at the Bank, he was responsible for substantial litigation and regulatory matters. The types of litigation and regulatory matters for which he was responsible at Bank of America included class action securities litigation, consumer class action litigation, broker-dealer arbitrations, private equity disputes, and construction development litigation. In addition, he provided counsel to the Bank of America systems architectural review committee, regarding e-mail and electronic data programs and policies.

Commissioner DuFauchard was President of the Bar Association of San Francisco Endowment Fund, and has been a member of the Board of Directors of the Bar Association of San Francisco. He also served as President of the Barristers Club of San Francisco, which is the new lawyer division of the San Francisco Bar Association. He has been a member of the Board of Directors for the San Francisco Legal Aid Society - Employment Law Center, where he chaired the audit committee. He was the Chair of the State Bar of California's Resolutions Committee, which is responsible for recommendations to the State Bar of proposed changes to state laws. He is a member of the American Bar Association, the Bar Association of San Francisco, and the Charles Houston Bar Association. He attended Boalt Hall School of Law, where he earned his J.D. in 1984, and Stanford University, where he obtained his B.A. in 1979.



CHRISTOPHER HANSEN is AARP's Group Executive Officer for State and National Initiatives. His responsibilities include government relations, advocacy, management of AARP offices in every state, public outreach on key programs, and volunteer management and support. He assumed that position in mid-January 2003, after serving as the organization's Senior Managing Director of Government Relations and Advocacy since March 2002.

Before coming to AARP, Mr. Hansen worked for 16 years for The Boeing Company. Hansen was known as a political strategist with a broad view and strong interpersonal relations with both Republicans and Democrats. As Boeing's Senior Vice President, Government Relations, he directed the company's congressional and executive branch work and its state affairs. Previously, he served as Boeing's Vice President, Government Relations and Vice President of Congressional Affairs. Prior to his work with Boeing, Hansen spent 11 years with General Dynamics, where he was Director of Government Relations Operations.

He has held a number of leadership roles in professional organizations, including the U.S. Council for International Business, the National Aeronautics Association, the National Bureau of Asian Research, and the Individual Investors Committee of the New York Stock Exchange. He is also active in philanthropic organizations such as the Wolf Trap Foundation. Mr. Hansen holds a Bachelor of Arts degree in Political Science from the University of Denver and a Master's degree from the American Graduate School of International Management.



RICHARD KETCHUM, 55, has been Chief Executive Officer of NYSE Regulation, Inc., since 2006. He is a member of the NYSE Regulation Board of Directors. Mr. Ketchum had served as the first Chief Regulatory Officer of the New York Stock Exchange since March 8, 2004.

From June 2003 to March 2004, Mr. Ketchum was General Counsel of the Corporate and Investment Bank of Citigroup Inc., and a member of the unit's planning group, Business Practices Committee and Risk Management Committee. Previously, he spent 12 years at the NASD and Nasdaq Stock Market, Inc. He served as President of Nasdaq for three years and as President of the NASD for seven years.

Prior to working at the NASD and Nasdaq, Mr. Ketchum was at the Securities and Exchange Commission (SEC) for 14 years, eight of those years as Director of the Division of Market Regulation. From June 2003 to March 2004, Mr. Ketchum was General Counsel of the Corporate and Investment Bank of Citigroup Inc., and a member of the unit's planning group, Business Practices Committee and Risk Management Committee.

Mr. Ketchum earned his J.D. from the New York University School of Law in 1975 and his B.A. from Tufts University in 1972. He is a member of the bar in both New York and the District of Columbia.



ANTHONY LEWIS has been the Deputy Commissioner for the Securities Regulation Division and acting Chief Deputy Commissioner for the California Department of Corporations since June 2005. In this position, he assists in the day-to-day operations of the department. Prior to this assignment, Mr. Lewis was a prosecutor serving as a Supervising Deputy Attorney General for the State of California Bureau of Medi-Cal Fraud and Elder Abuse and as a Deputy District Attorney for Sacramento County. From 2001 to 2003, Mr. Lewis served as an Assistant Chief Deputy Inspector General and Chief Counsel for the California Office of the Inspector General, which is responsible for the oversight of California's prison and parole system.



ANTHONY PRATKANIS is currently Professor of Psychology at the University of California, Santa Cruz where he studies social psychology, social influence, and prejudice reduction. He earned his Ph.D. in 1984 from the famed social psychology program at the Ohio State University. An engaging classroom teacher, he began his career in the business school at Carnegie-Mellon University where he taught popular courses in advertising and consumer behavior. He was recently awarded UCSC's coveted Excellence in Teaching Award for his popular courses on Social Influence and Social Psychology and was named The Psychology Class of 2005's Most Revered Professor.

A frequent contributor to scientific journals and the popular press on the topics of persuasion and influence, he is a co-editor of *Attitude Structure and Function*, *Social Psychology*, *The Science of Social Influence*, and a past associate editor for the *Journal of Consumer Psychology*. His research program has investigated such topics as the delayed effects of persuasion, attitudes and memory, groupthink, affirmative action, subliminal persuasion, mass communications, source credibility, persuasion and democracy, and a variety of influence tactics such as the pique technique, phantoms, the projection tactic, the 1-in-5 prize tactic, and altercasting. In 1995, he was elected a fellow of the American Psychological Association. He has appeared in the mass media over 350 times including the Oprah Winfrey Show, Dateline NBC, CBS News, C-Span, Washington Post, Los Angeles Times, New York Times, and CNN, and his research has been translated into ten different languages. He is the co-author (with Elliot Aronson) of *Age of Propaganda: The Everyday Use and Abuse of Persuasion* and (with Doug Shadel) of *Weapons of Fraud: A Source Book for Fraud Fighters*. Anthony Pratkanis is the founding editor of a new scientific journal, *Social Influence*. In 2002, he received a Telly award for his work as a scientific consultant on AARP's video, *Weapons of Fraud* (the companion video to the book by the same name). Recently, he testified before the U.S. Senate Special Committee on Aging about what can

be done to prevent economic fraud crimes. Currently, he is working with AARP, civic groups, and law enforcement agencies on strategies for preventing economic fraud crimes, with government agencies including the United States military on countering the propaganda of terrorists and dictators, and with the National Association of Attorneys General's Tobacco Litigation Group as an expert on marketing and consumer behavior.



LORI A. RICHARDS is the Director of the Securities and Exchange Commission's Office of Compliance Inspections and Examinations (OCIE), having been appointed on May 1, 1995. OCIE is responsible for administering the SEC's securities compliance examination and inspection program for entities registered with the SEC as self-regulatory organizations, broker-dealers, transfer agents, clearing agencies, investment companies and investment advisers.

Ms. Richards started her career with the SEC in 1985 in the Enforcement program in Los Angeles. From July 1992 through May 1994, she was Associate Director for Enforcement of the SEC's Pacific Regional Office in Los Angeles, responsible for coordinating the SEC's overall enforcement program in the Region. Ms. Richards served concurrently as Acting District Administrator of the SEC's San Francisco District Office from February 1993 through May 1994. From May 1994 to May 1995, she served as Executive Assistant and Senior Adviser to SEC Chairman Levitt.

Ms. Richards received a B.A. from Northern Illinois University in 1982, and a J.D. from American University, Washington College of Law, in 1985.



MARY L. SCHAPIRO is Vice Chairman of NASD, the world's largest private sector securities regulator, and President of the Regulatory Policy and Oversight Division. She is a member of the NASD Board of Governors.

As the primary regulator of 5,100 U.S. securities brokerage firms and the nearly 700,000 registered brokers who do business with the public, the Regulatory Policy and Oversight Division has responsibility for writing rules that govern the conduct of virtually all aspects of the securities business, including sales practices and financial and operational integrity; examining firms for compliance with those rules; and enforcement of NASD rules, the rules of the Municipal Securities Rulemaking Board and the federal securities laws.

The Division also reviews regulated firms' advertisements and corporate financing arrangements, administers qualifications exams and continuing education to registered persons, provides a range of educational resources and tools for investors, and provides comprehensive regulatory services to The NASDAQ Stock Market and the American Stock Exchange.

Ms. Schapiro joined NASD in 1996 as President of NASD Regulation and was named Vice Chairman in 2002. Before assuming her present duties, Ms. Schapiro was appointed Chairman of the federal Commodity Futures Trading Commission (CFTC) in 1994 by President Clinton. The CFTC is responsible for regulating the U.S. futures markets, including financial, agricultural and energy markets. As Chairman, she participated in the President's Working Group on Financial Markets with the Secretary of the Treasury and the chairmen of the Federal Reserve Board and the Securities and Exchange Commission (SEC).

Prior to assuming the CFTC chairmanship, Ms. Schapiro served for six years as a Commissioner of the SEC. She was appointed in 1988 by President Reagan, reappointed by President Bush in 1989 and named Acting Chairman by President Clinton in 1993.

Ms. Schapiro is an active member of the International Organization of Securities Commissions (IOSCO) and was elected Chairman of the IOSCO Consultative Committee in 2002 and 2004.

A 1977 graduate of Franklin and Marshall College in Lancaster, Pa., Ms. Schapiro earned a Juris Doctor degree (with honors) from George Washington University in 1980. She is a member of

the Board of Trustees of Franklin and Marshall College. She is a member of the Boards of Directors of Duke Energy and Kraft Foods. Ms. Schapiro was named the Financial Women's Association Public Sector Woman of the Year in 2000.



DOUG SHADEL is currently the State Director for AARP Washington in Seattle. As a former fraud investigator and special assistant attorney general in Washington State, he is considered a leading expert on fraud schemes that target older people. He has co-authored three books about fraud and produced several video documentaries on the subject. Dr. Shadel co-led a three-year U.S. Department of Justice/AARP Foundation study that for the first time documented prevention strategies that can dramatically reduce victimization.



PATRICIA D. STRUCK, Administrator of the Division of Securities with the Wisconsin Department of Financial Institutions, was elected President of the North American Securities Administrators Association (NASAA) in September 2005, after serving for one year as President-elect. From 2001 through 2004, she chaired the NASAA's Investment Adviser Section. She also served on NASAA's Board of Directors from 1998 through 2001 as well as chairing the CRD Steering Committee.

NASAA is the oldest international organization devoted to investor protection. Its membership consists of the securities administrators in the 50 states, the District of Columbia, the U.S. Virgin Islands, Puerto Rico, Canada, and Mexico. As she took office at the organization's annual conference, Struck said, "For those of you in the securities business, compliance with securities laws is a reflection of your respect for investors and the systems in place for their protection. We expect you to play by the rules." Under Struck's leadership NASAA has been engaged on several fronts – including variable annuities, investment advice, and arbitration – in its efforts to protect investors.

Struck has been with the state of Wisconsin for more than 20 years and with DFI since its formation in 1996. She has been the securities administrator since that time. The agency regulates more than 1,800 licensed broker dealer firms, over 97,000 registered securities agents, and nearly 200 licensed investment advisers.

Before her career in state securities regulation, Struck worked as an attorney with a large regional bank. She has been a visiting lecturer in securities law at the University of Wisconsin Law School and has served as chair of the business law section of the State Bar of Wisconsin. She also is a frequent speaker on issues relating to investor education as well as broker-dealer and investment-adviser compliance. She has a B.A. degree from Mount Holyoke College and a J.D. degree from the University of Wisconsin Law School.



LINDA CHATMAN THOMSEN is the Director of the Securities and Exchange Commission's Division of Enforcement. She has been a member of the Commission's Division of Enforcement staff for over ten years. She joined the staff in 1995 as an Assistant Chief Litigation Counsel. In 1997 she was named an Assistant Director and was named an Associate Director in 2000. She became the Deputy Director of the Division of Enforcement in 2002. In May 2005, she became the eighth Director of the Division of Enforcement. Before joining the staff of the Commission, Ms. Thomsen was in private practice and also served as an Assistant United States Attorney for the District of Maryland. She received her A.B. from Smith College and her law degree from Harvard University.