



Compliance Outreach Program

**for
Broker-Dealers
April 9, 2013
Washington, DC**

Agenda

Registration and Continental Breakfast (7:30 am – 9:00 am)

Welcome and Opening Remarks (9:00 am – 9:45 am)

Elisse B. Walter, *Chairman, SEC*

Richard G. Ketchum, *Chairman and Chief Executive Officer, FINRA*

Carlo di Florio, *Director, National Examination Program, Office of Compliance Inspections and Examinations, SEC*

Panel 1: The Role of Compliance and Ethics (9:45 am – 10:45 am)

Panelists will discuss broker-dealer control functions that ensure that effective policies and procedures are implemented to identify and mitigate reputational, regulatory and ethical risks.

Merri Jo Gillette, *Director, Chicago Regional Office, SEC (Moderator)*

Alan Cohen, *Head of Global Compliance, Goldman Sachs & Co.*

John Hanson, *Founder and Executive Director, Artifice Forensic Financial Services, LLC*

Christopher J. Mahon, *Senior Vice President and Head of Broker-Dealer Legal and Regulatory, AllianceBernstein/Sanford C. Bernstein*

Allen Meyer, *Managing Director and Head of Compliance, Barclays Corporate and Investment Banking*

Break (10:45 am – 11:00 am)

Panel 2: Sales Practice (11:00 am – 12:00 pm)

Panelists will discuss control functions, ethical principles and current industry regulation relating to sales practice issues.

Andrew Bowden, *Deputy Director, National Examination Program, Office of Compliance Inspections and Examinations, SEC (Moderator)*

Susan F. Axelrod, *Executive Vice President, Member Regulation Sales Practice, FINRA*

David W. Blass, *Chief Counsel and Associate Director, Division of Trading and Markets, SEC*

Mercer E. Bullard, *President and Founder of Fund Democracy; Jessie D. Puckett, Jr., Lecturer and Associate Professor of Law at the University of Mississippi School of Law; and Vice President, Plancorp LLC*

Michelle Oroschakoff, *Global Chief Risk Officer, Morgan Stanley Wealth Management*

Heather Traeger, *Partner, O'Melveny & Myers*

Lunch (12:00 pm – 1:15 pm)

Panel 3: Trading Practices (1:15 pm – 2:15 pm)

Panelists will discuss the role that effective control functions play in ensuring that trading practices are consistent with ethical principles and current market regulation.

John Polise, *Associate Director, Market Oversight, National Examination Program, Office of Compliance Inspections and Examinations, SEC, (Moderator)*

Chris Concannon, *Partner and Executive Vice President, Virtu Financial, LLC*

Thomas Gira, *Executive Vice President, Market Regulation, FINRA*

John M. Ramsay, *Acting Director, Division of Trading and Markets, SEC*

Address from Daniel M. Gallagher, Commissioner, SEC (2:15 pm - 2:30 pm)

Break (2:30 pm – 2:45 pm)

Panel 4: Net Capital (2:45 pm – 3:45 pm)

Panelists will discuss the role of effective control functions in ensuring compliance with financial responsibility rules, assessing capital considerations and confirming appropriate capital and liquidity.

Grace B. Vogel, *Executive Vice President, Member Regulation, FINRA (Moderator)*

Karen Cassidy, *Managing Director, Corporate Treasury Division, Morgan Stanley & Co.*

Michael Macchiaroli, *Associate Director, Office of Broker-Dealer Finances, Division of Trading and Markets, SEC*

Ralph Mattone, *Managing Director, Regulatory Americas, Nomura Securities International, Inc.*

Kevin Piccoli, *Deputy Director, Division of Swap Dealer and Intermediary Oversight, U.S. Commodity Futures Trading Commission*

Break (3:45 pm - 4:00 pm)

Panel 5: Risk Governance - Regulators Panel (4:00 pm – 5:00 pm)

Panelists will discuss perspectives on trends and regulatory expectations from the SEC, FINRA, Federal Reserve Board, Office of the Comptroller of the Currency, and Commodity Futures Trading Commission.

Carlo di Florio, *Director, National Examination Program, Office of Compliance Inspections and Examinations, SEC (Moderator)*

Gary Barnett, *Director, Division of Swap Dealer and Intermediary Oversight, U.S. Commodity Futures Trading Commission*

Michael Gibson, *Director, Division of Banking Supervision and Regulation, Federal Reserve Board*

Richard G. Ketchum, *Chairman and Chief Executive Officer, FINRA*

Martin Pfinsgraff, *Acting Senior Deputy Comptroller, Large Bank Supervision, Office of the Comptroller of the Currency*