



**CCOutreach BD National Seminar
March 10, 2009**

U.S. Securities and Exchange Commission
Station Place Auditorium
100 F Street, NE
Washington, DC

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

I. Welcome (9:00 a.m. – 9:05 a.m.)

Lori A. Richards, Director, Office of Compliance Inspections and Examinations, SEC

Opening Remarks (9:05 a.m. – 9:30 a.m.)

Mary L. Schapiro, Chairman, SEC

Richard G. Ketchum, Chairman and CEO-designate, FINRA

II. Current Regulatory Environment (9:30 a.m. – 10:45 a.m.)

Staff from the SEC, FINRA and industry CCOs address the impact of regulatory and compliance issues that have emerged in the current financial environment. The discussion includes current areas of regulatory concern and examination priorities as well as capital compliance, financial and operational issues, risk management, trading, short sales and information barriers.

Mary Ann Gadziala, Associate Director, Office of Compliance Inspections and Examinations, SEC
(*moderator*)

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

Michael Corrao, Managing Director, Chief Compliance Officer, Knight Equity Markets, L.P.

Cameron Funkhouser, Senior Vice President, Market Regulation, FINRA

Anand Ramtahal, Senior Vice President, Member Regulation, FINRA

III. Remarks from SEC Commissioner Elisse B. Walter (10:45 a.m. – 10:55 a.m.)

Break (10:55 a.m. – 11:10 a.m.)

IV. Information Protection and Privacy (11:10 a.m. – 12:25 p.m.)

Panelists discuss the benefits, challenges and compliance considerations associated with technology (e.g., email, instant messaging, jump drives). Staff from the SEC and FINRA as well as industry professionals will convey useful ideas for managing issues in this area. The panel will also address topics such as preservation and production of documents, and developments concerning customer protection in relation to Regulation S-P.

John H. Walsh, Associate Director, Office of Compliance Inspections and Examinations, SEC
(*moderator*)

Paul Doelger, Managing Director, Compliance Department, Pershing LLC

Lisa Roth, President, Keystone Capital Corporation
George Walz, Vice President, Member Regulation, FINRA

Lunch (12:25 p.m. – 2:00 p.m.)

V. Product-Specific Supervision—Ask the CCO (2:00 p.m. – 3:15 p.m.)

Panelists discuss key regulatory and compliance obligations of supervisors at firms selling certain non-traditional products. Discussion includes the process of bringing a product to market, suitability issues and the consequences of failing to supervise. Panelists also cover the obligations of supervisors at firms servicing various types of clients (*e.g.*, retail, institutional and elderly clients). Participants hear directly from fellow CCOs on how they manage the supervision process at their firms during this “Ask the CCO” session.

Daniel M. Sibears, Executive Vice President, Member Regulation, FINRA (*moderator*)

Cynthia Armine, Chief Compliance Officer, Citigroup Global Markets

Patricia S. Bartholomew, Managing Partner, General Counsel, Chief Compliance Officer, Craig-Hallum Capital Group LLC

Pamela Cavness, Chief Compliance Officer, Edward Jones

John I. Fitzgerald, Director – Legal and Compliance, Leerink Swann LLC

VI. Remarks from SEC Commissioner Troy A. Paredes (3:15 p.m. – 3:25 p.m.)

Break (3:25 p.m. – 3:40 p.m.)

VII. Enterprise-Wide Supervision (3:40 p.m. – 4:55 p.m.)

This panel focuses on the supervisory structures and systems as they relate to the firm’s overall business activities. The discussion highlights the following supervision areas: integration for certain business procedures; outside business activities for employees; outsourced functions; dual registrants and their employees; business continuity plans; and compliance with NASD Rule 3012 and FINRA Rule 3130. The recent reorganization of financial institutions and its impact on compliance efforts will also be addressed.

Michael Rufino, Senior Vice President and Deputy, Member Regulation, FINRA (*moderator*)

Daniel M. Gallagher, Deputy Director, Division of Trading and Markets, SEC

Colleen A. Graham, Managing Director, Regional Head of Compliance – Americas, Credit Suisse

Christine Sibille, Senior Special Counsel, Office of Compliance Inspections and Examinations, SEC

Pamela K. Ziermann, CSCP, Senior Vice President, Compliance and Human Resources, Dougherty Financial Group, LLC

VIII. Closing Remarks (4:55 p.m. – 5:10 p.m.)

Lori A. Richards, Director, Office of Compliance Inspections and Examinations, SEC

Erik R. Sirri, Director, Division of Trading and Markets, SEC

Robert C. Errico, Executive Vice President, Member Regulation, FINRA