

# NRS Twenty-Fourth Annual Spring Investment Adviser and Broker-Dealer Compliance Conference



Hyatt Regency Grand Cypress – Orlando, Florida

## Strategies for Successfully Navigating the Twin Challenges of Regulatory Reform and Emerging Risks

This year's event is more important than ever:

Increase your value to your firm by attending the pre-eminent industry conference offering current and comprehensive coverage of compliance trends and regulatory updates as well as new workshop sessions that encourage CCOs and other compliance professionals to share and identify what constitutes real-world best practices in the operational and compliance arenas.

*"I submit that the value of compliance and legal personnel increases during a down market. This is because in periods of heightened scrutiny, investors, regulators and counterparties may be loath to give a firm the benefit of the doubt if there is any question regarding the firm's compliance with the rules if the firm has decreased its compliance or legal resources."*

Andrew J. Donohue  
Director, Division of Investment Management  
U.S. Securities and Exchange Commission

NRS 2008 Fall Compliance Conference  
Scottsdale, AZ

# NRS Twenty-Fourth Annual Spring Investment Adviser and Broker-Dealer Compliance Conference

April 26-29, 2009 — Hyatt Regency Grand Cypress — Orlando, Florida

Dear Compliance Professional:

NRS has been sponsoring compliance conferences for the financial services industry for twenty-four years. Over that time we have provided thousands of compliance professionals with the necessary training and information to support robust and effective compliance programs that mitigate regulatory and operational risk. NRS is dedicated to providing an innovative, real-world program for those new to compliance as well as seasoned professionals. We understand, based on working with our many clients, the challenges and concerns that the market crisis has precipitated and we have designed the Spring Conference program with these mind.

Our 2009 Spring Conference features a compelling program of leading-edge and timely investment adviser and broker-dealer offerings that we believe will provide an enjoyable and worthwhile learning experience. Some of highlights of the Spring Conference include:

- A featured panel of recognized industry experts who will offer their unvarnished insights on the financial crisis and the outlook for regulatory and industry restructuring
- A special pre-conference workshop – Form ADV Part 2 Plain English disclosure writing clinic
- CCO Toolkit: another in a series of our well-received Professional Development workshops
- Extended sessions on two critical compliance areas: Trading Desk Operations and Operational Risk Management
- Peer Learning Discussion Forums where expert session leaders and compliance pros interact with attendees to identify and catalogue best practices with respect to essential risk areas
- Free post-conference access to recordings of the conference

For IACCP<sup>SM</sup> certificate holders and other attendees, a complimentary Professional Ethics Workshop will be available to meet annual CE requirements.

Through its many networking events, the NRS 2009 Spring Conference offers an all-important opportunity to meet new friends and compare notes with colleagues. We have built into the conference program additional and extended breaks to allow attendees to check in with the office, meet the exhibitors or simply relax.

NRS has designed panel and peer discussion sessions with the needs of small and large advisers and broker-dealers/dual registrants in mind.

Plan to join us in Orlando at the lovely Hyatt Regency Grand Cypress for this premier annual compliance gathering. We look forward to seeing you there!

Regards,



Richard Cortese  
VP, Education and Training

## Conference Agenda

For full session descriptions and participating speakers visit [www.nrs-inc.com/Spring09](http://www.nrs-inc.com/Spring09)

### Sunday, April 26, 2009

#### Pre-Conference Workshops

(Closed to Press, Regulators and Exhibitors)

2:30 PM – 5:00 PM	Form ADV Part 2 Writing Clinic Building a Successful SEC Exam Strategy
5:00 PM – 7:00 PM	Conference Registration and Welcoming Reception

### Monday, April 27, 2009

7:00 AM – 7:50 AM	Continental Breakfast and Registration
7:50 AM – 8:00 AM	Opening Remarks
8:00 AM – 9:00 AM	Risk Management and Regulation in the New Frontier
9:10 AM – 10:15 AM	Successfully Meeting Compliance Challenges Facing the Small Adviser Anatomy of a Trading Desk Surviving the Routine FINRA Examination including the 2008 Top Ten Deficiencies
10:15 AM – 10:45 AM	Networking Break – Meet the Exhibitors
10:45 AM – 12:00 PM	Successfully Meeting Compliance Challenges Facing the Small Adviser <i>continued</i> Anatomy of a Trading Desk <i>continued</i> Update on FINRA's Rule Consolidation Process
12:00 PM – 1:10 PM	Networking Luncheon
1:10 PM – 2:30 PM	Risk Identification and Forensic Testing Achieving a Unified Approach to Compliance for the SEC and FINRA Dual Registrant
2:30 PM – 3:00 PM	Networking Break – Meet the Exhibitors
3:00 PM – 4:15 PM	SEC Inspection Priorities for Investment Advisers and Mutual Funds in the Wake of the Market Crisis Best Execution and Soft Dollars: Getting it Right
6:00 PM – 7:30 PM	Networking Reception

### Tuesday April 28, 2009

7:30 AM – 8:15 AM	Continental Breakfast
8:15 AM – 8:30 AM	Opening Remarks
8:30 AM – 9:00 AM	Special Opening Address – David Tittsworth Executive Director, IAA
9:05 AM – 10:15 AM	Recent Enforcement Case Studies for Volatile Markets
10:15 AM – 10:45 AM	Networking Break – Meet the Exhibitors
10:45 AM – 12:00 PM	Peer Learning Forums: • Enterprise Concerns • Client Service Areas • Investment Adviser Compliance Programs
12:00 PM – 1:00 PM	Box Lunch – Exhibit Area
1:00 PM – 2:15 PM	Peer Learning Forums: • Culture of Compliance • Advertising and Marketing • Broker-Dealer Compliance
2:15 PM – 2:45 PM	Networking Break – Meet the Exhibitors
2:45 PM – 4:45 PM	Ethics for Compliance Professionals in a Unforgiving Environment ( <i>Optional CE Workshop</i> ) <i>Closed to press, regulators and exhibitors</i>
5:00 PM – 5:45 PM	Center for Compliance Professionals Reception

### Wednesday, April 29, 2009

7:00 AM – 7:45 AM	Continental Breakfast
7:45 AM – 8:00 AM	Opening Remarks – Raffle
8:10 AM – 9:15 AM	CCO Toolkit Understanding the Fundamentals of a Sound Records Management Program
9:15 AM – 9:35 AM	Networking Break – Meet the Exhibitors
9:35 AM – 10:30 AM	Operational Risk Management Employment Law for the Securities Industry
10:30 AM – 10:40 AM	Stretch Break
10:40 AM – 11:45 AM	Operational Risk Management <i>continued</i> ERISA Update
12:00 PM – 1:00 PM	Peer Learning Discussion Groups ( <i>Conference Summary Discussions</i> )

Included with the registration fee, all conference attendees will receive access to recordings of the conference sessions.

#### Pricing Information:

Register today for the most economical pricing.

Best Value Registration by February 24, 2009 . . . . .	\$1,345	Regular Registration after March 24, 2009 . . . . .	\$1,695
Early Registration by March 24, 2009 . . . . .	\$1,545	Pre-Conference Workshop . . . . .	\$295

#### Hotel Information:

Hyatt Regency Grand Cypress  
One Grand Cypress Blvd., Orlando, Florida, USA 32836  
Tel: +1 407 239 1234 – Fax: +1 407 239 3800

#### Reserve Your Room Today.

NRS has reserved a block of rooms at the group rate of \$249 per night. This rate will apply three days before and three days after the official dates of the conference, subject to availability. To ensure you receive the group rate, make your reservation before April 6, 2009 by calling the hotel directly and identifying yourself as a NRS 2009 Spring Conference attendee.

#### Travel Information:

A number of different services are available for ground transportation to and from the Orlando International Airport. Please visit our 2009 Spring Conference Web page and click on the "Hotel and Travel Information" link for a complete list of alternatives and rates as well as driving directions, information about on-resort travel and travel to local theme parks.

#### Scope, Learning Objectives and Prerequisites

This live, intermediate-level, group conference examines regulatory developments and industry best practices for investment adviser and broker-dealer legal/compliance professionals with the goal of enhancing their professional competency. Legal, regulatory and industry experts will explain new regulations issued by Federal, State and SRO regulatory agencies and offer policy and procedures guidance to assist compliance professionals in maintaining strong and effective compliance programs. Ample time will be allowed for delegate questions. A conference workbook will be provided to support oral presentations. While nothing is required in the way of advance preparation as prerequisites, delegates should be current practicing compliance professionals and have a basic understanding of definitions and concepts that arise under Investment Advisers Act of 1940 and The Securities Exchange Act of 1934.

Comments or complaints regarding this conference should be directed to Christopher Chevalier, Director of Conference Services at: +1 860 435 2541 or [cchevalier@nrs-inc.com](mailto:cchevalier@nrs-inc.com)

#### Continuing Education Credits Information:

National Regulatory Services' conferences and seminars are designed to meet criteria for continuing education credits for financial planners, attorneys, IACCP<sup>SM</sup> and other compliance professionals. NRS is listed on the National Association of State Boards of Accountancy (NASBA) Registry as an approved provider of CPE credits for accountants and as a sponsor of CFP continuing education credits with the Certified Financial Planner Board of Standards. NRS has been certified by the California State Bar Continuing Legal Education Board as an Approved Provider of CLE credits for attorneys. CLE credits are available for most other states and may vary according to your state's regulations. To request CLE credits or learn more about the NRS Financial Hardship Policy, call +1 860 435 2541 x1856 or e-mail [continuinged@nrs-inc.com](mailto:continuinged@nrs-inc.com).

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- Recommended CPE credit hours for the main conference – 16
- Recommended IACCP credit hours for the main conference – 16
- Recommended CPE credit hours for the pre-conference workshops – 3
- Recommended IACCP credit hours for the pre-conference workshops – 3

#### Other Conference Information

Dress code for the conference is business casual. The information in this brochure is current as of the time of printing. For the latest conference details or for cancellation and refund information, visit our Web site at [www.nrs-inc.com/Spring09](http://www.nrs-inc.com/Spring09).



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## Twenty-Fourth Annual Spring Compliance Conference

Strategies for  
Successfully  
Navigating the  
Twin Challenges  
of Regulatory  
Reform and  
Emerging Risks

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Strategies for Successfully Navigating the Twin Challenges of Regulatory Reform and Emerging Risks

## Conference Highlights:

- Risk Management and Regulation in the New Frontier – an industry-expert panel discussion
- Form ADV Part 2 Plain English disclosure writing clinic
- CCO Toolkit: A professional development workshop
- Sessions specifically for Dual Registrants/Broker-Dealers
- Peer Learning Discussion Forums
- Free post-conference access to recordings of the conference



Book your spot today to take advantage of early registration discounts.  
Visit [www.nrs-inc.com/Spring09](http://www.nrs-inc.com/Spring09) for the latest information and to register.