sifma

39TH ANNUAL

PRIVATE CLIENT CONFERENCE

Financial Advice in a Rapidly Changing Environment

April 5–7 2017

THE WESTIN KIERLAND SCOTTSDALE, AZ

Program

WEDNESDAY, APRIL 5

5:00pm – 7:00pm **Registration Desk Hours**

5:00pm – 7:00pm **Welcome Reception**
Sponsored By: Fidelity Clearing & Custody Solutions

THURSDAY, APRIL 6

8:00am – 5:00pm **Registration Desk Hours**

7:30am – 8:15am **Networking Breakfast**

8:15am – 8:20am **Welcome and Conference Overview**

John Maurello
Managing Director, Private Client Group
SIFMA

8:20am – 8:50am **A Conversation with SIFMA President and CEO**

Moderator:

Brand Meyer
Senior Managing Director
Wells Fargo Advisors

Kenneth E. Bentsen, Jr.
President and CEO
SIFMA

8:50am – 9:10am **Building Investor Relationships in our Age of Technology**

Lisa Kidd Hunt
Executive Vice President, International Services & Special Business Development
Charles Schwab & Co., Inc.

9:10am – 9:30am **Igniting Passion in our Business: Today and Tomorrow**

David J. Kowach
President and Head
Wells Fargo Advisors

9:30am – 9:50am **Networking Break**
Sponsored By: The Next Level Sales Consulting

9:50am – 10:35am **Financial Advisors — Helping Investors Achieve their Financial Goals**

Financial Advisors provide important services to investors to help them attain their financial goals. FAs regularly help their clients financially navigate “life events,” such as birth, marriage, college funding, divorce, job transition, and aging. Each life event is a vital time in an investor’s life, and the FA/Client relationship is crucial for investors to reach optimum financial decisions. This panel of experienced FAs from across the country will provide their insight on how they best serve their clients’ interests and help them achieve desired results.

Moderator:

Steven M. Samuels
Managing Director, Advisor Programs & Strategy Integration
Merrill Lynch Wealth Management

Panelists:

Misty Farukh, CFP™
Associate Vice President, Investments
Raymond James & Associates

Kelly Rae Haskell, CFP®
Financial Advisor
Edward Jones

Kelly D. Milligan, CRPC®, C(k)P™, CPWA®
Senior Vice President – Wealth Management
Merrill Lynch Wealth Management

Meron Yemane
Financial Advisor
The Rockville Bridge Group
Morgan Stanley Wealth Management

10:35am – 10:55am **The Value of the Value Proposition**

Penny Pennington
Principal, Client Strategies Group
Edward D. Jones & Company, Inc.

10:55am – 11:40am **Working Together to Protect Senior Investors**

Hear the latest on the activities of the states, FINRA, SIFMA, and Member Firms working to help protect senior investors. This will include discussion of the new state and federal rules, as well as how the firms are implementing new practices to address these growing issues.

Moderator:

Lisa J. Bleier
Managing Director and Associate General Counsel, Federal Government Relations
SIFMA

Panelists:

Kortney J. Christensen, CFP®
Executive Vice President, Director of Sales and Marketing
Benjamin F. Edwards & Co.

Ronald C. Long
Director of Regulatory Affairs and Elder Client Initiatives
Wells Fargo Advisors

Suzanne Schmitt
Vice President, Family Engagement
Fidelity Investments

Geraldine "Gerri" M. Walsh
Senior Vice President, Investor Education
FINRA
President
FINRA Investor Education Foundation

11:45am – 1:00pm

Luncheon with Michael Smerconish

Luncheon Sponsored by Dow Jones & Co, Inc.

Intro:

Randy Snook
Executive Vice President, Business Policy and Practices
SIFMA

2016: What Just Happened and Why?

CNN/SiriusXM/Sunday Philadelphia Inquirer's Michael Smerconish had a front row seat to every step of the presidential race. He was a CNN analyst for every primary and caucus election, both party convention, all four debates, and both election night and inauguration day. Using his unique blend of analysis and humor, he's eager to put the political rise of Donald Trump in modern historical context.

Speaker:

Michael Smerconish
Host of The Michael Smerconish Program on SiriusXM and CNN's Smerconish Contributor, Newspaper Columnist and Best-Selling Author

Sponsored By:Federated Investors, Inc.

1:10pm – 1:55pm

Next Generation of Financial Advisors

The panel will explore ongoing challenges and opportunities to attract new and diverse talent to the role of financial advisor. They will discuss ways to help candidates better understand the job, both today and as it evolves, and the skills that are critical for success. The group will share ideas on how firms are bringing new thinking to recruiting, developing, and retaining the next generation of FAs.

Moderator:

Devin DeStefano, CFP
Managing Director – New Advisor Strategy, Client Experience and Growth
Wells Fargo Advisors

Panelists:

Dr. Denise P. Federer, Ph.D.
Principle Owner
Federer Performance Management Group LLC

Vanessa Halim
Principal, Financial Adviser Career Development
Edward Jones

Cheri Lytle
Managing Director, Head of Advisor Strategy & Development
Merrill Lynch Wealth Management

Kimberly P. Thekan
Managing Director, Director of Advisor Talent Strategies
Robert W. Baird & Co.

1:55pm – 2:40pm

Regulatory Panel

This panel of industry and regulatory experts will discuss current legislative and regulatory activities facing private client groups today, including DOL Fiduciary, Senior Investor Issues, suggested changes for FINRA given its new CEO's feedback solicitation campaign, and the likely focus of the new SEC in 2017.

Moderator:

Ira D. Hammerman
Executive Vice President & General Counsel
SIFMA

Panelists:

Christopher Gilkerson
Senior Vice President and General Counsel
Charles Schwab & Co., Inc.

Sarah Gill
Senior Vice President & Head of Regulatory Policy
LPL Financial LLC

James (Jim) McHale
Senior Vice President and Chief Compliance Officer
Wells Fargo Advisors

Steven Stone
Partner
Morgan Lewis & Bockius LLP

2:40pm – 3:00pm **The Future of Advice: A Silicon Valley Perspective**

Clara Shih
CEO and Founder
Hearsay Systems

3:00pm – 3:15pm **Networking Break**

Sponsored By: The Next Level Sales Consulting

3:15pm – 3:35pm **Using Digital Technologies to Protect and Educate Investors**

M. Owen Donley III
Chief Counsel, Office of Investor Education and Advocacy
U.S. Securities and Exchange Commission

3:35pm – 4:20pm **Family Office Panel**

A "Family Wealth" discussion focused on investment management, wealth planning, philanthropy, and legacy services designed to build solutions reflecting the needs, dreams, and goalsbased objectives of the families we serve.

Moderator:

Richard J. Franchella
Managing Director and Complex Manager
Morgan Stanley

Panelists:

Jared Augustine
CoFounder and CEO
Thuzio

John A. Fabian
Financial Advisor
Morgan Stanley Wealth Management

Karla Valas
Managing Director, Complex Asset Group
Fidelity Charitable

4:20pm – 5:00pm **Concurrent Session: Hearing from Emerging Leaders**

Helping advisors succeed is critical to reducing turnover and managing recruitment and retention costs. This panel of highly experienced complex managers will discuss how inspired leadership can help advisors build their careers. The discussion will include operating and growth strategies, formal business and marketing plans, specialization and leveraging highest-value activities.

Moderator:

Paul Santucci
Managing Director and Head of Field Development & Productivity, Wealth Management Americas (WMA)
UBS

Panelists:

Timothy F. Burnett
Market Executive
Merrill Lynch Wealth Management

James F. Dixon III
Managing Director, Southeast Region
Stifel

David Kistner
Managing Director Market Manager
Wells Fargo Advisors

Ellen M. Pierce
Managing Director, Market Head for Mi-Atlantic Market
UBS

4:20pm – 5:00pm **Concurrent Session: Best Practices for Growing Your Small Firm**

You have already demonstrated stability and longevity to your firm's financial advisors and clients and now it's time to invest in the future of your firm. This panel will address proactive strategies for growing your business, recruiting new talent, and implementing succession strategies. Please come prepared to share your ideas.

Moderator:

John Adams Vaccaro
Chief Executive Officer
Westport Resources Investment Services, Inc.
Managing Director
Westport Resources, a division of United Capital

Panelists:

James (Jim) Deutsch
President and CEO
Smith Moore

Michael A. Galantino
Managing Director - PrivateClient Group
Boenning & Scattergood, Inc.

	Craig A. Tillotson *Vice Chairman* HefrenTillotson
6:30pm – 9:30pm	**Networking Reception and Dinner** CoSponsored By: Bradley Investment Center Raymond James, Hearsay Systems

FRIDAY, APRIL 7

7:30am – 12:00pm	**Registration Desk Hours**
7:30am – 8:25am	**Networking Breakfast**
8:25am – 8:30am	**Welcome Remarks** **John Maurello** *Managing Director, Private Client Group* SIFMA
8:30am – 8:50am	**A Bull Market for Advice** **Andrew M. Sieg** *Head of Merrill Lynch Wealth Management*
8:50am – 9:30am	**Modernized FA Practice Panel** Given the convergence of transformative forces coming from regulation, new technology, industry consolidation, and demographic changes, our industry may look very different in just a few years. Our panel will address how today's most successful advisors are "modernizing" their practices to address these forces. **Moderator:** **Amanda Smith** *Senior Vice President, Head of Marketing* Fidelity Investments **Panelists:** **Jerome F. Lombard, Jr.** *President, Private Client Group* Janney Montgomery Scott, LLC **Bill Morrissey** *Divisional President, Independent Advisor Services* LPL Financial LLC **David G. Stoeffel** *President/CEO* Northwestern Mutual Investment Services, LLC *Vice President – Wealth Platforms & Partners* Northwestern Mutual
9:30am – 9:45am	**Networking Break**

9:45am – 10:30am

Financial Services 2020: How Technology is Transforming Advice

Market forces and demographics are changing the advice industry, challenging advisors and their firms to customize client service and engagement across a broad population. Technology can leverage these efforts when applied with precision. In this session, key leaders from three key players will share their views of technology and how it is already making an impact and how that impact will grow.

Moderator:

Steve Gresham
Head of Private Client Group for Personal Investing (PI)
Fidelity Investments

Panelists:

Alex Baghdjian
Senior Offering Associate, Financial Markets and Wealth Management
IBM Watson Financial Services

Rohit Mahna
General Manager, Financial Services
Salesforce

Kabir Sethi
Managing Director, Head of Digital Wealth Management
Bank of America Merrill Lynch

10:30am – 11:15am

Cyber Security Panel

Cyber Risk Trends in Private Wealth Management: How Firms Can Identify and Mitigate their Risk and Protect Clients Against Cyber Threats, Fraud, and Data Loss with a Focus on Best Practices and Security Technology.

Moderator:

Greg Ruppert
Senior Vice President, Chief, Financial Crimes Investigations Group
Charles Schwab & Co., Inc.

Panelists:

Craig Byrkit
Department Leader
Edward D. Jones & Co., Inc.

Dan McGee
Assistant Special Agent in Charge
Federal Bureau of Investigations

Andy Zolper
Chief Information Security Officer and Head of Technology Infrastructure
Raymond James Financial, Inc.

11:15am – 12:00pm **Differentiating Your Practice:
Targeting Your Private Wealth Management Marketing Approach**

Financial Advisors have substantially increased their use of comprehensive financial planning, tax planning, estate planning, and risk management in the last decade, and it continues to grow. Are your financial advisors communicating and delivering on a true private wealth management value proposition to your clients? What are your clients' perception of your business model versus your own perception? Join this session with leading marketing professionals on how their firms support financial advisor marketing strategies to deliver an integrated private wealth management marketing approach.

Moderator:

Karen Shakoske
Senior Vice President, Director of Marketing and Corporate Communications
Janney Montgomery Scott, LLC

Panelists:

Maureen Duff
Managing Director, Global Head of Marketing and Communications
Pershing LLC, a BNY Mellon company

Sarah C. Gosler
Senior Vice President & Head of Marketing
Wedbush Securities
Chief Marketing Officer
Lime Brokerage, LLC

Joan Khory
Managing Director, Chief Marketing Officer (CMO)
Oppenheimer & Co. Inc.

12:00pm **Conference Adjourns**