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• More diverse, sensitive, and assertive employees?

Investment Adviser Regulation

Thursday-Friday, January 15-16, 2009
Fordham University School of Law, New York | Live Webcast

Sponsored with the cooperation of the Philip D. Reed Chair Lecture Series and the Corporate Law Center, Fordham Law School

A Snapshot of the Current Crisis on Wall Street

Senior Officials at the SEC and DOL Provide Their Views of Recent Developments and Initiatives in the Ever-Changing Adviser Landscape

Both Sides of the Coin: Legal and Compliance Perspectives for a Complete and Comprehensive Program

Get mandatory CLE and CPE Credit

ALI-ABA is accredited to provide CLE instruction in all states and the District of Columbia and is accredited by the International Bar Association’s Minimum Competency Standards Committee to provide CLE in the United Kingdom. ALI-ABA is also accredited to provide CPE instruction in all states.

ALI-ABA is a sponsor of continuing legal education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 111 Union Street, Suite 900, Nashville, TN 37219-2417. Web site: www.nasba.org. For more information regarding the CPE program, please call (800) CLE-NEWS.

Total 60-minute hours of instruction: 12.5, including one hour of ethics courses and one hour of compliance education.


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You will examine key legal issues and trends with representatives from the Securities and Exchange Commission, the Department of Labor, and state securities regulators, as well as private practitioners, in-house counsel, and compliance officers.

The first day of the program pays particular attention to the current regulatory initiatives and related developments that are overwhelming the adviser landscape.

The second day examines compliance topics, from a practical perspective.

Program segments include:

- Practical Implications of the Credit Crisis
- Compliance “Hot Topics” including Reg S-P, AML, and Supervising Electronic Communications
- Wrap-Fee Programs and Separately Managed Accounts
- Adviser Issues in the Institutional and Retirement Marketplaces
- Soft Dollars and Trading Practices
- Advertising and Marketing
- Broker-Dealer/Adviser Dual Registrants and
- Private Advisers

Time is reserved throughout the program to address registrants’ questions.

Thursday, January 15, 2009

8:00 a.m. Registration

Webcast Segment A

9:00 a.m. Program Introduction and Overview of Adviser Regulation for Beginners (or those wanting a Refresher)! — Mr. Kirsch

10:15 a.m. The State Regulatory Agenda for Advisers: State Issues for SEC-Registered Advisers — Mr. Kirsch and Ms. Struck

11:15 a.m. Networking Break

11:30 a.m. The SEC’s Regulatory Agenda for Advisers — Messrs. Kirsch, Platz, and Scheidt and Ms. Pavetti

1:00 p.m. Lunch Break

Webcast Segment B

2:15 p.m. Wrap-Fee Programs and Separately Managed Accounts — Mr. Stone

3:15 p.m. Private Advisers — Mr. Butowsky

4:15 p.m. Networking Break

4:30 p.m. Adviser Issues in the Institutional and Retirement Marketplace — Messrs. Campagna, Ewing, Shively, and Smith

5:30 p.m. Adjournment for the Day

Friday, January 16, 2009

8:30 a.m. Legal Ethics for the Investment Adviser Lawyer and Compliance Officer — Ms. Talley

9:30 a.m. Advertising and Marketing — Ms. Gehl and Mr. Himstreet

10:45 a.m. Networking Break

11:00 a.m. Broker-Dealer Advisory Services: Financial Planning — Ms. Gehl and Messrs. Himstreet and Kirsch

12:00 noon Lunch Break

Webcast Segment C

1:30 p.m. Compliance Roundtable — Messrs. Stone and Vaidyan and Ms. Talley

- AML for advisers
- Reg S-P
- Supervising electronic communications
- Trading issues

2:45 p.m. A Peek To The Future: Practical Implications from the Credit Crisis — Messrs. Kirsch and Palmer

3:45 p.m. Adjournment

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**PLANNING CHAIR**

Clifford E. Kirsch, Sutherland LLP, New York

**FACULTY**

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Louis J. Campagna, Jr., Chief, Division of Fiduciary Interpretations and Regulations, U.S. Department of Labor, Washington, D.C.

Jack Ewing, Vice President and Corporate Counsel, The Prudential Insurance Company of America, Newark, New Jersey

Carol A. Gehl, Godfrey & Kahn, S.C., Milwaukee

Jeffrey O. Himstreet, Group Counsel – Investment Adviser, Amperrise Financial, Inc., Minneapolis

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Steven W. Stone, Morgan, Lewis & Bockius LLP, Washington, D.C.

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Audrey C. Talley, Drinker Biddle & Reath LLP, Philadelphia

Steven A. Yoder, Senior Vice President and General Counsel, Crawford Rosenthal McGlynn, LLC, New York

Ali-ABA Staff Attorney:

Kevin J. O’Connor, Senior Assistant Director, Office of Courses of Study

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10:45 a.m. Networking Break

11:00 a.m. Broker-Dealer Advisory Services: Financial Planning — Ms. Gehl and Messrs. Himstreet and Kirsch

12:00 noon Lunch Break

**Webcast Segment C**

1:30 p.m. Compliance Roundtable — Messrs. Stone and Yoder and Ms. Talley

- AML for advisers
- Reg-S-P
- Supervising electronic communications
- Trading issues

2:45 p.m. A Peek To the Future: Practical Implications from the Credit Crisis — Messrs. Kirsch and Palmer

3:45 p.m. Adjournment

**Webcast Segment D**

4:30 p.m. Adjournment for the Day

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**Important Notice**

For more information and rates, go to www.ali-aba.org/CP049

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George Shively, Senior Managing Director and General Counsel, New York Life Investment Management LLC, New York
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Patricia D. Struck, Administrator, Department of Financial Institutions, Wisconsin Division of Securities, Madison, Wisconsin
Audrey C. Talley, Drinker Biddle & Reath LLP, Philadelphia
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**Course Location and Hotel Accommodations**

Fordham Law School is located at 140 West 62nd Street, across the street from Lincoln Center, and there are many hotels nearby. NYC & Company (formerly the New York Convention & Visitors Bureau) may be the best resource for registrants not familiar with hotels in the area, go to www.nycvisit.com and click on Book Your Hotel. Hotels in the area of Lincoln Center/Fordham Law School include:

- **Buckingham Hotel**, 101 West 57th Street (at Sixth Ave.), New York, NY 10019; phone (212) 246-1500, ext. 3201 or 3202, or (888) 513-1900
- **On the Ave Hotel**, 2719 Broadway at 77th Street, New York, NY 10024; phone (212) 362-1100 or (800) 497-6028 (special Fordham rate may be available, but is subject to a minimum 3-night stay)
- **Hudson**, 336 W. 58th St., New York, NY; phone (212) 554-6000
- **Novotel New York**, 226 West 52nd Street, New York, NY; phone (212) 315-0100
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