

iNSITETM18

JUNE 6-8, 2018 Hyatt Regency Orlando

AGENDA



BNY MELLON | PERSHING

iNSITETM18

JUNE 6-8, 2018 Hyatt Regency Orlando

For your continuing education (CE) requirements, Pershing has applied for **CFP** and **IWI** credits. Eligible sessions are noted on the agenda.

WEDNESDAY, JUNE 6

6:00 a.m. – 7:00 a.m.

Sunrise Activities

Spin Fitness Center
Yoga Garden Terrace

7:30 a.m. – 7:00 p.m.

Registration Open Registration Desk, Convention Level

7:30 a.m. – 7:00 p.m.

Exhibit Hall Open Regency Ballroom

7:30 a.m. – 9:15 a.m.

Breakfast in the Exhibit Hall Regency Ballroom

7:30 a.m. – 9:30 a.m.

Pavilion Open Regency Ballroom Foyer

9:30 a.m. – 10:30 a.m.

Breakout Session I

1. Adding Value in a Passive World **CFP** **IWI** Regency Q

Adam Barth, Director of Equity Research, Gotham Asset Management

Presented by **GOTHAM FUNDS**
LONG/SHORT VALUE INVESTING

2. Embracing the Fiduciary Mindset: Cement Your Trusted Advisor Status **IWI** Orlando L

Moderator: Drew Hirschler, Vice President, Pershing

Blaine Aikin, Executive Chairman, Fi360 and CEFEX

Rob Cirrotti, Managing Director, Pershing

3. Institutional Trading: Regulation, Volatility and Change **CFP** **IWI** Orlando M

Moderator: J. Derek Penn, Managing Director, Head of Equities, BNY Mellon

Larry Tabb, Founder and Research Chairman, TABB Group

4. Mutual Funds: Looking Back While Moving Forward **CFP** **IWI** Plaza J

Moderator: Richard Calvario, Director, Pershing

Michael Doyle, Managing Director, Pershing

Hans Lange, Senior Vice President and Director of Product Management, Federated Investors

Pete Thatch, Senior Strategic Relationship Manager, American Funds from Capital Group

5. Now and Next: Trends Impacting the Future of Wealth Management **IWI** Regency O

Moderator: Crystal Andrus, Vice President, Pershing

Jeff Silva, Senior Manager, Wealth Management Technology, Deloitte

Gauthier Vincent, Principal, Deloitte Consulting LLP

6. Selecting an Alternatives Strategy to Fit Your Investing Needs CFP IWI Plaza I
Moderator: Lisa Lewin, Vice President, Pershing
William Michaelcheck, Founder, Partner, Chairman and Chief Investment Officer,
Mariner Investment Group
Marc Sole, Head of Hedge Fund Research and Portfolio Manager, Sound Point Capital Funds
Robert Teeter, Managing Director, Silvercrest Asset Management Group

7. Staffing and Compensation: Key Trends and Best Practices for Advisory Firms Orlando N
Mark Bruno, Associate Publisher, *InvestmentNews*
Barbara Novak, Vice President, Pershing
Matthew Sirinides, Senior Research Analyst, *InvestmentNews*

8. The Trifecta of Disruption: How Technology, Innovation and the Quest for Scalability Are Changing Wealth Management Regency P
Moderator: Michael Partnow, Director, Pershing
Marc Butler, Managing Director and Chief Operating Officer, Albridge
Dan Malley, Managing Director, Chief Operating Officer, Managed Investments, Pershing
James Patrick, Executive Vice President, Head of Advisor Services, Envestnet

10:30 a.m. – 11:00 a.m.

Networking Break

Regency Ballroom Foyer

10:30 a.m. – 11:00 a.m.

Pavilion Open

Regency Ballroom Foyer

11:00 a.m. – 12:00 p.m.

Breakout Session II

1. Alternative Investments: If Not Now...When? CFP IWI Regency Q
Moderator: Justin Fay, Director, Pershing
Jake Anonson, Portfolio Manager, Principal Global Investors
Tim Shannon, President and Chief Operating Officer, CAIS
Kevin Winters, Executive Vice President, Alternative Strategies

2. The “Butterfly Effect” on Investing IWI Plaza J
Moderator: Aaron Steinberg, Director, Pershing
Michael Mauboussin, Director of Research, BlueMountain Capital Management
Anne Mathias, Senior Strategist, Vanguard

3. Global Market and Economic Overview IWI Regency O
Moderator: Matt Forester, Chief Investment Officer and Director of Investments, Lockwood
Karyn Cavanaugh, Senior Vice President and Senior Market Strategist,
Voya Investment Management
Christopher Dillon, Investment Specialist, Multi-Asset Division, T. Rowe Price
Ryan Dimas, Portfolio Specialist, Global Equity, William Blair

4. LatAm: Discover Trends and Opportunities Impacting Investor Decisions IWI Orlando L
Moderator: Tim Walsh, Director, Pershing
Antonio Miranda, Head of Asset Management and Chief Investment Officer, Compass Group
Jeffrey Rosensweig, Director of the Robson Program for Business, Public Policy,
and Government at Goizueta Business School, Emory University

5. Liquidity Funding: Risks, Costs and Opportunities IWI Orlando M
Moderator: Brian Ruane, Chief Executive Officer, BNY Mellon Government Securities Services
Scott Freidenrich, Global Treasurer, BNY Mellon
James Tabacchi, President and Chief Executive Office, South Street Securities/CMET
Brad Winges, Managing Director, Head of Fixed Income Services and Piper Jaffray
Firm Investments and Trading President, Piper Jaffray Investment Management, LLC

6. Now and Next: Trends Impacting the Future of Wealth Management IWI	Orlando N
Moderator: Crystal Andrus, Vice President, Pershing Jeff Silva, Senior Manager, Wealth Management Technology, Deloitte Gauthier Vincent, Principal, Deloitte Consulting LLP	
7. Strengthen Your Foundation with Operations Excellence IWI	Regency P
Moderator: Jeremy Johnson, Vice President, Pershing Jason Betz, Director, Pershing Stephanie DiMaulo, Director, Pershing Anthony Rufo, Vice President, Pershing	
8. Where ETFs Are Headed (And How to Get There Ahead of the Pack) CFP IWI	Plaza I
Moderator: Jeremy Kross, Director of Business Development, ETF and Structured Products, BNY Mellon John Hoffman, U.S. Head of ETF Distribution and National Sales Director, Invesco Dominic Maister, Managing Director, BlackRock Dan Waldron, Senior Vice President and ETF Strategist, First Trust	
12:00 p.m. – 1:30 p.m. Lunch	Plaza Ballroom D-H
12:00 p.m. – 1:30 p.m. Pavilion Open	Regency Ballroom Foyer
1:45 p.m. – 3:30 p.m. GENERAL SESSION	Windermere Ballroom
1:45 p.m. – 2:25 p.m. Investing for Your Future Success: Our Strategy and Focus	
Lisa Dolly, Chief Executive Officer, Pershing Jim Crowley, Chief Operating Officer, Pershing	
2:25 p.m. – 2:30 p.m. Introduction	
Brian Ronayne, Senior Vice President, National Sales Director, Liquidity Management Division, Federated Securities Corp.	
2:30 p.m. – 3:30 p.m. A Conversation with James Comey IWI	
Moderator: Mike Row, Chief Relationship Officer, Pershing James Comey, Director, Federal Bureau of Investigation (2013-2017) <i>Sponsored by Federated</i>	
3:30 p.m. – 4:00 p.m. Networking Break	Regency Ballroom Foyer
3:30 p.m. – 4:00 p.m. Pavilion Open	Regency Ballroom Foyer
4:00 p.m. – 5:00 p.m. Breakout Session III	
1. Alternative Investments: If Not Now...When? CFP IWI	Plaza J
Moderator: Justin Fay, Director, Pershing Jake Anonson, Portfolio Manager, Principal Global Investors Tim Shannon, President and Chief Operating Officer, CAIS Kevin Winters, Executive Vice President Alternative Strategies, PIMCO	
2. The “Butterfly Effect” on Investing IWI	Plaza K
Moderator: Aaron Steinberg, Director, Pershing Michael Mauboussin, Director of Research, BlueMountain Capital Management Anne Mathias, Senior Strategist, Vanguard	

- 3. Global Market and Economic Overview** IWI Orlando M
 Moderator: Matt Forester, Chief Investment Officer and Director of Investments, Lockwood Karyn Cavanaugh, Senior Vice President and Senior Market Strategist, Voya Investment Management
 Christopher Dillon, Investment Specialist, Multi-Asset Division, T. Rowe Price
 Ryan Dimas, Portfolio Specialist, Global Equity, William Blair
- 4. How Reverse Mentoring Can Fuel Innovation at Your Firm** IWI Regency P
 Moderator: JamiLynn Cimino, Vice President, Pershing
 Lisa Bonner, Head of Enterprise Analytics Change Management & Communications, Cigna
 Mike Row, Chief Relationship Officer, Pershing
 Alicia Saka, Business Operations Manager, Moss Adams LLP
- 5. LatAm: Discover Trends and Opportunities Impacting Investor Decision** IWI Orlando N
 Moderator: Tim Walsh, Director, Pershing
 Antonio Miranda, Head of Asset Management and Chief Investment Officer, Compass Group
 Jeffrey Rosensweig, Director of the Robson Program for Business, Public Policy, and Government at Goizueta Business School, Emory University
- 6. Mitigating Cybersecurity Risk in a Digital Age** CFP IWI Regency Q
 Moderator: Melissa Bernstein, Director, Pershing
 Jeffrey Davis, Director, Pershing
 Jason Manar, Supervisory Special Agent, Federal Bureau of Investigation
 Jodi Pinedo, Director and Senior Managing Counsel, Pershing
- 7. Mutual Funds: Looking Back While Moving Forward** CFP IWI Orlando L
 Moderator: Richard Calvario, Director, Pershing
 Michael Doyle, Managing Director, Pershing
 Hans Lange, Senior Vice President and Director of Product Management, Federated Investors
 Pete Thatch, Senior Strategic Relationship Manager, American Funds from Capital Group
- 8. Orlando's Outlook: A Barbell Year in 2018** CFP IWI Regency O
 Philip Orlando, Senior Vice President, Chief Equity Strategist, Federated Investors, Inc.
*Presented by **Federated***
- 9. Where ETFs Are Headed (And How to Get There Ahead of the Pack)** CFP IWI Plaza I
 Moderator: Jeremy Kross, Director of Business Development, ETF and Structured Products, BNY Mellon
 John Hoffman, U.S. Head of ETF Distribution and National Sales Director, Invesco
 Dominic Maister, Managing Director, BlackRock
 Dan Waldron, Senior Vice President and ETF Strategist, First Trust

5:00 p.m. – 7:00 p.m.

Reception in the Exhibit Hall

Regency Ballroom

THURSDAY, JUNE 7

6:00 a.m.- 7:00 a.m.

Sunrise Fitness Activities

5K Fun Run/Walk

Convention Entrance

Philanthropic Partner



Spin
Yoga

Fitness Center
Garden Terrace

7:30 a.m. – 5:30 p.m.

Registration Open

Registration Desk, Convention Level

THURSDAY, JUNE 7 (continued)

7:30 a.m. – 5:30 p.m.

Exhibit Hall Open

Regency Ballroom

7:30 a.m. – 8:30 a.m.

Breakfast in the Exhibit Hall

Regency Ballroom

7:30 a.m. – 8:45 a.m.

Pavilion Open

Regency Ballroom Foyer

8:45 a.m. – 10:30 a.m.

GENERAL SESSION

Windermere Ballroom

8:45 a.m. – 8:50 a.m.

Welcome and Opening Remarks

Tom Sholes, Chief Strategy Officer, Pershing

8:50 a.m. – 9:30 a.m.

The World in Transition

Moderator: Carol Massar, Co-Anchor, *Bloomberg Markets*,
Bloomberg Radio; Co-Anchor, *Bloomberg Businessweek*,
Bloomberg Television and Radio

Charles W. Scharf, Chairman and Chief Executive Officer, BNY Mellon

9:30 a.m. – 9:35 a.m.

Introduction

Tracy Hopkins, Chief Operating Officer of BNY Mellon
Cash Investment Strategies, a division of The Dreyfus Corporation
and Executive Vice President of MBSC Securities Corporation

9:35 a.m. – 10:30 a.m.

Market Mavens Masterclass CFP IWI

Moderator: Lisa Abramowicz, Co-host, *Bloomberg Markets AM*,
Bloomberg Radio and Columnist, *Bloomberg Gadfly*

Dr. David Kelly, Chief Global Strategist and Head of the
Global Market Insights Strategy Team, J.P. Morgan Asset Management
Vincent Reinhart, Managing Director, Chief Economist and
Investment Strategist, Standish Mellon Asset Management

Presented by  BNY MELLON | 

10:30 a.m. – 11:00 a.m.

Networking Break

Regency Ballroom Foyer

10:30 a.m. – 11:00 a.m.

Pavilion Open

Regency Ballroom Foyer

11:00 a.m. – 12:00 p.m.

Breakout Session IV

**1. Around the Horn With Advisors Using Digital Tools
as Accelerators to Grow their Business** CFP IWI



Regency O

Moderator: Marissa Madiara, Vice President, Pershing
Greg Friedman, Co-Founder and President, Private Ocean
Darren Port, President, Tota Vita Financial Associates
Simon Roy, President and Chief Executive Officer, Jemstep

2. Asset Allocation, Blockchain and Cryptocurrency: the ABCs of 2018

Regency Q

Moderator: Christopher Gunderson, Director, Pershing Advisor Solutions
Steven McClurg, Chief Investment Officer, Arca Investment Management
Jose Suarez, Co-Founder, Silver 8 Partners, LP
Timothy Spangler, Partner, Dechert LLP

- 3. The Challenges With Active Fixed Income** CFP IWI Plaza J
 Tony Gould, Managing Director, AQR Capital Management
 Presented by 
- 4. Equity Investing in 3D: Leveraging a Defined, Disciplined Approach to Diversification** CFP IWI Orlando L
 Chris Peterson, Senior Vice President and Head of the Strategy Research Group, First Trust Portfolios, L.P.
 Presented by 
- 5. Fixed Income Outlook** IWI Plaza I
 Moderator: Marvin Loh, Managing Director Senior and Global Markets Strategist, BNY Mellon
 Gautam Khanna, Senior Portfolio Manager, Insight Investment
 Steven Oblack, Executive Director, Fund Strategy, FS Investments
 David Santoriello, Senior Portfolio Specialist, Guggenheim Investments
- 6. Transform and Change the Game** IWI Orlando M
 Moderator: Laura Gelchie, Vice President, Pershing
 David Crow, Managing Director, Pershing
 Paul Hansen, President, Key Investment Services
 Tim Murphy, National Sales Manager, Voya Financial Advisors, Inc.
- 7. Understanding How the Psychology of Referrals Can Drive Growth** Regency P
 Moderator: Steve Berglund, Vice President, Pershing
 Julie Littlechild, Founder, AbsoluteEngagement
- 8. What Matters Most When Considering a Merger or Acquisition?** IWI Orlando N
 Moderator: Megan Carpenter, Co-Founder and Chief Executive Officer, FiComm Partners LLC
 Dan Seivert, Chief Executive Officer and Founder, ECHELON Partners
 Mark Tibergien, Chief Executive Officer, Pershing Advisor Solutions

12:00 p.m. – 1:30 p.m.

Lunch

Plaza Ballroom D-H

12:00 p.m. – 1:30 p.m.

Pavilion Open

Regency Ballroom Foyer

1:45 p.m. – 2:45 p.m.

GENERAL SESSION

Windermere Ballroom

1:45 p.m. – 1:50 p.m.

Introduction

Ram Nagappan, Chief Information Officer, Pershing

1:50 p.m. – 2:45 p.m.

Bliss and Innovation: It's the Climb IWI

Moderator: Pimm Fox, Co-Anchor, *Bloomberg Markets AM* and *Bloomberg Surveillance*, *Bloomberg Radio*

Jenn Lim, Chief Executive Officer and Chief Happiness Officer, Delivering Happiness

Jim McKelvey, Co-Founder, Square

2:45 p.m. – 3:15 p.m.

Networking Break

Regency Ballroom Foyer

2:45 p.m. – 3:15 p.m.

Pavilion Open

Regency Ballroom Foyer

3:15 p.m. – 4:15 p.m.

Breakout Session V

- 1. Around the Horn With Advisors Using Digital Tools as Accelerators to Grow their Business** CFP IWI Plaza K
Moderator: Marissa Madiara, Vice President, Pershing
Greg Friedman, Co-Founder and President, Private Ocean
Darren Port, President, Tota Vita Financial Associates
Simon Roy, President and Chief Executive Officer, Jemstep
- 2. Fixed Income Outlook** IWI Plaza I
Moderator: Marvin Loh, Managing Director and Senior Global Markets Strategist, BNY Mellon
Gautam Khanna, Senior Portfolio Manager, Insight Investment
Steven Oblack, Executive Director, Fund Strategy, FS Investments
David Santoriello, Senior Portfolio Specialist, Guggenheim Investments
- 3. Investing in Your Success: Developing an Effective Marketing Plan** Regency O
Megan Carpenter, Co-Founder and Chief Executive Officer, FiComm Partners LLC
- 4. Navigating the Evolving Regulatory Landscape for RIAs** IWI Plaza J
Moderator: Nina Weiss, Director, Pershing
Dan Bernstein, Chief Regulatory Counsel, MarketCounsel
Sarah Buescher, Associate General Counsel, Investment Adviser Association
Carrie O'Brien, Senior Special Counsel, U.S. Securities and Exchange Commission
- 5. Next Generation Integration: Connecting the Dots** IWI Orlando M
Moderator: Mike Partnow, Director, Pershing
Rob Foregger, Co-Founder and Executive Vice President, NextCapital
Emily Keep, Vice President, Pershing
Jiten Naralasetty, Founding Member, Citi FinTech
- 6. Purpose, Passion and Pitfalls: Helping Your Clients Navigate Multigenerational Planning** CFP IWI Orlando L
Moderator: Owen Perrin, Director, Pershing
Ken Nopar, Vice President and Senior Philanthropic Advisor, American Endowment Foundation
Katie Swain, Director, Pershing
Michael Wagner, Co-Founder and Managing Director, Omnia Family Wealth
- 7. Rethinking the Client Experience: What Smart Investors Expect** IWI Regency P
Moderator: Marc D'Angelillio, Director, Pershing
John Berglowe, Director, Pershing
Jason Gladowsky, Founder and President, Gladowsky Group
Kevin Hughes, Executive Vice President, Head of Sales, MoneyGuide Pro®
- 8. Show Me the (Big) Money (Trends)** CFP IWI Orlando N
Moderator: Lisa Lewin, Vice President, Pershing
Patrick Milligan, Senior Investment Director, Cambridge Associates
Casey Wamsley, Senior Vice President, Infinity Capital Partners
Anthony Wicklund, Managing Director, Portfolio Manager, Wilshire Associates

<p>9. Train, Retain and Transform the Most Valuable Asset of Your Success Model: People!</p>	<p>Regency Q</p>
<p>Moderator: Morgan Vazquez, Vice President, Campus Strategy and Pipeline Development, BNY Mellon Dayna Ingoglia, Vice President, Pershing Shawn Quant, Chief Information Officer, Piper Jaffray Companies and Chief Operating Officer, Piper Jaffray Investment Management, Piper Jaffray Terri Walsh, Professor of Accounting and Program Manager, Accounting, Seminole State College of Florida</p>	
<p>4:15 p.m. – 4:30 p.m. Networking Break</p>	<p>Regency Ballroom Foyer</p>
<p>4:15 p.m. – 4:30 p.m. Pavilion Open</p>	<p>Regency Ballroom Foyer</p>
<p>4:30 p.m. – 5:30 p.m. Breakout Session VI</p>	
<p>1. Busting the Myths Surrounding Alternative Investments CFP IWI Moderator: Jamilynn Cimino, Vice President, Pershing Andrew Dreaneen, Head of Liquid Alternatives, Schroders Investment Management Joe Filicetti, Product Specialist, Western Asset Management Company Sonia Spirling, Alternative Investment Strategist, Natixis Investment Managers</p>	<p>Plaza J</p>
<p>2. Client Experience Matters: A Spotlight on the Managed Account and Wealth Reporting Experience for RIAs IWI Moderator: Seamus O'Brien, Vice President, Pershing Joel Hempel, Chief Operating Officer, Lockwood Christina Townsend, Director, Pershing Robert Zoll, Director, Albridge</p>	<p>Plaza K</p>
<p>3. Emerging Trends in Planning with Life Insurance and Annuities (And What They Mean to You) IWI Moderator: Hans Schemmel, Director, Pershing Delson Campbell, Vice President, Product Development, Lincoln Financial Group Krista Gibson, Executive Vice President, Director of Investment and Insurance Products, BBVA Securities Inc. Barbara Smith, Executive Director and Head of Insurance and Retirement Services, DTCC</p>	<p>Regency Q</p>
<p>4. Harmonizing Active and Passive Strategies Using ETFs CFP IWI Moderator: Tony Destro, Senior Portfolio Manager, Lockwood Mike Arone, Chief Investment Strategist for the Global SPDR Business, State Street Global Advisors Rob Bush, Director, Thought Leadership, DWS Todd Mathias, Vice President, Senior ETF Product Specialist, Franklin Templeton Investments</p>	<p>Orlando L</p>
<p>5. Leadership Traits in Professionals: What Organizations Need Now IWI Jeff Strese, Chief Talent and Learning Officer, Tolleson Wealth Management</p>	<p>Regency O</p>
<p>6. Navigating the Regulatory Landscape for Broker-Dealers CFP IWI Moderator: Joan Schwartz, Chief Legal Officer, Pershing Jeff Horowitz, Managing Director, Global Head of Compliance, Pershing John Polise, Associate Director, Securities and Exchange Commission Michael Rufino, Executive Vice President, Head of Member Regulation—Sales Practice, FINRA</p>	<p>Regency P</p>

THURSDAY, JUNE 7 (continued)

- 7. Next Generation Integration: Connecting the Dots** IWI Plaza I
Moderator: Mike Partnow, Director, Pershing
Rob Foregger, Co-Founder and Executive Vice President, NextCapital
Emily Keep, Vice President, Pershing
Jiten Naralasetty, Founding Member, Citi FinTech
- 8. Rethinking the Client Experience: What Smart Investors Expect** IWI Orlando N
Moderator: Marc D'Angelillo, Director, Pershing
John Berglowe, Director, Pershing
Jason Gladowsky, Founder and President, Gladowsky Group
Kevin Hughes, Executive Vice President, Head of Sales, MoneyGuide Pro®
- 9. Strategies for Implementing the New Institutional Success Model: The Buy-Side Perspective** IWI Orlando M
Moderator: Matthew Peron, Chief Investment Officer, City National Rochdale
Peter Leigh, Director, Trading and Liquidity Strategies Group, BlackRock
Larry Tabb, Founder and Research Chairman, TABB Group

7:00 p.m. – 10:00 p.m.

Block Party at Pointe Orlando

FRIDAY, JUNE 8

7:30 a.m. – 12:00 p.m.

Registration Open

Registration Desk, Convention Level

7:45 a.m. – 9:00 a.m.

GENERAL SESSION WITH BREAKFAST

Windermere Ballroom

Opening Remarks

Maura Creekmore, Managing Director, Pershing

AI and The Destiny of Humanity IWI

Moderator: Todd Gibbons, Vice Chairman and Chief Executive Officer, Clearing, Markets and Client Management, BNY Mellon

Dr. Michio Kaku, Theoretical Physicist, Professor, Futurist and *New York Times* Best-Selling Author

9:15 a.m. – 10:15 a.m.

Breakout Session VII

- 1. All Eyes on Digital: Learn How to Transform Your Advisory Business** IWI Regency O
Moderator: Evan LaHuta, Managing Director, Pershing Advisor Solutions
Michelle Feinstein, Director, Pershing
Veronica L. Rink Schenkelberg, Executive Director, Strategy Officer, BBVA Securities Inc.
Bill Winterberg, Founder and President, FPPad.com
- 2. Ask Us What Your Custodian Can Do For You** IWI Regency Q
Moderator: Noha Nakhla, Director, Pershing
Jennifer Feinerman, Director, Albridge
Christian Mele, Assistant Vice President, Wealth Management Operations, The Guardian Life Insurance Company of America, Park Avenue Securities and GIAC Annuities
Frank Smith, Senior Vice President, Business Information Services, First Command Financial Services
Victor Nieves, Vice President, Pershing

- 3. Harmonizing Active and Passive Strategies Using ETFs** CFP IWI Orlando L
 Moderator: Tony Destro, Senior portfolio Manager, Lockwood
 Mike Arone, Chief Investment Strategist for the Global SPDR Business,
 State Street Global Advisors
 Rob Bush, Director, Thought Leadership, DWS
 Todd Mathias, Vice President, Senior ETF Product Specialist,
 Franklin Templeton Investments
- 4. Limitless: Climb to New HNW Heights** CFP IWI Orlando N
 Moderator: Bill Bruckner, Director, Pershing
 Kate Flume, Senior Managing Director and Partner Advisor,
 Crow Holdings Capital Investment Partners
 Matthew Kishlansky, Principle, GenTrust
 Michael Rose, Founder and Managing Partner, Rose Capital Advisors
- 5. Pursuing Rollovers in an Ever-Evolving Regulatory Landscape** CFP IWI Orlando M
 Moderator: Ross Brown, Vice President, Pershing
 Craig Friedman, Senior Manager, Deloitte Advisory, Deloitte & Touche LLP
 Theresa Fry, Senior Vice President, Manager, IRAs and Retirement Planning,
 Benjamin F. Edwards & Co
 Vincent Schaffer, Vice President, Pershing
- 6. Tax Reform 2018: The Essentials** IWI Regency P
 Moderator: Jim Roth, Managing Director, Pershing
 Richard LaFalce, Partner, Morgan Lewis
 Ellen McElroy, Partner, Eversheds Sutherland (US) LLP
 Lori Vinciguerra, Director and Senior Managing Counsel, Pershing
- 10:15 a.m. – 10:45 a.m.
Networking Break Regency Ballroom Foyer
- 10:15 a.m. – 10:45 a.m.
Pavilion Open Regency Ballroom Foyer
- 10:45 a.m. – 12:00 p.m.
GENERAL SESSION Windermere Ballroom
- Up Close and Personal**
 Moderator: Joan Schwartz, Chief Legal Officer, Pershing
 Jay Leno, Acclaimed Late Night Television Host
- Closing Remarks**
 Evan LaHuta, Managing Director, Pershing Advisor Solutions

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