

**2015 Annual Conference
The Mayflower, Washington D.C.
July 14-17**

Tuesday, July 14, 2015

- Noon - 5:00 pm **Registration/Information Desk (Outside Chinese Room)**
- Noon - 5:00 pm **Hospitality Suite (Cabinet Room)**
- 5:00 pm – 6:00 pm **Cocktail Hour with First Time Attendees (Outside Chinese Room)
– by invitation only**
- 6:00 pm - 10:00 pm **Welcome Reception and Dinner (Grand Ballroom)**

Wednesday, July 15, 2015

- 7:00 am – 4:00 pm **Registration/Information Desk**
- 7:00 am – 9:00 am **Continental Breakfast & Exhibits**
- 8:00 am – 8:15 am **Welcome, SSA Update**
- Speakers: Alvin Santiago, Conference Chair
 Patrick Burke, SSA President
- 8:15 am – 8:45 am **Website and Mobile App Review**
- A brief overview of the new SSA Website and the Conference App will be provided in this informative session.
- Speakers: Jackie Walding, SSA Website Committee Chair
 Rich Andrews, JMarc Technologies, LLC
 Jennifer Campbell, Keane
- 8:45 am – 9:30 am **No Big Wins**
- We will challenge you to set aside the idea of achieving one major goal, and instead focus on the little lessons taking place every day. Little lessons that lead to sustainable, long term success. Learn to love the little lessons. Learn to love your life.
- Speaker: Mark Fallon, The Berkshire Company

9:30 am – 10:15 am SEC Update, Office of Compliance Inspections and Examinations

This session will cover any upcoming changes to industry regulations and any potential regulatory changes that will have an impact on your companies or transfer agent in the area of Compliance Inspections and Examinations. This is one of two opportunities to hear from and ask questions with a representative from the SEC.

Moderator: Patrick Burke, AIG
Speaker: Eric Garvey, SEC Office of Compliance Inspections and Examinations

10:15 am – 10:45 am Networking Break & Sponsor Exhibits

10:45 am – 11:15 am SEC Update, Trading and Markets

This session will cover any upcoming changes to industry regulations and any potential regulatory changes that will have an impact on your companies or transfer agent in the area of Trading and Markets, U.S.

Moderator: Patrick Burke, AIG
Speakers: Moshe Rothman, SEC Trading and Markets, U.S.

11:15 am – 11:45 am U.S. USPS Update

New leadership, pricing and new regulations within the United States Postal Service, as well as trends and technologies impacting the industry, will be covered in this session.

Speaker: Mark Fallon, The Berkshire Company

11:45 am – 1:00 pm Networking Lunch & Exhibits

1:00 pm – 1:30 pm "Inside Baseball" How the SEC Really Works

Join us for an "inside" look at how the SEC really functions, complete with humorous tales to illustrate the strengths and weaknesses of this important federal agency.

Speaker: Broc Romanek, The Corporate Counsel

1:30 pm – 2:00 pm How to Best Leverage Social Media for your Employer and Yourself

Learn how to use social media outlets to build your reputation and gain recognition for your company.

Speaker: Broc Romanek, The Corporate Counsel

2:00 pm – 3:00 pm Shareholder Proposals - Key Developments in 2015

This panel will discuss the top shareholder proposal developments in 2015, including issues such as proxy access; the SEC's evolving position with respect to "conflicting" shareholder proposals, compensation proposals, political spending proposals, shareholder litigation and other developments. This session will be led by former SEC Staffers.

Moderator/Speaker: Keir Gumbs, Covington & Burling LLP
Speakers: Lillian Brown, WilmerHale
Jane Storero, Pepco

3:00 pm – 3:15 pm Break

3:15 pm - 4:15 pm Pick Your Session

Option 1 – Open Forum*

This session, a conference favorite, is open to anyone new to the shareholder services industry, the SSA or a seasoned industry expert. Join us for an open forum to ask questions and share your knowledge.

Moderator: Karen Danielson, The Coca-Cola Company

Option 2 – Process an SEC Audit*

What do you do when you find out your company has been selected for an audit by the SEC? Join us for an open discussion on processing an SEC Audit.

Moderator: Kim Bouch, Old National Bancorp

***Pick your session — sessions run concurrently.**

4:15 pm – On Your Own

Thursday, July 16, 2015

7:30 am – 4:00 pm Registration/Information Desk

7:30 am – 9:00 am Buffett Breakfast

8:30 am – 9:30 am T+2 - Coming Soon and Corporate Actions

Will the Shortened Settlement Cycle – T+2 be Coming Soon? Hear the most up to date industry conversations regarding the next move to a shortened trade/settlement timeframe, what's involved and where does it stand. The panel will also discuss items you should be aware of regarding how your corporate action could affect the market.

Moderator/Speaker: Katie Sevcik, Wells Fargo

Speakers: Jon Ciciola, DTCC
Joe Conte, NYSE
Steven P. Dapcic, Pershing LLC
Kevin Burns, Computershare

9:30 am – 10:00 am STA Operations Update

Members of the STA (Securities Transfer Association) Operations committee will discuss industry changes that may have an impact on your companies or transfer agent.

Speakers: Katie Sevcik, Wells Fargo
Kevin Burns, Computershare

10:00 am – 10:15 am Networking Break

10:15 am - 11:00 am NIRI Update

Come hear an update on what's new at NIRI (National Investor Relations Institute) on the national level as well as on a chapter level. Gain an understanding of their advocacy role as well as what member engagement works for them.

Speakers: Pat Tracey, Georeson/Computershare
Ted Allen, NIRI

11:00 am - 12:15 pm Unclaimed Property - Uniform Law Commission (ULC)

The ULC is currently drafting a revised version of the 1995 Uniform Unclaimed Property Act and expects to release it to state governments for adoption, beginning in 2016. Come and listen to industry experts from the Holder Coalition speak about how we are working with the ULC to represent your interests. Hot topics to be addressed will include the use of the death master file on stock related property and the other dormancy triggers, as well as early reporting, and other audit requirements. Don't miss this session to get up-to-date and make your voice heard!

Moderator/Speaker: Jackie Walding, SSA Board
Speakers: Cindy Nisley, Computershare
Deb Zumoff, Keane
Jennifer Borden, Borden Consulting Group

12:15 pm – 1:30 pm Networking Lunch

1:30 pm - 2:30 pm Unclaimed Property Audit - during and after

As the securities industry continues to be plagued with unclaimed property audits, questions continue to arise on how to appropriately deal with the auditors during the audit process, and, if or when it is appropriate to push back and say "no" to their burdensome requests. Once you make it through an audit, what should you do differently going forward to help you survive the next audit that comes your way.

Moderator/Speaker: Karen Danielson, Coca-Cola Company
Speakers: Kendall Houghton, Alston & Bird LLP
Jim Sadik, True Partners Consulting
Cecilia Rueda-Stephens, Pfizer

2:30 pm - 4:00 pm Executive Advisory Committee (EAC) Study

The panelists will discuss an EAC Study, an independent study conducted by Vincent McCabe, Inc., commissioned by AST designed to develop meaningful insights into what investors and corporations need across a broad spectrum of issuer and shareholder services. This study includes the most comprehensive array of insights available in the industry today.

Moderator: Abby Cowart, TSYS
Speakers: Jean Vincent, Vincent McCabe, Inc.
Robert Hoke, Wells Fargo
John Buonomo, AST
Michael Lapolla, Computershare
Mark Kopelman, Broadridge

4:00 pm

Free Time

6:30 pm – 7:30 pm Reception

7:30 pm – 10:00 pm Awards Dinner and Group Social Event

Friday, July 17, 2015

8:00 am – 11:30 am Information Desk

8:00 am – 9:30 am Buffet Breakfast

9:00 am – 10:00 am **Processes for Disaster Recovery and CyberSecurity
– what you need to know!**

CyberSecurity hacks are in the news almost daily. This is your chance to hear two Cybersecurity experts talk about the various risks, challenges and evolving trends related to this subject. Learn how to better understand what steps you can take to help protect your investors.

Moderator: Karl Wagner, KH Wagner & Associates
Speakers: Richard Young, Computershare
Yonesy Nunez, Wells Fargo Bank, N.A.

10:00 am – 11:00 am **How To Use “LinkedIn for Business” and
“Making Business Connections via Social and Traditional Networking”**

With more than 150 million professional users, LinkedIn is the premier social network for business and a crucial component for helping companies and organizations promote themselves. In this session you will learn how to setup and maximize a LinkedIn profile, build a network quickly on LinkedIn without spamming people, use LinkedIn Groups to extend a network, enhance a profile with timely and valuable updates, and integrate LinkedIn into your business plan.

Moderator: Mark Gereb, Verizon
Speakers: Rachael Bell, NJ Society of Certified Public Accountants

11:00 am – 11:15 am **Conference Wrap-up and Introduction of 2016 Conference Chair**

11:15 am **Conference Closes**