

**2019 FIRMA Conference
AGENDA**

Session Title	Start Date and Time	Speaker Name(s)	Location
Workshop Check-in	5/05/2019 11:30AM		Ponce de Leon Foyer
Workshop I: Administering Trusts and Developing Fiduciary Solutions in the Modern Age: Are We Creeping Out of the Cave?	5/05/2019 1:00PM	Daniel Ramer David Sawyer	Bonnet Creek A
Workshop II: First vs. Second Line of Defense	5/05/2019 1:00PM	Diana Vasquez Deborah Austin	Bonnet Creek B
Conference Check-in	5/05/2019 4:30PM		Ponce de Leon Foyer
New Attendee/Member Social	5/05/2019 6:30PM		Executive Lounge
Late Conference Check-in	5/06/2019 7:00AM		Ponce de Leon Foyer
FIRMA Hosted Continental Breakfast	5/06/2019 7:00AM		Ponce de Leon Foyer
Sponsor Booths & Breaks	5/06/2019 7:30AM		Ponce de Leon Foyer
Keynote: It's About the People: A Culture of Cybersecurity	5/06/2019 8:15AM	Michael A. Echols	Ponce de Leon Ballroom
The U.S. and Global Economy: Late-Cycle Challenges and Opportunities	5/06/2019 9:30AM	Ellen Zentner	Ponce de Leon Ballroom
Introduction of Sponsors / Exhibitors	5/06/2019 10:45AM		Ponce de Leon Ballroom
I'll Make You an Offer You Can't Refuse: Insights from a Former Mob Boss on Ethics and Morals	5/06/2019 11:00AM	Michael Franzese	Ponce de Leon Ballroom
Luncheon (Split Location)	5/06/2019 12:00PM		Deep Blu Grille
Luncheon (Split Location)	5/06/2019 12:00PM		Tesoro Cove
Regulatory Panel	5/06/2019 1:00PM	Tish Dalton Michael Orange Anthony Calcagno	Ponce de Leon Ballroom
Managing Conflicts of Interest	5/06/2019 1:00PM	William Norris	Bonnet Creek A
Sales Practices and Bad Behavior	5/06/2019 1:00PM	Maria Gattuso	Bonnet Creek B
Assessing Fiduciary Complaints	5/06/2019 1:00PM	Marilyn Smith	Expedition
Regulatory Panel (REPEAT)	5/06/2019 2:15PM	Tish Dalton Michael Orange Anthony Calcagno	Ponce de Leon Ballroom
ERISA Update: Tips and Traps for Fiduciaries	5/06/2019 2:15PM	Jason C. Roberts	Bonnet Creek A
Tax Reform	5/06/2019 2:15PM	C. Gray Johnsey	Bonnet Creek B
Strategies for Small Audit Departments	5/06/2019 2:15PM	Gary E. Pelcak	Expedition
Crypto 101 - Bitcoin: A Currency, Investment, or Neither	5/06/2019 3:30PM	Anthony Juliano	Ponce de Leon Ballroom
ERISA Update: Tips and Traps for Fiduciaries (REPEAT)	5/06/2019 3:30PM	Jason C. Roberts	Bonnet Creek A
Lessons Learned After One Year of CDPR	5/06/2019 3:30PM	Justin P. Webb	Bonnet Creek B
It's Just an Irrevocable Life Insurance Trust - Nothing to Worry About, Right?	5/06/2019 3:30PM	Leon J. Wessels	Expedition
Roundtable: Audit	5/06/2019 4:45PM	Bruce K. Goldberg Gary Pelcak	Ponce de Leon Ballroom
Roundtable: Small & Regional Banks /Risk / Compliance	5/06/2019 4:45PM	Bradley Beshea Casey Jeanneret	Bonnet Creek A
Roundtable: Large Bank / Risk / Compliance / FLOD	5/06/2019 4:45PM	Jennifer De Vries David B. Jonke	Bonnet Creek B
Roundtable: Regulators	5/06/2019 4:45PM	Scott Kelly	Expedition
FIRMA's Welcome Reception	5/06/2019 6:30PM		Outside Pool Deck
FIRMA Hosted Continental Breakfast	5/07/2019 7:00AM		Ponce de Leon Foyer
Sponsor Booths & Breaks	5/07/2019 7:30AM		Ponce de Leon Foyer
Keynote: Reputational Risk Management in Financial Services	5/07/2019 8:00AM	Josh Picov	Ponce de Leon Ballroom
Fiduciary Executive Panel - Personal Trust - Our Changing World	5/07/2019 9:15AM	Gabrielle Bailey Sally Mullen	Ponce de Leon Ballroom
Future of Fiduciary Risk: Robotics, AI, Machine Learning	5/07/2019 10:30AM	Marc Sabino	Ponce de Leon Ballroom
Governance Structure Panel	5/07/2019 11:45AM	Sean Gray Thomas R. Mitchell Barb Speidel	Ponce de Leon Ballroom
Focus Session I: Fiduciary - Not Just Reg 9	5/07/2019 2:30PM	Satish Pattegar Marilyn Smith	Bonnet Creek A
Focus Session II: Complex Investment Strategies and Exchange Traded Products	5/07/2019 2:30PM	Yasmin Dahya Peter Epstein Joshua Levine	Bonnet Creek B
FIRMA Hosted Continental Breakfast	5/08/2019 7:00AM		Ponce de Leon Foyer
Sponsor Booths & Breaks	5/08/2019 7:30AM		Ponce de Leon Foyer
Keynote: Thinking Anew for All Things Digital	5/08/2019 8:00AM	Lou Pellicori	Ponce de Leon Ballroom
ABA Trust Legislative Update: Our Positive Policy Environment	5/08/2019 9:15AM	Cecelia A. Calaby	Ponce de Leon Ballroom
Workforce of the Future	5/08/2019 9:15AM	Mike Schor	Bonnet Creek A
Conflicts: Reg W is Only the Beginning....	5/08/2019 9:15AM	Mary Ann Lowney	Bonnet Creek B
Key Risks in Retirement Plan Products and Services	5/08/2019 9:15AM	Larry Divers	Expedition
ABA Trust Legislative Update (REPEAT)	5/08/2019 10:30AM	Cecelia A. Calaby	Ponce de Leon Ballroom
Does It Really Matter When It Comes to Being a Fiduciary to a 401(k) Plan?	5/08/2019 10:30AM	Rose Panico-Marino	Bonnet Creek A
ROBO Advisory vs. Wealth Advisory	5/08/2019 10:30AM	Luis Garcia	Bonnet Creek B
SEC Influence to Trusts	5/08/2019 10:30AM	Jennifer Porter	Expedition
Luncheon (Split Location)	5/08/2019 11:45AM		Deep Blue Grille
Luncheon (Split Location)	5/08/2019 11:45AM		Tesoro Cove
FIRMA Annual Membership Meeting	5/08/2019 12:30PM		Ponce de Leon Ballroom
Institutional Account Risk	5/08/2019 1:15PM	Robert K. Thompson	Ponce de Leon Ballroom
Leading Internal Audit Practices	5/08/2019 1:15PM	Patrick G. Renaud	Bonnet Creek A
AML	5/08/2019 1:15PM	Robert J. Rhatigan	Bonnet Creek B

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Generation Skipping Tax	5/08/2019 1:15PM	Daniel A. Smith	Expedition
Power of Attorney Risks	5/08/2019 2:30PM	Joanne Hindel	Ponce de Leon Ballroom
The Three Lines of Defense in the Boardroom	5/08/2019 2:30PM	Mark Sparano	Bonnet Creek A
Lost in Space: The Benefits of Automation of Contract Management and E-Signature	5/08/2019 2:30PM	Mitchell Klein	Bonnet Creek B
Fiduciary Fraud	5/08/2019 2:30PM	Lakshman Kannan	Expedition
Investment Performance - Benchmarks, Models, and GIPS	5/08/2019 3:45PM	Michael Beck	Ponce de Leon Ballroom
Uniform Directed Trusts	5/08/2019 3:45PM	Geoffrey A. Madsen	Bonnet Creek A
Mind, Heart, and Wallet: Trends in Socially Responsible Investing	5/08/2019 3:45PM	Anne T. Durkin	Bonnet Creek B
Fiduciary Fraud (REPEAT)	5/08/2019 3:45PM	Lakshman Kannan	Expedition
FIRMA Hosted Continental Breakfast	5/09/2019 7:00AM		Ponce de Leon Foyer
Sponsor Booths & Breaks	5/09/2019 7:30AM		Ponce de Leon Foyer
Keynote: Top Five Fiduciary Risks	5/09/2019 8:00AM	James M. Marion	Ponce de Leon Ballroom
Trust 2030	5/09/2019 9:15AM	J. Phil Buchanan	Ponce de Leon Ballroom
Conference Highlights and Key Takeaways: Audit	5/09/2019 10:30AM	Bruce K. Goldberg Gary Pelcak	Ponce de Leon Ballroom
Conference Highlights and Key Takeaways: Small & Regional Banks / Risk / Compliance / FLOD	5/09/2019 10:30AM	Bradley F. Beshea Casey Jeanneret	Bonnet Creek A
Conference Highlights and Key Takeaways: Large Bank /Risk / Compliance /FLOD	5/09/2019 10:30AM	Jennifer L. De Vries David B. Jonke	Bonnet Creek B
Conference Highlights and Key Takeaways: Regulators	5/09/2019 10:30AM	Scott Kelly	Expedition