

2022 FIRMA CONFERENCE

WEEK AT A GLANCE

SUNDAY	
Pre-Conference Workshop I 1:00 - 4:00 pm <i>Cyber Risk</i> Ricoh Danielson	Pre-Conference Workshop II 1:00 - 4:00 pm <i>Risk Management Pulse Check</i> Kevin J. Burns
NEW ATTENDEE / NEW MEMBER SOCIAL • 6:30 - 7:30 PM	

MONDAY				
WELCOMING REMARKS 8:00 - 8:15 am FIRMA President Casey Jeanneret	OPENING KEYNOTE ADDRESS 8:15 - 9:15 am <i>Ransomware</i> Ricoh Danielson	GENERAL SESSION 9:15 - 10:15 am <i>Emerging Risks/FinTech – Technology Disruptors</i> Scott Madsen	GENERAL SESSION 10:45 - 11:45 am <i>Current Events and Trends in Personal Trust</i> Gabrielle Bailey, Michael Milich, David Villwork	LUNCHEON 11:45 AM - 1:00 PM
BREAKOUT SESSIONS – 1:00 - 2:00 PM				
<i>Trust Legislative and Regulatory Update</i> Timothy E. Keehan	<i>First Line Risk Basics</i> Mike Kennedy	<i>The ESG Regulators Are Coming: Greenwashing, Standardization, and Reporting</i> Mark Hays	<i>New IRA Rules: Is Your Firm Ready?</i> John H. Poole Jr.	
BREAKOUT SESSIONS – 2:15 - 3:15 PM				
<i>Trust Legislative and Regulatory Update</i> REPEAT SESSION	<i>Compliance Basics</i> David Villwork	<i>Handling Hard-to-Value Assets</i> Clayton A. Chastain	<i>SEC Marketing – Performance Issues</i> Roza Rivashokoo	
BREAKOUT SESSIONS – 3:30 - 4:30 PM				
<i>SEC Proxy Rule</i> Chris Watson	<i>Auditing Basics</i> Gary E. Pelcak	<i>Climate Change – Risk Planning and Reporting</i> Holly A. Bailey	<i>Managing and Monitoring Third-Party Risks Takes First Priority</i> Jeff Kropschot	
ROUNDTABLE SESSIONS – 4:45 - 5:45 PM				
<i>Small and Regional Banks: Audit</i> Natalie McCabe Deanna Rankin	<i>Large Banks: Audit</i> Bruce K. Goldberg Tony Palma	<i>Regulators</i> Scott Kelly	<i>Small and Regional Banks: Risk / Compliance / FLOD</i> Catherine M. Fujisaki John D. Temple	<i>Large Banks: Risk / Compliance / FLOD</i> Mark T. Gray Denise Morrison
FIRMA'S WELCOME RECEPTION – 6:30 - 8:30 PM				

TUESDAY	
Keynote Session 8:00 - 9:00 am <i>Economic Update</i> Jeff Korzenik	General Session 9:15 - 10:15 am <i>Regulator Panel</i> Chizoba Egbuonu, Jamie Bazarow
BREAKOUT SESSIONS – 10:30 - 11:30 AM	
<i>Plagues, Plagues of Litigators, & a World of Financial Disruptions</i> Dominic J. Campisi	<i>Auditing – Leveraging Work with Independence</i> Neil Bohlen
<i>Tax-Optimized Investing</i> Mike Musselman	<i>Directed Trusts in Today's Fiduciary World</i> Todd A. Flubacher
BREAKOUT SESSIONS – 11:45 AM - 12:45 PM	
<i>Plagues, Plagues of Litigators, & a World of Financial Disruptions</i> REPEAT SESSION	<i>Dealing with Investment Errors</i> Ashley N. Rodriguez
<i>Collective Investment Funds</i> Gail Weiss	<i>Using Data Analytics in Trust Audits</i> Machelle L. Rinko
FOCUS SESSIONS 2:00 - 4:00 PM	
SESSION I <i>Risk Assessment</i> Joan Dindoffer, Natalie McCabe, Carol Severyn	SESSION II <i>Trust Related RIA Oversight - Risks and Hot Topics</i> John L. Clark, Matt Bankston, Bart J. McDonald

WEEK AT A GLANCE

WEDNESDAY			
KEYNOTE SESSION 8:00 - 9:00 am <i>Unstuck: How to Adapt At or Above the Pace of Change</i> Tod Martin			
BREAKOUT SESSIONS – 9:15 - 10:15 AM			
<i>ERISA Update</i> Jennifer Eller	<i>Do's and Don'ts of Disclosures</i> Gregory J. Lyons	<i>The Three "R's" of Estate Settlement: Responsibilities, Risks and Rewards</i> Robert M. Maxwell	<i>Fiduciary Tax – Update and Overview</i> Douglas P. Hart
BREAKOUT SESSIONS – 10:30 - 11:30 AM			
<i>ERISA Update</i> REPEAT SESSION	<i>Agile Auditing and Risk Compliance</i> Sarah Adams, Shreyas Rao	<i>Ambiguous Trust Language</i> Joanne E. Hindel	<i>Operating Your Trust Powers in today's FinTech Environment</i> Matthew C. Eby
LUNCHEON – 11:30 AM - 1:00 PM			
BREAKOUT SESSIONS – 1:00 - 2:00 PM			
<i>Where to Find Your Investment Expertise</i> Hunter W. Craig	<i>Tales from the Front Lines of Intellectual Property Practice: Intangible Property as Assets, Obligations, and Liabilities</i> Ryan Compton	<i>Do's and Don'ts of Disclosures</i> REPEAT SESSION	<i>AML/BSA Risks in the Fiduciary Space</i> Harold Crawford
BREAKOUT SESSIONS – 2:15 - 3:15 PM			
<i>Alternative Investments – Organizing the Junk Drawer</i> Daniel Kieffer, CAIA	<i>Administrative Account Reviews – What is the Right Frequency</i> Amy Rhodes	<i>Conflicts of Interest</i> Don Andrews	<i>AML/BSA Risks in the Fiduciary Space</i> REPEAT SESSION
BREAKOUT SESSIONS – 3:30 - 4:30 PM			
<i>What Are Blockchain and Cryptocurrency? An Overview with Use Cases</i> John T. Whelan	<i>Lending in Trusts</i> Joanne E. Hindel	<i>Conflicts of Interest</i> REPEAT SESSION	<i>The Power of the Basics - Account Reviews</i> Mary Ann Lowney

THURSDAY			
KEYNOTE SESSION 8:00 - 9:00 am <i>Business as Unusual: How to Future-Proof Your Business in Transformational Times</i> Jack Uldrich		GENERAL SESSION 9:15 - 10:15 am <i>DOL Fiduciary Rule</i> Jason C. Roberts	
ROUNDTABLE SESSIONS – 10:30 - 11:30 AM			
CONFERENCE HIGHLIGHTS & KEY TAKEAWAYS			
<i>Small and Regional Banks: Audit</i> Natalie McCabe Deanna Rankin	<i>Large Banks: Audit</i> Bruce K. Goldberg Tony Palma	<i>Regulators</i> Scott Kelly	<i>Small and Regional Banks: Risk / Compliance / FLOD</i> Catherine M. Fujisaki John D. Temple
			<i>Large Banks: Risk / Compliance / FLOD</i> Mark T. Gray Denise Morrison