



Security Traders Association of Florida
38th Annual Conference
February 8-11, 2018
Clearwater Beach, Florida



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* Source: FINRA ORF, Bloomberg RANK

Welcome to Our 38th Annual Conference



February 8, 2018

On behalf of the Officers and Directors of the Security Traders Association of Florida, it is my pleasure to welcome you to our 38th Annual Conference. The Security Traders Association of Florida consists of members from across the country who come together annually to discuss current industry issues within our marketplace. It is here we are able to serve as a voice for the trading community. By doing so, we are able to provide opportunities for networking, sharing ideas, and bringing important industry information back to your clients and associates.

Our event is held this year at OPAL Sands in Clearwater Beach, Florida. Clearwater Beach was named “Number 1 Beach” in the country by TripAdvisor in 2016. In addition, Clearwater Beach cracked the “Top 25 Beaches” in the world at #20. It is the only beach in Florida to make that list. I had the privilege of growing up here and hope you all enjoy the beautiful scenery Clearwater Beach has to offer. If you get a chance, please make sure to check out our world renowned sunsets.

The Security Traders Association of Florida has selected John Hopkins All Children’s Hospital Neonatal Intensive Care Unit as this year’s honorary recipient. John Hopkins All Children’s Hospital is shaping the future of pediatric medicine in clinical studies, lifeline critical care transports, complex pediatric cases, and infant wellness. 450,000 patient visits annually and 1,200 of these patients are admitted into the NICU each year. If it were not for John Hopkins All Children’s Hospital Neonatal Intensive Care Unit, my family and I would have had an unfortunate result in the event newer medicines were unavailable for new born children. We look forward to supporting this group of talented individuals.

Thank you to our STA Florida Board of Directors and our past presidents. In addition, I would like to pass along a special thank you to Mrs. Janice Morgan Hillsman and Mr. Byron Mitson. Janice has worked great lengths planning this wonderful weekend for us and Byron has worked tirelessly this year at bringing us all together. Thank you to our moderators and panelists for participating and conveying your thoughts on important industry topics. Lastly, I would like to kindly thank our very generous sponsors for their support of the Security Traders Association of Florida. Without your involvement and consideration, this event would not be a success. Thank you for attending our event and enjoy your stay in Clearwater Beach!

Sincerely,

Ryan Kwiatkowski
President STA Florida

CITY OF CLEARWATER



WELCOME

The City of Clearwater, my colleagues on the Clearwater City Council, and I welcome you to the Security Traders Association of Florida's 38th annual conference at the Opal Sands Resort on Clearwater's world-famous beach.

Since its founding in 1934, the Security Traders Association has set the highest standard of integrity for its members and their work. Its programs are educational and informative, and the work has only served to strengthen the basic principle of the industry - "My word is my bond."

As you attend the various meetings and sessions scheduled, please also take time to enjoy the sugar sand beaches of Clearwater, its varied dining opportunities, and the often forgotten pleasures derived from relaxing as the sun rises over the city or sets in the sparkling waters of the Gulf of Mexico.

Thank you for coming, and I am confident that the hotel and your convention experience will convince you to return to Clearwater, where it is "bright and beautiful from the bay to the beach."

With best wishes and warm, personal regards, I am

Sincerely,

George N. Cretekos
Mayor

Thank You to Our Sponsors of the 2018 Annual Conference

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Special “Thank You” from
STA Florida to our Sponsors
for the Rooftop Reggae Party at
Evy’s Rooftop Lounge on 6 at The Hampton Inn!

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*The Security Traders Association
of Florida would like to thank
our sponsors who make this
conference possible!*

Conference Agenda

38th Annual Conference OPAL SANDS Resort, Clearwater Beach, FL

Thursday, February 8, 2018

- 1:00 p.m. – 5:00 p.m. ~ Conference Registration
Sea Salon Foyer
- 7:00 p.m. – 9:00 p.m. ~ President's Cocktail Reception (By invitation only)
Sand Salon
Resort Cocktail Attire

Friday, February 9, 2018

- 8:00 a.m. – 8:00 p.m. ~ Conference Registration
Sea Salon Foyer
- 8:00 a.m. – 2:00 p.m. ~ Golfing and Fishing Networking Activities
Golf – hosted by Charlie McBride
Sponsored by INTL FCStone Financial
Fishing – hosted by Byron Mitson
Sponsored by Raymanond James and Associates
- 6:30 p.m. – 10:30 p.m. ~ Opening Dinner Reception
Featuring our own Mike Barclay, ITG Canada
on Piano, and DJ: DjDhave
STA Florida Proudly Honors our 2018 Charitable Foundation:
Johns Hopkins All Children's Hospital Foundation
with a 50/50 Raffle
OPAL Ballroom - Sea and Sun
Resort Cocktail Attire

Saturday, February 10, 2018

- 8:00 a.m. – 3:00 p.m. ~ Conference Registration
Sea Salon Foyer
- 8:00 a.m. – 9:45 a.m. ~ Business Networking Breakfast
Sponsored by INTL FCStone Financial, Inc.
OPAL SANDS Foyer

38th Annual Conference

OPAL SANDS Resort, Clearwater Beach, FL

Saturday, February 10, 2018 (continued)

- 8:00 a.m. – 9:00 a.m. ~ **Private Retail Roundtable**
Aqua Boardroom
- 8:30 a.m. – 9:00 a.m. ~ **Board Meeting (By invitation only)**
Sea Side Salon
- 9:30 a.m. – 12:30 p.m. ~ **Business Meeting**
OPAL Sun
- 9:30 a.m. – 9:45 a.m. ~ **Welcome Remarks ~ Ryan Kwiatkowski**
STA Florida President
- 9:45 a.m. – 10:00 a.m. ~ **STA National Update**
Jim Toes, CEO
- 10:15 a.m. – 11:15 a.m. ~ **Sell - Side Panel: Topic - Transparency vs. Best Execution**
Moderator: Adam Inzirrillo, Bank of America Merrill
Confirmed Panelists:
Mark Davies, S3,
Nick LaMaina, Tradestation,
Phil Pearson, ITG
- 11:30 a.m. – 12:30 p.m. ~ **Buy - Side panel: Topic - MiFID II has arrived!**
Moderator: Charlie McBride, INTL FCStone Financial, Inc.
Confirmed Panelists:
Cheryl A. Cargie, Ariel Investments, Chicago
Dallas Lundy, Atlanta Capital, Atlanta,
Vince Ficca, Eagle Asset Management, Florida
Eden Simmer, PIMCO, NY
Peter Jensen, Wells Fargo Asset Management
- 12:30 p.m. – 3:00 p.m. ~ **Networking Lunch and Recreational Activities**
Sponsored by Fidessa
Oceanside Event Lawn
Resort Casual Attire
- 6:00 p.m. – 9:00 p.m. ~ **Closing Cocktail Reception -**
Brokers' Rooftop Reggae Party @ Evy's Lounge on 6!
Sponsored by: Citadel, Cantor Fitzgerald,
INTL FCStone Financial, Inc., ITG, MCAP,
Raymond James, Two Sigma Securities and
BNY Mellon
Entertainment: DJ: DjDhave
Resort Cocktail Attire

Special Thanks:

Security Traders Association of Florida would like to thank Mike Barclay, ITG Canada for his support!



This year we are delighted to announce a special guest pianist, one of our own, Mike Barclay of ITG Canada.

Mike will be playing the piano during our Friday night Opening Cocktail Reception. Many of you may have seen Mike on the piano before, whether on the stage, or at an impromptu industry gathering. He has twenty years of industry experience, but, even more than that at the keys.

Mike's musical experience began with playing classical piano at the age of 4. He's played professionally for a bit, and has also dabbled in song-writing.

STA Florida Proudly Honors John Hopkins Children's Hospital Foundation - Neonatal Institute (NICU)

At a Glance



Johns Hopkins All Children's Hospital in St. Petersburg is a leader in children's health care, combining a legacy of compassionate care focused solely on children since 1926 with the innovation and experience of one of the world's leading health care systems. Our 259-bed teaching hospital, ranked as a *U.S. News & World Report* Best Children's Hospital, stands at the forefront of discovery, leading cutting-edge research to cure and prevent childhood diseases while training the next generation of pediatric experts. At Johns Hopkins All Children's Hospital, we consistently keep the patient and family at the center of care while continuing to expand our mission in treatment, research, education and advocacy.

TREATMENT:

Leading Pediatric Care

Four Johns Hopkins All Children's institutes are joined by comprehensive pediatric medical and surgical care (see other side). We team up with the **Armstrong Institute for Patient Safety and Quality** at Johns Hopkins to bring the safest care and excellent outcomes to our patients.

- All Children's Specialty Physicians provide compassionate care on our main campus in St. Petersburg and at affiliate programs at community hospitals to help ensure quality of care for the smallest of patients.
- A regional network of Johns Hopkins All Children's Outpatient Care locations brings key pediatric services closer to home for many families.

EDUCATION:

Training Pediatric Leaders

We collaborate in medical education with the **Johns Hopkins University School of Medicine**—the nation's first medical school. The Johns Hopkins All Children's Hospital pediatric residency program offers an innovative and unique curriculum designed to create leaders in pediatrics. We also work with the **USF Health Morsani College of Medicine**, providing training for pediatric residents and fellows. These dual programs create a vibrant and unique learners' environment and ensure that we provide the latest, most comprehensive approaches to care.

RESEARCH:

New Approaches to Child Health

Johns Hopkins All Children's Hospital is home to more than 350 clinical research studies and also offers access to Baltimore-based trials. We lead several multicenter clinical trials of pediatric disease treatment and are engaged in collaborative research with faculty at Johns Hopkins University and the Johns Hopkins Children's Center.

- Landmark precision medicine studies—iPICS & PREDICT—are designed to identify risk factors and predictors of outcome in healthy children as well as those with acute and chronic illnesses.
- Research teams focus on precision medicine to help treat and prevent childhood illnesses, using a state-of-the-art pediatric biorepository (the only one in the state of Florida).
- Innovative research approaches unite specialists from many areas of child health.
- Innovative clinical trials are offered via a state-of-the-art new, pediatric-focused, Clinical Research Unit.

ADVOCACY:

Championing Healthy Futures

We provide a voice for children throughout the Tampa Bay area by engaging families, schools, community organizations and pediatricians to work together to improve children's health and safety, and our community-focused initiatives are helping to improve asthma outcomes and boost childhood immunization rates.

- Childhood obesity prevention and management programs include Fit4Allkids and Fit4Allteens.
- We are the lead organization for Healthy Start in St. Petersburg, working with the Florida Department of Health in Pinellas County to reduce infant mortality and improve outcomes in young children.
- Community involvement includes education on injury and drowning prevention through sponsorship of the Suncoast Safe Kids Coalition and Safe Routes to Schools program.

Vital Statistics

July 1, 2016–June 30, 2017

Licensed beds	259
Percentage ICU beds	57%
Inpatient admissions	>6,900
Total surgeries	>9,300
Emergency Center visits	>48,100
Outpatient visits	>450,000
Employees	>3,100

all we do
all for kids™

KEY SERVICES

Johns Hopkins All Children's Outpatient Care Locations

We provide a wide range of pediatric medical, diagnostic and developmental services closer to home.

[HopkinsAllChildrens.org/locations](https://www.hopkinsallchildrens.org/locations)

Brandon

East Lake

Fort Myers

Lakeland

North Port

Pasco

Sarasota

South Tampa

Sports Therapy Center,
Tampa

Tampa
(near University of South Florida)

Contact Johns Hopkins
All Children's Hospital at
[HopkinsAllChildrens.org](https://www.hopkinsallchildrens.org)
727-898-7451
800-456-4543 (toll free).

Donate to All Children's
Hospital Foundation at
[givetoallkids.org](https://www.givetoallkids.org) or
727-767-4199.

Heart Institute

- Largest pediatric heart program that offers transplantation in the state of Florida
- More than **182 pediatric heart transplants** performed
- Surgical outcomes among the best in the nation
- A 22-bed **cardiovascular intensive care unit (CVICU)** with individual patient rooms and parent accommodations

Cancer & Blood Disorders Institute

- Home to **one of the largest** pediatric oncology and hematologic disease treatment centers in Florida
- Uniquely qualified to offer unparalleled expertise in the treatment of pediatric blood disorders, including, but not limited to, thrombosis (clotting), hemophilia and sickle cell disease
- **More than 150 active clinical trials** for cancer and blood disorders
- The only pediatric affiliate of Moffitt Cancer Center, a National Cancer Institute-designated comprehensive cancer center located in Tampa, Florida

Maternal, Fetal & Neonatal Institute

- Expert care for the high-risk expectant mother, continuing through delivery, neonatal intensive care unit (NICU) admission and extending beyond discharge through neonatal follow-up
- **Manage 264 NICU beds**, including 97 on our main campus, which has an American Academy of Pediatrics Level IV NICU rating (the highest level available)
- 1,200 NICU admissions annually, including 140 very low and 65 extremely low birth weight admissions annually
- LifeLine, critical care transport team, brings patients to the hospital from across Florida and beyond

Institute for Brain Protection Sciences

- Expertise in all areas of pediatric neurosurgery, including keyhole surgery, a comprehensive brain tumor program and advanced surgical robotics
- **Epilepsy program** designated as Level IV (highest available) by the National Association of Epilepsy Centers
- **Mind Body Branch** treats the whole child—the physical and the psychological—for total healing
- AllSports Medicine coordinates **care for concussion and sports injuries**

Department of Pediatric Medicine

- **Emergency Center** staffed by board-certified pediatric emergency medicine specialists 24 hours/day, 365 days/year and is home to a leading pediatric trauma program
- **Cystic Fibrosis Center** accredited by the Cystic Fibrosis Foundation as a CF Care Center and a CF Therapeutic Development Center
- **Sleep Center** accredited by the American Academy of Sleep Medicine
- Comprehensive asthma program recognized by The Joint Commission as a Top Performing Hospital in pediatric asthma for 2015

Child Development & Rehabilitative Services

Speech-language, occupational and physical therapy services, audiology and sports rehabilitation available in St. Petersburg and at regional Johns Hopkins All Children's Outpatient Care locations.

Department of Pediatric Surgery

- Offer expertise in a range of surgical techniques, including advanced minimally invasive procedures, orthopaedics, chest wall deformity, plastic and reconstructive surgery, vascular anomalies, neonatal surgery and surgical oncology
- **Greater than 90** percent survival rate for Congenital Diaphragmatic Hernia
- Pediatric Trauma Program focused on injury prevention and education
- Pediatric Intestinal Rehabilitation Program focused on treating intestinal failure

Department of Anesthesia

- 13 fellowship-trained and board-certified pediatric anesthesiologists with advanced training, including five in pain management and four in congenital heart disease
- Only pediatric anesthesia department in the state of Florida to participate in Wake Up Safe, the only national pediatric anesthesia safety initiative

Board of Directors



Security Traders Association of Florida 2017 - 2018 Officers and Board of Directors

Officers for 2017 - 2018:

President

Ryan Kwiatkowski, INTL FCStone Financial Inc.

Vice President

Charlie McBride, INTL FCStone Financial Inc.

Secretary

Allen Spence, Raymond James and Associates

Treasurer

Janice Morgan Hilsman, INTL FCStone Financial Inc.

Directors for 2017 - 2018:

Byron Mitson, Raymond James and Associates

Dave Lewis, Franklin Templeton

John Finn, Polen Capital Management

Philip Geha, Jones Trading

Vince Ficca, Eagle Asset Management

Consultants for 2017 - 2018:

Antonio Varela, INTL FCStone Financial Inc.

Frances Proctor, SunTrust Bank Investment Advisory Group

Michael Petersen, Raymond James and Associates

Business Meeting

A PANEL DISCUSSION: SELL – SIDE PANEL: TRANSPARENCY VS. BEST EXECUTION.

MODERATOR:

Adam Inzirillo

Managing Director, Electronic Trading



Adam Inzirillo is a Managing Director in the Electronic Trading Business at Bank of America Merrill Lynch, where he is responsible for managing order routing and execution products for Electronic Trading. Adam has expanded the firm's liquidity offering via business development and product management of its smart order router, direct market access, order management applications and dark crossing functionality. Prior to joining the company, Inzirillo spent five years at UBS, where he managed the distribution of electronic trading products to broker dealers and the business development of its Alternative Trading System (ATS). He was also head of U.S. Cash Equities Business Management where he was responsible for developing and maintaining relationships with U.S. market centers. Before that, Inzirillo spent five years at Knight Trading Group as a Business Manager in the Broker Dealer Trading and Sales group. Inzirillo holds an MBA from Dowling College and a bachelor's degree in Economics from Bucknell University.

PANELISTS:

Mark Davies

CEO, S3



As Chief Executive Officer at S3, Mark directs the executive team and oversees the Company's day-to-day operations, as well as client relations, sales, marketing, and new business initiatives. After working for a number of startups in Austin, Texas, Mark co-founded S3 in 2002 in order to fill the market need for customized analytics tools that provide transparency into those factors impacting best execution. Mark has spearheaded S3's significant

growth since its founding, and has overseen the development of new software functionality and market structure analytics tools for options, equities, and fixed income securities. Mark's interest in financial services began in high school, and he has been developing software since he was a student at the Massachusetts Institute of Technology, where he graduated with a Bachelor of Science degree in Computer Science and Engineering.

Nick LaMaina

**TradeStation Securities, Inc.,
SVP Strategic Brokerage Services**



Nicholas LaMaina serves as Vice President of Strategic Brokerage Services for TradeStation Group, Inc. and TradeStation Securities, Inc. Mr. LaMaina is responsible for strengthening the brokerage product and service offering to realize the company's global vision and is the firm's designated executive liaison and customer advocate for more than a dozen industry groups and committees. Mr. LaMaina has also served as TradeStation Securities' Vice President of Global Equities and Futures, Vice President, Global Order Routing, Director of Product Management and in various leadership roles in Product Management and Quality Assurance. Mr. LaMaina studied Computer Engineering at the University of Miami in Coral Gables, Florida.

Philip Pearson

Senior Product Manager, ITG



Philip Pearson joined ITG in 2008. He is currently a Senior Product Manager for algorithmic trading and smart order routing. He is directly responsible for building and designing all ITG algorithmic trading products. He specializes in algorithmic trading products, smart routing, direct market access, block-trading tools, and equity market structure. Previously, he was the Head of Algorithmic Consulting where he advised ITG's clients on equity execution, venue analysis, and equity market microstructure. Prior to joining ITG, Phil worked on the institutional trading desk at E*Trade Capital Markets. Phil graduated from Colgate University and holds the Chartered Financial Analyst (CFA) designation.

A PANEL DISCUSSION: BUY-SIDE PANEL: MiFID II HAS ARRIVED!

MODERATOR:

Charlie McBride

Managing Director, Institutional Equities



Charlie McBride joined INTL FCStone the beginning of 2018. He will be helping to develop the Buyside Institutional business. Charlie served as a Managing Director at Jones Trading for 24 years where he Cofounded the Orlando office. He served on Jones Trading Board of Directors and was part of many of the firm's committees. He also has served as a President of STA Florida, as well as a Director. Charlie is currently Vice President of STA Florida. He is married to Doreen and has 2 children.

PANELISTS:

Cheryl A. Cargie

Senior Vice President, Head Trader, Ariel Investments

With over 29 years of trading experience, Cheryl is Ariel's head trader and is responsible for the firm's domestic trading operations. Prior to joining the firm in 1994, she was vice president and head trader at Fiduciary Management Associates. In this capacity, she was the firm's principal trader of both equities and fixed income securities. Prior to her tenure at Fiduciary Management, Cheryl was an equity trader at Aon Corporation. She is an active member of NASDAQ's Institutional Traders Advisory Council and a member of the National Organization of Investment Professionals. In 2013, Cheryl was honored with The Lifetime Achievement Award from the Securities Traders' Association of Chicago (STAC), where she also served.

Dallas L. Lundy

Director of Trading, Atlanta Capital Management Company

Dallas Lundy has over 40 years of investment management experience. He is currently Director of Trading and Chairman of the Trade Management Oversight Committee (TMOC) at Atlanta Capital Management Company. He joined the

firm in June 1973 and during his tenure has served in the capacity of Partner, Principal, Assistant Portfolio Manager and in Portfolio Administration. He was appointed as a key member of the firm's business development team with responsibilities in marketing and client services. He also performed duties as lead client relationship manager for several public pension funds. As one of the original six partners, he has been instrumental in many aspects of managing and growing the firm.

Mr. Lundy is a past President of the Georgia Securities Association (GSA) where he created the GSA Scholarship Fund and expanded the program to include all major universities in the Atlanta area. Also as President, he expanded the Georgia Stock Market Game to include elementary schools to reach kids at an early age. Mr. Lundy is a member of the Securities Traders Association (STA) and the National Association of Securities Professionals (NASP). He is a graduate of Georgia State University.

Eden Simmer

Senior Vice President and Equity Trader, PIMCO, NY



Ms. Simmer is a senior vice president and equity trader in the New York office. Prior to joining PIMCO in 2010, she was a trader focusing on equities, foreign exchange and preferred securities for Deutsche Bank Asset Management. Previously, Ms. Simmer was a foreign exchange trading associate at ABN AMRO. She has 11 years of investment experience and holds an MBA from Columbia Business School and undergraduate degrees in finance and economics, as well as an international business certificate from the University of Iowa.

Peter Jansen

Trader, Quantitative Analyst, Golden Capital Equity



Peter Jansen is a trader and quantitative analyst for the Golden Capital Equity team at Wells Fargo Asset Management (WFAM). Prior to joining the firm in 2013, Peter served as a director for ITG where he specialized in account coverage and custom solutions. Preceding this, Peter served as the vice president of the AlphaSimplex Group, LLC, where he began his investment industry career in 2000. He earned a bachelor's degree in business administration with a focus in finance from the University of Notre Dame and is currently pursuing a Masters of Business Administration from Wake Forest University. Pete is an active member of the Carolina Security Traders Association.

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Raymond James and Associates
for Sponsoring STA Florida's
Fishing Event!*

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23

2019 Annual Conference
will be back in Clearwater Beach!
Stay tuned to STA Florida for venue announcement



Security Traders Association of Florida

2018 Annual Conference

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