



Welcome to Our 42nd Annual Conference



The Officers and Directors of STA Florida are excited to have you join us and would like to express our gratitude to those who traveled from various parts of the United States and Canada to be here. We hope you have a fulfilling and enjoyable few days with us.

Our heartfelt thanks go out to our sponsors, who continue to support us year after year. Hosting this conference is only possible with your valuable contributions and support. We appreciate your unwavering dedication to our organization's success.

It gives us immense pleasure to host this year's conference at the iconic Don CeSar Resort, which received rave reviews last year. We listened to your feedback and worked tirelessly to bring you back to this beautiful beach resort.

We have secured an [impressive lineup of dynamic speakers](#) for our panel discussions. Panel topics include Electronic Trading: Catch the Wave of Innovation | Compliance / Surveillance: Electronic Trading Surveillance and Supervision - Regulatory Guidance | Updates Across Asset Classes; and Market Structure: Viewing Market Structure Through the Multi-Asset Looking Glass.

You can always look forward to exciting networking events at the STA Florida conference. Enjoy the Cornhole Tournament, Golf Tournament, and the Fishing Excursion. Join us at the cocktail reception every evening for delicious food and beverages. On Friday evening, we are pleased to welcome a special guest speaker, [LTC \(R\) Robert Schaefer](#), Master Distiller & Co-Founder of American Freedom Distillery. Listen and enjoy Whiskey and War Stories while partaking in a Horse Soldier Bourbon Tasting.

As part of our community outreach, we select and honor a charity at every STA Florida conference. This year, we have chosen [Promise Fund of Florida](#) as our 2024 Featured Charity. This organization is fighting to end late-stage deaths from breast and cervical cancer. Please take the time to learn more about this noble cause by visiting our website page with [charity details here](#). We encourage you to participate in our fundraising activities, including raffles and silent auctions. We have amazing prizes such as a two-night stay at The Don CeSar resort, signed bottles of Horse Soldier Bourbon, a virtual closet overhaul with a Watson Style Group personal wardrobe stylist, and a six-hour private fishing excursion with the expert guidance of guest Captain Rich Konefal from Raymond James through P.R. Fishing Charter. A big thank you to these generous folks for their donations.

The addition of Patti Reed and Kristen Kring to my team this year proved invaluable in planning the upcoming conference. The meticulous attention to detail required for such a high-caliber event was made possible by their hard work and dedication. I am immensely grateful for their assistance and encourage anyone who encounters them during the next few days to express their gratitude as well.

Finally, I sincerely appreciate the STA Florida Officers and Board of Directors. Volunteering for these roles takes a significant amount of time out of their busy schedules, and we appreciate their dedication and commitment to promoting our conference. They are outstanding ambassadors for our affiliate.

We hope you take advantage of the breathtaking scenery and amenities that The Don CeSar Resort has to offer over the next three days. The staff here is always gracious and welcoming. But above all, we want you to have fun and enjoy the conference!

Sincerely,

Janice Hilsman
STA Florida President

