



The State and Future of Financial Fraud

November 3-4, 2011, Washington D.C. Sofitel

Day One: Thursday, November 3, 2011

8:00 am – 9:00 am	Continental Breakfast Registration
9:00 am – 9:35 am	Welcome—Opening Remarks Rick Ketchum, Chairman, FINRA Investor Education Foundation and Chairman & CEO, Financial Industry Regulatory Authority (FINRA)
9:35 am – 10:15 am	Keynote Mary Schapiro, Chairman of the U.S. Securities and Exchange Commission
10:15 am – 10:30 am	Break
1st Session 10:30 am – 11:45 am	Profiling—Who are the Fraudsters Aaron Seres, Federal Bureau of Investigations (FBI) Unit Chief, Financial Crimes/ Economic Crimes Unit Neal Shover, Ph.D., Professor Emeritus of Sociology, University of Tennessee Shanna Van Slyke, Assistant Professor of Criminal Justice, Utica College
11:45 am – 12:15 pm	Lunch Buffet
12:15 pm – 1:15 pm	Keynote: Persuasion—The Science of Influence Robert Cialdini, Ph.D., President of Influence at Work and Regents' Professor Emeritus of Psychology and Marketing, Arizona State University
1:15 pm – 1:30 pm	Break
2nd Session 1:30 pm – 2:40 pm	Profiling—Who are the Victims Doug Shadel, Ph.D., Washington State Director, AARP Karla Pak, Program Coordinator for AARP Washington
3rd Session 2:40 pm – 3:50 pm	Prevention—Evidence-Based Programs that Work Geraldine Walsh, President, FINRA Investor Education Foundation Melodye Kleinman, Executive Director, National Telemarketing Victim Call Center
3:50 pm – 4:10 pm	Break
4th Session 4:10 pm – 5:30 pm	Detection—Research and Strategies Cameron Funkhouser, Executive Vice President, Office of Fraud Detection and Market Intelligence, Financial Industry Regulatory Authority (FINRA) Joe Brazel, Ph.D., Associate Professor of Accounting, North Carolina State University
5:30 pm – 6:30 pm	Evening Reception

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Day Two: Friday, November 4, 2011

8:00 am – 8:30 am	Continental Breakfast
8:30 am – 9:15 am	Keynote Neil MacBride, United States Attorney for the Eastern District of Virginia
9:15 am – 9:30 am	Break
5th Session 9:30 am – 10:30 am	Future of Fraud—Innovations in Fraud, Prevention, & Detection Charles Harwood, Deputy Director, Bureau of Consumer Protection at the Federal Trade Commission Henry Pontell, Ph.D., Professor of Criminology, Law & Society, and Sociology, University of California, Irvine
10:30 am – 11:00 am	Keynote Maame Ewusi-Mensah Frimpong (CIV), Acting Deputy Assistant Attorney General for the Consumer Protection Branch, Civil Division, United States Department of Justice
11:00 am – 11:15 am	Break
6th Session 11:15 am – 12:15 pm	What's Next—Fraud in an Aging Society Laura Carstensen, Ph.D., Farleigh S. Dickinson Jr. Professor in Public Policy, Professor of Psychology, Stanford University & Director, Stanford Center on Longevity Debra Whitman, Ph.D., Majority Staff Director, Senate Special Committee on Aging
12:15 pm – 12:30 pm	Closing Remarks Geraldine Walsh, President, FINRA Investor Education Foundation