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invites you to join us for a special teleseminar presentation

Banking Industry Challenges in 2010: Financial Reform Legislation Nears the Finish Line

Tuesday, June 15, 2010

1:00 pm – 2:00 pm EDT

As financial reform legislation is close to becoming a reality, and as the Senate and House of Representatives begin on June 15 to reconcile their two bills through conference, this teleseminar will analyze the significant elements of the two bills. Although important differences remain, both bills address most of the significant reforms in substantially similar ways. Accordingly, financial institutions should begin now to identify the new requirements, devise compliance strategies and draft implementation plans. The teleseminar will include discussion of the following issues:

- **New Restrictions On Bank Operations:** Both bills would impose new requirements on the business of banking, including concentration limits, affiliate transactions and capital adequacy.
- **Investor Protection:** The bills differ on whether to impose on broker-dealers the same fiduciary duty to their customers that investment advisers owe their clients.
- **OTC Derivatives:** Each of the bills requires registration of dealers and major market participants and clearing and exchange trading of OTC derivatives, but they differ in the end user exemption. The Senate bill is also stricter than the House bill in a number of respects.
- **Consumer Protection:** Both bills would centralize consumer protection regulation in a new entity with broad examination and enforcement authority.
- **Private Fund Advisers:** Both bills would impose new registration and reporting requirements on advisers to hedge funds and other private funds.

Speakers:

David J. Baum, Partner, Washington, D.C.
Willa Cohen Bruckner, Partner, New York

Dwight C. Smith, Partner, Washington, D.C.
Joseph Yesutis, Counsel, Washington, D.C.

See reverse side for registration information.



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To register for the teleseminar, please visit www.alston.com/finishlineteleseminar or contact **Michael Whetstine** at 404.881.7907 or michael.whetstine@alston.com.

Registrants will receive the call-in number and registration code in advance of this teleseminar.

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**This event is free of charge to clients and friends
of Alston & Bird LLP.**

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