



**35<sup>th</sup> Annual Options Industry Conference**  
**JW Marriott Scottsdale Camelback Inn**  
**Scottsdale, AZ**  
**May 10-12, 2017**

**Tuesday, May 9, 2017**

**2:00 pm – 6:00 pm**      **Registration**  
**6:00 pm – 8:00 pm**      **Opening Reception**

**Wednesday, May 10, 2017**

**7:00 am – 6:00 pm**      **Registration**  
**8:30 am – 12:30 pm**      **Committee Meetings**  
**8:30 am – 10:30 am**      **OIC Roundtable Meeting**  
**10:30 am – 12:30 pm**      **STA Committee Meeting**  
**1:00 pm – 1:15 pm**      **Opening Remarks**  
**1:15 pm – 2:00 pm**      **Perspective from Capitol Hill**  
*OCC Executive Chairman Craig Donohue speaks with Congressman Tom Reed about the outlook for Congressional action in 2017 and the most significant items on the agenda.*

**2:00 pm – 2:45 pm**      **Washington Outlook Panel**  
*Exchange and clearinghouse Washington representatives discuss current legislative and regulatory dynamics and proposals impacting the listed options industry.*

*Moderator: Julie Bauer, OCC*  
*Hope Jarkowski, ICE*  
*Lita Frazier-Brannon, CBOE*  
*Jeff Strunk, Forbes Tate*

**2:45 pm— 3:30 pm**

**Options on ETFs Panel**

*ETFs represent over \$2.65 Trillion in AUM. Options on ETFs comprise ~42% of the exchange listed options volume. 7 of the Top 10 listed options symbols are on ETFs. Options experts from 3 ETF issuers will share their insights on further improving the ETF option industry ecosystem, how they drive investor demand for options on ETFs, and how option market makers have improved their ability to quote options on ETFs by pricing the ETF basket in real time.*

*Parag Shah, BlackRock*

*Doug Yones, NYSE*

*Steven Oh, Van Eck*

*Dave LaValle, State Street Global Advisors*

**3:30 pm - 4:15 pm**

**Impact of Millennials on the Options Industry**

*A recent survey revealed that 62% of Millennials said they have investment accounts but just 9% of Millennials said they consider themselves investors. Industry experts will share their experiences in reaching, educating and working with this critically important demographic.*

*Moderator: Ian Rosen, StockTwits*

*Mary Ryan, TD Ameritrade*

*Kristi Ross, tastytrade*

*Tony Zhang, OptionsPlay*

**4:15 – 4:30 pm**

**Coffee Break**

**4:30 pm – 5:00 pm**

**Exchange Updates**

*Patty Schuler, BOX*

*William Looney, CBOE*

*Tanya Patwa, Nasdaq*

*Joe Bracco, MIAX*

*NYSE TBD*

**5:00 pm – 5:30 pm**

**Fireside Chat**

*Frank Tirado, OIC*

*Amy Lawson, OCC*

*Jim Toes, STA*

*Paul Jiganti, SIFMA Options Committee*

**5:30 pm – 6:30 pm**

**Exhibit Hall Grand Opening Reception**

**6:30 pm – 9:45 pm**

**Welcome Dinner – Mummy Mountain**

**Thursday, May 11, 2017**

**7:00 am – 12:30 pm**      **Registration**

**7:00 am – 8:00 am**      **Breakfast in Exhibit Hall**

**7:00 am – 12:00 pm**      **Exhibit Hall Open**

**8:00 am – 10:00 am**      **Sessions**

**8:00 am – 8:15 am**      **Welcome Remarks**

**8:15 am – 8:45am**      **State of the Options Industry**

*Join us for a detailed look at recent trends and current hot issues in today's options markets. Discussion will focus on how automation, fragmentation, and competition are impacting the diverse mix of participants in today's option market landscape.*

*Henry Schwartz, Trade Alert, LLC*

**8:45 am – 9:00 am**      **How Financial Advisors Use and Think About Exchange-listed Options**

*For the first time, the Options Industry Council and Cerulli Associates team up to provide the investing community with a new benchmark study on the current state of how and why financial advisors implement exchange-listed options in client investment portfolios. Cerulli Senior Analyst Emily Sweet will present key findings of the just-released study which examines how top advisors are using options, why others are not, and opportunities for the industry to broaden adoption of their use.*

*Emily Sweet, Cerulli*

**9:00 am – 10:15 am**      **Exchange Leaders Panel**

*Moderator: Andy Nybo*

**10:15 am – 10:45 am**      **Snack Break in Exhibit Hall**

**10:45 am – 12:00 pm**      **Sessions**

**10:30 am – 11:15 pm**      **Taking Stock** – *Steve Sears, Senior Editor and columnist with Barron's, conducts a fireside chat with Craig Donohue, Executive Chairman and CEO of OCC, on the evolution of the options industry and OCC's role as an important market utility and industry advocate.*

**11:30 am – 12:45pm**      **Options and the Financial Advisor**

*Listen as experienced Financial Advisors share how they have integrated options into their practice to differentiate themselves from their competition and grow their client base.*

*Moderator: Gary Franklin, Raymond James*

*Paul Feinstein, First Republic Bank*

*Jack Gunter, Merrill Lynch*

<b>1 pm – 4:30 pm</b>	<b>Networking/Cabana Event at Jackrabbit Pool</b>
<b>5:30 pm – 6:30 pm</b>	<b>Registration</b>
<b>5:30 pm – 6:30 pm</b>	<b>Exhibit Hall Reception</b>
<b>6:30 pm</b>	<b>Buses Depart for Exchange Dinner</b>
<b>7:00 pm – 10:00 pm</b>	<b>Exchange Dinner at Bottled Blonde</b>
<b>10:00 pm – 2:00 am</b>	<b>Shuttles to/from Downtown Scottsdale</b>

**Friday, May 12, 2017**

<b>7:00 am – 12:30 pm</b>	<b>Registration</b>
<b>7:00 am – 8:00 am</b>	<b>Breakfast in Exhibit Hall</b>
<b>7:00 am – 12:00 pm</b>	<b>Exhibit Hall Open</b>
<b>8:00 am – 10:10 am</b>	<b>Sessions</b>
<b>8:00 am – 8:10 am</b>	<b>Welcome Remarks</b>
<b>8:10 am – 9:00 am</b>	<p><b>Europe: Like Us but Different</b>  <i>A panel of experts will address the European hot topics that could impact U.S. options markets. What are the pain points for those seeking to participate in our markets? What are the opportunities? What's going on with the mega exchange mergers? Regulation. Brexit. The structure of the European market. All this and more.</i></p> <p><i>Moderator: Gary Delany, OIC</i>  <i>Georgio Stoev, Saxo Bank</i>  <i>Frank Magnani, Interactive Brokers</i></p>
<b>9:00 am – 9:20 am</b>	<b>Sullivan Award</b>
<b>9:20 am – 10:10 am</b>	<p><b>Retail Therapy: Market professionals take a fresh look at the retail customer experience</b>  <i>Did you ever stop to consider what retail investors think of the options markets? Well we did. The Options Industry Council (OIC) spoke with members of the Silicon Valley Options Group to get a glimpse of their options trading experience. Gain a first-hand account of the retail customer experience as we show the conference's first retail investor video. Then listen to a panel of options market professionals address their comments and concerns.</i></p> <p><i>Rich Gueren, Merrill Lynch</i>  <i>Greg Stevens, Fidelity Investments</i></p>

<b>10:10 am – 10:40 am</b>	<b>Snack Break in Exhibit Hall</b>
<b>10:40 am – 12:00 pm</b>	<b>Sessions</b>
<b>10:40 am – 11:40 am</b>	<b>Keynote Speaker</b>
<b>11:40 am – 12:00 pm</b>	<b>Passing of the Hammer &amp; Closing Remarks</b>
<b>1:00 pm – 5:00 pm</b>	<b>Optional Activities</b> <b>Golf Outing</b> <b>Voluntourism Event</b>
<b>6:00 pm – 7:00 pm</b>	<b>Sponsored Cocktail Reception</b>
<b>7:00 pm – 10:00 pm</b>	<b>On-site Closing Dinner</b>