

28th Annual Options Industry Conference Schedule of Events*

Wednesday, April 28

1:00pm – 6:00pm	Registration	Grand Saguaro Ballroom South Foyer
5:00pm – 7:00pm	Committee Meetings <i>(by invitation only)</i> 5:00pm STA Options Committee	Grand Sonoran Salons H-I

Thursday, April 29

7:00am - 6:00pm	Registration	Grand Saguaro Ballroom South Foyer
7:00am – 6:30pm	Press Room	Grand Canyon Salon 11
8:00am – 12:30pm	Committee Meetings <i>(by invitation only)</i> 8:00am SIFMA Committee 9:30am OIC Roundtable 11:00am FIA/OIC Steering Committee	Grand Sonoran Salons J-K Grand Sonoran Salons H-I Grand Sonoran Salons J-K
2:00pm	Exhibit Hall Opens	Grand Canyon Ballroom 6-7
2:00pm – 5:00pm	Exchange and Committee Updates and Technology Vendor Presentations	Grand Saguaro Ballroom North-South
5:30pm – 6:30pm	Exhibit Hall Grand Opening Reception	Grand Canyon Ballroom 6-7
6:30pm – 10:00pm	Welcome Reception and Dinner	Pool Deck
10:00pm – 2:00am	Hospitality Suites	Hospitality Suites 2442 & 2445

Friday, April 30

7:00am – 6:00pm	Registration	Grand Saguaro Ballroom South Foyer
7:00am – 6:30pm	Press Room	Grand Canyon Salon 11
7:00am – 6:30pm	Exhibit Hall	Grand Canyon Ballroom 6-7
7:00am – 8:00am	Breakfast	Grand Canyon Ballroom 8
8:00am – 8:15am	Welcome Remarks	Grand Saguaro Ballroom North-South
8:15am – 9:00am	Opening Address (SEC)	Grand Saguaro Ballroom North-South
9:00am – 10:15am	Foundation: U.S. Exchange Leaders' Panel Moderator: John J. Lothian, John J. Lothian & Co. Ed Boyle, NYSE Euronext Bill Brodsky, Chicago Board Options Exchange Jeromee Johnson, BATS Exchange Gary Katz, International Securities Exchange Tony McCormick, Boston Options Exchange Tom Wittman, NASDAQ OMX PHLX	Grand Saguaro Ballroom North-South
10:15am – 10:45am	Sullivan Award	Grand Saguaro Ballroom North-South
10:45am – 11:15am	Morning Break	Grand Canyon Ballroom 6-7
11:15 am– 12:15pm	Evolution: The Equities Markets Moderator: Chris Nagy, TD AMERITRADE Joe Mecane, NYSE Euronext Eric Noll, NASDAQ OMX PHLX Bill O'Brien, Direct Edge Joseph Ratterman, BATS Exchange	Grand Saguaro Ballroom North-South

12:15pm – 1:30pm	Lunch	Sunset Lawn
1:30pm – 2:30pm	Keynote Speaker: Malcolm Gladwell Author of <i>What the Dog Saw</i> , <i>Outliers</i> , <i>Blink</i> and <i>The Tipping Point</i> Staff writer, <i>The New Yorker</i>	Grand Saguaro Ballroom North-South
2:30pm – 3:30pm	Breakout Sessions	
	Transformation: Regulatory Reform & How Washington Works	Grand Saguaro Ballroom North-South
	Moderator: Molly McGregor, International Securities Exchange Elizabeth King, U.S. Securities and Exchange Commission Doug Nappi, Nappi & Hoppe Noam Scheiber, The New Republic	
	Reinvention: New Paradigms for Trading Technology	Grand Saguaro Ballroom East
	Moderator: Henry Schwartz, Trade Alert Calin Ciordas, Credit Suisse Jerry Hanweck, Hanweck Associates Daniel May, SpryWare Mike Rude, Goldman Sachs Andrew Shultz, Susquehanna International Group	
5:30pm – 6:30pm	Cocktail Reception in Exhibit Hall	Grand Canyon Ballroom 6-7
6:30pm	Buses depart JW Marriott Desert Ridge	Ballroom Entrance
7:00pm – 10:00pm	Friday Night Lights	University of Phoenix Stadium

Saturday, May 1

7:00am – 12:00pm	Exhibit Hall Opens	Grand Canyon Ballroom 6-7
7:00am – 5:00pm	Press Room	Grand Canyon Salon 11
7:00am – 8:30am	Breakfast	Grand Canyon Ballroom 8
8:25am	Opening Remarks	Grand Saguaro Ballroom North-South
8:30am – 9:30am	Innovation: The Options Market	Grand Saguaro Ballroom North-South
	Moderator: Rich Repetto, Sandler O'Neill & Partners Kevin Fischer, Interactive Brokers Sam Lek, LEK Securities Martin Mannion, Citadel Execution Services Jon Werts, Bank of America Merrill Lynch Jeff Woodring, UBS Securities	
9:30am – 10:15am	Specialization: The World of Social Marketing Mark DiMassimo, DIGO Brands	Grand Saguaro Ballroom North-South
10:15am – 10:45am	Morning Break	Grand Canyon Ballroom 6-7
10:45am – 11:45am	Breakout Sessions	
	Adaptation: The Retail Marketplace	Grand Saguaro Ballroom North-South
	Moderator: Kevin Murphy, Citigroup Global Markets Chris Larkin, E*Trade Randy Frederick, Charles Schwab Pete Bottini, optionsXpress John Dominic, TradeKing	

Globalization: International Perspectives

Grand Saguaro Ballroom East

Moderator: Michael Peters, Eurex
Emir Al-Rawi, IMC Financial Markets
Jorge Alegria, MexDer
Paul Maley, Deutsche Bank Securities
Jim Shapiro, Bombay Stock Exchange

11:45am	Closing Remarks Passing of the hammer	Grand Saguaro Ballroom North-South
1:00pm	Golf Tournament The Palmer Signature Course JW Marriott Desert Ridge Resort	Wildfire Golf Course
1:00pm	Outdoor Adventures Horseback Riding & Jeep Tour	Ballroom Entrance
7:00pm – 10:00pm	Closing Dinner	Grand Canyon Ballroom 6

*Schedule subject to change without notice