



## **Fixed-Income Sales Managers Roundtable**

### **When:**

Thursday, April 7, 2016

### **Roundtable:**

2:30 - 5:30pm

### **Dinner:**

6:00pm

Dallas Chophouse

### **Where:**

Hilltop Securities  
1201 Elm Street, Suite 3500  
Dallas, TX

### **Discussion Topics Will Include:**

- **Effective account management, setting sales goals, and client management**
  - **Discussion led by Alan Hogg** – Former National Fixed Income Sales Manager, Wells Fargo Securities; former BDA Board Member
- **Profitability measured by Return on Capital (ROC) and how that impacts decision making for sales forces**
  - **Discussion led by John Miller** – Fixed Income Sales Manager, Piper Jaffray and **Bill Vogelpohl** – Managing Director, Hilltop Securities
- **High priority regulatory Issues: Best Execution, Retail Markup Confirmation Rule, Municipal Advisor Rule compliance**
  - **Discussion led by Blake Morris** Co-Chief Compliance Officer , Hilltop Securities
- **Leveraging technology to deliver account management and sales force optimization**
- **How electronic trading affects a firms' ability to access another firm's inventory**

*The Roundtable for Fixed-Income Sales Managers is part of a series of BDA events specifically tailored to the unique interests of middle-market and regional fixed-income dealers.*