

MCDC- AN UPDATE AND WHAT'S NEXT

JULY 21,2015

Our Panel





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Agenda



- Three Primary Questions:
 - Where are we in the MCDC process and what's next?
 - What have we learned from MCDC?
 - How this impacts underwriting policies, procedures and practices?

Content

- Overview of SEC Orders
 - Order Rule References
 - Rule 15c2-12 of the Securities Exchange Act of 1934
 - Section 17(a)(2) of the Securities Act of 1933
 - Materiality
- The Role of The Independent Consultant
- Solutions to Help

Where We Are in the MCDC Process



- SEC Orders instituted Administrative and Cease and Desist Proceedings pursuant to Section 8A of the Securities Act of 1933 and 15(b) of the Securities Exchange Act of 1934, Made Findings and Imposed Remedial Sections and a Cease-and-Desist order.
- 36 Orders to Date with Fines totaling \$9.3 million
 - SEC Charges 36 Firms for Fraudulent Municipal Bond Offerings 6/18/15, http://www.sec.gov/news/pressrelease/2015-125.html
- More to Come
 - Underwriter Wave II and beyond
 - Issuers

May 2010 Interpretative Release



- SEC expounded on its prior releases concerning the due diligence responsibilities of underwriters.
- "The Commission believes that if the underwriter finds that the issuer or obligated person has on multiple occasions during the previous five years failed to provide on a timely basis continuing disclosure documents, including event notices and failure to file notices, as required in a continuing disclosure agreement for a prior offering, it would be very difficult for the underwriter to make a reasonable determination that the issuer or obligated person would provide such information under a continuing disclosure agreement in connection with a subsequent offering. In the Commission's view, it also is doubtful that an underwriter could meet the reasonable belief standard without the underwriter affirmatively inquiring as to that filing history. The underwriter's reasonable belief should be based on its independent judgment, not solely on representations of the issuer or obligated person as to the materiality of any failure to comply with any prior undertaking." Exchange Act Release No. 34-62184A (May 26, 2010), 75 FR 33100 (June 10, 2010).

SEC Order: Rule References



Rule 15c2-12 of the Securities Exchange Act

- Requires underwriters, in connection with an offering, to refrain from participation unless they have reasonably determined that the issuer and/or obligated persons has undertaken to provide an annual report containing financial information and operating data to the MSRB's EMMA system, a timely notice of certain events and timely notice of failure to submit the annual report on or before the date specified in the continuing disclosure agreement.
- Final OS must set forth instances in the previous 5 years where the issuer and/or obligated party failed to comply in all material respects with any previous disclosure undertakings. SEA Rule 15c2-12(f)(3).

SEC Order: Rule and Case References



Section 17(a)(2) of the Securities Act:

- "By participating in an offering, an underwriter makes an implied recommendation about the securities [that it] ... has a reasonable basis for belief in the truthfulness and *completeness* of the key representations made in any disclosure documents used in the offering." Dolphin & Bradbury, Inc. v. SEC, 512 F.3d634, 641 (D.C. Cir. 2008) (emphasis added) (quoting Municipal Securities Disclosure, Exchange Act Release No. 26100, 53 Fed. Reg. 37778, 37787 (Sept. 28, 1998) ("1988 Proposing Release"); City Securities Corp., Exchange Act Release No. 70056, 2013 WL 3874855, at *1-2 (July 29, 2013).
- Underwriters have a "heightened obligation" to take steps to ensure adequate disclosure. Dolphin& Bradbury, 513 F3d. at 641 (quoting 1988 Proposing Release).
- A misrepresentation or omission is material if there is a substantial likelihood that a reasonable investor would consider it important in making an investment decision. Basic v. Levinson, 485 U.S. 224, 231-32 (1988). Emphasis supplied.
- Respondent (a broker-dealer) "conducted inadequate due diligence in certain offerings, and as a result, failed to form a reasonable basis for believing the truthfulness of certain material representations in official statements issued in connection with those offerings. This resulted in Respondent offering and selling of municipal securities on the basis of materially misleading disclosure documents. As a result of the conduct described herein, Respondent willfully violated Section 17(a)(2) of the Securities Act [of 1933]." From Summary Section of All MCDC-Related Orders Issued June 18, 2015 ("Order").
- Negligence is sufficient to establish a violation of Section 17(a)(2). Aaron v. SEC, 446 U.S. 680, 696-97 (1980).

What is "Material"



- Each Order cited up to three anonymous examples of improper disclosure
- OS cited were from between 2010 and 2014
- Majority of transactions cited were negotiated (>90%)
- Underwriter was the sole or senior manager in all deals cited
- All Orders cited Failure to File or Late Filing of Annual Financials and Failure to File Notice of Late Filing
 - Late Filings spanned from a few weeks to >1,000 days
 - 14-50 days late = 29 Late Filings
 - 51-100 days late = 15 Late Filings
 - 101-200 days late = 38 Late Filings
- Citation of Failure to File Annual Financials where financial information was in a subsequent OS but there was a failure to provide a crossreference submission within FMMA.
- No Order cited failure by Issuer or Obligated Party to disclose noncompliance
- See Appendix for Detailed Chart courtesy of Nixon Peabody and the BDA.

The Role of The Independent Consultant



- Required to retain an Independent Consultant "not unacceptable to the Commission staff"
- Role of Independent Consultant:
 - To review policies and procedures as they relate to municipal securities underwriting due diligence
 - Within 180 days (calendar) of the "institution of these proceedings" the Independent Consultant will submit a written report of findings and recommendations for changes in or improvements to Respondent's policies and procedures

The Role of The Independent Consultant



- Respondent must adopt all recommendations within 90 days of the date of the report.
- That is ...
 - Unless, within 30 days of the report, Respondent advises the Independent Consultant and Commission staff of any recommendations the Respondent considers to be unduly burdensome, impractical or inappropriate.
 - No need to adopt
 - Can propose an alternative to achieve the same objective or purpose
 - If no agreement with the IC, have 60 days from the date of the Report to reach a good faith agreement with the IC
 - Within 15 days of the conclusion of discussions with IC, IC informs the Respondent and the Commission staff of the IC's final determination of any recommendation the Respondent found to the unduly burdensome, impractical, or inappropriate.
 - Within 10 days of this written communication, Respondent may seek approval from the Commission staff to not adopt recommendations the Respondent can demonstrate to be unduly burdensome, impractical, or inappropriate.
 - If the Commission staff agrees, do not have to adopt.
 - Additional timing requirements

The Role of The Independent Consultant



- Certify in writing compliance with all undertakings no later than the one year anniversary of these proceedings
 - Evidence of compliance in the form of a narrative and supported by exhibits to demonstrate compliance
 - Commission staff can ask for further evidence of compliance

What Firms Are Doing and Can Do



- Update Policies, Procedures and Practices
 - Identify important changes to make
 - Documentation
 - Consistent Application of Policies and Procedures
- Leverage Third Party Solutions

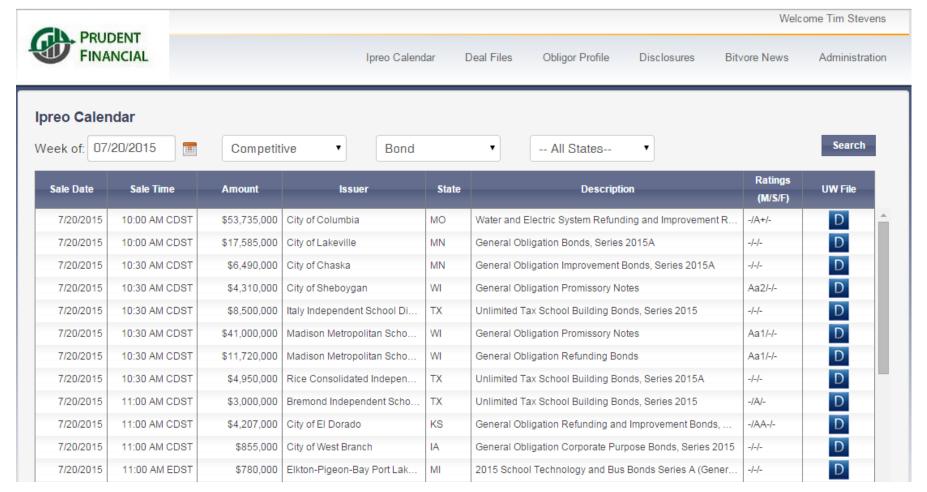
What Does DIVER *Underwriter* Offer?



- Efficient, Consistent, "Reasonable" 15c2-12 Continuing Disclosure Due Diligence
- 2. Electronic Workflow and Storage of Underwriting Diligence and Files Documentation, Supervision, Proof of Compliance
- Aggregation and Presentation of Relevant Data to Better Understand Municipal Credit and Conduct Diligence

Ipreo Deal or Create Your Own Deal

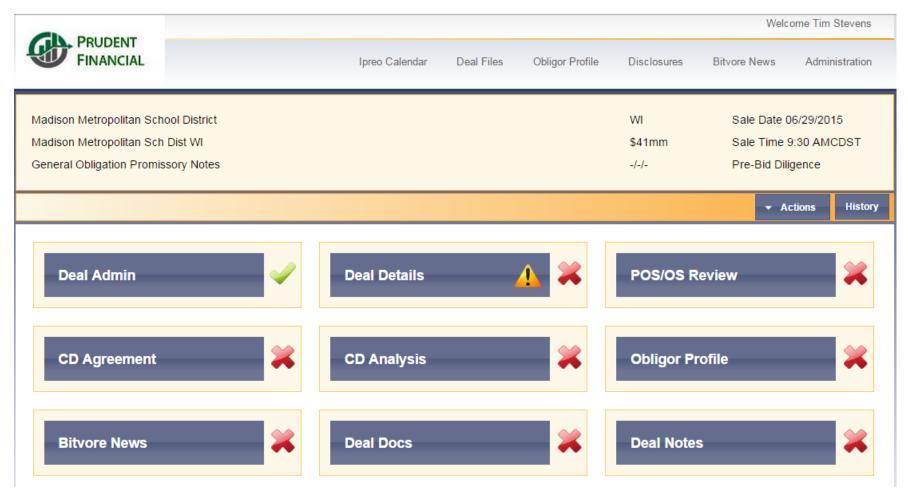




- Seamless Workflow Integration with Ipreo's Calendar
- Simply and Quickly Create Your Own New Deal File

Electronic Deal File & Repository

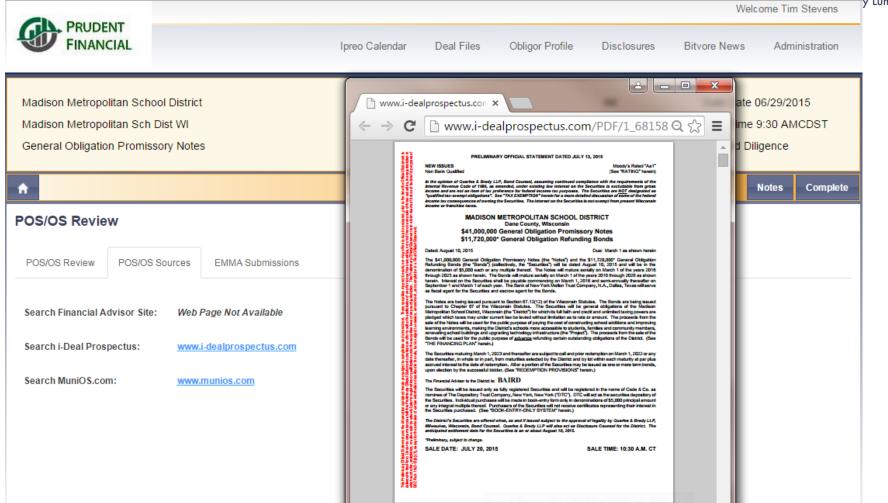




- Electronic Repository of Diligence and Deal Documents
- Modules Allow for a Consistent Workflow

POS/OS Review





- Easily Access and Store Offering Documents (POS) and Notes
- Automatic Feed and Record of All EMMA Primary Market Submissions

Continuing Disclosure Agreement Review

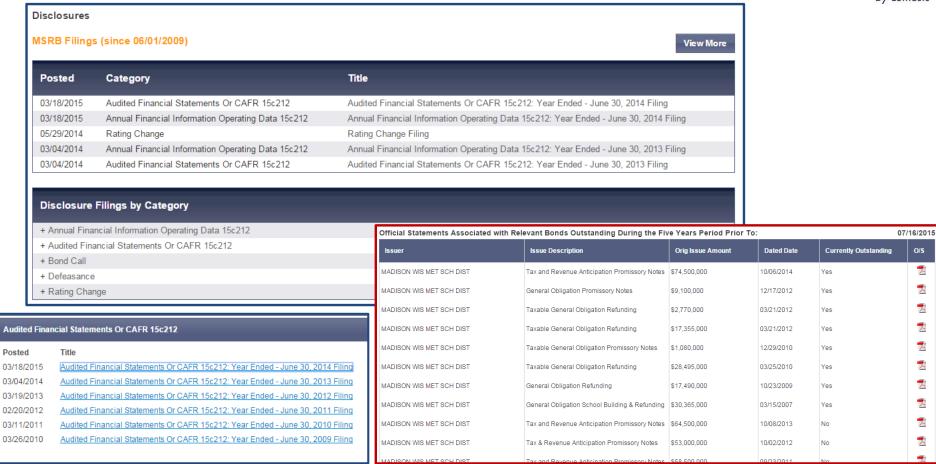


					ome Tim Stevens			
PRUDENT FINANCIAL	Ipreo Calendar	r Deal Files	Obligor Profile	Disclosures	Bitvore News	Administration		
Madison Metropolitan School District				WI	06/29/2015			
Madison Metropolitan Sch Dist WI			\$41mm Sale T			9:30 AMCDST		
General Obligation Promissory Notes				-/-/-	/- Pre-Bid Diligence			
				Sa	ve Cancel	Notes Compl		
D Agreement Review								
Does CDA Section Exist in Offering Document?	● Yes ○ No							
Identify Continuing Disclosure Obligated Parties a	and Subjects 🕡			Sh	now Suggestions	Add CDOP		
In CDA Continuing Disclosure Obligated Party	Sut	Subject of Disclosure Obligations						
Madison Metropolitan Sch Dist WI	Madi	Madison Metropolitan Sch Dist WI						
Representation Made in Offering Document by:	Madison Metropolitar	n Sch Dist WI		Exceptions to Compliance				
Exception(s) to Compliance Disclosed in Offering	Document (check all	that apply):		☐ Missed Financial/Operating Filing				
			✓ Late Financial/Operating Filing					
			Missed Material I	Event Filing				
				Other				
Subject of Disclosure Obligations:	Madison Metropolitar	n Sch Dist WI						
Disclosure Obligations								
Financial/Operating								
Annual Financial Information Operating Data 15c212								
Audited Financial Statements Or CAFR 15c212								
Other Financial/Operating								
Material Events								

- Easy Walk Thru
 to Review
 Continuing
 Disclosure
 Section in POS
- Confirm/
 Identify
 Relevant
 Parties, Reps
 Made and
 Ongoing
 Disclosure
 Obligations

Continuing Disclosure Analysis

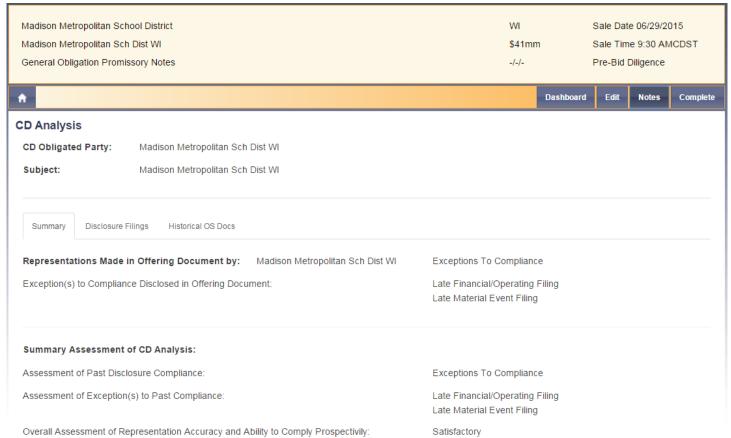




 Quick Access to Only the Relevant Disclosure Filings and Historical OS Documents

Continuing Disclosure Analysis



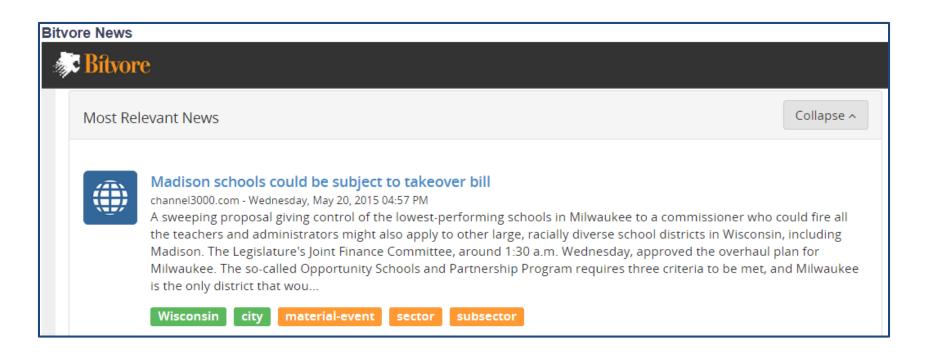


- Summary Disclosure Analysis with Your Notes Saved
- Leverage Prior Work Performed on Same Obligor

Other Deal File Features

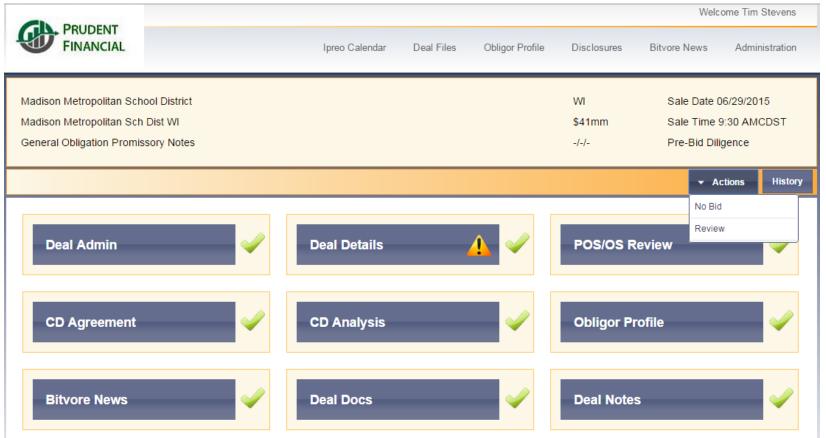


- Obligor Profile Including O/S Debt, Ratings, Economic and Other Data
- Relevant News Articles for the Obligor Based on Search of 16,000 Sources
- Flexible Documentation Repository Internal and External Reports, Wires...



Approvals, Deal File Access and Alerts





- Approval Workflow and Access to Electronic Deal Files Facilitates Supervision
- Alerts Provided when Important Data has Changed

Conclusion



- Three Primary Questions:
 - Where are we in the MCDC process and what's next?
 - 1st Round of Orders Issued
 - More to Come per SEC call
 - What have we learned from MCDC?
 - May 2010 interpretative release and 2012 Risk Alert were for real
 - Materiality is perhaps a lower threshold than the market assumed
 - How should this impact underwriting policies and procedures?
 - Need a systematic way to due diligence continuing disclosure on every deal
 - Need a way to document that due diligence

Appendix: Bios & Contact Information



Gregg L. Bienstock Esq. CEO and Co-Founder Lumesis, Inc.: 203.276.6501, gbienstock@Lumesis.com

Gregg is the CEO and Co-Founder of Lumesis, Inc., home of the DIVER platform that delivers compliance and business efficiency solutions for the municipal bond market. He is a frequent speaker on municipal market compliance and has authored several articles on current regulatory issues impacting the municipal market. Before co-founding Lumesis, Gregg spent more than thirteen years with Ambac Financial Group where, most recently, he was responsible for Strategic Initiatives and previously served as Chief Administrative Officer and Employment Counsel. Prior to joining Ambac, he served as a Director of Human Resources for Bristol-Myers Squibb. From 1993 through February 1996, he was an associate in the Labor and Employment Law Department of Proskauer Rose, LLP and from 1992 through September 1993 he was an Assistant Deputy General Counsel for the Mayor's Office of Labor Relations for the City of New York.

Daniel M. Deaton, Public Finance Partner, Nixon Peabody: 213.629.6050, ddeaton@nixonpeabody.com

Daniel Deaton has a public finance practice in which he serves as bond counsel, disclosure counsel and underwriter's counsel. He represents governmental clients such as cities, counties and redevelopment agencies as disclosure counsel and bond counsel in lease revenue, enterprise fund, pension obligation bond, tax revenue anticipation, as well as Teeter, and tax increment financings. In addition, ha has acted as bond counsel and underwriter's counsel in 501(c)(3) and private activity bond financings, including financings supporting electric power grid, waste management and water utility operations.

Pamela W. Peterson Esq. Independent Consultant: 201.388.2936, mcdc.consultant@Verizon.net

Pamela has worked in the legal departments of two major broker-dealers from October 1987 to April 2015, with one year in private practice as underwriters' counsel/derivatives contract negotiator. Since 1995, her practice has been concentrated in the area of municipal securities. She has an intimate knowledge of the challenges that face broker-dealers in complying with the rules of the Municipal Securities Rulemaking Board (as interpreted and enforced by FINRA) and SEC regulations that affect the underwriting and sales of municipal securities. She is also the past chair of the SIFMA Municipal Legal Advisory Committee. Summa cum laude graduate of Seton Hall University School of Law, 1999. Admitted in New York and New Jersey.

Timothy Stevens, CFA, President and COO, Lumesis, Inc.: 203.276.6502, tstevens@Lumesis.com

Prior to co-founding Lumesis, Tim spent over fourteen years with Ambac Financial Group where, most recently, he was a Senior Managing Director and led all Capital Markets activity. Previously, Tim ran individual business units including Ambac's Guaranteed Investment Contract Group, Global Secondary Markets Group, and Risk Transfer/Reinsurance. Formerly, he served in various roles in Ambac's Financial Control Department. Prior to 1995, he worked in the Audit Services division of Deloitte & Touche LLC. Tim holds a B.S. in Business and Economics from Lehigh University. He currently holds the Chartered Financial Analyst designation and was a licensed Certified Public Accountant during the years that he practiced accounting. He was also registered with FINRA as a General Securities Representative (Series 7) and a General Securities Principal (Series 24).

Appendix: Non-Compliance Cited in June 18, 2015 SEC MCDC Orders



REFERENCES TO NONCOMPLIANCE IN JUNE 18, 2015 SEC MCDC ORDERS PREPARED FOR BOND DEALERS OF AMERICA

Underwriter	Instances of Noncompliance									
	Filed Annual Financial Report ¹ Late	Failed to File Annual Financial Report ¹	Filed Audited Financial Statements ² Late	Failed to File Audited Financial Statements	Filed Other CD Info. ³ Late	Failed to File Other CD Info. ³	Filed Quarterly Report Late	Failed to File Quarterly Report	Failed to File Notice of Late Filing	No Statem ent Made
William Blair & Company, L.L.C.	Х	Х							Х	
Wells Nelson & Associates, LLC	Х	Х							Х	Х
Stifel and Nicolaus & Company, Inc.		Х	Х	Х	Х				Х	
Sterne and Agee & Leach, Inc.	Х	Х							Х	
Stephens Inc.	Х	Х							Х	
Smith Hayes Financial Services Corporation		Х							Х	
Siebert Brandford Shank & Co., LLC		Х	Х			Х			Х	
Robert W. Baird	Х								Х	
& Co.										
Incorporated										
RBC Capital Markets, LLC	Х	Х				X			X	
Raymond James & Associates, Inc.	Х	Х							Х	
Piper Jaffray & Co.	Х	Х	Х	Х					Х	
Oppenheimer & Co. Inc.		Х							Х	Х
The Northern Trust Company		Х							Х	Х
Morgan Stanley & Co. LLC	Х						Х		Х	
Merrill Lynch, Pierce and Fenner & Smith, Incorporated	X ⁴	Х							Х	
Merchant Capital, L.L.C.	Х	Х							Х	
Martin Nelson & Co., Inc.		Х		Х	Х				Х	
Loop Capital Markets LLC	X ⁵								Х	
L.J. Hart & Company	Х	Х							Х	

Appendix: Non-Compliance Cited in June 18, 2015 SEC MCDC Orders



BOND DEALERS OF AMERICA (Continued)

Underwriter	Instances of Noncompliance									
	Filed Annual Financial Report ¹ Late	Failed to File Annual Financial Report ¹	Filed Audited Financial Statements ² Late	Failed to File Audited Financial Statements	Filed Other CD Info. ³ Late	Failed to File Other CD Info. ³	Filed Quarterly Report Late	Failed to File Quarterly Report	Failed to File Notice of Late Filing	No Statem ent Made
J.P. Morgan Securities LLC	Х	X							X	X
Hutchinson, Shockey and Erley & Co.	Х	Х							Х	
Goldman and Sachs & Co.	Х	Х							Х	Х
George K. Baum & Company		Х				Х			Х	Х
First National Capital Markets, Inc.		Х							Х	
Dougherty & Company LLC	Х	Х				Х			Х	Х
Davenport & Company LLC		Х							Х	
City Securities Corporation	Х	X ⁶							Х	
Citigroup Global Markets Inc.	Х	Х		Х					Х	
Central States Capital Markets, LLC		Х							Х	
BOSC, Inc.	Х	Х							Х	
BNY Mellon Capital Markets, LLC	Х	Х			Х	Х			Х	
BMO Capital Markets GKST Inc.	X ⁷								Х	
Bernardi Securities, Inc.		Х							Х	
Benchmark Securities, LLC		Х	Х						Х	Х
B.C. Ziegler and Company	Х	Х				Х	Х	Х	Х	Х
The Baker Group, LP	Х	Х							Х	
Total Percentage	67% ⁸	89% ⁹	11% ¹⁰	11% ¹¹	8% ¹²	17% ¹³	6% ¹⁴	3% ¹⁵	100% ¹⁶	25% ¹⁷

¹ Includes references to annual financial reports, filings previously undertaken, annual financial statement with required operating data, annual financial information and operating data, annual financial statements and operating data, annual financial information and annual financial and operating data.

² Includes references to audited financial statements and audited annual financial statements.

Appendix: Non-Compliance Cited in June 18, 2015 SEC MCDC Orders

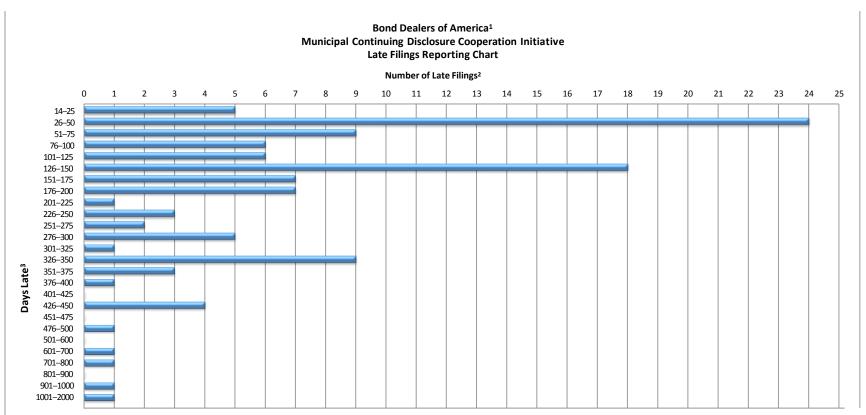


BOND DEALERS OF AMERICA (Continued)

- ³ Includes references to certain required financial information, other required continuing disclosure information, operating data, complete annual financial reports, certain required financial and operating information, certain operating information, certain required financial information, certain required information, budgets and other financial information.
- ⁴ Issuer failed to provide within EMMA a cross-reference to those official statements that included the annual financial report in some of these cases.
- ⁵ Issuer filed an official statement that included the required annual financial information 44 days after the deadline but did not provide a cross-reference for existing bondholders.
- ⁶ Issuer failed to disclose that remedial filings were made on NRMSIR, not on EMMA.
- ⁷ In one of these cases, the issuer included some of the required information in subsequent official statements but did not provide a cross-reference within EMMA.
- ⁸ 67% of the Underwriters had violations related to filing annual financial reports late.
- ⁹ 89% of the Underwriters had violations related to failing to file annual financial reports.
- ¹⁰ 11% of the Underwriters had violations related to filing audited financial statements late.
- ¹¹11% of the Underwriters had violations related to failing to file audited financial statements.
- 12.8% of the Underwriters had violations related to filing other continuing disclosure information late.
- ¹³ 17% of the Underwriters had violations related to failing to file other continuing disclosure information.
- ¹⁴ 6% of the Underwriters had violations related to filing quarterly reports late.
- ¹⁵ 3% of the Underwriters had violations related to failing to file quarterly reports.
- ¹⁶ 100% of the Underwriters had violations related to failing to file notice of late filings.
- ¹⁷ In 25% of the SEC's orders, the SEC noted that in the offering document, the issuer made no statement regarding its prior compliance.

Appendix: Non-Compliance Cited in June 18, 2015 SEC MCDC Orders





Majority of the violations discussed in the Settlement Orders related to an issuer's failure to disclose that it did not file a financial report or its failure to disclose that it filed a financial report late. Generally, when the Settlement Order contained a violation for a late financial report it disclosed how many reports were filed late and by how many days the reports were late; however, if the Settlement Order disclosed that there was a violation for a late filing but did not disclose how many days late the report was then that late filing was not included in this graph.

² This number represents the number of late financial report or other filings disclosed in the Settlement Orders.

³ When the SEC listed the number of days late a financial report was it listed it in terms of a range of days, such as, "...issuer failed to disclose that it filed two annual financial reports between 67 – 153 days late." In order to graph the information, we used the first number listed in the range as the number of days late the report was. We assumed 30 day months.

Introducing DIVER *Underwriter*





DIVER *Underwriter*: A Post-MCDC Diligence Platform

- Consistent "Reasonable Diligence" Process
- Obligated Party Material Information Aggregation
- Configurable Workflow Consistent with your Policies and Procedures
- Integration with Ipreo Deal Calendar
- Electronic Deal File Storage
- Evidence of Compliance