

# FrontLineCompliance

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## **FrontLine Compliance President to Offer Timely Guidance on Risk and Compliance at NAVA Marketing Conference**

***Former SEC and FINRA regulator to speak on key regulatory issues facing variable annuity providers, distributors, and broker-dealers***

**ALEXANDRIA, VA (PRWEB) February 17, 2009**— Amy Lynch, President and founder of FrontLine Compliance, LLC will provide strategic advice to her audience at the upcoming NAVA 2009 Marketing Conference, held by The Association for Insured Retirement Solutions on February 22-24, 2009 at The Hilton New York in New York City. Lynch, a former SEC and FINRA regulator, will be a featured speaker on the topics of risk management and compliance and the impact of NASD Rule 2821 on variable annuity marketing and distribution.

Lynch will help lead two sessions of crucial dialogue at the conference, both held on February 24. “For over nine months firms have had real-life experience with NASD Rule 2821. During my open forum, I will encourage discussion on how firms are adapting to the Rule and what challenges lie ahead for sales and compliance,” comments Lynch, also a former director of compliance and chief compliance officer. “In light of a rapidly changing regulatory environment, financial advisors must renew their focus on risk and compliance with each client interaction. My panel presentation will highlight various compliance and risk concerns that reps face each day and how best to mitigate those risks.” Adds Lynch, “Both sessions should provide plentiful opportunities for attendees to share ideas and gain insight from their colleagues.”

Selected as a speaker for her industry and regulatory experience, Lynch will draw on her vast experience with insurance compliance matters. She has been recognized as an expert on a number of high profile regulatory issues including variable insurance products and previously supervised and coordinated programs for the SEC, FINRA, and other regulatory agency staff.

FrontLine Compliance, LLC is a regulatory compliance consulting firm of former high-level regulatory insiders offering customized services to broker-dealers, investment advisers, investment companies, hedge funds, and insurance company affiliates. Staffed by former SEC and FINRA regulators, and chief compliance officers, FrontLine Compliance provides the kind of industry knowledge, experience and expertise on regulatory issues only available from well-seasoned insiders. For more information about the consulting firm, please visit [www.frontlinecompliance.com](http://www.frontlinecompliance.com).

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