



About the Security Traders Association

The Security Traders Association, STA is a unique trade organization of securities-industry professionals, comprising 24 affiliate organizations in the United States and Canada. The STA provides members with educational content on industry issues, while also representing their interests with legislators, regulators and other industry organizations. The STA fosters goodwill through charitable giving and high standards of integrity in accord with our founding principle, Dictum Meum Pactum – “My Word Is My Bond.”

What makes the STA different?

Our industry knowledge is our strength.

All of STA’s 24 affiliate organizations are run by individuals who work in the financial services industry. Their day-to-day contact ensures the STA remains in touch on the most relevant issues impacting the financial services industry.

Diverse membership.

STA members come from a wide range of firms with varying business models. This diversity ensures that the opinions of the STA organization are well vetted.

Affiliate Network.

STA’s network of 24 affiliate organizations is what makes it a true “grass-roots” association with long standing relationships in Washington D.C.

We believe in the individual and that the relationship still matters.

Individuals and relationships need to exist in order for changes in the financial services industry to yield benefits and efficiencies to investors.

What does the STA do?

Provide updates on relevant Wall St. & Washington DC happenings
Meet regularly with congressional and regulatory leadership
Issue communiqués on industry news and thought provoking articles
Host content-rich events which provide networking opportunities
Organize diverse committees for input on regulatory issues

Governance

- Executive Committee
- Board Governors

The Security Traders Association is governed by a Board of Governor with no more than 17 members and consisting of:

Executive Committee

- Chairman of the Board
- President and Chief Executive Officer
- Vice Chairman
- Treasurer/Secretary
- Immediate Past Chairman

Board of Governors - Eleven (11)

- Elected Governors - Eight (8) - Two-year terms. Each year four terms expire
- Appointed Governors - Three (3) - recommended by Chair and Board approved
- Appointed Advisors – Three (3) - recommended by Chair and Board approved

Corporate Structure

- STA Inc.
- STA Foundation
- STAPAC

STA Inc.

STA Inc. is a non profit organization organized under the laws of the state of Illinois. The name of registered agent and address of the registered office in the District of Columbia is:

C T Corporation System
1015 15th Street, N.W. Suite 1000
Washington, DC 20005

STA Foundation

The STA Foundation is a not-for-profit, 501 (c) 3 corporation that was organized by the Security Traders Association in 1990 and serves as the educational arm of our organization.

STA Political Action Committee (STAPAC)

STA's Political Action Committee, "STAPAC", is a component of STA's Washington strategy.

Formed in 1997, STAPAC is registered with the Federal Election Commission. STAPAC is an ongoing effort by which we build relationships, open dialogues, and are more actively involved in the development of laws as they are being written, rather than reacting after the fact. STAPAC also assists in helping STA members understand the nature and actions of their government. The treasurer of STAPAC is Meredith K. Leshner of the law firm, Williams & Jensen, PLLC

Committees - Business

- Affiliate Liaison
- Nominating

Affiliate Liaison "ALC"

The Affiliate Liaison Committee's primary objective is to ensure that appropriate communication and support is shared between STA and the Affiliates. The ALC conducts Affiliate President Workshops (typically in Chicago and at the Annual Meeting) in which critical discussions occur designed to make each more effective in their respective roles. This Committee usually conducts monthly conference calls in order to have a continuous communication opportunity. This group also, traditionally, has been the key source of candidates for the STA Board of Governors.

Nominating

The Nominating Committee is charged with recommending a slate of STA Officers to serve in the coming year. These recommendations are then voted upon by the Delegates attending the Annual Business Meeting (usually held in September/October).

In accordance with the By-Laws, the Committee consists of seven members: the Immediate Past Chairman, serving as Chair of the Committee, and the two previous STA Chairmen; and four elected members.

Note: The Nominating Committee is the only committee constructed under the By-Laws. The other committees serve at the will of the Chairman and Board. Each is chaired by an individual(s) appointed by the Chairman.

Committees - Trading Issues Advisory Committees

- Market Structure Analyst
- Buyside Advisory
- Retail Advisory
- Listed Options

Market Structure Analyst Committee

This newly created committee is made up of publishing market structure professionals and is designed to assist the STA organization in drafting Executive Summaries on particular issues. These summaries are a primary source of information for educational events and comment letters. It is important to note that this committee does not formulate opinions it just provides factual outlines.

Buyside Advisory Committee

Comprised of 15 to 20 buy side traders. Their responsibilities include identifying relevant issues for buy side members which are under resourced or represented. These issues can include official rule filings or career development matters. In addition, the IAC when called upon by the STA Board offers input on all STA Comment letters. This Committee also has the opportunity to submit comment letters on its own behalf.

Retail Advisory Committee

STA RAC's responsibilities include identifying relevant issues for individuals and their respective self-directed retail firms which are under resourced or represented. These issues can include official rule filings or career development matters. In addition, the STA RAC when called upon by the STA Board offers input on all STA Comment letters. This Committee also has the opportunity to submit comment letters on its own behalf.

Listed Options Committee

STA Listed Options Committee is a core committee in the execution of STA's mission as the representative organization of equity traders. As the markets evolved and many regulatory initiatives required cross exchange and asset coordination STA created the Listed Options Committee to help bridge lines of communication between these asset classes. We continue to desire broader participation and this committee is the vehicle utilized to voice market structure related commentary to the STA Board. Committee members should find themselves current and better informed, as well as having a platform for which to voice views and shape STA commentary.

STA Support of the Affiliates

- National Distribution
- Coordination "Grass Roots"
- Monthly ALC Call
- Conference Support

National Distribution

Using a combination of social media and offering certain communication products for free, the STA distribution list has grown significantly in the past 3 years. Today we are able to directly reach over 23,000 industry professionals across North America. Access to this distribution channel will help the entire STA organization, including affiliates, in raising their profile and brand to a national audience.

Coordination "Grass Roots"

In order for the STA organization to execute an effective grass-roots strategy, co-ordination on the national level needs to be efficient.

Monthly ALC Call

Occurs the 3rd Tuesday of every month. If the AP cannot make it, please have a representative.

Conference Support - Promotion

- Six (6) dedicated blasts throughout the year (up from four), which will include non-annual conference information. Ie, charity functions.
- Digital flyers for your events. Please allow at least 2 weeks for production

Conference Support - Content

Upon your request we can help with ideas for subject matter, panelists, speakers and format.

Conference Support - Other

- Post Conference Surveys

Communications from STA

In today's world of social media there are multiple ways STA connects with members and in particular you as Affiliate President. Please make sure you are connected to ensure information is being received.

- Constant Contact
- Twitter
- LinkedIn
- At the Midpoint - Members Only

FAQ's

How does STA write its comment letters?

In the rule formation process, comment Letters are the means by which one expresses its opinions on requested filings. STA retains outside counsel to assist in reviewing its comment letters. STA comment letters are best characterized as "business model agnostic", "principle

based” and “bottoms up”. What does this mean?

Business Model Agnostic

STA uses its diverse Committee structure to provide input on comment letters and educational events

Principle Based

STA has an eighty year history of writing letters. Our view of market structure is long and holistic.

We have an informal list of principles such as:

- Rules should be based on empirical data
- Regulators should not pick winners and losers
- We favor a market structure which has a balance of competition and regulation

What is STA Washington DC Effort?

Critical to STA’s mission is a strong Washington effort. STA’s success, in many ways, is attributed to our Grass Roots infrastructure. STA retains a top Washington lobbying firm, Williams & Jensen, to assist with access to Capitol Hill.

With regulatory agencies; SEC and Treasury, the STA goes direct with Williams & Jensen playing a supportive role.

Both these efforts are active and on-going. The STA President/CEO is charged with responsibility for this effort. In addition to written submissions, STA representatives (normally the President and Chairman, or Executive Committee members) frequently visit in Washington.

STA has made numerous Washington visits that included many individual appointments with Congressmen and Senators, as well as their staff members. We also focus on key congressional committees and meet with their leadership and staff.

Washington D.C. will be the site of our 81st Annual Market Structure Conference which has been built into a content-strong, politically powerful 3 day event featuring Congressional and Senate speakers and regulatory and rule making specific panels.