

## 19TH ANNUAL CAPITAL MARKETS CONFERENCE

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SENATOR JUDD GREGG  
CEO, SIFMA

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DECEMBER 10, 2013



HELPING AMERICANS SUCCEED | HELPING MAIN STREET PROSPER

**“THE ESSENTIAL CHALLENGE FOR LEADERS TO CONTEMPLATE IN COMING TO TERMS WITH THE FUTURE OF FINANCE IS TO UNDERSTAND THAT IT CAN BE USED TO HELP BROADEN PROSPERITY ACROSS AN INCREASINGLY WIDE RANGE OF SOCIAL CLASSES...”**

*Robert Shiller*

**“...IMAGINE THE DEVELOPMENT OF A NEW LABORATORY, THE FUNDING OF A MEDICAL RESEARCH PROJECT, THE BUILDING OF A NEW UNIVERSITY, OR THE CONSTRUCTION OF A NEW CITY SUBWAY SYSTEM. FINANCE PROVIDES STRUCTURE TO THESE AND OTHER ENTERPRISES AND INSTITUTIONS THROUGHOUT SOCIETY. IF FINANCE SUCCEEDS FOR ALL OF US, IT HELPS BUILD A GOOD SOCIETY.”**

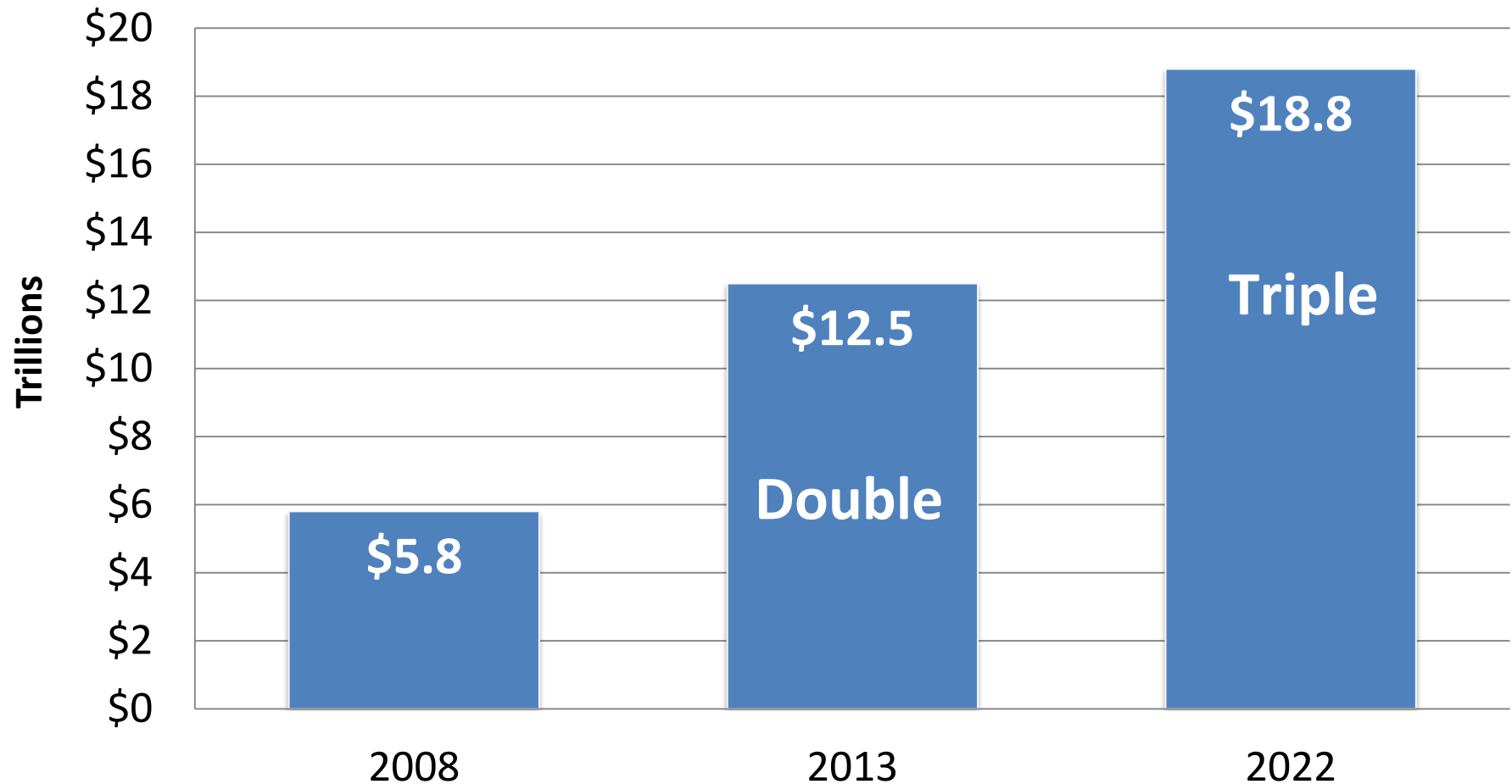
**“GREAT NATIONS ARE NEVER  
IMPOVERISHED BY PRIVATE,  
THOUGH THEY SOMETIMES ARE BY  
PUBLIC PRODIGALITY AND  
MISCONDUCT.”**

*Adam Smith*

**“IF YOU PUT THE FEDERAL  
GOVERNMENT IN CHARGE OF THE  
SAHARA DESERT, IN FIVE YEARS  
THERE'D BE A SHORTAGE OF SAND.”**

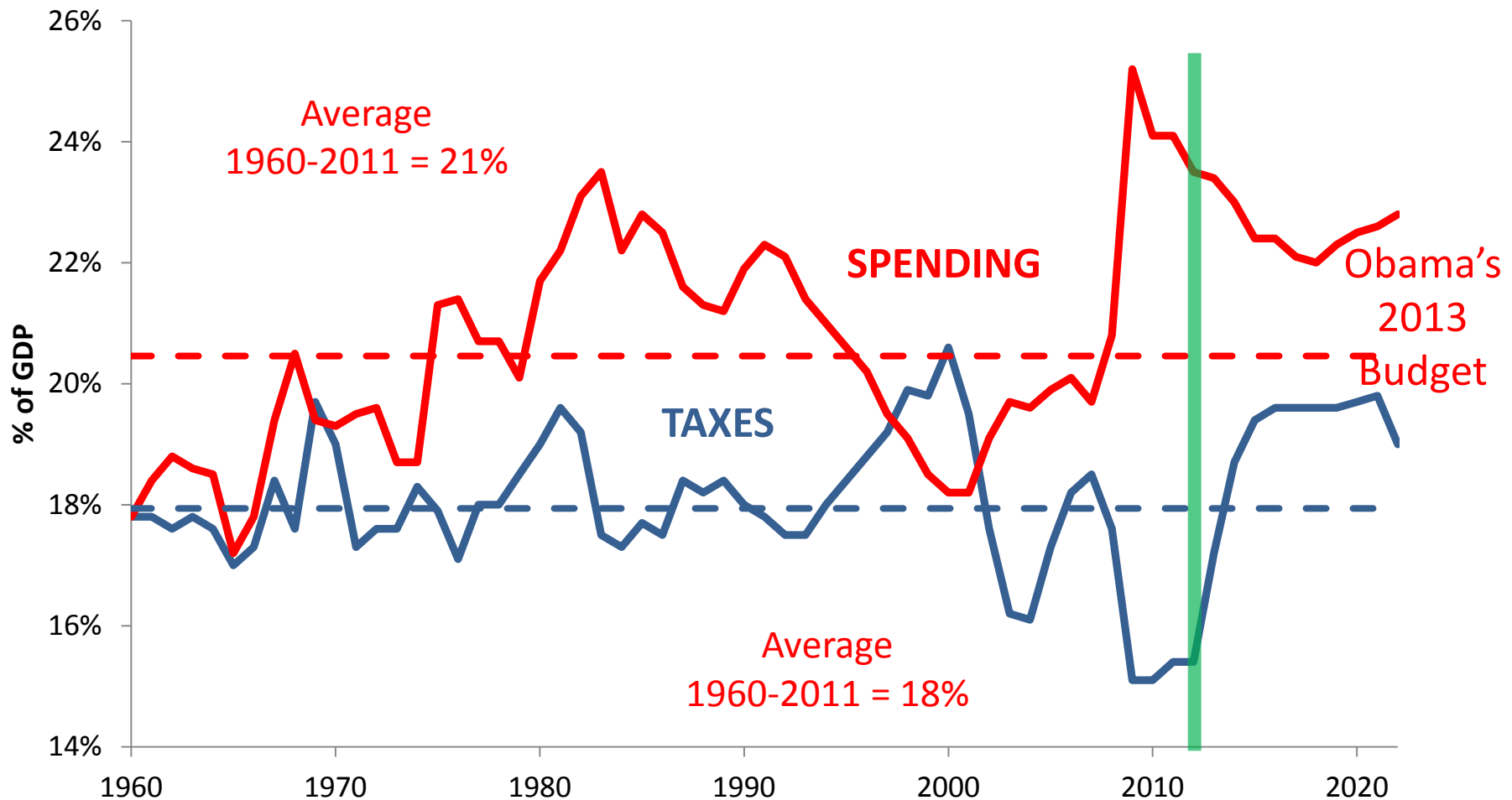
*Milton Friedman*

# Debt held by the public scores a triple double under President Obama's 2013 Budget



Source: CBO

# Federal taxes and spending as % of GDP



Source: CBO (Pre-1972  
figures from OMB)

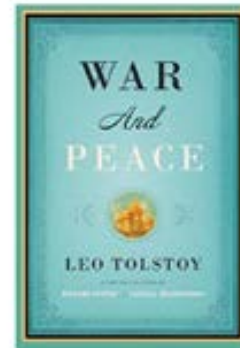
# Dodd-Frank by the numbers

*A New Rule*

Every **2.8** days

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**28**  
copies



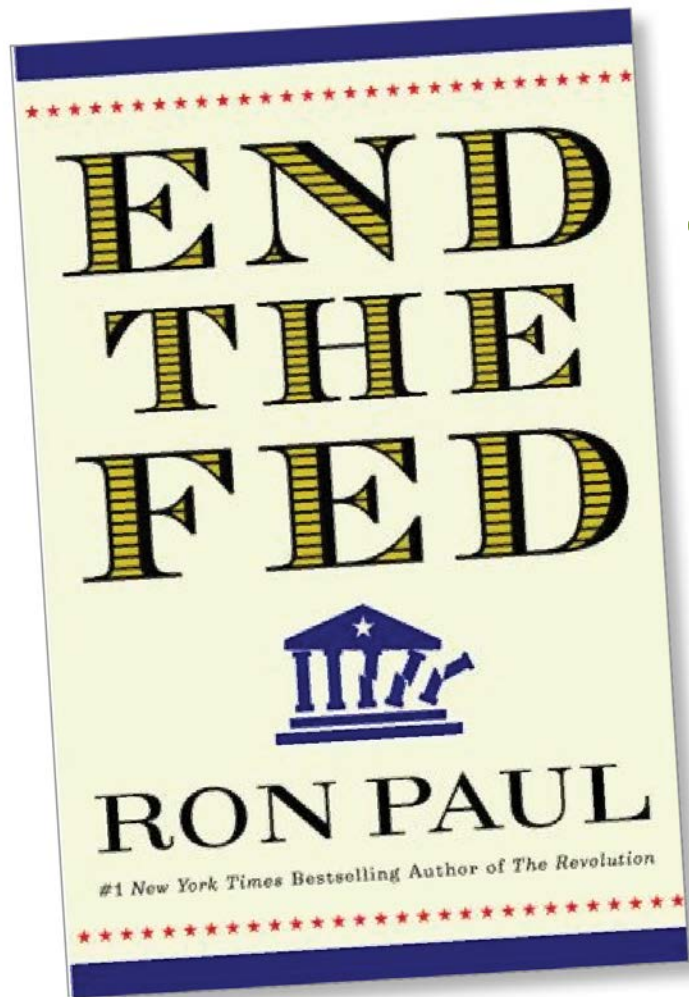
# Dodd-Frank by the numbers

*More than*  
**15 million**  
words of rules written to date

# Dodd-Frank by the numbers

**Only**  
**40%**  
of those rules complete  
*More to come...*

**"I DON'T OWN A SINGLE SHARE OF STOCK, AND I HAVE NEVER OWNED A SINGLE SHARE OF STOCK. I DON'T SUPPORT THIS. [POINTING AT NYSE] THIS IS A RIGGED CASINO. I DON'T KNOW WHY ANYBODY WOULD PUT THEIR HARD-EARNED MONEY INTO THIS."**



**“DON'T STEAL –  
THE GOVERNMENT  
HATES  
COMPETITION!”**

*Ron Paul*

**“A MAJOR SOURCE OF OBJECTION TO A  
FREE ECONOMY IS PRECISELY THAT IT ...  
GIVES PEOPLE WHAT THEY WANT  
INSTEAD OF WHAT A PARTICULAR  
GROUP THINKS THEY OUGHT TO WANT.  
UNDERLYING MOST ARGUMENTS  
AGAINST THE FREE MARKET IS A LACK  
OF BELIEF IN FREEDOM ITSELF.”**

*Milton Friedman*

# **HELPING AMERICANS SUCCEED HELPING MAIN STREET PROSPER**

In the past five years

U.S. businesses have raised

\$6.3

trillion

in more than

70

different business sectors



Source: Thomson Reuters (2008-2012)

# Municipalities are being financed

4 million miles of roads

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½ million bridges

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16,000 airports

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900,000 miles of water  
pipes

# Capital is fueling growth

23.5 million small  
business loans

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\$587.8 billion lent

# Capital brought back the Twinkie



# Progress: “Too Big to Fail” is ending

*rigorous*  
**annual  
stress tests**

*required*  
to submit  
**‘living wills’**

*now*  
**subject to  
liquidation**

# Capital is up, leverage is down

Since 2009, capital levels  
have *increased* from

\$420 billion

to *more* than

\$803 billion

# The taxpayer has earned a profit

TARP funds to banks  
have been repaid,  
with *gross earnings* of nearly  
**\$27 billion**  
for the *taxpayer* to date

# Committed to Education



# Invest it Forward



HELPING  
AMERICANS  
SUCCEED  
HELPING  
MAIN STREET  
PROSPER

## INVEST *it* FORWARD™



### Campaign for Financial Education Capital Markets Literacy

In May 2014, SIFMA and the SIFMA Foundation will launch Invest It Forward™, an innovative financial education and capital markets literacy campaign convening hundreds of SIFMA member firms that are committed to giving young Americans a solid understanding of the capital markets system and the invaluable tools to achieve their dreams.

Invest It Forward™ (IFF™) is designed to help young Americans understand how to harness the capital markets to their benefit – whether starting a new business or investing for a secure and prosperous financial future.

Through the SIFMA Foundation's critically acclaimed Stock Market Game™ program, which engages millions of students, volunteers from industry and academia will offer exciting, multimedia in-school lessons to help our nation's youth better prepare for their own futures as financially capable and confident adults.



#### GOAL #1

Invest It Forward™ will help young people connect to the opportunities inherent in the capital markets through their understanding of how the markets spur economic growth and the prosperity of people across America.

#### GOAL #2

Invest It Forward™ will connect industry/SIFMA member firms and their employees with classrooms and afterschool programs nationwide, arming them with brand-new interactive multimedia lessons for use in promoting capital markets literacy and financial capability.

#### GOAL #3

Invest It Forward™ will work with financial education leaders across the sector to create online, interactive lessons for volunteers to present at four levels – elementary, middle, high school, college – on topics that reinforce existing financial education materials. Lessons will map to common core standards, subject requirements, JumpStart and NEE standards, and will be vetted by FINRA, the SIFMA Foundation and SIFMA firms.

91%

of parents say they are committed to instilling lessons of financial responsibility upon their children.

52%

of teens said they want to learn more about how to manage their money.

85%

of American parents surveyed thought that a course in personal finance should be a high school grad requirement.

Register now to  
Invest it Forward™

#### BE OUR PARTNER

- Join the Invest It Forward™ Working Group of Industry Leaders Advising the Campaign
- Join the Invest It Forward™ Volunteer Campaign April-June 2014
- Join the Back-to-School Invest It Forward™ Campaign in September 2014
- Make a grant to fund the Invest It Forward™ initiative

We will join the:

- ☐ WORKING GROUP  
☐ APRIL-JUNE VOLUNTEER CAMPAIGN  
☐ BACK-TO-SCHOOL CAMPAIGN  
☐ INVEST IT FORWARD FUND  
☐ OTHER: \_\_\_\_\_

Firm Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

For further information, contact the SIFMA Foundation at 212-313-1350 or [IFF@sifma.org](mailto:IFF@sifma.org)

Mail this form to:  
SIFMA Foundation  
Invest It Forward  
120 Broadway, 35th Floor  
New York, NY 10271

Or register online at:

[www.sifma.org/invest-it-forward](http://www.sifma.org/invest-it-forward)



# Customers first



# Customers first

**PROTECT** INVESTOR CHOICE

**PROTECT** INVESTOR EDUCATION

**PROTECT** RETIREMENT SAVINGS

# Customers first



HELPING  
AMERICANS  
SUCCEED  
HELPING  
MAIN STREET  
PROSPER

OUR  
PARTNERSHIP  
with YOU



sifma

As an investor, you have important rights.

## CLEAR AND MEANINGFUL DISCLOSURES

You have the right to:

- Receive clear and accurate descriptions of all your transactions, statements and other communications from your financial services firm.
- Be clearly informed about the fees associated with your account.
- Be clearly informed about the risks associated with individual investments and your overall portfolio.
- Receive accurate and timely periodic statements of your account, including detailed transactional information.
- Receive clear descriptions of your financial services firm's policies and practices for protecting the privacy of non-public, personal information.

## QUALITY SERVICE

You have the right to:

- Be treated in a fair, ethical and respectful manner in all interactions with a financial services firm and its employees and affiliates.
- Receive competent and courteous service and advice at a commercially reasonable price.
- Choose products and services that are suitable for your investment goals in line with your stated risk profile.
- Move your investment account(s) to another investment professional or a new firm in a simple, efficient manner while assuring protection of your privacy.
- A prompt response from your financial services firm, if there are concerns with your account(s).
- A clearly defined process for raising, resolving, and if necessary, elevating a complaint.



## Take IMPORTANT STEPS

### Inform and Educate Yourself

- Read carefully all documents available before making an investment decision, including sales literature, prospectuses and/or other documents, when available. These documents provide information that is important to understand before making any investment.

### Keep Your Accounts Current

- Have cash or available margin-buying power in your investment account, or transfer funds into that account, to ensure payment for securities purchases by the settlement date if you are paying by check or funds transfer; you should always make payments directly to your investment firm.
- Review account and transaction related materials provided by your investment firm. Report any errors or any questions immediately.
- Consider carefully all investment risks, fees and/or other factors explained in these documents.

### Use the Right Resources

- While your investment professional can provide advice to you to help you try and achieve your financial objectives, they cannot provide specific tax or legal advice. Consult an attorney or a tax adviser when appropriate.
- Unless you grant your investment professional full discretion over your account, you are ultimately responsible for your investment decisions. Consider carefully the validity and reliability of investment information, especially unsolicited information. If you are working with an investment professional and do not understand something, be sure you ask. If you still are unclear, or believe you need additional information, you should feel comfortable elevating your inquiry.

EDUCATIONAL RESOURCES  
[www.sifma.org/partnership](http://www.sifma.org/partnership)

THE BETTER ALIGNED A SOCIETY'S FINANCIAL INSTITUTIONS ARE WITH ITS GOALS AND IDEALS, THE STRONGER AND MORE SUCCESSFUL THE SOCIETY WILL BE. IF ITS MECHANISMS FAIL, FINANCE HAS THE POWER TO SUBVERT SUCH GOALS, AS IT DID IN THE SUBPRIME MORTGAGE MARKET OF THE PAST DECADE. BUT IF IT IS FUNCTIONING PROPERLY IT HAS A UNIQUE POTENTIAL TO PROMOTE GREAT LEVELS OF PROSPERITY.

*Robert Shiller*

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