

"I am pleased to endorse Lisa Roth's candidacy for the FINRA Board of Governors. In the run-up to this election, you have likely heard from various candidates, with some expressing a strong anti-regulatory sentiment. While this is understandable, it is not productive when it comes to meaningful interaction with FINRA at the Board level. We of course need a forceful, knowledgeable and committed advocate to represent the interests of small firms. At the same time, that person must have the type of experience that allows for an understanding and appreciation of the regulatory architecture. Most importantly, the individual must have the respect of FINRA senior staff. Lisa more than meets these tests and gives well intentioned small firms the best opportunity for positive change."

*Mark Cresap*

*President*

*Cresap, Inc.*