

## READ WHAT SOME OF LISA'S INDUSTRY PEERS HAVE TO SAY:

"I've known Lisa Roth for over 10 years and from the first day I met her have been impressed with her intellect, knowledge and commitment to small firms as they battle to survive in the tough economic and regulatory environment. Her ability to effectively work with senior FINRA representatives is unlike anything I've ever seen in my 25 years in the broker dealer business. I know how challenging it can be to get the regulators to focus on the impact proposed regulations can have on small broker dealers. Lisa is the most effective and knowledgeable advocate for small broker dealers that I have ever seen. Lisa's style is to educate, inform and persistently, yet professionally, communicate with the regulators. That style has earned her respect from both the regulators and the small broker dealer community, and has earned her my vote for the FINRA Board of Governors."

**James H. Williams**

President of Financial Telesis

"Although I think we can all agree that regulation has gotten onerous on all firms, it has become particularly so for small firms. What we need is someone who can educate both the non-public board members and congress on how our industry works. Intelligent regulation is the best kind of regulation. I've seen Lisa in action and know she will spend her boundless energy doing everything she can to represent the interests of small firms. She's not afraid to speak up and is exactly what we need."

**Carolyn R. May, Compliance Consultant**

CCO & Advisory Director of Simmons First Investment Group, Inc.

"...though I often disagree with her and have had several head to heads with her, I have to admit that she works harder than anyone I know for the benefit of small firms. She spent days in DC meeting with congressmen, staff and whoever else could influence the PCAOB debacle. She spends hours writing comment letters trying to get potential regulation changed for the benefit of small and medium size firms..."

**David M. Sobel, Esq.**

EVP / CCO of Abel/Noser Corp.

"Lisa's experience, knowledge, integrity and "get-things-done" approach have made her an invaluable resource to me as a placement agent, a small broker dealer and as the President of the Third Party Marketers Association. Throughout her career she has proved to be an advocate for small firms - fighting to make the industry a better place for all of us to work. There is no one I know who is more well-suited to represent the interests of small BDs and placement agents or to sit on the FINRA Board of Governors."

**Donna DiMaria**

CEO of Tessera Capital Service

President of Third Party Marketers' Association

"I like to think of Lisa as '90 pounds of pure courage.' Small firms are lucky to have a candidate so capable of running on merits of her activism, intellect, energy and integrity the likes of which she displays in the [placement agent] battle over AB 1743 [Ca Assembly Bill challenging small BDs' ability to collect contingency fees]."

**James Burton**

Consultant, California Strategies

FINRA Board Member (Public Seat)

"I have followed Lisa Roth's career for the last 20 years. I believe she is one of the most knowledgeable broker dealer executives I have ever encountered. She has a passion for the small broker dealer market place and works very hard to make sure the small firms have a voice. I have worked with her on speaking engagements and she has the ability to take a complex topic and break it down so that all in the audience are begging for more. Lisa would be a valuable asset to FINRA Board of Governors."

**Larry Papike**

President of Cross Search

"I could not think of a better candidate than Lisa Roth, as the chairman of NAIBD, I have worked with Lisa on the board for many years and Lisa has always been a huge advocate for small firms. She is knowledgeable and has chaired our Member Advocacy Committee (MAC) for as long as I can remember."

**Stephen A. Distant**

CEO of Vanderbilt Financial Group

FOR MORE INFORMATION REGARDING THE CAMPAIGN VISIT:

[www.voiceofsmallbds.com](http://www.voiceofsmallbds.com)

## READ WHAT SOME OF LISA'S INDUSTRY PEERS HAVE TO SAY:

“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 of Cresap, Inc.