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NAMA30

NATIONAL ASSOCIATION OF MUNICIPAL ADVISORS

2019 ANNUAL CONFERENCE

CHICAGO

The Business of a MA Business

Moderator

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Speakers

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Business of Running a MA Business

- Business Structure – now as a regulated entity
 1. General
 2. Physical-Office Centric
 3. Remote Office Centric
 4. Succession planning
 - a. Financial contracts (ESOP, whole life insurance, keyman)
 - b. Firm valuations and merges

Business of Running a MA Business

- Employee engagement
 1. Hiring process
 - a. Employment agreements
 2. HR management
 3. Benefits

Business of Running a MA Business

- Technology and Cyber-Security
 1. Infrastructure
 - a. Cloud-based
 - b. Onsite server-based
 - c. Redundancy
 2. External threats/cyber-security
- MA and non-MA services

Insurance

- Insurance
 1. Business policy
 2. Professional/Errors and Omission policy

Integrating Compliance Work In Your Firm

- Compliance and the MA Business
 1. Using Internal and External Compliance Professionals
 2. Client engagement
 - a. Obtaining business
 - b. Maintaining business
 - c. Client information within firm systems
 3. Managing compliance duties and MA work