

## FINANCIAL POISE WEBINARS SECURITIES LAW MADE SIMPLE

### SERIES OVERVIEW

The federal securities laws are made up of an interwoven collection of statutes, rules, regulations and judicial precedent. They play a ubiquitous role throughout a company's life-cycle, relevant from the first issuance of founder shares at organization, to the use of equity compensation to reward and incentivize directors, employees and consultants, to private offerings of equity and debt in corporate finance transactions, to initial public offerings (IPOs), alternative public offerings, in mergers and acquisitions (M&A) and beyond. This series aims to provide an overview of these laws and their impact on business. Each episode is delivered in Plain English understandable to business owners and executives without much background in these areas. Yet, each episode is proven to be valuable to seasoned professionals. As with all Financial Poise Webinars, each episode in the series brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. And, as with all Financial Poise Webinars, each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all of the episodes.

### EPISODE SUMMARIES

#### EPISODE #1

#### **Securities Law: An Overview**

**Airing: March 21, 2017 at 11am CST**

Stocks and bond are easily recognizable as securities, but did you know that promissory notes may also be securities? Did you know that certain joint venture interests and many other types of investment contracts may also be viewed as securities? How do you identify a security? What are some of the requirements related to offering and selling securities? How do they differ between private and public companies? What happens if you fail to comply with securities laws? How has legislation like the JOBS Act, the FAST Act changed the way in which companies offer and sell their securities? In this webinar

our expert panel provides you with a high-level overview of the federal securities laws as well as tangible examples and practical advice in answer to these and many more questions.

## **EPISODE #2**

### **Private Offering Exemptions and Private Placements**

**Airing: May 2, 2017 at 11am CST**

The private capital markets have become an increasingly important source of funding for both private and public companies alike. Today total capital raised through private placements surpasses total capital raised in public offerings. What's more, in recent years legislation like the JOBS Act has made a number of significant changes to laws and regulations governing private capital markets. Consequently, an understanding of the myriad of private offering exemptions and how to properly conduct a private placement is crucial not only for lawyers, but also for executives, managers, directors and anyone involved in corporate finance transactions. In this webinar our expert panel provides you with a high-level overview of private offering exemptions, including the latest developments in this ever-changing area of the securities laws, as well as tangible examples and practical advice on how to conduct a successful private placement.

## **EPISODE #3**

### **Public Company Reporting**

**Airing: May 23, 2017 at 11am CST**

Once public, a company is subject to a continuously evolving landscape of disclosure and reporting requirements. Recent disclosure developments have addressed everything from executive compensation to cybersecurity. In addition, the prevalence of social media has made it such that you must now consider not only the nuances of what to disclose but also how to deliver that disclosure. Is your company tweeting its earnings reports; are you using your corporate Facebook page to make Regulation FD disclosures? In this webinar our expert panel provides you with a high-level overview of key public company reporting and disclosure requirements, including the latest developments brought about by the Dodd-Frank Act, JOBS Act, FAST Act and, most recently, the SEC's Disclosure Effectiveness



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Initiative, as well as provide you with tangible examples and practical advice on how to comply with the ever-changing means of delivering that disclosure.