



SOCIETY OF CORPORATE  
COMPLIANCE AND ETHICS

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# PHOENIX, AZ

## Regional Compliance & Ethics Conference

February 13, 2015



## Get the latest on key challenges facing the compliance community in Phoenix

SCCE Regional Conferences provide a forum to interact with local compliance professionals, share information about your compliance successes and challenges, and create educational opportunities for compliance professionals to strengthen the industry.

*Questions?*

*[jennie.nguyen@corporatecompliance.org](mailto:jennie.nguyen@corporatecompliance.org)*

*Learn more and register*

*[www.corporatecompliance.org/regionals](http://www.corporatecompliance.org/regionals)*

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**SAINT LOUIS UNIVERSITY**

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8:00 – 8:25 AM

## Registration & Breakfast

8:25 – 8:30 AM

## Opening Remarks

8:30 – 9:30 AM

## The Arizona Medical Marijuana Act: The implications for employers



Jeffrey Toppel, Shareholder  
Jackson Lewis PC

- A review of the developing legal landscape for employers throughout the country
- A discussion of Arizona's comprehensive non-discrimination provision
- The post-AMMA revisions to Arizona's drug-testing statute
- Compliance tips for employers addressing medical marijuana in the workplace

9:30 – 9:45 AM

## Break

9:45 – 10:45 AM

## Social Media



Farzana Scofield  
Social Media Specialist  
Honeywell Aerospace

- How can you create a social media strategy that works for your business and plays by the rules?
- To tweet or not to tweet: Social media can be a tricky balance. People are encouraged to be open and share the details of their personal lives, but what happens when they've had a bad day at work?
- How social media helps your business and lets you engage with customers

10:45 – 11:00 AM

## Break

Connect with compliance professionals in your area



corporatecompliance.org/sccenet

Register online at

[www.corporatecompliance.org/regionals](http://www.corporatecompliance.org/regionals)

Tweet #SCCEphx

NO AUDIO OR VIDEO RECORDING OF SCCE CONFERENCES IS ALLOWED.

11:00 AM – 12:00 PM

## Building an Effective Compliance Program Scaled for a Small Organization (and a small legal team)



Wendy S. Neal, Vice President & Chief Legal Officer, Chief Compliance Officer, and Corporate Secretary, Arcadia Biosciences, Inc.

- Securing organizational "buy-in" on the idea of establishing a formal compliance program
- Approaches to determining what level of complexity is appropriate for your organization and the laws, regulations, and other risks relevant to your business
- Accomplishing the essential tasks of setting up a program that meets your organization's needs
- Implementing and managing your program, with particular emphasis on challenges of the GC/Chief Compliance Officer "dual role"

12:00–1:00 PM

## Lunch

1:00–2:00 PM

## Best Practices for Conducting Internal Investigations



Martin T. Biegelman, CCEP-F, CFE, Director, Forensic Investigations, Deloitte Financial Advisory Services LLP



Joseph Agins, Director, Ethics & Compliance Investigations  
Apollo Group

- Why do organizations conduct internal investigations and what do government enforcement agencies and regulators expect?
- Determine when the investigation should be conducted by in-house resources versus outside counsel and consultants
- Discuss examples of internal investigations gone wrong to learn from the mistakes of others
- Apply internal investigative best practices to protect an organization from financial, litigation, and reputational risk

2:00–2:15 PM

## Break

2:15–3:15 PM

## Best Practices in Corporate Compliance and Governance



Betty Hum, Associate Director, Anti-Corruption Compliance  
Intel Corporation



Debbie Whitmore  
Ethics Lead  
Cisco

- Effective compliance – what's in it for the employees? How do you best engage employees to make compliance a part of their responsibilities?
- Tone throughout the organization – messaging and communications with multiple generations
- Addressing grey areas – helping employees make difficult ethical decisions

3:15–3:30 PM

## Break

3:30–4:30 PM

## Surviving the Era of Hack Attacks: Cyber security on a global scale



Adriana Sanford, ASU Lincoln Professor of Global Corporate Compliance and Ethics & Clinical Associate Professor of Law and Ethics, W.P. Carey School of Business

- In the wake of the recent hack attacks, there has been an intense global interest in strengthening individual rights and tackling the unique challenges posed by globalization and new technologies
- The European Commission's new data protection proposal, binding nature and extraterritorial reach, is expected to have a significant effect on non-EU businesses and the global supply chain
- The new EU regulation will not only streamline the current data protection requirements and procedures for all 28 EU countries, but it is anticipated that this EU reform will also provide a basic framework for data privacy legislation to other regions and countries around the globe

REGISTRATION FEE

Registration fees are as listed and considered net of any local withholding taxes applicable in your country of residence.

- SCCE Member \$199
Non-Member \$245
Registration & SCCE membership \$399
Registration & membership renewal \$494

TOTAL \$

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Credentials (CCEP, CPA, CFE, etc.)

Title

Place of Employment

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City State Zip

Phone

Fax

E-mail (required for confirmation and conference information)

SPECIAL REQUEST DIETARY ACCOMODATION

Gluten free Kosher Vegetarian Vegan other

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Mail check (including registration form) to:
SCCE, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435

Fax to: +1 952 988 0146

- Check enclosed (payable to SCCE)
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If your total is miscalculated, SCCE will charge your card the correct amount.
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You may email this form (without credit card information) and call SCCE at +1 952
933 4977 or 888 277 4977 with your credit card information, fax your registration to
952.988.0146, or visit www.corporatecompliance.org/regionals and register online

HOTEL/CONFERENCE LOCATION:

Hilton Scottsdale Resort and Villas

6333 N Scottsdale Rd.
Scottsdale, AZ 85250
Tel: (480) 948 7750

www3.hilton.com/en/hotels/arizona/hilton-scottsdale-resort-and-villas-
SCTSHHF/index.html

No reserved block of sleeping rooms has been set aside for this conference, but
reservations may be made by calling the hotel at +1 480 948 7750 or online.

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CA Board of Nursing contact hours to their state board, but approval will depend on review
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