

Agenda and Learning Objectives

A Virtual Conference

Pacific Standard Time (PST)

8:25 AM – 8:30 AM PST

Opening Remarks

8:30 – 9:30 AM PST

How to Self-Promote while Remaining True to yourself: Finding and Leading with Your Own Voice

Lisa R. Fine

Director, Compliance of the Americas
Pearson Education

Mary Shirley

Head of Culture of Integrity and Compliance Education
Fresenius Medical Care North America

- Podcast as a case study plus creating a podcast as part of your Compliance Communications Plan
- Playing an active role on social media – tips for interaction and engagement
- Collaborating with members of the Compliance Community – work on projects with external Compliance colleagues to help build your network before you need it.

9:30 – 9:45 AM PST

Break

9:45 – 10:45 AM PST

Operational Challenges during the Pandemic: A Global Perspective

Atanas Boychev

Ethics, Governance & Compliance Director for EMEA APAC, Molson Coors Beverage Company

- Business challenges faced by a consumer goods company during the pandemic;
- Understanding those challenges and their impact on internal controls and compliance risks; and,
- Strategies for mitigating risk during and after the pandemic.

10:45 – 11:00 AM PST

Break

11:00 AM – 12:00 PM PST

Did Your Compliance Program Survive the Pandemic? Assessing the Status of the Compliance Program after the Disruption of COVID-19

Sandra Gonzalez

Shareholder, Greegbert Traurig, LLP

Adelaida V. Mihu

Shareholder, Greenberg Traurig, LLP

- Identifying available resources and stakeholders
- Finding compliance program failures by either leveraging existing information or obtaining new relevant information
- Analyzing the root cause of the findings
- Remediating findings, which may include enhancements to the compliance program

12:00 – 1:00 PM PST

Mid-Conference Break

1:00 – 2:00 PM PST

Public Sector Compliance Use Case

Kelli Hooke

Senior Corporate Counsel, Public Sector Compliance, T-Mobile

Megan Campbell Visk

Senior Manager, Compliance Risk & Controls Monitoring, T-Mobile

- How public sector compliance program is different than a b2b compliance program
- The creation of the public sector compliance program
- Inclusion of objective controls monitoring and testing to identify issues of non-compliance

2:00 – 2:15 PM PST

Break

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2:15 – 3:15 PM PST

The Latest on the CCPA, CCPA 2.0, and Washington State Data Protection Laws

Scott M. Giordano

V.P. and Sr. Counsel, Privacy and Compliance, Spirion

- Since California Consumer Privacy Act of 2018 (CCPA) went into effect on January 1st, at least 40 lawsuits have been filed against companies that have allegedly violated the law, and more are almost certainly on the way.
- Lost in the all of the media attention surrounding the CCPA is the fact that Washington state has updated its data protection laws in multiple ways.
- In this presentation, we'll review the latest CCPA private and government enforcement actions, the status of the CPRA ("CCPA 2.0"), and compliance best practices for the new Washington data protection laws.

3:15 – 3:30 PM PST

Break

3:30 – 4:30 PM PST

Behavioral Ethics: The Psychology of Moral Behavior

Sven Peterson

Vice President, Compliance, Ethics & Regulatory Services, Premera Blue Cross

Werner De Bondt

Professor of Finance (emeritus), Richard H. Driehaus College of Business, DePaul University

- How do individuals make ethical choices? We consider the psychological processes that result in ethical decisions and behavior. Our focus is on actual human conduct rather than a priori normative principles elaborated by intellectuals throughout history.
- We also ask how social institutions, e.g., law or regulatory and corporate policies, influence moral functioning. Their effects are often counterproductive.
- Lastly, we explore behavioral interventions (validated by insights from psychology) that foster ethical behavior and have the potential to bring about a culture of service and purpose. We offer examples within a corporate/organizational setting, e.g., nudges that preserve freedom of choice, yet tweak behavior.

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Virtual Conference

Due to the Coronavirus outbreak, SCCE has converted the Seattle Regional Compliance and Ethics Conference to a virtual conference.

How does a virtual event work?

On November 13 login using the link and access provided during the scheduled session times to watch and listen to the speakers and ask questions live.

Continuing Education

Credits are assessed based on actual attendance and credit type requested. Should the overall number of education hours decrease or increase, the maximum number of CEUs available will be changed accordingly. Only registered attendees are eligible to request CEUs for participation. Attendees must participate in the virtual conference using the online virtual conference format (not just using the dial in) for attendance monitoring purposes.

COMPLIANCE CERTIFICATION BOARD (CCB)®: CCB has approved a maximum of 7.2 CEUs for these certifications: Certified in Healthcare Compliance (CHC)®, Certified in Healthcare Compliance– Fellow (CHC-F)®, Certified in Healthcare Privacy Compliance (CHPC)®, Certified in Healthcare Research Compliance (CHRC)®, Certified Compliance & Ethics Professional (CCEP)®, Certified Compliance & Ethics Professional–Fellow (CCEP-F)®, Certified Compliance & Ethics Professional–International (CCEP-I)®.

SCCE is in the process of applying for additional external continuing education units (CEUs). Approval quantities and types vary by state or certifying body. For entities that have granted prior approval for this event, credits will be awarded in accordance with their requirements. CEU totals are subject to change.

Upon request, if there is sufficient time and we are able to meet their requirements, SCCE may submit this course to additional states or entities for consideration. Only requests from registered attendees will be considered. If you would like to make a request, please contact us at +1 952.933.4977 or 888.277.4977 or email ccb@compliancecertification.org. To see the most up-to-date CEU information go to SCCE's website, corporatecompliance.org/all-conferences. Select your conference, and then select the "Continuing Education" option on the left hand menu.

ACKNOWLEDGMENTS: By submitting this registration, you agree to the full Terms and Conditions, including the use of your information, viewable at corporatecompliance.org/regionals.

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This virtual conference is only for the registered attendee and does not allow for more than one person on each dial in. If a second person would like to join they must fill a second registration form out. Only registered attendees are eligible to request CEUs for participation.

Group discounts are not applicable to virtual events.