

**NFA Website Launch Webinar**  
**June 27, 2017**  
**10:00 AM ET**

Karen Wuertz:

Hello everyone, and welcome to the debut of NFA's new website. My name is Karen Wuertz and I'm the Senior Vice President of Strategic Planning and Development here at NFA. With me today is Kristen Scaletta, Senior Communications Manager.

As you know, yesterday, NFA launched its newly-designed website, which was essentially rewritten, redesigned, and reengineered. During the course of this webinar, we will walk you through some of the key features of NFA's new website, which we hope will greatly enhance user experience.

Before we begin talking about the website, I want to share a few notes. First, although you are able to hear us today, you will not be able to ask questions verbally. To ask a question, locate the box labeled Ask a Question on the left side of your webinar screen. Please type the question you would like to ask into the box and press Send. We are able to see questions as they are submitted, and you can submit your questions now or at any time during this webinar. We will begin answering questions at the end of our remarks. Additionally, a recording of this webinar, along with a written transcript, will be on NFA's website in the coming week, so no need to take detailed notes throughout this presentation.

On any given day, NFA's website receives tens of thousands of page visits. The internet and website functionality are constantly evolving, and a site that may have looked modern and user-friendly a few years ago may become outdated very quickly. Over the years, NFA has added a tremendous amount of content to its existing site, making it difficult for users to find information quickly. Our redesign project was driven by Member feedback, analysis of usage patterns, and benchmarking.

As I mentioned earlier, NFA's website redesign project was broad in scope and involved rethinking how the whole site should be organized and designed for better navigation, better search results, and a much improved user experience. As you'll see, the new design streamlines content, improves functionality, and is responsive to mobile devices.

Before we walk you through the new website, I did want to add thanks to our Members, NFA's Board, NFA's staff for all the valuable feedback and input and hard work on this project. As you will see as we go through today's demonstration, Member feedback and the way our Members use the site were primary drivers when making our decisions throughout the entire website rebuild process.

And now I'm going to turn it over to Kristen to walk you through the key features of NFA's new website.

Kristen Scaletta:

Thanks, Karen. As you can see on our former homepage, NFA's content was previously not prioritized, and it wasn't clear where website visitors should go to obtain information relevant to them. Feedback and usage data indicated that website users want a clear path to access all the information they need. For that reason, we grouped content on our new site based on the individual website user.

I'll begin by walking you through our new homepage. In the header of every page, you'll find NFA's new logo. Clicking on the logo will take you back to the homepage. You'll also find links to systems that Members and other website users frequently use. As you can see, from every page you will be able to quickly access NFA's Electronic Filing

Systems; NFA's Rulebook, which was previously called the NFA Manual; NFA's Online Registration System; and BASIC, which is a tool that can be used to research the background of derivatives professionals. You can also search NFA's site by entering keywords into the search bar.

Every page also has a header row of links, which take users down a specific path. For example, by clicking Registration, you'll find registration and Membership information for applicants.

You'll also find on this page NFA's mission and our three most recent news stories highlighted in the rotating carousel. These may include news releases, Notices to Members, Member education opportunities, and other news items. By scrolling down, you'll be able to quickly access BASIC and list of NFA's enforcement and registration actions. Further down on the page, you'll see clearly-marked quick links to heavily-used pages for Members, registrants, Membership applicants and investors. Beyond that, you'll also see NFA's most recent employment opportunities.

Finally, on the footer of every page of our site, you'll have the opportunity to subscribe to receive emails such as press releases, Notices to Members, and Member educational event announcements, like announcements for this webinar, among others. If you are already subscribed, you can manage the emails you receive from this screen. Finally, you'll be able to access links for a list of answers to frequently asked questions, NFA contact information, arbitration services, and market regulation information.

And now, I'll walk you down the Member path of our new website. By clicking Members in the top menu, you'll get to a page where you can choose your Membership category. For the purposes of this webinar, I'll walk through the CPO Member pages, but every set of Member pages is designed similarly.

By clicking the CPO Member button, you'll see a page that looks very similar to NFA's homepage. Member feedback and analytics indicated that website users wanted to see information that pertains specifically to them. That's why we created landing pages for each Membership category, providing news and resources for that category.

Under CPO News, you will find three recent press releases, Notices to Members, rule submission letters, or other news items pertaining to CPOs. For example, today we highlighted this webinar, a recent Board update video, and materials from a recent workshop for CPOs. As new news items become available, this section of the website will be updated.

In the middle of the page you'll find three links. The first will take you to CPO Member Notices, which will display Notices to Members for CPOs. As you can see here, you have the option of filtering Notices to Members by year or Membership category.

The second link on the CPO landing page, CPO Education and Training, will take you to a page that lists resources specific for CPOs. Once again, when on this page, you can filter by date, topic or Membership category. You can also sort resources by the resource type, such as video tutorial, publication, and you can also sort by title or date.

Finally, on the CPO landing page you'll see a link to the NFA Rulebook, which we will discuss later in this presentation. Toward the bottom of the page, you'll find four calls to action that are specific to each Membership category.

The first, Regulatory Obligations, takes you to a page that lists regulatory requirements for CPOs. From this page, you can click on a regulatory requirement for more information. By clicking on a requirement, such as the self-examination questionnaire,

for example, you'll see content related to the self-examination questionnaire and a button which links to a page that houses the questionnaire. On the left side of the desktop screen, you'll also see a list of regulatory obligations and other helpful information so you can easily navigate among topics.

To return to the CPO main page, use the breadcrumbs feature under the page header, clicking on CPO. This is another feature to help you easily navigate through our site.

The next call to action from the CPO landing page is to access the Electronic Filing Systems. When you click Access, you'll see the Electronic Filing Systems page open to all CPO-related systems. From here, click on any system or scroll down and click the plus sign next to any other Membership category in order to see relevant systems.

On the third and fourth calls to actions from the landing page, you can review exemptions available to CPOs and access information on NFA examinations.

Now that I've walked you through a number of pages in the Member section of this site, I'd like to show you the registration section. By clicking Registration at the top of the page, you'll land on our two-tabbed registration page.

The first tab lists a subset of registrants. Click on a registration category name to access the page with registration details for that Membership type. To access information on how to register, click the corresponding tab. You'll find a list of links to information and resources for registrants and Membership applicants.

The final thing I'd like to point out on our desktop site is that you can print any page by clicking the Print button on the top right.

Now that we've walked through how the site will appear on your desktop computers, I'd like to show you how it will look on your phones, tablets or other mobile devices. Here, I have the site opened on my phone. From a phone or tablet, you'll notice that all of the links at the top, as well as the buttons, don't appear and have been replaced with a slide-out menu. To access the menu, click the three lines on the top left and then choose any link. To close the menu, you can simply click the three lines again.

As you can see by these homepage images, the site formats nicely for a phone, making it easy to use when you are away from your desk. To quickly access NFA's website at any time, bookmark it to your home screen. It will appear as an icon with the NFA logo, similar to a mobile application.

And now, I'll turn it over to Karen, who will walk through NFA's Rulebook.

Karen Wuertz:

Thanks, Kristen. One of the most exciting features of NFA's new website is the redesigned NFA Rulebook, which we formerly referred to as the NFA Manual.

Historically, NFA maintained an online Rulebook that was limited in functionality, and also printed this book annually. Since the Rulebook is frequently amended and the print versions were often out-of-date by the time they were delivered to Members, we decided to replace the printed version with an enhanced online Rulebook.

Now, I'll walk you through some of the highlights. To access the rulebook, click on NFA Rulebook on the top of your browser. You'll see the Rulebook table of contents. On this page, you'll note a number of features.

First, you can search the Rulebook by typing in keywords or phrases in the Search NFA Rulebook box. Clicking More Search Options will bring you to an advanced search menu

where you can add additional search parameters. In addition, you can view recent Rulebook updates or entire sections of the Rulebook by expanding the corresponding menu.

Finally, to access a rule, browse through the table of contents. For example, by clicking on Compliance Rules, additional navigation will appear. Click on Part 2 to view additional rules. Scroll down to access the rule you want to read. And, for this demonstration, I will click on Rule 2-9.

The rule will open, leaving the navigation open behind it to easily return to the entire rulebook by clicking Close in the top-left corner. Along with the rule, you can easily access related Interpretive Notices, rule submission letters and Notices to Members. As you can see, this rule has twenty three related Notices to Members, two related rule submission letters, and thirteen related interpretive notices. To access related Notices to Members, for example, click the plus sign to see a list of related Notices. Clicking a Notice will take you to that correspondence.

You can also search within a rule by typing a keyword. As you type, words that match your search will be highlighted. Finally, using the buttons at the top of each rule, you can download a PDF of the rule, print the rule, or open the rule in a new window to share via a link.

Kristen Scaletta:

Thanks, Karen. This concludes the prepared portion of our webinar, but throughout the webinar, we've received a number of questions. I'd like to point out before we begin answering that during this webinar we'll answer questions that are relevant to all users online, and if we received a specific firm question, we'll reach out individually after the webinar.

So we got one question on mobile, and a listener is wondering if the mobile version is an app that's downloaded through the App Store or if it's something that you access through the mobile device via web access.

And I wanted to point out that it's not an app through the App Store. You simply open your mobile browser, type in the website, and it will be formatted very nicely for your phone or tablet. And if you'd like to save it to your phone, like I said before, you can bookmark it and it looks similar to an app.

And we are getting another question about communication. Because now that all the annual requirements are listed under Members, we're wondering if we'll still get Member notifications about these requirements or if everyone is expected to go to the webpage. I think, Karen, do you want to take that?

Karen Wuertz:

Obviously, the Members are responsible for understanding their regulatory obligations, and we will continue to provide communication to ensure that Members understand the regulatory obligations and the time requirements around those obligations.

Kristen Scaletta:

Great. Thanks, Karen. We got another question about searching regulatory actions by type. And, from the homepage, there's a section called Enforcement and Registration Actions, and from there you can filter by the rule violation and also the year. So, hopefully, that will help Members out.

I'm taking a quick look through. It looks like, at this point, thank you for all of your questions. If we did not get to your question on the webinar today, we'll reach out individually, as it's firm-specific.

But we do want to thank all of you for your participation today. We hope that you found the information provided to be helpful and that you find the enhancements made to our website to be useful.

If you have any questions about NFA's website as you begin to use it, or have ideas for future enhancements, please don't hesitate to contact us. You can see my information on your screen and can reach me anytime by emailing [kscaletta@nfa.futures.org](mailto:kscaletta@nfa.futures.org) or by calling 312-781-7860. And my contact information is on the screen, like I had said before.

So to close, I just want to remind you that you will be able to access a recording and transcript of today's webinar on NFA's website within the next week. And, as a final reminder, I will reach out regarding any individual questions after the webinar. And thank you again to those who submitted comments. We very much appreciate them and the good feedback. Thank you for participating.