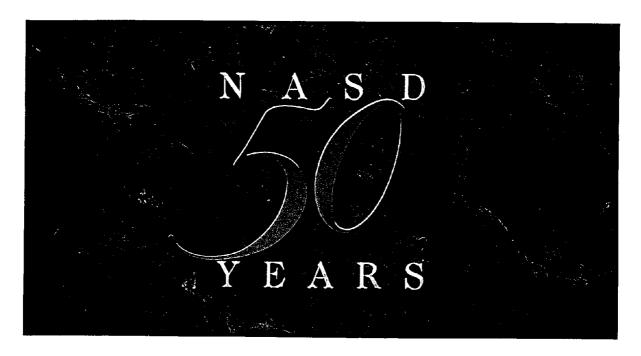
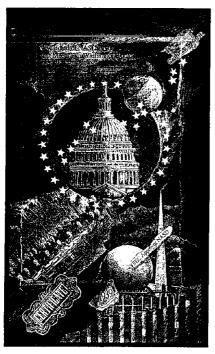
# 1989

Annual Report

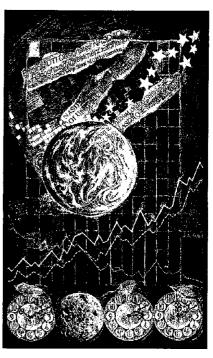


National Association of Securities Dealers, Inc.

Fifty Years Of Service ... For one-half century, the National Association of Securities Dealers, Inc., has protected investors through the enforcement of federal securities laws as well as the broader ethical requirements of its own rules, which obligate members to observe high standards of commercial honor. The NASD also operates and regulates NASDAQ, which in less than two decades has become the







second largest equity market in the U.S. As it begins a new half-century, the NASD remains committed to building investor confidence through the pursuit of regulatory excellence and to facilitating the capital-formation process to help industry and government create jobs, finance public facilities, and foster economic growth.

The NASD — helping America through self-regulation, innovation, and service.

# Chairman's And President's Report

he NASD is beginning its second half-century with its sights set on tomorrow. The decade that lies ahead promises an acceleration of free and open markets, a proliferation of user-friendly technology, increasing demand for cost-effective capital, an increased value in liquidity, competition across financial markets, and greater international opportunity for investors. It is an environment for which the NASD and the NASDAQ stock market are well suited.

NASDAQ is a stock market that others emulate. Screen-based trading — revolutionary when NASDAQ was first unveiled — is fast becoming the norm. In addition to serving as the model for developing dealer, quote-driven markets, NASDAQ offers unlimited potential to interface with other screen-based systems.

NASDAQ has another quality well suited to the emerging global marketplace — portability. The NASD is now in the process of installing computer facilities in London to support full NASDAQ operations in the United Kingdom. This expansion will allow international investors and members to engage in real-time trading during London business hours in major NASDAQ and exchange-listed securities.

Already an established force in bringing technology to securities markets, the NASD plans to introduce an entirely new, competitive, screen-based market called PORTAL<sup>SM</sup> to bring liquidity and efficiency to the global private-placement market, which is estimated to be in the hundreds of billions of dollars annually. In combination with SEC Rule 144A, which will allow qualified institutional investors to freely trade private placements among themselves, PORTAL will facilitate the capital-raising process.

As markets become more accessible to investors,

# William L. Tedford, Jr. (right)

... "We are an association with a proud history of member participation. The contribution each of us makes is a small square in a great mosaic of voluntary service to the NASD. Thousands of men and women have dedicated countless hours to this very special organization. Why do we do it? To make America's securities industry function at its peak potential."



Joseph R. Hardiman (left) . . .

"The idea of self-regulation owes much to the great idea of self-government and the freedoms that derive from democracy. The NASD exists to do more than regulate markets and protect investors. It exists to foster the free enterprise system, which is perhaps democracy's greatest gift."

# Chairman's And President's Report

regulation becomes more important than ever. The NASD's 50 years of regulatory experience is our greatest asset. For five decades, the NASD has sought — and found — healthy ways to improve the quality of markets through sound regulation. The process has brought maturity and new responsibilities to our organization.

An expanding global marketplace holds even greater regulatory challenges and responsibilities. As NASD members and NASDAQ companies look worldwide to raise capital and finance growth, the NASD is committed to ensuring investor protection and providing regulatory safeguards beyond our national borders.

Through strategic planning, teamwork, and a strong desire to excel, we will ensure our position as a pre-eminent regulator in the securities industry . . . and a leader in applying information technology to markets of the future.

Our second half-century looks bright — and busy. It holds tremendous opportunity for the NASD to continue its mission of facilitating capital formation through the regulation and operation of fair, efficient securities markets in the United States and around the world.

William L. Tedford, Jr. 1989 Chairman

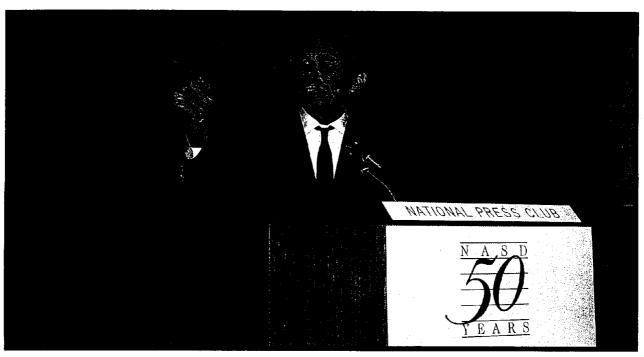
William L. Jedford Je

1909 Chairman

Joseph R. Hardiman President and Chief Executive Officer

## Washington Celebration . . .

In ceremonies commemorating the NASD's 50th anniversary, Treasury Secretary Nicholas Brady congratulated the organization and its members. "The integrity of our equity markets," he said, "is greatly enhanced by the NASD's oversight and professional guidelines. The NASD has distinguished itself over the past half-century by showing that self-regulation can be truly effective to



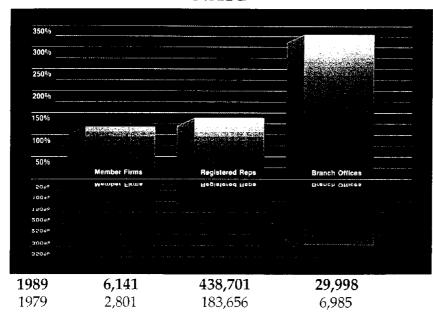
maintain efficient and orderly markets and promote capital formation — all without the need of excessive government intervention." More than 300 guests attended the celebration, including Federal Reserve Board Chairman Alan Greenspan, SEC Chairman Richard Breeden, former NASD Presidents Robert Haack, Richard Walbert, and Gordon Macklin, 18 former NASD Board Chairmen, 86 former NASD Board members, and other prominent securities industry and business leaders.

# 1989 Facts And Figures

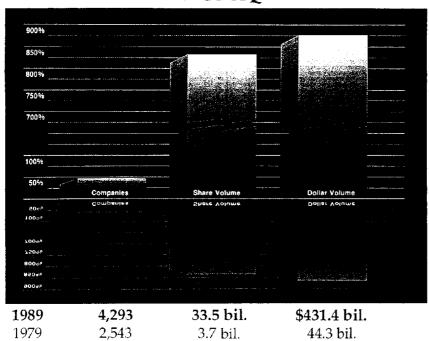
- The NASD's 6,141 member firms operate 29,998 branch offices and employ 438,701 registered individuals.
- Volume in the NASDAQ stock market tops 33.5 billion shares, the second highest in its history.
- To curb market volatility, the NASD recommends to Congress that relative margin levels for equities and equity derivative instruments be made consistent across all markets; that the clearing, settlement, and payment systems be coordinated across marketplaces; and that the regulatory authority for all equity derivative instruments be vested in the Securities and Exchange Commission.
- Eleven more states, including California and Texas, exempt NASDAQ National Market System securities from state registration laws.
- The NASD intensifies its enforcement efforts to combat "penny stock" fraud. U.S. Attorneys in New York, New Jersey, and California publicly recognize the contributions of the NASD in prosecutions leading to criminal indictments and convictions.
- The Tokyo Stock Exchange announces it will list the securities of qualified NASDAQ/NMS companies after its intensive study found the NASDAQ National Market to be highly organized with a "solid" regulatory framework.
- Using NASDAQ as its model, Japan decides to build a new securities market called JASDAQ (Japan Securities Dealers Automated Quotation System), which is scheduled to come on-line in 1991.
- NASD Market Services, Inc., prepares to launch the PORTAL<sup>SM</sup> market, which will automate the large and rapidly growing private-placement market. The PORTAL<sup>SM</sup> market complements SEC Rule 144A, which provides a safe-harbor exemption from the registration requirements of the Securities Act for resales of restricted or privately placed securities between qualified institutions.

# Ten Years Of Growth

# NASD



# **NASDAQ**



# The NASDAQ Stock Market

S

ince it arrived on the scene in 1971, NASDAQ has revolutionized securities trading. This geographically decentralized, screen-based market, built on a system of competing market makers, offers a highly

efficient environment in which to buy and sell securities.

It is an environment that has proven again and again to be conducive to growth — in price performance and trading volume. The NASDAQ Composite Index rose 19.3 percent in 1989, and share volume reached 33.5 billion shares, the second highest in NASDAQ's history. This performance comes on the heels of a 15.4 percent increase in the index in 1988, when NASDAQ had the largest percentage gain of any major U.S. securities market.

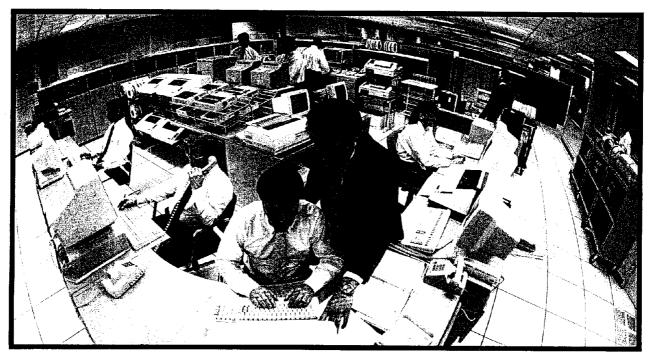
In January 1989, the NASD raised the qualifications standards for companies seeking to list their securities on the NASDAQ National Market, where the larger, more active NASDAQ securities are traded. These standards now equal or exceed those of the American Stock Exchange in every area.

In addition to raising quantitative criteria, the NASD set higher corporate governance standards for NASDAQ National Market companies. One such standard requires companies to obtain shareholder approval before making certain acquisitions, issuing securities in connection with options plans or special remuneration plans for directors, officers, or key employees, or taking action that results in a change in control of the company.

Thirty states now grant NASDAQ National Market companies parity with exchange-listed issues under their state registration laws. Helped by a Memorandum of Understanding between the NASD and the North American Securities Administrators Association, exemptions for NASDAQ/NMS securities under state blue-sky laws are likely to be available in virtually all states within the next two years.

## Computers And Telecom-

munications... The heart of the NASDAQ stock market is its advanced technology. This information-age system is pioneering new concepts for the forthcoming global market. The central computers that drive this system are in Trumbull, Connecticut, with a full backup facility, unique among stock markets, located in Rockville, Maryland. NASDAQ technology is



being constantly upgraded to maximize system performance. Recent enhancements include a new high-speed communications network, which permits alternate path routing for NASDAQ message traffic. The result of these efforts is a network with virtually no downtime.

# Self-Regulation

he NASD handles its public trust in a number of ways — by adopting and enforcing rules to promote self-discipline among members and by cooperating with governmental agencies and others to solve problems affecting investors and the securities industry. In 1989, these activities led to numerous rule changes that will strengthen investor protection.

In April, a comprehensive package of NASD supervision rules became effective. These rules hold members more accountable for the dealings of their employees with the public. The rules require firms to establish detailed supervisory systems and procedures, maintain supervisory records, and designate specific individuals to oversee the business activities of their registered representatives.

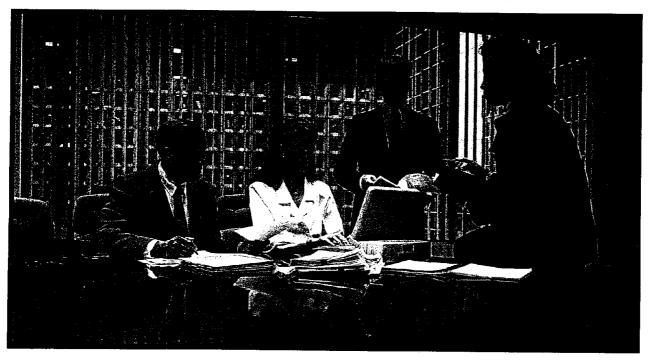
Short-sale regulations were also tightened during the year. In June, an NASD rule became effective requiring broker-dealers that execute buy-ins for their customers to do so for guaranteed delivery. An extension of that rule to members that are not acting in a market-making capacity is now pending before the SEC. Also pending at the SEC is a mandatory buy-in requirement that would further reduce short-sale abuse by requiring the timely close-out of large short positions.

To enhance customer confidence in the financial integrity of securities firms, the NASD recommended and the SEC subsequently proposed that broker-dealers meet higher minimum financial requirements under the "net capital rule." The NASD supports the standards because they will increase the level of protection for investors and creditors without restricting qualified individuals from entering the business or unfairly discriminating against small member firms.

With the ceiling on fines for rule violations removed, the NASD in 1989 was able to craft more effective remedial sanctions in cases involving serious violations of its own ethical code of conduct and federal securities laws.

# Aggressive Enforcement . . .

Through a nationwide network of district offices, NASD examiners conduct on-site inspections of members to determine their compliance with NASD rules, federal securities laws, and other applicable regulations. On its own and in cooperation with the SEC, state securities administrators, and federal law enforcement agencies, the NASD is devoting significant resources



to eliminating fraud and manipulation in the penny stock market. These efforts have resulted in expulsions of 7 member firms, the barring of 31 individuals, the suspension of 10 member firms and 42 individuals, fines of approximately \$700,000, and 5 criminal prosecutions relating to securities fraud.

# New Systems And Services

nnovation in the face of change — this defines the approach of the NASD and its subsidiaries to market operations. In 1989, NASDAQ's heaviest-volume day occurred on October 16, when 243 million shares were traded. Despite the heavy trading on that day, investors had continuous access to the NASDAQ market, demonstrating the value of the many improvements made to the Small Order Execution System (SOES) in response to the October 1987 market break.

Other steps to meet the needs of investors have been taken as well. A new limit-order service within SOES automatically accepts, stores, and executes customer limit orders of 1,000 shares or less when NASDAQ market-maker quotations reach those limits. An enhancement to the service is planned for 1990 that will permit, whenever a market maker elects not to participate, the direct matching of customer limit orders priced within the best bid and ask.

Through NASD Market Services, Inc., significant steps were also taken toward more complete automation of the execution and post-execution processes.

A new Automated Confirmation Transaction service (ACT) is now available. This on-line service minimizes risk by providing same-day comparison of telephone-negotiated trades. The service further improves trade-processing efficiency by automatically providing transaction reports and by sending the details of compared trades to the clearing corporation.

Enhancements to the Order Confirmation Transaction service (OCT) further improved market efficiency. OCT permits firms to send orders of any size and for any amount to a specific market maker via computer. The market maker responds by accepting, rejecting, or countering the order with new terms.

## Automatic Order Execution . . .

The Advanced Computerized Execution System (ACES) gives NASD members with NASDAQ service the ability to participate in an automatic execution system. Through ACES, NASDAQ market makers automatically execute orders of specified sizes from their broker-dealer customers at the best prices in NASDAQ at the time those orders are entered. The by-product of



such a service? Immediate confirmations, better use of traders' time on the desk, reduced back-office costs, and locked-in trades for trade reporting, comparison, and settlement. The bottom line? Lower transaction costs for high-quality executions.

# **International Initiatives**

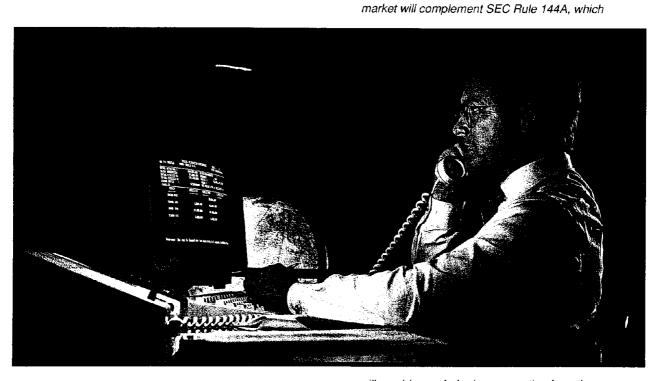
onsistently at the forefront of change and innovation in international markets, the NASD enters the new decade with a number of global initiatives in progress. In 1990, the NASDAQ stock market will take a major step forward as it installs computer facilities in London to support full NASDAQ operations in the United Kingdom. This expansion will enable international investors and market makers to engage in real-time trading during London business hours in the securities of world-class companies — both NASDAQ-listed and NYSE-listed.

At the same time, linkages established between NASDAQ and other international markets will continue. These include the communications link with SEAQ (Stock Exchange Automated Quotations) in London, operational since 1986, and the trans-Pacific link between NASDAQ and SESDAQ (Stock Exchange of Singapore Dealing and Automated Quotations), operational since 1988.

The NASD continues to work cooperatively with others to help shape global regulatory policy. In 1989, the NASD was the first self-regulator of a U.S. stock market to become an affiliate member of the International Organization of Securities Commissions (IOSCO). The NASD's affiliate status will help give market practitioners a growing voice in international regulation.

In addition, the NASD is a member of the International Councils of Securities Dealers and Self-Regulatory Associations, an organization formed in 1988 to promote and encourage the harmonization of procedures in international securities markets and effective regulation of cross-border trading of securities. At the invitation of the International Federation of Stock Exchanges, the NASD also will participate in sessions studying the international regulation of securities markets as well as the trend toward automated markets.

The Next Frontier . . . The multibillion dollar private placement market is on its way to acquiring greater efficiency and liquidity. Set for launch in early 1990, PORTAL<sup>™</sup> is a competitive, screen-based market offered by NASD Market Services, Inc., to facilitate global trading by qualified investors in the unregistered securities of major companies. The PORTAL<sup>™</sup>



will provide a safe-harbor exemption from the SEC's registration requirements for the resale of restricted or privately placed securities between eligible dealers and institutions. The PORTAL<sup>SM</sup> market will significantly increase the availability of private-placement financing.

# **Investor Awareness**

nformation about the NASDAQ stock market reached more investors than ever in 1989. Investors can now follow their NASDAQ stocks in the financial pages of virtually all the top 250 newspapers, by circulation, located in the principal markets around the country. The leading business programs on television routinely include NASDAQ market coverage, and NASD officials are frequently seen before the camera.

Hourly reports on the NASDAQ Composite Index now reach radio and television newsrooms over the broadcast wires of the Associated Press and United Press International. In addition, Reuters has added detailed hourly reports on NASDAQ market activity to its international network.

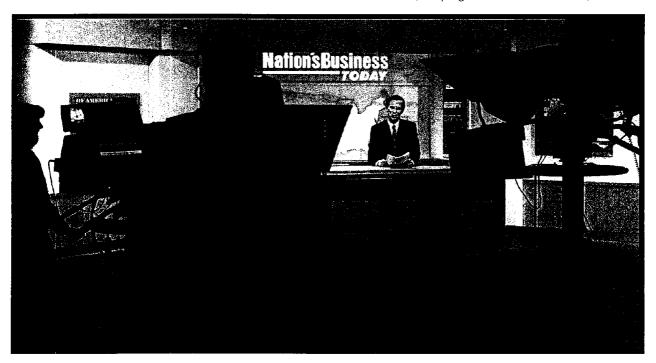
A growing number of radio and television stations, particularly those in the top 50 markets, have added NASDAQ updates and end-of-day summaries as part of their regular business reports. A new feature — television pickup of a NASDAQ National Market electronic transaction ticker — is carried by three cable networks — CNN, FNN, and CNBC — and two broadcast stations located in Chicago and Los Angeles.

In addition, the NASD began releasing a series of regional indexes based on share prices of local NASDAQ companies for selected markets across the country. These "hometown" indexes provide investors with a unique gauge for monitoring the performance of companies in their local economies.

Studies show an increasing appetite for business and financial information, and more and more journalists and broadcasters recognize the importance of the NASD and NASDAQ to their audiences.

# Expanded Coverage . . .

Increased print, radio, and television coverage is bringing NASDAQ information to more investors than ever. A series of weekly "infomercials" about NASDAQ-related issues could be seen throughout 1989 on the "Money Matters" segment of Nation's Business Today. Produced by BizNet, a service of the U.S. Chamber of Commerce, the program is aired over ESPN, the



country's largest cable network. Educational in design, the infomercials covered important subjects, including trading in the NASDAQ market, broker qualifications, liquidity, volatility, short selling, the growing internationalization of markets, and the nation's changing economy.

# **Investor Protection Highlights**

- From its 14 district offices, the NASD conducts 4,138 examinations of members' main and branch offices and resolves 4,834 customer complaints.
- The NASD's 13 District Business Conduct Committees and the Market Surveillance Committee, which are at the heart of the self-regulatory process, file 1,011 formal disciplinary actions, render 678 disciplinary decisions, and accept 353 settlement offers. These actions lead to the expulsion of 25 firms, the barring of 286 individuals, and the suspension of 43 firms and 279 individuals.
- Automated market surveillance of NASDAQ trading triggers 17,115 online price and volume alerts, which lead to 169 formal investigations and the referral of 61 cases to the SEC.
- The Surveillance Department supervises the self-liquidations of six firms, returning to customers and broker-dealers funds and securities totaling \$51 million.
- To assist investors, the NASD fills 4,763 requests for background information on members and associated persons.
- NASD and SEC adopt rules to protect investors from penny stock fraud.
- Arbitration rules provide additional disclosure of arbitrators' backgrounds, public disclosure of awards, expedited prehearing procedures, and greater availability of single-arbitrator panels in cases involving public customers.
- The Qualifications Department administers 183,630 tests to persons seeking to become registered representatives or principals of members.
- To ensure the terms and conditions are fair and reasonable, the Corporate Financing Department reviews the underwriting arrangements of 1,858 corporate equity, debt, real estate investment trust, and direct participation offerings having an aggregate volume of \$124.9 billion.
- To ensure compliance by members with standards governing communications with the public, the Advertising Department reviews 28,543 pieces of advertising and sales literature, of which 47 percent is returned for revisions and 4 percent is disapproved.

## An Electronic Conscience . . .

Developed by professors from Pennsylvania State University, with the aid of two Nobel laureates from the Massachusetts Institute of Technology, a new market surveillance system has improved the NASD's ability to detect and deter questionable and illegal trading practices. Called SWAT, short for StockWatch Automated Tracking, the system combines security-specific



parameters with industry indicators, market indicators, and breaking news to calculate the likelihood that each price quotation reflects legitimate market forces. This enables Stock-Watch analysts to flag unusual trading patterns and take appropriate action.

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# 1989 National Committees

The National Committees make recommendations to the Board of Governors on their areas of expertise. Members are appointed by the Board. The Executive, Finance & Audit, and National Business Conduct Committees meet before each Board meeting; other committees meet as needed. Special ad hoc committees and task forces are created throughout the year to consider important issues.

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Members of the District Committees serve on Business Conduct Committees to review reports of NASD examiners; investigate complaints against members; conduct disciplinary proceedings; and impose penalties for violations of federal and state laws, Municipal Securities Rulemaking Board rules, and the NASD's Rules of Fair Practice. The members are elected by NASD member firms in each geographic area and supervise NASD programs in that area. The chairmen of the committees comprise the Advisory Council of the Board of Governors.

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1,567 branches

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### District 2 California, Nevada, and Hawaii; 878 members, 4,546 branches





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#### District 3

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Kansas, Missouri, Nebraska, and Oklahoma; 210 members, 1.637 branches



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LM Consolidated Financial Corp. Kansas City, Missouri

Peter J. O'Neal

Newhard, Cook & Co., Incorporated St. Louis, Missouri

Jimmie L. Rice

Shearson Lehman Hutton Inc. Wichita, Kansas

Jack Rosenfield, Director 120 West 12th Street, Suite 900 Kansas City, Missouri 64105 (816) 421-5700

#### District 5

Alabama, Arkansas, Louisiana, Mississippi, and western Tennessee; 175 members, 1,083 branches



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Donald B. Clanton Commerce Investment Corporation Memphis, Tennessee

Henry M. Fyfe Municipal Securities, Inc. Memphis, Tennessee

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Birmingham, Alabama

Warren A. Butler, Jr., *Director* Energy Centre, Suite 850 1100 Poydras Street New Orleans, Louisiana 70163 (504) 522-6527

District 6 Texas; 394 members, 1,495 branches



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Edward J. Harrison Southmark Financial Services, Inc. Dallas, Texas

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R. Theodore Moock, Jr. Eppler, Guerin & Turner, Inc. Dallas, Texas

**David Powell**Rauscher Pierce Refsnes, Inc.
Dallas, Texas

Michael Wadsworth Masterson & Company Houston, Texas

Peter M. Walker, Director 1999 Bryan Street, Suite 1450 Dallas, Texas 75201 (214) 969-7050

#### District 7

Florida, Georgia, South Carolina, eastern Tennessee, Puerto Rico, Canal Zone, and the Virgin Islands; 546 members, 3,220 branches



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Robert J. Glenn Vice Chairman The Robinson-Humphrey Company, Inc. Atlanta, Georgia

Robert M. Balentine Balentine & Co. Atlanta, Georgia

Benjamin E. Fisher Smith Barney, Harris, Upham & Co., Inc. Tampa, Florida

Edward D. Hill J. C. Bradford & Co. Nashville, Tennessee

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Hector M. Mayol, Jr. The First Boston Corporation Hato Rey, Puerto Rico

Bernard F. Puckhaber Johnson, Lane, Space, Smith & Co., Inc. Charleston, South Carolina

Arch W. Roberts Arch W. Roberts & Co. Gainesville, Florida

Bennett Whipple Vice President, Director One Securities Centre, Suite 500 3490 Piedmont Road, NE Atlanta, Georgia 30305 (404) 239-6100

#### District 8

Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, South Dakota, and Wisconsin; 758 members, 5,656 branches



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Richard L. Davis Vice Chairman, Kidder, Peabody & Co., Inc. Milwaukee, Wisconsin Steven J. Berghs Piper, Jaffray & Hopwood, Incorporated Minneapolis, Minnesota

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Larry J. Hoffman Blunt Ellis & Loewi, Incorporated Milwaukee, Wisconsin

**Daniel C. Kriser** Young Capital Group, Inc. Chicago, Illinois

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Peter S. Logan, Sr. Roney & Co. Detroit, Michigan

Henry I. Montgomery Planners Financial Services, Inc. Minneapolis, Minnesota

James F. Mooney Dean Witter Reynolds, Inc. Detroit, Michigan

Andrew B. Neely Illinois Company Investments, Inc. Chicago, Illinois

Milton A. Newton Columbian Securities, Inc. Chicago, Illinois

Jonathan A. Raclin The Chicago Corporation Chicago, Illinois E. Craig Dearborn, Director Three First National Plaza, Suite 1680 70 West Madison Chicago, Illinois 60602 (312) 899-4400

District 9
Kentucky and Ohio;
163 members, 1,496 branches



I Francis

James A. Francis Chairman The Ohio Company Columbus, Ohio

Michael T. Welsh Vice Chairman, Prescott, Ball & Turben, Inc. Westlake, Ohio

**Bruce Avedon**Carillon Investment, Inc.
Cincinnati, Ohio

Eugene W. Barrett PaineWebber, Inc. Columbus, Ohio

Thomas J. Blank Provident Securities & Investment Company Cincinnati, Ohio

Marc H. Morgenstern Equity Realty Securities Co. Cleveland, Ohio Darrell A. Patrick S. J. Wolfe & Co. Dayton, Ohio

Norman L. Reiter Prudential-Bache Securities Inc. Akron, Ohio

Kenneth L. Wagner J.J.B. Hilliard, W.L. Lyons, Inc. Louisville, Kentucky

William H. Jackson, Jr., Director 1940 East Sixth Street, Fifth Floor Cleveland, Ohio 44114 (216) 694-4545

### District 10

District of Columbia, Maryland, North Carolina, and Virginia; 260 members, 1,581 branches



J. Brucki, Jr.

James E. Brucki, Jr. Chairman, J.J.B. Hilliard, W.L. Lyons, Inc. Charlotte, North Carolina

C. Alexandra Armstrong, Vice Chairman, Alexandra Armstrong Associates Inc. Washington, D.C.

Philip E. Blevins Merrill Lynch, Pierce, Fenner & Smith, Inc. Washington, D.C.

Robert W. Corby R. W. Corby & Co., Inc. Washington, D.C. William W. Knobloch Kidder, Peabody & Co., Incorporated Baltimore, Maryland

William R. Rothe Alex. Brown & Sons, Incorporated

Baltimore, Maryland

J. Hamilton Scherer, Jr. Sovran Investment Corporation Richmond, Virginia

Norman B. Schrott A. G. Edwards & Sons, Inc. Alexandria, Virginia

David A. Smith
Jackson & Smith
Investment Securities
Gastonia, North Carolina

Benjamin T. Vernon, Jr. Dean Witter Reynolds, Inc. Charlotte, North Carolina

John T. West, IV Craigie Incorporated Richmond, Virginia

Donald P. Whitley PaineWebber, Inc. Richmond, Virginia

Thomas P. Forde, Director 1735 K Street, N.W. Washington, D.C. 20006 (202) 728-8400

### District 11

Delaware, Pennsylvania, West Virginia, New Jersey, except for counties adjacent to New York City; 391 members, 1,927 branches



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Sal L. Monastero
Chairman, Dean
Witter Reynolds, Inc.
Philadelphia, Pennsylvania

McBee Butcher

Vice Chairman, Butcher & Singer, Inc. Philadelphia, Pennsylvania

Charles P. Collings Legg Mason Wood Walker Incorporated Philadelphia, Pennsylvania

Joseph F. Huber The First Boston Corporation Philadelphia, Pennsylvania

Michael D. Kinsella W. H. Newbold's Son & Co./ Hopper Soliday & Co., Inc. Philadelphia, Pennsylvania

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Paul R. Meese PaineWebber, Inc. Pittsburgh, Pennsylvania

Edmond J. Moriarty, Jr. Merrill Lynch, Pierce, Fenner & Smith Inc., Morristown, New Jersey

Francis J. Morrissey, Jr. F.J. Morrissey & Co., Inc. Philadelphia, Pennsylvania

**Jacob B. Petrosky** Prudential-Bache Securities, Inc. Philadelphia, Pennsylvania

Frank T. Salera Janney Montgomery Scott Inc. Philadelphia, Pennsylvania

Marvin A. Welsch Gruntal & Co. Philadelphia, Pennsylvania

John P. Nocella, Director 1818 Market Street, 14th Floor Philadelphia, Pennsylvania 19103 (215) 665-1180

# 1989 District Committees

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New York City with the adjacent New York and New Jersey counties; 1,340 members, 1,596 branches



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New York, New York

Andrew L. Berger Vice Chairman, Wertheim

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**Dominick F. Antonelli** Roosevelt & Cross, Inc. New York, New York

Erik D. Aschenbrenner

The Equitable Life Assurance Society New York, New York

Ralph J. Costanza Smith Barney, Harris, Upham & Co. New York, New York

Marjorie E. Gross Chemical Bank New York, New York

William Karsh Harmony Trading Company New York, New York

Robert I. Kleinberg Oppenheimer & Co. Inc. New York, New York

Hugh P. Lowenstein Donaldson Lufkin & Jenrette Securities Corporation New York, New York

#### Peter B. Madoff

Bernard L. Madoff Investment Securities New York, New York

### Michael Minikes

Bear, Stearns & Co. New York, New York

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#### Alfred Reeves

J. F. Lowe & Company, Inc. New York, New York

#### Howard Silverman

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### Philip Skidmore

Advest Inc. New York, New York

#### Robert A. Spira

Berkeley Securities Corp. New York, New York

### William S. Clendenin

Senior Vice President, Director NASD Financial Center 33 Whitehall Street New York, New York 10004 (212) 858-4000

#### District 13

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, and New York, except for New York City and the adjacent counties; 547 members, 2,353 branches



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### Fred J. Franklin

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### Richard F. Greene

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#### Robert L. Thomas

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### Willis H. Riccio

Vice President, Director 260 Franklin Street, 20th Floor Boston, Massachusetts 02110 (617) 439-4404

# Consolidated Financial Statements

NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.

### CONSOLIDATED BALANCE SHEETS

September 30 (in thousands)	1989	1988
ASSETS		
Current assets Cash and cash equivalents	Φ. Ε.Ε.Ο	
Investments, principally U.S. government securities, at cost (approximate market value \$86,253 and	\$ 5,768	\$ 6,540
\$84,390 at September 30, 1989 and 1988, respectively) Receivables and other current assets	86,386 9,639	85,003 8,510
Total current assets	101,793	100,053
Property and equipment		
Land, buildings, and improvements  Data processing, subscriber equipment,	31,499	29,821
and software Furniture, equipment, and leasehold improvements	75,489	65,079
Turintare, equipment, and leasehold improvements	25,470	24,295
	132,458	119,195
Less accumulated depreciation and amortization	54,893	46,760
	77,565	72,435
Other assets	2,725	2,621
	\$182,083	\$175,109
LIABILITIES AND EQUITY		
Current liabilities		
Accounts payable and accrued expenses	\$ 12,948	\$ 11,130
Deferred income and deposits	7,541	11,235
Current portion of obligations under capital leases	1,882	1,956
Total current liabilities	22,371	24,321
Obligations under capital leases	3,145	5,027
Accrued pension costs	3,123	915
Other liabilities	7,513	6,654
Total liabilities	36,152	36,917
Equity	145,931	138,192
	\$182,083	\$175,109

See notes to consolidated financial statements.

# Consolidated Financial Statements

NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.

## CONSOLIDATED STATEMENTS OF INCOME AND EQUITY

Year Ended September 30 (in thousands)	1989	1988
REVENUE		
Market information service fees	\$ 59,321	\$ 58,311
Member assessments	34,643	35,278
Registration and examination fees	28,650	28,362
Interest and other	19,681	17,359
NASDAQ issuers fees	12,703	12,317
Corporate finance fees	7,776	4,400
	162,774	156,027
EXPENSES		
Salaries and employee benefits	79,404	71,171
Professional and other services	17,242	16,778
Equipment maintenance and data communications	15,367	15,535
Depreciation and amortization	14,709	11,634
Office expense	13,818	12,291
Travel and meetings	6,440	6,277
Publications, supplies, and postage	5,170	6,160
Other	2,652	2,186
	154,802	142,032
Income before provision for income taxes	7,972	13,995
Provision for income taxes	233	1,825
Net income	7,739	12,170
Equity at beginning of year	138,192	126,022
Equity at end of year	\$145,931	\$138,192

See notes to consolidated financial statements.

# NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.

## CONSOLIDATED STATEMENTS OF CASH FLOWS

Year Ended September 30 (in thousands)	1989	1988
OPERATING ACTIVITIES		
Cash received from fees and assessments	\$149,624	\$149,678
Interest received from investments	7,644	8,304
Cash paid for operating expenses	(134,425)	(131,825)
Income taxes paid	(415)	(2,043)
Interest paid	(381)	(521)
Net cash provided by operating activities	22,047	23,593
INVESTING ACTIVITIES		<del></del>
Proceeds from sales and redemptions		
of investments	55,960	31,783
Purchases of investments	(57,083)	(34,538)
Purchases of property and equipment	(19,740)	(16,319)
Net cash used in investing activities		
	(20,863)	(19,074)
FINANCING ACTIVITIES		
Principal payments on obligations under		
capital leases	(1,956)	(1,920)
Net cash used in financing activities	(1,956)	(1,920)
(Decrease) increase in cash and cash equivalents	(772)	2,599
Cash and cash equivalents at beginning of year	6,540	3,941
Cash and cash equivalents at end of year	\$ 5,768	\$ 6,540
RECONCILIATION OF NET INCOME TO NET CASH PROVIDED BY OPERATING ACTIVITIES		
Net income	\$ 7,739	\$ 12,170
Adjustments to reconcile net income to net cash		
provided by operating activities:		
Depreciation and amortization	14,492	11,635
Loss on sale of property and equipment	1,039	218
Amortization of premiums on investments	(237)	812
Provision for losses on accounts receivable	412	283
(Decrease) increase in deferred income and deposits	(3,694)	283 562
Increase (decrease) in accounts payable and accrued expenses	` ' '	
Increase in receivables	3,493 (1,540)	(2,853) (25)
Increase in other liabilities	321	, ,
Decrease (increase) in other assets	22	1,384 (593)
		(393)
Net cash provided by operating activities	\$ 22,047	\$ 23,593

See notes to consolidated financial statements.

# Notes To Consolidated Financial Statements

NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.

#### NOTE A — SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Principles of Consolidation and Business Segments: The consolidated financial statements include the accounts of the National Association of Securities Dealers, Inc. (NASD) and its wholly owned subsidiaries, including NASDAQ, Inc., NASD Market Services, Inc. (MSI), and NASDAQ International, Ltd., after elimination of all significant intercompany transactions. The consolidated financial statements have been prepared on the accrual basis of accounting and conform to generally accepted accounting principles.

NASD is a membership association established to regulate the over-the-counter securities market. NASDAQ, Inc. owns and operates the domestic and international electronic NASDAQ quote information system. MSI provides national market facilities to assist NASD in carrying out its regulatory responsibilities and for the benefit of NASD members in their pursuit of efficient execution of securities transactions.

Cash and Cash Equivalents: Cash and cash equivalents include demand cash and all investments purchased with a remaining maturity of three months or less.

**Property and Equipment, Depreciation and Amortization:** Property and equipment are recorded at cost. Equipment acquired under capital leases is recorded at the lower of fair market value or the present value of future lease payments. Depreciation and amortization are provided on the straight-line method over the estimated useful lives of the assets. Leasehold improvements are amortized over the period of the applicable lease.

**Software Costs:** Purchased software, developed by others, is capitalized if it has a continuing value and is considered an integral part of purchased hardware. All other software development costs are charged to expense as incurred.

**Income Taxes:** NASD and NASDAQ, Inc. are tax-exempt organizations and MSI is a taxable entity. **Pensions:** In 1988, NASD adopted FASB Statement No. 87, "Employer's Accounting for Pensions,"

NOTE B - MAJOR BUSINESS SEGMENTS

(in thousands)	NASD	NASDAQ	MSI	Consolidated
1989	<b>4.00 777</b>			
Revenue	\$100,777	\$42,527	\$19,589	\$162,774
Expenses, including income taxes	98,756	37,179	19,219	155,035
Net income	\$ 2,021	\$ 5,348	\$ 370	\$ 7,739
Total assets	\$115,780	\$54,749	\$13,413	\$182,083
Equity	\$ 89,929	\$45,967	\$11,186	\$145,931
1988				7 11 131 131123
Revenue	\$ 95,845	\$41,184	\$19,093	\$156,027
Expenses, including				
income taxes	92,202	35,256	16,494	143,857
Net income	\$ 3,643	\$ 5,928	\$ 2,599	\$ 12,170
Total assets	\$112,918	\$51,823	\$12,566	\$175,109
Equity	S 87,908	\$40,619	\$10,816	\$138,192

Intercompany billings, payables, and receivables have been eliminated from the consolidated financial data.

### NATIONAL ASSOCIATION OF SECURITIES DEALERS, INC.

#### NOTE C - LEASES

Data processing, subscriber equipment, and software include the following amounts relating to leases that have been capitalized. The initial terms of the capitalized leases are 36 to 60 months.

September 30 (in thousands)	1989	1988
Data processing equipment	\$7,882	\$9,325
Less accumulated depreciation	2,285	1,944
	\$5,597	\$7.381

NASD leases certain office space and equipment in connection with its operations. The majority of these leases contain escalation clauses based on increases in property taxes and building operating costs. Certain of these leases also contain renewal options. Future minimum lease payments under the capital leases and noncancellable operating leases with initial or remaining terms of one year or more consisted of the following at September 30, 1989:

Fiscal Year Ending September 30 (in thousands)	Capital Leases	Operating Leases
1990	\$2,095	\$ 7,145
1991	1,871	7,243
1992	1,407	7.015
1993	·	6,770
1994		6,586
Remaining years		36,894
Total minimum lease payments	5.373	71,653
Less: Amount representing interest	346	,
Present value of net minimum lease payments	5,027	
Less: Amounts due in one year	1,882	
	\$3,145	\$71,653

Future minimum operating lease commitments will be offset by \$10,779,000 of sublease income. Rent expense for operating leases, net of sublease income, was \$5,598,000 in 1989 and \$5,164,000 in 1988.

### NOTE D - RETIREMENT BENEFITS

NASD maintains a noncontributory defined benefit pension plan for the benefit of all cligible employees. The benefits are based on years of service and the employee's average compensation during the highest 60 consecutive months of employment.

NASD's funding policy is to contribute annually the minimum requirement under the Internal Revenue Code, subject to the full funding limitation imposed by the Internal Revenue Service. In 1989, pension expense of \$2,208,000 was accrued, but not funded, due to the full funding limitation.

The table on the next page sets forth the plan's funded status and amounts recognized in NASD's financial statements at September 30.

The weighted-average discount rate and rate of increase in future compensation levels used in determining the actuarial present value of the projected benefit obligation were 8.25 percent and 6 percent, respectively, for the year ended September 30, 1989, and 8 percent and 7.2 percent, respectively, for the year ended September 30, 1988. The expected long-term rate of return on assets was 8.5 percent for 1989 and 1988.

NASD also maintains a savings plan for employees. Eligibility for the plan is based upon length of service. Participation in the plan is voluntary. NASD makes a matching contribution up to one-half of the first 6 percent of salaries contributed by covered employees. Savings plan expense for the years 1989 and 1988 was \$1,153,000 and \$929,000, respectively.

# Notes To Consolidated Financial Statements

(in thousands)	1989	1988
Actuarial present value of benefit obligations: Accumulated benefit obligation, including vested benefits of \$9,084 in 1989 and \$7,355 in 1988	\$11,324	\$10,693
Projected benefit obligation	\$22,876	\$22,703
Less plan assets at fair value, primarily common stocks, U.S. government and agency bonds	26,878	22,561
(Funded) unfunded projected benefit obligation	(4,002)	142
Unrecognized net asset being recognized over 20 years	3,896	4,112
Unrecognized net gain (loss)	3,630	(3,339)
Prior service cost	(401)	
Accrued pension cost	\$3,123	\$ 915
Net pension cost consisted of the following:		
Service cost	\$2,419	\$2,052
Interest cost	1,821	1,635
Actual return on plan assets	(4,651)	1,345
Net amortization	2,619	(3,554)
Net pension cost	\$2,208	\$1,478

### NOTE E — CONTINGENCIES

There are legal proceedings pending against NASD, separately or with others. Management believes, based upon the opinion of counsel, that liabilities, if any, arising from these proceedings will not have a material effect on NASD.

### REPORT OF ERNST & YOUNG, INDEPENDENT AUDITORS

Board of Governors National Association of Securities Dealers, Inc. Washington, D.C.

We have audited the accompanying consolidated balance sheets of the National Association of Securities Dealers, Inc., and subsidiaries as of September 30, 1989 and 1988, and the related consolidated statements of income and equity, and cash flows for the years then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the consolidated financial position of the National Association of Securities Dealers, Inc., and subsidiaries at September 30, 1989 and 1988, and the consolidated results of their operations and their cash flows for the years then ended in conformity with generally accepted accounting principles.

Ernst & Young Washington, D.C. December 14, 1989

# NASD Subsidiaries—1989 Boards Of Directors

## NASDAQ, Inc.

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\*Kenneth J. Wessels Wessels, Arnold & Henderson, L.P. Minneapolis, Minnesota

## NASDAQ International Ltd.

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\*David Hugh FitzWilliam-Lay G.T. Management Plc London, England

J. Lynton Jones Managing Director NASDAQ International, Ltd.

C. Richard Justice National Association of Securities Dealers, Inc. Washington, D.C.

John T. Wall National Association of Securities Dealers, Inc. Washington, D.C.

Frank J. Wilson National Association of Securities Dealers, Inc. Washington, D.C.

\*Member, NASD Board of Governors

# NASD Corporate Officers

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C. Richard Justice Executive Vice President Automation

James P. O'Donnell Executive Vice President Administration

John E. Pinto, Jr. Executive Vice President Compliance

John T. Wall Executive Vice President Marketing and Market Operations

Frank J. Wilson Executive Vice President Law and Regulatory Policy

Andrew M. Blum Managing Director Member Firms and Institutional Relations

William S. Clendenin Senior Vice President District Director

John M. Hickey Senior Vice President Systems Engineering and Operations

**L. Brian Holland** Senior Vice President Marketing

J. Lynton Jones Managing Director NASDAQ International, Ltd.

**Douglas F. Parrillo** Senior Vice President Corporate Communications

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Robert E. Aber Vice President and Deputy General Counsel

James R. Allen Vice President and Controller

**S.** William Broka Vice President Business Development

T. Grant Callery Vice President and Deputy General Counsel

Robert L. Campbell Vice President Human Resources

James M. Cangiano Vice President Market Surveillance

Thomas R. Cassella Vice President Financial Responsibility

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Jack A. Schindel Vice President and Treasurer

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Catherine Tighe Vice President Administrative Services

**S. Bennett Whipple** Vice President District Director

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