

STIFEL FINANCIAL CORP
Form DEF 14A
February 26, 2010

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington D.C. 20549

SCHEDULE 14A

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to Rule 240.14a-12

STIFEL FINANCIAL CORP.

(Name of Registrant as Specified in its Charter)

(Name of Person(s) Filing Proxy Statement if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

1) Title of each class of securities to which transaction applies:

2) Aggregate number of securities to which transaction applies:

3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

4) Proposed maximum aggregate value of transaction:

5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

**STIFEL FINANCIAL CORP.
One Financial Plaza
501 North Broadway
St. Louis, Missouri 63102-2102**

(314) 342-2000

February 26, 2010

To the Stockholders of Stifel Financial Corp.:

Dear Stockholder:

We cordially invite you to attend Stifel Financial Corp.'s annual stockholders' meeting. The meeting will be held on Tuesday, April 13, 2010, at 11 a.m. on the 2nd Floor, One Financial Plaza, 501 North Broadway, St. Louis, Missouri.

At the meeting, stockholders will vote on a number of important matters. Please take the time to carefully read each of the proposals described in the attached proxy statement.

Thank you for your support of Stifel.

**This proxy statement and the accompanying proxy card are
being mailed to Stifel stockholders beginning on or about February 26, 2010.**

Sincerely,
/s/Ronald J. Kruszewski
Ronald J. Kruszewski
Chairman of the Board and Chief Executive Officer

YOUR VOTE IS IMPORTANT

**Even if you plan to attend the meeting in person, we urge you to promptly vote your shares
by dating, signing and returning the enclosed proxy card in the enclosed
postage-paid return envelope.**

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STIFEL FINANCIAL CORP.
One Financial Plaza
501 North Broadway
St. Louis, Missouri 63102-2102
(314) 342-2000

NOTICE OF ANNUAL MEETING OF STOCKHOLDERS
TO BE HELD APRIL 13, 2010

St. Louis, Missouri
February 26, 2010

Dear Stockholder:

The annual meeting of stockholders of Stifel Financial Corp. will be held on the 2nd Floor, One Financial Plaza, 501 North Broadway, St. Louis, Missouri, on Tuesday, April 13, 2010, at 11 a.m., for the following purposes:

1. To elect five (5) Class III directors, nominated by the board of directors, to hold office for a term of three years or until their successors shall have been duly elected and qualified;
2. To consider and vote upon the Stifel Financial Corp. 2010 Executive Incentive Performance Plan;
3. To ratify the appointment of Ernst & Young LLP as our independent registered public accounting firm for 2010; and
4. To consider and act upon such other business as may properly come before the meeting and any adjournment or postponement thereof.

Our board of directors has fixed the close of business on February 23, 2010 as the record date for the determination of stockholders entitled to receive notice of and to vote at the annual meeting and any adjournment or postponement thereof. A stockholder list dated as of the record date will be available for inspection by any stockholder at our office at One Financial Plaza, 501 North Broadway, St. Louis Missouri for ten days prior to the annual meeting.

We cordially invite you to attend the annual meeting. Even if you plan to be present at the meeting in person, you are requested to promptly vote your shares by dating, signing and returning the enclosed proxy card in the envelope provided so that your shares will be represented. The voting of your shares will not affect your right to revoke your proxy and vote in person should you later decide to attend the annual meeting.

By Order of the Board of Directors.

/s/ David m. Minnick

David M. Minnick, Secretary
February 26, 2010

St. Louis Missouri

Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting of Stockholders to be Held on April 13, 2010

The following materials, also included with this Notice, are available to be vi

1. Proxy Statement for the 2010 Annual Meeting of Stockholders, and

2. 2009 Annual Report to Stockholders

If you have any questions about accessing these materials via the Internet, ple

This proxy statement and the accompanying proxy card are being mailed to Stifel stockholders beginning on or about February 26, 2010.

ABOUT THE ANNUAL MEETING

WHO IS SOLICITING MY VOTE?

Our board of directors is soliciting your vote at the 2010 annual meeting of stockholders.

WHAT WILL I BE VOTING ON?

- Election of five directors nominated by our board of directors (see page 11).
- To consider and vote upon the Stifel Financial Corp. 2010 Executive Incentive Performance Plan (see page 38).
- Ratification of Ernst & Young LLP as our independent registered public accounting firm for 2010 (see page 40).

HOW MANY VOTES DO I HAVE?

You will have one vote for every share of common stock you owned on the record date, February 23, 2010, for each of the directors to be elected and on each other proposal presented at the annual meeting. Common stock is our only class of outstanding stock. There is no cumulative voting in the election of directors.

HOW MANY VOTES CAN BE CAST BY ALL STOCKHOLDERS?

30,906,990, consisting of one vote for each of the shares of common stock that were outstanding on the record date.

HOW MANY VOTES MUST BE PRESENT TO HOLD THE MEETING?

15,453,496 votes, which represents a majority of the votes that can be cast at the annual meeting. We urge you to vote by proxy even if you plan to attend the annual meeting so that we will know as soon as possible that enough votes will be present for us to hold the meeting.

DOES ANY SINGLE STOCKHOLDER CONTROL AS MUCH AS 5 PERCENT OF ANY CLASS OF STIFEL'S COMMON STOCK?

There is one (1) stockholder that beneficially owns over 5% of our common stock (see page 8).

HOW DO I VOTE?

You can vote either by proxy with or without attending the annual meeting or in person at the annual meeting.

To vote by proxy:

- If your shares are registered in your name at Computershare (our transfer agent), you must fill out the enclosed proxy card, date and sign it, and return it in the enclosed postage-paid envelope. We must receive the proxy card no later than April 12, 2010, the day before the annual meeting, for your proxy to be valid and for your vote to count.
- If you hold your stock through a securities broker or other nominee (that is, in street name), you must:
 - fill out the enclosed proxy card, date and sign it, and return it in the enclosed postage-paid envelope,
 - vote by telephone (instructions are on the proxy card), or
 - vote by Internet (instructions are on the proxy card).

Our employees who participate in our employee benefit plans may vote those shares on our Intranet or may have their proxy card mailed to them.

If you want to vote in person at the annual meeting, and you hold your stock through a securities broker or other nominee (that is, in street name), you must obtain a proxy from your broker or nominee and bring that proxy to the meeting.

Shares Held in our 401(k) Plan or in our Employee Stock Ownership Plan and Trust

On February 23, 2010, the Profit Sharing 401(k) Plan held 433,773 shares of our common stock in the name of Prudential, as trustee of the 401(k) Plan. If you are a participant in the 401(k) Plan, you may instruct Prudential how to vote shares of common stock credited to your 401(k) Plan account by indicating your instructions by voting on our Intranet or by requesting a proxy card and returning it to us by April 11, 2010. A properly executed proxy card or Intranet instructions will be voted as directed. If no proper voting direction is received, Prudential, in its capacity as the 401(k) Plan trustee, will vote your shares held in the 401(k) Plan in the same proportion as votes received from other participants in the 401(k) Plan FOR the nominees listed in Proposal I and FOR Proposals II and III.

On February 23, 2010, our Employee Stock Ownership Plan and Trust held 426,078 shares of our common stock in the name of Prudential, as trustee of the Stock Ownership Plan and Trust. If you are a participant in the Stock Ownership Plan and Trust, you may instruct Prudential how to vote shares of common stock credited to your Stock Ownership Plan and Trust account by indicating your instructions by voting on our Intranet or by requesting a proxy card and returning it to us by April 11, 2010. A properly executed proxy card or Intranet instructions will be voted as directed. If no proper voting direction is received, Prudential, in its capacity as the Trustee of the Stock Ownership Plan and Trust, will vote your shares held in the Stock Ownership Plan and Trust in the same proportion as votes received from other participants in the Plan FOR the nominees listed in Proposal I and FOR Proposals II and III.

Broker Non-Votes

We wish to call your attention to the fact that, under the rules of the New York Stock Exchange, on one or more of the matters to be acted upon at the meeting, your shares cannot be voted without your specific voting instructions. Accordingly, in order for your shares to be voted on all matters, please give your instructions through any of the above-noted means and return it promptly. Please note that, under a rule amendment adopted by the New York Stock

Exchange for shareholder meetings held on or after January 1, 2010, brokerage firms and nominees are no longer allowed to vote shares held in their clients' accounts on uncontested elections of directors unless you have provided voting instructions (it will continue to be the case that brokers and nominees cannot vote their clients' shares in contested director elections). Consequently, if you want your shares voted on your behalf with respect to the election of directors, you must provide voting instructions. Voting on matters presented at shareholders meetings, particularly the election of directors, is the primary method for shareholders to influence the direction taken by a publicly-traded company. We urge you to participate in the election through any of the above-noted means. It is understood that, if you sign without otherwise marking the form, this will be construed as an instruction to vote the shares as recommended by the board on all matters to be considered at the meeting.

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CAN I CHANGE MY VOTE?

Yes. Prior to the meeting date, just send in a proxy card with a later date, or cast a new vote by telephone, Internet or Intranet, or send a written notice of revocation to our corporate secretary at the address on the cover of this proxy statement. If you attend the annual meeting and want to vote in person, you can request that your previously submitted proxy not be used.

WHAT IS THE VOTE REQUIRED TO ELECT DIRECTORS, APPROVE the Stifel Financial Corp. 2010 Executive Incentive Performance Plan AND TO APPROVE THE RATIFICATION OF THE INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM?

- A plurality of votes cast at the meeting in person or by proxy is required to elect directors, therefore, the five (5) nominees receiving the highest vote totals will be elected as directors.
- The affirmative vote of a majority of the shares present at the meeting in person or by proxy and entitled to be cast on the proposal is required to approve the Stifel Financial Corp. 2010 Executive Incentive Performance Plan.
- The affirmative vote of a majority of the shares present at the meeting in person or by proxy and entitled to be cast on the proposal is required to ratify Ernst & Young LLP as our independent registered public accounting firm.

WHAT IF I DON'T VOTE FOR SOME OF THE MATTERS LISTED ON MY PROXY CARD?

If you return a proxy card without indicating your vote, your shares will be voted FOR all of the nominees listed on the card, FOR the approval of the amendment to the Stifel Financial Corp. 2010 Executive Incentive Performance Plan, FOR the ratification of the appointment of Ernst & Young LLP as our independent registered public accounting firm for 2010, and in the discretion of the proxy holders as to any other matters that may properly come before the annual meeting or any postponement or adjournment of the annual meeting.

WHAT IF I VOTE "WITHHOLD AUTHORITY" OR "ABSTAIN"?

Shares voted to "withhold authority" in the election of directors will be deemed to be present at the meeting but not voted for a nominee. A vote to "abstain" on Proposals II and III will be counted as a vote cast and will have the effect of a vote cast against that proposal.

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CAN MY SHARES BE VOTED IF I DON'T RETURN MY PROXY CARD AND DON'T ATTEND THE ANNUAL MEETING?

Proposal III, the ratification of our independent registered public accounting firm, is typically considered a routine matter under the New York Stock Exchange (the "NYSE") rules for voting purposes. Accordingly, brokerage firms and nominees that are members of the NYSE have the authority under those rules to vote their customers' unvoted shares if you have not furnished voting instructions within a specified period of time prior to the annual meeting. However, with respect to Proposal III, pursuant to our Amended and Restated By-Laws, broker non-votes represented by submitted proxies will be taken into account in determining the outcome and will have the effect of a vote cast against that proposal.

Proposals I and II are not considered routine matters under the NYSE's rules and therefore, brokerage firms and nominees that are members of the NYSE will not be able to vote the shares of customers from whom they have not received voting instructions with regard to this proposal. Due to the plurality vote standard used for Proposal I, broker non-votes will not have an effect on the vote for the election of directors. For Proposal II, broker non-votes represented by submitted proxies will be taken into account in determining the outcome and will have the effect of a vote cast against the approval of the Stifel Financial Corp. 2010 Executive Incentive Performance Plan.

COULD OTHER MATTERS BE DECIDED AT THE ANNUAL MEETING?

We don't know of any other matters that will be considered at the annual meeting. If any other matters arise at the annual meeting, the proxies will be voted at the discretion of the proxy holders.

WHAT HAPPENS IF THE MEETING IS ADJOURNED OR POSTPONED ?

Your proxy will still be good and may be voted at the adjourned or postponed meeting.

HOW CAN I ACCESS STIFEL'S PROXY MATERIALS AND ANNUAL REPORT ELECTRONICALLY?

This proxy statement and the 2009 Annual Report on Form 10-K are available on our Internet site at www.stifel.com. Most stockholders can elect to view future proxy statements and annual reports over the Internet instead of receiving paper copies in the mail by contacting our corporate secretary at (314) 342-2000 or e-mail us at grejtakt@stifel.com.

STIFEL FINANCIAL CORP.
One Financial Plaza
501 North Broadway
St. Louis Missouri 63102-2102
(314) 342-2000

PROXY STATEMENT

**FOR ANNUAL MEETING OF STOCKHOLDERS TO BE
HELD ON TUESDAY, APRIL 13, 2010**

GENERAL

This proxy statement is furnished in connection with the solicitation of proxies by the board of directors of Stifel Financial Corp. for use at the annual meeting of stockholders to be held on Tuesday, April 13, 2010, at 11 a.m., on the 2nd Floor, One Financial Plaza, 501 North Broadway, St. Louis, Missouri, and any adjournment or postponement thereof, for the purposes set forth in the accompanying notice of annual meeting of stockholders.

The proxy statement, the notice of annual meeting and the accompanying proxy card were first mailed to our stockholders beginning on February 26, 2010.

All proxies will be voted in accordance with the instructions contained in the proxy. If no choice is specified, proxies will be voted in favor of the election of each of the nominees for director proposed by the board of directors in Proposal I, in favor of the Stifel Financial Corp. 2010 Executive Incentive Performance Plan in Proposal II, and in favor of the ratification of the appointment of Ernst & Young LLP as our independent registered public accounting firm for 2010 in Proposal III; each as recommended by the board of directors. A stockholder who executes a proxy may revoke it at any time before it is voted by delivering another proxy to us bearing a later date, by casting a new vote by telephone, Internet or Intranet, by submitting written notice of such revocation to the corporate secretary, or by personally appearing at the annual meeting and casting a vote in person. A majority of the outstanding shares of common stock present in person or by proxy will constitute a quorum at the annual meeting.

A plurality of the votes cast is required for the election of directors, which means that the five (5) nominees for director receiving the highest vote totals will be elected as directors. As a result, a designation on the proxy that the stockholder is "withholding authority" to vote for any or all nominees does not have an effect on the results of the vote for the election of directors, although these shares will be considered as present for quorum purposes. Each share will have one vote for the election of each director. There is no cumulative voting in the election of directors.

The affirmative vote of a majority of the shares present at the meeting in person or by proxy and entitled to be cast on the proposal is required to approve the Stifel Financial Corp. 2010 Executive Incentive Performance Plan. A vote to "abstain" on this proposal will be counted as a vote cast and will have the effect of a vote cast against such proposal. Similarly, broker "non-votes" represented by submitted proxies will also have the effect of a vote cast against this proposal.

The ratification of the appointment of Ernst & Young LLP as our independent registered public accounting firm requires the affirmative vote of a majority of the votes present at the meeting in person or by proxy and entitled to be cast on this proposal. A vote to "abstain" on this proposal will be counted as a vote cast and will have the effect of a vote cast against this proposal. Similarly, broker "non-votes" represented by submitted proxies will also have the

effect of a vote cast against this proposal.

A broker "non-vote" occurs when a nominee holding shares for a beneficial owner does not vote on a particular proposal because the nominee does not have discretionary voting power with respect to that item and has not received instructions from the beneficial owner. Broker "non-votes" are counted for purposes of determining whether a quorum exists.

VOTING SECURITIES AND PRINCIPAL HOLDERS THEREOF

The close of business on February 23, 2010 has been fixed as the record date for the determination of stockholders entitled to notice of and to vote at the annual meeting. On February 23, 2010, there were 30,906,990 shares of our common stock outstanding and entitled to vote.

Ownership of Directors, Nominees and Executive Officers

The following table sets forth information regarding the amount of common stock beneficially owned, as of February 23, 2010, by each of our directors, each nominee for election as a director, the executive officers named in the Summary Compensation Table and all of our directors and executive officers as a group:

<u>Name (1)</u>	<u>Number of Shares Beneficially Owned (2) (3)</u>	<u>Percent of Outstanding Common Stock (4)</u>	<u>Unvested Stock Units (5)</u>
Ronald J. Kruszewski (6)	974,939	3.12%	119,054
James M. Zemlyak	511,252	1.65%	32,554
Scott B. McCuaig	402,325	1.30%	29,292
Thomas P. Mulroy	208,363	*	42,247
Richard J. Himelfarb	206,934	*	23,835
Ben A. Plotkin (7)	132,125	*	35,704
James M. Oates	89,531	*	-
Robert E. Lefton	65,209	*	-
Bruce A. Beda	58,877	*	-
Charles A. Dill (8)	52,417	*	-
Victor J. Nesi	48,386	*	110,476
Richard F. Ford	39,203	*	-
Frederick O. Hanser	33,060	*	-
John P. Dubinsky	28,660	*	-
Kelvin R. Westbrook	6,423	*	-
Directors and Executive Officers as a Group (17 persons)	2,948,386	9.28%	415,845

(1) All of our directors and executive officers use our Company address of One Financial Plaza, 501 North Broadway, St. Louis, MO 63102-2102.

(2) Except as otherwise indicated, each individual has sole voting and investment power over the shares listed beside his name. These shares were listed on regulatory filings by each of the individual directors or executive officers.

(3) Includes the following shares that such persons and group have the right to acquire currently or within 60 days following February 23, 2010 upon the exercise of stock options: Mr. Kruszewski - 167,498; Mr. Zemlyak - 108,000; Mr. McCuaig - 108,000; Mr. Lefton - 10,696; Mr. Beda - 1,200; Mr. Dill - 10,696; Mr. Ford - 10,696; Mr. Hanser - 14,699; Mr. Dubinsky - 4,699; and directors and executive officers as a group - 451,083. Also includes the following shares underlying stock units held by such persons and which are currently vested or which vest within 60 days following February 23, 2010: Mr. Kruszewski - 142,786; Mr. Zemlyak - 32,649; Mr. McCuaig - 35,656; Mr. Mulroy - 28,519; Mr. Himelfarb - 16,001; Mr. Plotkin - 14,097; Mr. Oates - 13,475; Mr. Lefton - 12,535; Mr. Beda - 14,694; Mr. Dill - 12,137; Mr. Nesi - 2,603; Mr. Ford - 13,077; Mr. Hanser - 12,137; Mr. Dubinsky - 12,137; Mr. Westbrook - 6,423; and directors and executive officers as a group - 381,185. Also includes the following shares underlying warrants held by such persons and which are currently vested or which vest within 60 days following February 23, 2010: Mr. Plotkin - 15,700; and directors and executive officers as a group - 15,700. Also includes the following shares which have been allocated to such persons under the Stifel Financial Corp. Stock Ownership Plan and Trust and the Stifel, Nicolaus & Company, Incorporated Profit Sharing 401(k) Plan, respectively: Mr. Kruszewski - 776 and 0; Mr. Zemlyak - 642 and 7,264; Mr. McCuaig - 743 and 0; Mr. Mulroy - 107 and 0; Mr. Himelfarb - 107 and - 3,252; and directors and executive officers as a group - 3,503 and 10,516.

(4) Based upon 30,906,990 shares of common stock issued and outstanding as of February 23, 2010, and, for each director or officer or the group, the number of shares subject to options or stock units and underlying warrants which the director or officer or the group has the right to acquire currently or within 60 days following February 23, 2010.

(5) Includes shares underlying stock units held by such persons but which are not convertible into our common stock within the 60-day period after February 23, 2010 and, therefore, under the rules of the Securities and Exchange Commission, are not deemed to be "beneficially owned" as of February 23, 2010. The stock units generally will be transferred into common stock at the end of a three- to six-year period after the date of grant contingent upon the holder's continued employment with us.

(6) Mr. Kruszewski has pledged as collateral for a bank line of credit 606,080 shares of Company common stock and 261,840 restricted stock units. As of February 23, 2010, there were no amounts drawn on this line of credit.

(7) Mr. Plotkin has pledged 77,485 shares as collateral for a bank line of credit. As of February 23, 2010 there were no amounts outstanding under this facility.

(8) Mr. Dill has pledged 29,584 shares as collateral for a brokerage margin account.

(*) Shares beneficially owned do not exceed 1% of the outstanding shares of our common stock.

Ownership of Certain Beneficial Owners

Based on filings made under Section 13(d) and Section 13(g) of the Securities Exchange Act of 1934, as of February 23, 2010, the following persons were the only persons known to us to be a beneficial owner of more than 5% of our common stock:

<u>Name and Address</u>	<u>Number of Shares Beneficially Owned</u>	<u>Percent of Outstanding Common Stock</u>
BlackRock, Inc. 40 East 52nd Street New York, New York 10022	2,703,598(1)	8.75%

(1) The information shown is based on a Schedule 13G, dated January 29, 2010, of BlackRock, Inc. The Schedule 13G indicates that BlackRock, Inc. has sole voting power and sole dispositive power with respect to all 2,703,598 shares.

INFORMATION CONCERNING THE BOARD OF DIRECTORS

Director Independence

Under NYSE Corporate Governance guidelines, an independent director is a member of the board of directors who:

- Does not, and has not for the three years prior to the date of determination, received more than \$120,000 per year in direct compensation from the Company, other than director and committee fees and pension or other forms of deferred compensation for prior service (provided such compensation is not contingent in any way on continued service);
- Is not, and has not been for the three years prior to the date of determination, an employee of the Company;
- Is not, and has not been, affiliated with or employed by the present or former auditor of the Company, or one of the auditors' affiliates, unless it has been more than three years since the affiliation, employment, or the auditing relationship ended;
- Is not, and has not been for the three years prior to the date of determination, part of an interlocking directorship in which an executive officer of the Company serves on the compensation committee of a Company that concurrently employs the director;
- Is not, and has not been for the three years prior to the date of determination, an executive officer or an employee of another company (1) that accounts for at least 2% or \$1 million, whichever is greater, of the Company's consolidated gross revenues or (2) for which the Company accounts for at least 2% or \$1 million, whichever is greater, of such other company's consolidated gross revenues;
- The board has affirmatively determined it has no other material commercial, industrial, banking, consulting, legal, accounting, charitable, or familial relationship with the Company, either individually or as a partner, stockholder, or officer of an organization or entity having such a relationship with the Company, which relationship would adversely impact the director's independence in connection with the Company; and
- Has, and for the three years prior to the date of determination had, no immediate family members (i.e., spouse, parents, children, siblings, mothers- and fathers-in-law, sons- and daughters-in-law, brothers- and sisters-in-law, and anyone who shares the director's home) in any of the above categories; provided, however, that in the case of employment of one of the above-described immediate family members, the family member must have served as an executive officer or partner of the subject entity to impact the director's independence.

It is a responsibility of the board to regularly assess each director's independence and to take appropriate actions in any instance in which the requisite independence has been compromised.

The board of directors has determined that Messrs. Beda, Dill, Dubinsky, Ford, Hanser, Lefton, Oates, and Westbrook qualify as independent directors. In making this determination, the board of directors considered the rules of the NYSE and the Securities and Exchange Commission (the "SEC"), and reviewed information provided by the directors in questionnaires concerning the relationships that we may have with each director.

Board of Directors and Committees

During 2009, our board of directors met 9 times, including both regularly scheduled and special meetings. During the year, all of the incumbent directors attended at least 75% of all meetings held by the board of directors and all committees on which they serve. It is our policy to encourage the members of our board of directors to attend the annual meeting of stockholders. At the last annual meeting, 7 of the then current directors were in attendance.

The standing committees of our board of directors are the Executive Committee, Audit Committee, Compensation Committee and Nominating/Corporate Governance Committee. The full text of each charter, other than the charter of the Executive Committee, and our corporate governance guidelines are available in the "Corporate Governance" section of our website located at www.stifel.com, or may be obtained by any stockholder, without charge, upon request by contacting our corporate secretary at 314 342 2000. In compliance with the NYSE Corporate Governance Standards, our board of directors holds regularly scheduled executive sessions without management, and at least annually schedules an executive session with only independent directors at which a non-management director determined by a rotating schedule presides.

Executive Committee. Messrs. Kruszewski (Chairman), Ford, Beda and Oates are the current members of the Executive Committee. Except to the extent limited by law, the Executive Committee performs the same functions and has all the authority of our board of directors between meetings of the full board. The Executive Committee met 4 times during 2009.

Audit Committee. Messrs. Beda (Chairman), Dubinsky, Ford, Oates and Westbrook are the current members of the Audit Committee, all of whom are independent directors as defined by the NYSE and determined by our board of directors. The duties of the Audit Committee include:

- recommending to the board of directors a public accounting firm to be placed in nomination for stockholder ratification as our independent auditors and compensating and terminating the independent auditors as deemed necessary;
- meeting periodically with our independent auditors and financial management to review the scope of the proposed audit for the then-current year, the proposed audit fees, and the audit procedures to be utilized, reviewing the audit and eliciting the judgment of the independent auditors regarding the quality of the accounting principles applied to our financial statements; and
- evaluating on an annual basis the qualification, performance and independence of the independent auditors, based on the committee's review of the independent auditors' report and the performance of the independent auditors throughout the year.

Each member of the Audit Committee is financially literate, knowledgeable and qualified to review financial statements. The "audit committee financial expert" designated by our board of directors is Mr. Beda. The Audit Committee met 5 times during 2009. The Audit Committee operates pursuant to a written charter approved by the board of directors, which is available in the "Corporate Governance" section of our website, located at www.stifel.com.

Compensation Committee. Messrs. Oates (Chairman), Lefton (Vice Chairman), Beda, Dill and Hanser are the current members of the Compensation Committee, all of whom are independent directors as defined by the NYSE and

determined by our board of directors. The Compensation Committee met 4 times during 2009. The duties of the Compensation Committee include:

- reviewing and recommending to our board of directors the salaries of all of our executive officers;
- reviewing market data to assess our competitive position for the components of our executive compensation; and
- making recommendations to our board of directors regarding the adoption, amendment and rescission of employee benefit plans.

The Compensation Committee operates pursuant to a written charter approved by the board of directors which is available in the "Corporate Governance" section of our website, located at www.stifel.com.

Compensation Committee Interlocks and Insider Participation. During 2009, the Compensation Committee was composed of Messrs. Oates, Lefton, Beda, Dill and Hanser, each of whom is an independent director under the rules of the NYSE and as determined by our board of directors. There are no interlocks or insider participation matters to report.

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Nominating/Corporate Governance Committee. Messrs. Ford (Chairman), Beda, Lefton and Oates are the current members of the Nominating/Corporate Governance Committee, all of whom are independent directors as defined by the NYSE and determined by our board of directors. The Nominating/Corporate Governance Committee met 4 times during 2009. The duties of the Nominating/Corporate Governance Committee include:

- overseeing the search for individuals qualified to become members of our board of directors and selecting director nominees to be presented for approval at the annual meeting of our stockholders;
- considering nominees for directors recommended by our stockholders; and
- reviewing our corporate governance guidelines at least annually and recommending changes to our board of directors as necessary.

The Nominating/Corporate Governance Committee operates pursuant to a written charter approved by the board of directors, which is available in the "Corporate Governance" section of our website, located at www.stifel.com.

In accordance with the committee's charter and our corporate governance guidelines, the Nominating/Corporate Governance Committee considers nominees recommended by stockholders and reviews the qualifications and contributions of the directors standing for election each year. In identifying and evaluating nominees for director, the committee considers, among other things, each candidate's strength of character, judgment, career specialization, relevant technical skills, diversity and the extent to which the candidate would fill a need on the board of directors.

Any stockholder wishing to nominate a candidate for director at a stockholders' meeting must follow the procedures described under "Stockholder Proposals" in this proxy statement, and must furnish certain information about the proposed nominee, including name, contact information, background, experience and other pertinent information on the proposed candidate.

PROPOSAL I - ELECTION OF DIRECTORS

Our Company's board of directors currently consists of fifteen persons, divided into three classes, as follows: five Class I members, five Class II members and five Class III members. Each class is elected for a term of three years, and the classes together are staggered so that one class term expires each year. Following the 2009 annual meeting of stockholders, our board consisted of fourteen persons. Effective August 10, 2009, however, Mr. Nesi was elected by the board to serve as a Class II director, bringing the total number of directors to fifteen.

The board of directors has nominated John P. Dubinsky, Robert E. Lefton, Scott B. McCuaig, James M. Oates and Ben A. Plotkin for election as Class III directors to hold office until the 2013 annual meeting of stockholders or until their respective successors are elected and qualified or until their earlier death, resignation or removal. Each of the nominees is currently serving as a director of our Company. The board has granted a waiver from the age 70 restriction on standing for reelection to Mr. Lefton due to the desire for continuity and the specialized skill sets and business experience he contributes to the board.

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Shares represented by your proxy will be voted in accordance with your direction as to the election as directors of the persons listed below as nominees. In the absence of direction, the shares represented by your proxy will be voted FOR the election of each nominee. The five nominees receiving the highest number of votes cast at the meeting will be elected as our directors to hold office until the 2013 annual meeting of stockholders. Shares represented by your proxy cannot be voted for more than five individuals to serve as Class III directors. In the event any person listed as a nominee becomes unavailable as a candidate for election, it is intended that the shares represented by your proxy will be voted for the remaining nominees and any substitute nominee recommended by the board of directors.

Certain information with respect to each of the nominees and each of the continuing directors is set forth below, including any positions they hold with us and our principal subsidiary, Stifel, Nicolaus & Company, Incorporated.

<u>Name</u>	<u>Age</u>	<u>Positions or Offices with us</u>	<u>Served as Director Continuously Since</u>
CLASS III- NOMINEES FOR TERMS ENDING IN 2013			
John P. Dubinsky	66	Director of Stifel Financial Corp. and Chairman of Stifel Bank and Trust	2003
Robert E. Lefton	78	Director of Stifel Financial Corp.	1992
Scott B. McCuaig	60	Director and Senior Vice President of Stifel Financial Corp. and President, Co-Chief Operating Officer and Director of Stifel, Nicolaus & Company, Inc.	2001
James M. Oates	63	Director of Stifel Financial Corp.	1996
Ben A. Plotkin	54	Director, Vice Chairman, Senior Vice President of Stifel Financial Corp. and Executive Vice President of Stifel, Nicolaus & Company, Inc.	2007
CLASS I- DIRECTORS WITH TERMS ENDING IN 2011			

Bruce A. Beda	69	Director of Stifel Financial Corp.	1997
Frederick O. Hanser	67	Director of Stifel Financial Corp. and Vice Chairman of Stifel Bank and Trust	2003
Ronald J. Kruszewski	51	Chairman, President and Chief Executive Officer of Stifel Financial Corp. and Chairman and Chief Executive Officer of Stifel, Nicolaus & Company, Inc.	1997
Thomas P. Mulroy	48	Director and Senior Vice President of Stifel Financial Corp. and Executive Vice President, Director and Director of Equity Capital Markets of Stifel, Nicolaus & Company, Inc.	2005
Kelvin R. Westbrook	54	Director of Stifel Financial Corp.	2007
CLASS II- DIRECTORS WITH TERMS ENDING IN 2012			
Charles A. Dill	70	Director of Stifel Financial Corp.	1995
Richard F. Ford	73	Director of Stifel Financial Corp.	1984
Richard J. Himelfarb	68	Vice Chairman, Director and Senior Vice President of Stifel Financial Corp. and Director, Executive Vice President and Chairman of Investment Banking of Stifel, Nicolaus & Company, Inc.	2005
Victor J. Nesi	49	Director and Senior Vice President of Stifel Financial Corp. and Director, Executive Vice President, Director of Investment Banking and Co-Director of Capital Markets of Stifel, Nicolaus & Company, Inc.	2009
James M. Zemlyak	50	Director, Senior Vice President, Chief Financial Officer and Treasurer of Stifel Financial Corp. and Director, Executive Vice President; Co-Chief Operating Officer of Stifel, Nicolaus & Company, Inc.	2004

The following are brief summaries of the business experience during the past five years of each of the nominees for election as a director and our other directors whose terms of office as directors will continue after the annual meeting, including, where applicable, information as to the other directorships held by each of them:

Nominees

John P. Dubinsky *John P. Dubinsky* has been the President and Chief Executive Officer of Westmoreland Associates, LLC, a financial consulting company, since 1999; Chairman of CORTEX (Center of Research, Technology and Entrepreneurial Expertise) since 2008, having previously served as President and Chief Executive Officer from 2003 until 2008; President Emeritus of Firststar Bank from 1999 until 2001; and Chairman, President and Chief Executive Officer of Mercantile Bank from 1997 until its merger with U.S. Bank National Association (formerly, Firststar Bank, N.A.) in 1999. Previously, Mr. Dubinsky was the President and Chief Executive Officer of Mark Twain Bancshares, Inc.; Director: BJC HealthCare; and Trustee: Barnes-Jewish Hospital. Mr. Dubinsky was named Chairman of the board of Stifel Bank & Trust in April 2007. Mr. Dubinsky is currently on the board of directors of Insituform Technologies, Inc. (NASDAQ: INSU).

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Robert E. Lefton, Ph.D. *Robert E. Lefton, Ph.D.* has been President and Chief Executive Officer of Psychological Associates, Inc., an international training and consulting firm, since 1958.

Scott B. McCuaig *Scott B. McCuaig* has been Senior Vice President of the Company and a director of Stifel, Nicolaus & Company, Inc. since January 1998 and President and Co-Chief Operating Officer of Stifel, Nicolaus & Company, Inc. since August 2002. Previously, Mr. McCuaig served as Managing Director, head of marketing and regional sales manager of Robert W. Baird & Co., Incorporated from June 1988 to January 1998. Mr. McCuaig serves as the Chairman of the board of trustees of Whitfield School, St. Louis, Missouri.

James M. Oates *James M. Oates* has been Managing Director of The Wydown Group, a financial consulting firm, since 1994. Mr. Oates has served as the Chairman of Hudson Castle Group, Inc. (formerly IBEX Capital Markets, Inc.), a financial services company, from 1997 to present. Mr. Oates also serves as a director of Virtus Funds, Connecticut River Bancorp (PK: CORB.PK) and Connecticut River Bank, and New Hampshire Trust Company. Beginning in 2004, Mr. Oates has also served as the Chairman of the board of the John Hancock Trust and the John Hancock Funds II as well as Chairman of the board of Emerson Investment Management, Inc., since 2000. Mr. Oates is a member of the investment committee of the Endowment for Health and he is an Emeritus Trustee of Middlesex School, Concord, Massachusetts.

Ben A. Plotkin

Ben A. Plotkin has been Vice Chairman, Senior Vice President and a director of the Company since August 2007 and an Executive Vice President and Vice Chairman of Stifel, Nicolaus & Company, Inc. since February 2007. Mr. Plotkin served as Chairman and Chief Executive Officer of Ryan Beck & Company, Inc. from 1997 until its acquisition by the Company in February 2007. Mr. Plotkin was elected Executive Vice President of Ryan Beck in 1990. Mr. Plotkin joined Ryan Beck in May of 1987 as a Director and Vice President in the Investment Banking Division.

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We recommend a vote "FOR" the election of each of our nominees for director.

Continuing Directors

Bruce A. Beda

Bruce A. Beda has been Chief Executive Officer of Kilbourn Capital Management, LLC, a financial asset manager, since 2001.

Charles A. Dill

Charles A. Dill has been a venture capital and private equity investor since November 1995. In addition to several direct private equity investments, Mr. Dill has been a general partner of Gateway Partners, L.P., a venture capital fund, since 1995 and of Two Rivers Associates, a private equity firm, since January 2003. From 1991 to 1995, Mr. Dill was the President, Chief Executive Officer, and a director of Bridge Information Systems, Inc., a company providing online information and trading services. Mr. Dill is a director of Zoltek Companies, Inc. (Nasdaq: ZOLT) and TransAct Technologies Incorporated (Nasdaq: TACT), serving on both of the companies' audit and compensation committees. Mr. Dill is also a director of the John Allan Love Foundation.

Richard F. Ford

Richard F. Ford is the former General Partner of Gateway Associates L.P., a venture capital management firm he formed in 1984. Mr. Ford is a director of Barry-Wehmiller Company, where he is a member of the audit committee, and a director of Spartan Metal Products, where he is Chairman of the finance/audit committee. Mr. Ford is also a consultant on management development to Centene Corporation.

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Frederick O. Hanser

Frederick O. Hanser has been the Vice Chairman and a director of the St. Louis Cardinals, LLC since 1996, and is Secretary and a director of SLC Holdings, LLC, manager and holding company for the St. Louis Cardinals, LLC. Mr. Hanser was named as a director of Stifel Financial Corp. and member of its compensation committee in 2003 and as Vice Chairman of Stifel Bank & Trust in April 2007, where he is a member of the audit committee. Prior to his role with the St. Louis Cardinals organization, Mr. Hanser practiced law for 29 years. Mr. Hanser currently serves, or has served, on the board for a number of St. Louis organizations including the Backstoppers, the St. Louis Regional Chamber and Growth Association and the Regional Business Council.

Richard J. Himelfarb

Richard J. Himelfarb has been a Senior Vice President and Director of the Company and Director, Executive Vice President and Chairman of Investment Banking of Stifel, Nicolaus & Company, Inc. since December 1, 2005. He is responsible for supervising our corporate and finance investment banking activities. Prior to joining the Company, Mr. Himelfarb served as a director of Legg Mason, Inc. from November 1983. Mr. Himelfarb was elected Executive Vice President of Legg Mason and Legg Mason Wood Walker, Inc. in July 1995, having previously served as Senior Vice President from November 1983.

Ronald J. Kruszewski

Ronald J. Kruszewski has been Chairman of the board of directors of the Company and Stifel, Nicolaus & Company, Inc. since April 2001 and has served as President and Chief Executive Officer of Stifel Financial Corp. and Stifel, Nicolaus & Company, Inc. since September 1997. Mr. Kruszewski serves on the board of directors of SIFMA (Securities Industry and Financial Markets Association). He is active in community affairs, serving as Chairman of Downtown Now! and as a member of the board of directors of the St. Louis Regional Chamber and Growth Association and Barnes-Jewish Hospital as well as the Board of Trustees of Webster University and the St. Louis Science Center. He is also past Chairman of the board of directors of Downtown St. Louis Partnership, Inc. Mr. Kruszewski is a member of the Regional Business Council in St. Louis and is a member of the St. Louis Chapter of the Young Presidents' Organization.

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Thomas P. Mulroy

Thomas P. Mulroy has been the Senior Vice President and Director of the Company and Director, Executive Vice President and Director of Equity Capital Markets of Stifel, Nicolaus & Company, Inc. since December 1, 2005. Mr. Mulroy has responsibility for institutional equity sales, trading, and research. Prior to joining the Company, Mr. Mulroy was elected Executive Vice President of Legg Mason, Inc. in July 2002 and of Legg Mason Wood Walker, Inc. in November 2000. Mr. Mulroy became a Senior Vice President of Legg Mason, Inc. in July 2000 and Legg Mason Wood Walker, Inc. in August 1998.

Victor J. Nesi

Victor J. Nesi has been Senior Vice President and Director of the Company and Director, Executive Vice President, Director of Investment Banking and Co-Director of Capital Markets of Stifel, Nicolaus & Company, Inc. since 2009. Previously, Mr. Nesi was a Senior Vice President at Merrill Lynch and Global Head of the Technology, Telecommunications and Media Industries Group within Merrill Lynch Global Private Equity. Immediately prior, Mr. Nesi headed Americas Investment Banking at Merrill Lynch with responsibility for investment banking origination

activities for corporate, financial and sovereign clients in the U.S. and Latin America. Before assuming this role in 2005, Mr. Nesi was head of the Telecom & Media Investment Banking Group. Before joining Merrill Lynch in 1996, Mr. Nesi spent seven years as an investment banker at Salomon Brothers Inc. and Goldman Sachs. Prior to becoming an investment banker, Victor practiced corporate and securities law for four years with the law firm of Shea & Gould.

Kelvin R. Westbrook

Kelvin R. Westbrook has been the President and Chief Executive Officer of KRW Advisors, LLC, a privately held consulting and advisory services company, since October 2007. From September 2006 through October 2007, Mr. Westbrook served as the Chairman and Chief Strategic Officer of Millennium Digital Media Systems, LLC, a privately held broadband services company and the successor to and former affiliate of Millennium Digital Media, LLC, a company which Mr. Westbrook co-founded and served as President and Chief Executive Officer from May 1997 through October 2006. On January 2, 2009, Millennium Digital Media Systems, LLC, now known as Broadstripe, LLC, and certain of its affiliates filed voluntary petitions for relief under Chapter 11 of the United States Bankruptcy Code. Mr. Westbrook is a Director of Archer Daniels Midland Company (NYSE: ADM), serving as Chairman of its compensation/succession committee and on its nominating/corporate governance committee. Mr. Westbrook is also a Trustee of the Camden Property Trust (NYSE: CPT), serving on its audit committee.

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James M. Zemlyak

James M. Zemlyak has been the Senior Vice President, Chief Financial Officer and Treasurer of the Company since February 1999 and a director of the Company since 2004. Mr. Zemlyak has been Executive Vice President of Stifel, Nicolaus & Company, Inc. since December 1, 2005, Co-Chief Operating Officer of Stifel, Nicolaus & Company, Inc. since August 2002 and a member of its board of directors since February 1999. Mr. Zemlyak was appointed as a director of Stifel Bank & Trust in April 2007. Mr. Zemlyak served as the Chief Financial Officer of Stifel, Nicolaus & Company, Inc. from February 1999 through 2006. Previously, Mr. Zemlyak was Senior Vice President of Stifel, Nicolaus & Company, Inc. from February 1999 until December 1, 2005. Prior to joining the Company in February 1999, Mr. Zemlyak served as Managing Director and Chief Financial Officer of Baird Financial Corporation from 1997 to 1999 and Senior Vice President and Chief Financial Officer of Robert W. Baird & Co., Incorporated from 1994 to 1999.

Compensation of Directors in Last Fiscal Year

The following table sets forth information concerning compensation earned by our non-employee directors in fiscal year 2009. Information about the compensation for 2009 earned or paid to Messrs. Kruszewski, Zemlyak, Mulroy, Plotkin and Himelfarb is disclosed in the Summary Compensation Table because they are named executive officers for purposes of this proxy statement. Directors who also serve as our employees do not receive additional compensation for their service as directors although we do reimburse them for their expenses for attendance at board meetings including the named executive officers listed above, and Messrs. McCuaig and Nesi, who serve as directors and executive officers.

Name	Fees Earned or Paid in Cash \$(1)	Stock Unit Awards (\$) (2)	Option Awards \$(3)	Total (\$)
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Bruce A. Beda	-	119,265	4,527	123,792
Charles A. Dill	-	94,270	4,527	98,797
John P. Dubinsky	40,000	94,270	4,527	138,797
Richard F. Ford	-	109,261	4,527	113,788
Frederick O. Hanser	24,000	94,270	4,527	122,797
Robert E. Lefton	-	94,270	4,527	98,797
James M. Oates	-	109,261	4,527	113,788
Kelvin R. Westbrook	-	94,270	-	94,270

(1) Stated amounts reflect cash compensation paid to Messrs. Dubinsky and Hanser for 2009 service as the non-executive Chairman and the non-executive Vice Chairman, respectively, of the board of directors of Stifel Bank & Trust.

(2) In lieu of an annual cash retainer, each non-employee director was issued 2,250 stock units. Additionally, the committee chairs were issued additional stock units valued at the closing price of our common stock on the date of grant as follows: Audit Committee, \$25,000; Compensation Committee, \$15,000 and Nominating/Corporate Governance Committee, \$15,000. The units vest on a quarterly basis over a one year period. Amounts stated reflect the dollar amount recognized for financial statement reporting purposes for the fiscal year ended December 31, 2009, in accordance with FAS 123(R), and includes amounts from awards granted in and prior to 2009. As of December 31, 2009, each director held the following number of stock unit awards outstanding: Mr. Beda, 19,000; Mr. Dill, 16,362; Mr. Dubinsky, 16,362; Mr. Ford, 15,901; Mr. Hanser, 16,362; Mr. Lefton, 17,138; Mr. Oates, 18,078 and Mr. Westbrook, 6,423.

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(3) Amounts stated reflect the dollar amount recognized for financial statement reporting purposes for the fiscal year ended December 31, 2009, in accordance with FAS 123(R), and includes amounts from awards granted in and prior to 2009. As of December 31, 2009, each director held the following number of options outstanding: Mr. Beda, 10,996; Mr. Dill, 10,996; Mr. Dubinsky, 4,999; Mr. Ford, 10,996; Mr. Hanser, 14,999; Mr. Lefton, 10,996; Mr. Oates, 900 and Mr. Westbrook, 0.

In 2006, the Company discontinued its practice of granting option awards as compensation for board of director service.

Additional Information About Director Compensation

Non-employee directors of the Company are required to defer all director fees into stock units pursuant to the Equity Incentive Plan for Non-Employee Directors (2008 Restatement), which was approved by our stockholders in 2008. These stock units are generally granted annually in May and vest on a quarterly basis over a one year period.

In 2007, non-employee directors were paid an annual stock retainer in stock units determined by dividing \$70,000 by the fair market value of the common stock on the date of approval for attending board of director and committee meetings and are reimbursed for expenses incurred in attending these meetings. Additionally, the chair of each of the Audit Committee, Compensation Committee and Nominating/ Corporate Governance Committee received additional common stock units valued in the amounts of \$10,000, \$5,000 and \$5,000, respectively, for services in such capacity based upon the fair market value of our common stock on the date of approval.

However, in 2008 and thereafter until further determined by the board, the annual stock retainer payable to each non-employee director was revised to constitute an award of 1,500 stock units (adjusted in 2009 to 2,250 shares as a result of the Company's 50% stock dividend, in the form of a three-for-two stock split, paid on June 12, 2009).

Additionally, the chair of each of the Audit Committee, Compensation Committee and Nominating/Corporate Governance Committee received additional common stock units valued in the approximate amounts of \$25,000, \$15,000 and \$15,000, respectively, for services in such capacity based upon the fair market value of our common stock on the date of approval. The board of directors determined to increase the compensation payable to the committee chairs to better align the compensation payable to such persons with the current duties and responsibilities required of such individuals.

Thus, for 2009, the stock units awarded to the non-employee directors on June 3, 2009 were as follows: Mr. Beda, 2,789 unit awards; Mr. Dill, 2,250 unit awards; Mr. Dubinsky, 2,250 unit awards; Mr. Ford, 2,573 unit awards; Mr. Hanser, 2,250 unit awards; Mr. Lefton, 2,250 unit awards; Mr. Oates, 2,573 unit awards; and Mr. Westbrook, 2,250 unit awards. The closing price of our common stock on the date of award was \$46.40.

Additionally, non-employee directors who also serve on the board of directors of Stifel Bank & Trust receive cash compensation as approved by the Stifel Bank & Trust board of directors.

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Directors who are also our employees do not receive any compensation for their service as directors, but we pay their expenses for attendance at meetings of the board of directors.

CORPORATE GOVERNANCE AND CODE OF ETHICS

In accordance with the requirements of the NYSE and the Sarbanes-Oxley Act of 2002, we have adopted Corporate Governance Guidelines as well as charters for the Nominating/Corporate Governance Committee, the Compensation Committee and the Audit Committee. These guidelines and charters are available for review on our website at www.stifel.com. We have also adopted a Code of Ethics for Directors, Officers and Associates. The code of ethics is posted in the "Corporate Governance" section of our website, located at www.stifel.com, or may be obtained by any stockholder, without charge, upon request by contacting our corporate secretary at 314-342-2000.

We have established procedures for stockholders or other interested parties to communicate directly with our board of directors, including the presiding director at the executive sessions of the non-management directors or the non-management directors as a group. Such parties can contact our board of directors by mail at: Stifel Financial Corp., Attention: Ronald J. Kruszewski, Chairman of the Board, One Financial Plaza, 501 North Broadway, St. Louis, Missouri 63102-2102. All communications made by this means will be received by the Chairman of the Board and relayed promptly to the board of directors or the individual directors, as appropriate.

CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS

The Sarbanes-Oxley Act of 2002 generally prohibits loans by an issuer and its subsidiaries to its executive officers and directors. However, the Sarbanes-Oxley Act contains a specific exemption from such prohibition for loans to its executive officers and directors in compliance with federal banking regulations. Federal regulations require that all loans or extensions of credit to executive officers and directors of insured financial institutions must be made on substantially the same terms, including interest rates and collateral, as those prevailing at the time for comparable transactions with other persons and must not involve more than the normal risk of repayment or present other unfavorable features.

From time to time, our banking subsidiary, Stifel Bank & Trust, makes loans and extensions of credit to its executive officers and directors. Outstanding loans made to our directors and executive officers, and members of their immediate families, were made in the ordinary course of business, were made on substantially the same terms, including interest rates and collateral, as those prevailing at the time for comparable loans with persons not related to the Company and its subsidiaries, and did not involve more than the normal risk of collectibility or present other

unfavorable features. As of December 31, 2009, all such loans were performing to their original terms.

Certain of our officers, directors and nominees for director maintain margin accounts with Stifel, Nicolaus & Company, Inc. pursuant to which Stifel, Nicolaus & Company, Inc. may make loans for the purchase of securities. All margin loans are made in the ordinary course of business on substantially the same terms, including interest rates and collateral, as those prevailing at the time for comparable transactions with other persons and do not involve more than normal risk of collectibility or present other unfavorable features.

The Company currently approves or disapproves of related party transactions on a case-by-case basis. As such, no formal policies or procedures have been adopted for the approval of related party transactions.

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We maintain various policies and procedures relating to the review, approval or ratification of transactions in which our Company is a participant and in which any of our directors and executive officers, or their family members have a direct or indirect material interest. Our Company Code of Ethics, which is available on our website at www.stifel.com, prohibits our directors and employees, including our executive officers, and in some cases, their family members, from engaging in certain activities without prior written consent. These activities typically relate to situations where a director, executive officer or other employee, and in some cases, an immediate family member, may have significant financial or business interests in another company competing with or doing business with our Company, or who stands to benefit in some way from such a relationship or activity. Specifically, our Code of Ethics includes prohibitions against: engaging in any outside business or other activity that might create a conflict of interest with or compete against the Company's interests, including ownership of privately-held stock or partnership interests without prior written approval, using Company property, information or positions for improper personal gain or benefit, and receiving bonuses, fees, gifts, frequent or excessive entertainment or any similar form of consideration above a nominal value from any person or entity with which the Company does, or seeks to do, business. It is also against Company policy to give gifts or gratuities without receiving specific approval by the Company's Office of General Counsel.

Each year, we require our directors and executive officers to complete a questionnaire which identifies, among other things, any transactions or potential transactions with the Company in which a director or an executive officer or one of their family members or associated entities has an interest. We also require that directors and executive officers notify our legal department of any changes during the course of the year to the information provided in the annual questionnaire as soon as possible.

We believe that the foregoing policies and procedures collectively ensure that all related person transactions requiring disclosure under applicable SEC rules are appropriately reviewed.

COMPENSATION DISCUSSION AND ANALYSIS

Named Executive Officers

Throughout this proxy statement, the individuals who served as our chief executive officer and our chief financial officer during the year ended December 31, 2009, and the other individuals included in the summary compensation table, are referred to as the "named executive officers." These individuals are:

- Ronald J. Kruszewski, who served as our Chairman, President and Chief Executive Officer and Chief Executive Officer of our subsidiary, Stifel, Nicolaus & Company, Inc.;
- James M. Zemlyak, who served as our Senior Vice President, Chief Financial Officer and Treasurer and Co-Chief Operating Officer of our subsidiary, Stifel, Nicolaus & Company, Inc.;

- Thomas P. Mulroy, who served as our Senior Vice President and Executive Vice President and Director of Equity Capital Markets of our subsidiary, Stifel, Nicolaus & Company, Inc.;
- Ben A. Plotkin, who served as our Senior Vice President and Executive Vice President of our subsidiary, Stifel, Nicolaus & Company, Inc.; and
- Richard J. Himelfarb, who served as our Senior Vice President and Executive Vice President and Chairman of Investment Banking of our subsidiary, Stifel, Nicolaus & Company, Inc.

Compensation Philosophy and Objectives

Our executive compensation program is designed to reward superior corporate performance annually and over the long term, as measured by increasing stockholder value. Total compensation must also be internally equitable and externally competitive. We continually review our executive compensation program to ensure that it reflects good governance practices as well as the best interests of our stockholders, while meeting the following core objectives:

- *Pay for Performance.* A substantial portion of the total compensation for each of the named executive officers is variable from year-to-year and is based upon our Company's pre-tax profits and the performance of the individual named executive officer during that year, without weighting. Illustrative of this fact, is that the named executive officers' base salaries are low relative to peer executives in competitive companies and are not increased from year-to-year. The amount of compensation paid to each named executive officer is based in part upon the financial performance of our Company for the year and in part upon the named executive officer's performance during the year as analyzed and recommended by the chief executive officer (in the case of all of the named executive officers except Mr. Kruszewski) to the Compensation Committee. In the case of Mr. Kruszewski, the analysis of his individual performance for the year is done entirely by the members of the Compensation Committee. In its assessments, the Compensation Committee utilizes complete discretion in setting annual incentive compensation for the named executive officers. No Company or individual performance targets or other quantitative formulas are utilized by the Compensation Committee in the setting of awards. Instead, at the end of each fiscal year, the Compensation Committee reviews Company performance and the individual performance evaluations, including any Company achievements to which the individual named executive officer contributed.
- *Stock Ownership.* We have designed our compensation program to assure that our executive officers establish and maintain a significant amount of stock ownership in the Company over time. We believe that stock ownership by the executive officers directly aligns the interests of our managers with those of our stockholders and incentivizes our executive officers to focus on the creation of stockholder value. We, therefore, mandate that 15% of the named executive officers' annual incentive compensation is paid in the form of equity awards in the Stifel, Nicolaus & Company, Incorporated Wealth Accumulation Plan which vest over three years and encourage the named executive officers to elect to take greater amounts of their compensation in equity awards through Company matching programs. The Company grants a 25% match to the mandatory and voluntary bonus paid in equity, which vests on the third anniversary of the award.
- *Recruiting and Retention.* Due to the competitive nature of the securities industry related to executive talent, we are committed to provide total compensation opportunities that are competitive with the compensation opportunities of other companies in our business. Our compensation package must be sufficiently aligned with industry practices that we can continue to attract and retain executives who can effectively guide our Company in the future. With this in mind, the Compensation Committee uses comparisons of the compensation practices of competitive companies as a check at the end of the annual compensation process to determine if our compensation practices are yielding relatively comparable pay for comparable performance.

- *Tax Deductibility and Compliance.* Our executive compensation program is designed to maximize the tax deductibility of compensation paid to our named executive officers and to avoid the payment of punitive excise taxes by our executive officers. Thus, annual incentive compensation programs are operated in compliance with Section 162(m) of the Internal Revenue Code, and deferred compensation is structured so as to comply with the deferred compensation rules under Section 409A of the Internal Revenue Code.

Setting Compensation

Our Compensation Committee has the responsibility for approving the compensation paid to our named executive officers and ensuring that our compensation program is consistent with our compensation philosophy and is meeting our goals and objectives. Throughout this Compensation Discussion and Analysis, we refer to the Compensation Committee as the "Committee." Early each year, the Committee approves the amount of incentive compensation to be paid to our named executive officers for Company and individual performance during the prior year. Subject to the limits set forth in Section 162(m) of the Internal Revenue Code, the Committee has full discretion as to the level of annual incentive compensation it pays to each of the named executive officers.

Involvement of Executive Officers

The analysis of the Committee with respect to the compensation of the named executive officers, other than Mr. Kruszewski, begins with the recommendation of the chief executive officer and is supported by internal and external compensation data that is supplied by the chief executive officer and compiled by our accounting department. The information provided to the Committee may include financial information with respect to our Company and its business segments as well as a summary of the chief executive officer's evaluation of the individual performance of each of the other named executive officer for the most recently completed year.

The chief executive officer may also provide information gathered from external surveys and other sources with respect to the compensation amounts and packages for companies that are considered competitors of our Company for executive talent. These are typically used as a check to determine if the amount of annual compensation that is set under the process outlined above has yielded an appropriate amount of overall compensation for the executive officer as compared with the general market.

The Committee itself does its own evaluation of the performance of the chief executive officer for the year in setting the chief executive officer's annual incentive compensation and long-term compensation. The Committee typically includes in its analysis of the chief executive officer's annual bonus a compensation peer group survey.

Compensation Peer Group

We annually identify for the Committee a group of companies that we consider to be peer companies. Typically, these companies are other investment banking and financial services firms of similar size and scope of services offered. We gather this information primarily from external market surveys on compensation that are available in the market as well as publicly available data on the specific competitive companies that are available from that companies public filings, such as proxy statements. Except in the case of the chief executive officer's compensation, this compensation information is used as a final review of the appropriateness of the compensation levels set by our Committee's analysis of the financial and qualitative data presented for each of these officers.

For 2009, the following companies were included in the compensation survey:

D.A. Davidson & Co.

Hilliard Lyons

Janney Montgomery Scott, LLC

Morgan Keegan & Company, Inc.

Raymond, James & Associates

RBC Wealth Management

Robert W. Baird & Co. Inc.

Scott & Stringfellow Investment Corp.

Southwest Securities

Wells Fargo Bank

William Blair & Company

Compensation Consultants

While we use publicly available external market surveys with respect to compensation data that we believe to be relevant to the Committee's analysis, we have not engaged an independent outside compensation consultant for 2009 and have not engaged such a consultant to date in 2010.

Compensation Program and Payments

The key components of our executive compensation program are base salary, annual incentive compensation, long-term incentive compensation and perquisites. Executive officers are also entitled to participate in health and welfare plans and retirement savings plans generally available to all of our employees.

Base Salary

We pay relatively low levels of base salary compared to the market due to our variable pay-for-performance philosophy. Mr. Kruszewski is paid a \$200,000 annual base salary and his salary has not been increased since he joined our Company in 1997. Likewise, Mr. Zemlyak continues to receive an annual base salary of \$175,000, also without increase since he joined our Company in 1999. Messrs. Mulroy and Himelfarb each receive an annual base salary of \$250,000, which was the base salary that each was earning at Legg Mason Capital Markets Group at the time of its acquisition by our Company in December 2005. Mr. Plotkin also receives an annual base salary of \$250,000.

A reflection of our performance-based compensation structure is that the base salary for each of the named executive officers is a relatively small portion of the executive's total compensation. In 2009, base salaries paid to our named executive officers represented a range from approximately 4.8% of total compensation paid to the executive to approximately 12.0% of the executive's total compensation.

Annual Incentive Compensation

The Committee has established an annual incentive compensation program for the named executive officers that provides a significant portion of the total compensation paid to each of the named executive officers. The objective of the annual incentive compensation portion of the executive compensation program is to provide cash and equity compensation that is variable based upon the achievement of financial goals for our Company and the business units in which the executive officer serves and a qualitative evaluation of the individual executive officer's performance for the year.

Compensation Determinations and Relevant Factors. For purposes of complying with the requirements of Section 162(m) of the Internal Revenue Code, the Committee establishes at the beginning of each year a total bonus pool and an individual bonus limitation for any one executive officer. For 2009, these Section 162(m) limitations were primarily based upon a combination of total revenues of our Company and pre-tax, pre-bonus income. After the computation of the possible bonus pool, the Committee utilizes the negative discretion allowable under Section 162(m) to evaluate a variety of subjective factors in evaluating each executive officer's performance, and resulting incentive compensation award, for the year. In the case of all named executive officers other than Mr. Kruszewski, the performance evaluation of each executive officer by the chief executive officer, and the chief executive officer's recommendation as to the annual incentive compensation payment level for each executive officer, is factored into the decision of the Committee as to the annual incentive compensation amount to be paid. The Committee, however, has full discretion to determine the annual incentive compensation actually paid to each of the named executive officers. With respect to the chief executive officer, the Committee completes its own evaluation of the chief executive officer's performance for the year and sets the annual incentive compensation amount to be paid to the chief executive officer without outside recommendation. In its assessments, the Committee utilizes complete discretion in setting annual incentive compensation for the named executive officers primarily on the basis of Company performance, with the factors considered by the Committee given no particular weighting. No Company or individual performance targets or other quantitative formulas are utilized by the Committee in the setting of awards. Instead, at the end of each fiscal year, the Committee reviews Company performance and the individual performance evaluations, including any Company achievements to which the individual named executive officer contributed.

Some of the factors considered by the Committee with respect to 2009 annual incentive compensation, without any particular weighting, were as follows:

Review of our overall corporate financial results for the last completed year;

Review of strategic decisions, including acquisitions, which may impact overall stockholder value, both over short- and long-term horizons;

Stock price performance over the course of the year and prior five years;

Review of the financial results of the business unit, if any, at which the named executive officer primarily works;

Review of the named executive officer's historical compensation;

Review of the named executive officer's stock ownership levels against our stock ownership guidelines discussed below;

Summary sheets for current compensation;

The recommendations of our chief executive officer; and

Review of the annual incentive compensation determined from the above analysis against market data regarding executive compensation at companies regarded as competitive to us for executive talent.

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In particular, in setting annual incentive compensation for the named executive officers for 2009, the Committee considered the Company's relative performance in light of the global financial and credit crisis and economic recession, including the following (some of which factors are considerations that decreased the annual incentive compensation actually paid):

A. Overall Company financial performance, including the following:

For the year ended December 31, 2009, we posted record net revenues of \$1.1 billion, a 25% increase over the comparable period in 2008, which represented our fourteenth consecutive annual increase in net revenues.

For the year ended December 31, 2009, we posted record net income of \$75.8 million, or \$2.35 per diluted share, a 37% increase over the comparable period in 2008.

For the year ended December 31, 2009, Global Wealth Management segment had record net revenues of \$591.3 million increased 26% over the comparable period in 2008.

For the year ended December 31, 2009, Capital Markets segment had record net revenues of \$494.1 million increased 27% over the comparable period in 2008.

For the year ended December 31, 2009, annualized return on average equity was 11%.

For the year ended December 31, 2009, our stock price increased 29.2%. Over five years, our stock price has achieved a compound annual growth rate of 33.5% as compared to compound annual increases of 0.4% for the S&P 500 Index and 6.6% for our Peer group and a decline of 5.5% for the AMEX Securities Broker-Dealer Index.

B. The Company's ability to remain well capitalized, as evidenced by the following indicators:

Stockholder equity of \$873.4 million, resulting in a book value per share of \$28.86 at December 31, 2009.

At December 31, 2009, Stifel Financial Corp. has a Tier-one capital ratio of 41%, which is 10 times the required level.

At December 31, 2009, Stifel, Nicolaus and Company, Inc., our broker-dealer, had a net capital ratio of 39.4%, which is 20 times the minimum required net capital.

During the year ended December 31, 2009, we completed two public offerings of our common stock totaling 2,725,000 shares for the total net proceeds of \$135.6 million.

At December 31, 2009, our common equity to asset ratio was 28%.

C. Other factors, including the following:

We successfully completed the integrations of the UBS and Butler Wick PCG offices during 2009.

As a result of our acquisition of UBS, the assets of Stifel Bank increased 242% to \$1.1 billion as of December 31, 2009.

Agreement in principle was reached between the State of Missouri, the State of Indiana, the State of Colorado and with an association for other state securities regulatory authorities related to previously disclosed ARS matters.

Stifel Bank & Trust grew their assets to over \$1 billion.

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Based on the foregoing, the annual incentive compensation for 2009 payable in cash, mandatory stock units, elective stock units and matched stock units for each of the named executive officers is set forth in the table below:

<u>Cash Bonus</u> <u>(\$)</u>	<u>Mandatory</u> <u>Stock Units</u> <u>(\$)</u>	<u>Elective</u> <u>Stock</u> <u>Units</u> <u>(\$)</u>	<u>Annual Incentive</u> <u>Compensation</u> <u>(\$)</u>	<u>Company Match</u> <u>Stock Units</u> <u>(\$)</u>	<u>Total</u> <u>Incentive</u> <u>Compensation</u> <u>(\$)</u>
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<u>Name</u>						
Ronald J. Kruszewski	2,720,000	480,000	-	3,200,000	120,000	3,320,000
James M. Zemlyak	1,168,750	206,250	-	1,375,000	51,563	1,426,563
Thomas P. Mulroy	1,470,000	315,000	315,000	2,100,000	157,500	2,257,500
Ben A. Plotkin	1,572,500	277,500	-	1,850,000	69,375	1,919,375
Richard J. Himelfarb	910,000	195,000	195,000	1,300,000	97,500	1,397,500

Form of Payment. In order to increase share ownership and to encourage retention among our named executive officers, 15% of the named executive officer's annual incentive compensation amount for 2009 has been paid, on a mandatory basis, in stock units valued at the fair market value of our common stock on the date of payment of each year, typically in February. The stock units are issued under our 2001 Incentive Stock Plan (2008 Restatement), which was approved by our stockholders in 2008. The stock units vest ratably over a three-year period after payment. In addition, the named executive officer can elect to defer a portion of his cash bonus into stock units as well. The stock units that are electively deferred are immediately vested. The Company will match 25% of the value of the mandatory and elective deferrals of each of the named executive officers by crediting the executive with additional stock units that vest on the third anniversary of payment.

Long-Term Incentive Awards

Long-term incentives are intended to provide compensation opportunities for the named executive officers based upon the creation of stockholder value and an increase in our stock price. Long-term incentive awards meet the requirements of Section 162(m) of the Internal Revenue Code, but the Committee uses negative discretion to subjectively set long-term incentive awards. Long-term incentive awards are granted at the complete discretion of the Compensation Committee. No performance targets or specific criteria are utilized in the award process other than the consideration of overall stockholder value and the Company's stock price. These stock units will vest ratably over a five-year period after the date of the award. The units will also vest in the event of a change-in-control of our Company, or the retirement, death or disability of the executive officer.

In making the determination as to the long-term incentive awards to be granted to the named executive officers in 2009, the Compensation Committee considered the factors identified above with respect to the annual incentive compensation determinations for the named executive officers (beginning on page 25) in light of the Company's efforts to provide a mix of cash and short and long term compensation components designed to incent employees to remain with the Company.

The stock unit awards made in 2009 are as follows:

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<u>Name</u>	<u>Dollar Value (\$)</u> of <u>Award⁽¹⁾</u>
Ronald J. Kruszewski	600,000
James M. Zemlyak	100,000
Thomas P. Mulroy	300,000
Ben A. Plotkin	250,000

(1) These awards vest ratably over a five year period. During 2009, we recognized no expense under FAS 123(R) in connection with these awards.

Perquisites and Other Personal Benefits

We provide executives with perquisites and other personal benefits that the Committee believes are reasonable and consistent with our overall compensation program to better enable us to attract and retain the best talent for key executive positions. The Committee periodically reviews the dollar amount of perquisites provided and may make adjustments as it deems necessary. Perquisites currently provided generally include an annual cash stipend for non-accountable expenses and personal and family travel.

Retirement Plans

We sponsor a profit sharing 401(k) plan in which all eligible employees, including the named executive officers may participate. We match up to 50% of the first \$2,000 of each employee's contribution to the 401(k) plan. In addition, employees, including the named executive officers, also participate in our employee stock ownership plan and trust. Employee stock ownership contributions for a particular year are based upon each individual's calendar year earnings up to a maximum prescribed by the Internal Revenue Code.

Health and Welfare Plans

Full-time employees, including the named executive officers, participate in the same broad-based, market competitive health and welfare plans (including medical, prescription drug, dental, vision, life and disability insurance). These benefits are available to the named executive officers on the same basis as they are made available to all other full-time employees.

Employee Ownership Guidelines

Since 1997, a major goal of the Company has been to increase the ownership of our common stock by all associates, including the named executive officers. The primary vehicle utilized to achieve this goal has been the requirement for a portion of the annual incentive compensation to be paid in stock units. This mandatory deferral can be up to 15% of each associate's annual incentive compensation. In addition, each associate can electively defer an additional 15% of their annual incentive compensation. This mandatory deferral and any elective deferral into stock units are matched at the rate of 25% of the stock units so deferred.

Unlike most stock ownership rules, we do not require the employees to purchase shares to meet ownership guidelines. Instead, our guidelines restrict future sale of shares if the result is that the executive's ownership is below the required levels. The level of a named executive officer's stock ownership as compared with the required guidelines will also be a factor that will be considered by the Committee in making compensation determinations.

Deductibility of Executive Compensation

Section 162(m) of the Internal Revenue Code provides that compensation in excess of \$1 million paid to the chief executive officer and the other most highly compensated executive officers of a public company will generally be

non-deductible for federal income tax purposes, subject to certain exceptions. The Committee intends to structure compensation arrangements in a manner that will avoid the deduction limitations imposed by Section 162(m) in appropriate circumstances. However, the Committee believes that it is important and necessary that the Committee retain the right and flexibility to provide and revise compensation arrangements, such as base salary and cash bonus incentive opportunities, that may not qualify under Section 162(m) if, in the Committee's view, such arrangements are in our best interests and the best interests of our stockholders.

COMPENSATION COMMITTEE REPORT ON EXECUTIVE COMPENSATION

The responsibilities of the Compensation Committee are provided in its Charter, which has been approved by our board of directors. In fulfilling its oversight responsibilities with respect to the Compensation Disclosure and Analysis included in this Report the Compensation Committee, among other things, has:

- reviewed and discussed the Compensation Disclosure and Analysis with management; and
- following such review, the Compensation and Benefits Committee recommended the inclusion of such Compensation Disclosure and Analysis in this proxy statement.

Compensation Committee

James M. Oates, Chairman
Robert E. Lefton, Vice-Chairman
Bruce A. Beda, Charles A. Dill
Frederick O. Hanser

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EXECUTIVE COMPENSATION IN THE LAST FISCAL YEAR**Summary Compensation Table**

The following table presents summary information concerning compensation earned in the 2007, 2008, and 2009 fiscal years by our chief executive officer, our chief financial officer, and each of our three most highly compensated other executive officers for services rendered to us and our subsidiaries.

Name and Principal Position	Year	Salary (\$)	Bonus (\$)(1)	Stock Awards (\$)(2)	Option Awards (\$)(3)	All Other Compensation (\$)(4)	Total (\$)
Ronald J. Kruszewski Chairman, President and Chief Executive Officer of Stifel Financial Corp. and Chief Executive Officer of Stifel, Nicolaus & Company, Inc.	2009	200,000	2,720,000	1,161,741	—	73,719	4,155,460
	2008	200,000	2,720,000	938,435	4,087	61,493	3,924,015
	2007	200,000	2,100,000	1,082,656	23,147	31,004	3,436,807
James M. Zemlyak Senior Vice President, Chief Financial Officer and Treasurer of Stifel Financial Corp. and Executive Vice President and Co-Chief Operating Officer of Stifel, Nicolaus & Company, Inc	2009	175,000	1,168,750	398,072	—	13,411	1,755,233
	2008	175,000	962,500	540,589	2,725	12,170	1,692,984
	2007	175,000	927,500	501,717	15,156	8,263	1,627,636
Thomas P. Mulroy Senior Vice President of Stifel Financial Corp. and Executive Vice President and Director of Equity Capital Markets of Stifel, Nicolaus & Company, Inc.	2009	250,000	1,470,000	721,797	—	12,236	2,454,033
	2008	250,000	1,400,000	1,262,776	—	12,170	2,924,946
	2007	250,000	1,275,000	996,378	—	12,103	2,533,481
Ben A. Plotkin Senior Vice President of Stifel Financial Corp. and Executive Vice President of Stifel, Nicolaus & Company, Inc.	2009	250,000	1,572,500	580,725	—	13,701	2,416,926
	2008	250,175	420,000	578,631	—	12,170	1,260,976
	2007	416,667	2,125,000	166,761	—	26,355	2,734,783
Richard J. Himelfarb Senior Vice President of	2009	250,000	910,000	907,439	—	12,236	2,079,675

Stifel Financial Corp. and Executive Vice President and Director of Investment Banking of Stifel, Nicolaus & Company, Inc.	2008	250,000	910,000	1,364,864	—	12,170	2,537,034
	2007	250,000	1,317,500	902,239	—	12,493	2,482,232

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(1) Represents the cash bonuses paid to each named executive officer.

(2) The stock award values represent the dollar amount of compensation cost recognized for financial statement reporting purposes for the fiscal years ended December 31, 2009, December 31, 2008, and December 31, 2007, determined in accordance with FAS 123(R). These include amounts related to restricted stock awards granted under the Stifel, Nicolaus & Company, Incorporated Wealth Accumulation Plan, discussed in further detail under the "Compensation Discussion and Analysis" section, including units granted as long term incentive awards, merger-related awards and to match mandatory and elective deferrals. Assumptions used in the calculation of these amounts are included in "Note 21 - Employee Incentive, Deferred Compensation and Retirement Plans" in our Notes to Consolidated Financial Statements to our Company's audited financial statements for the fiscal year ended December 31, 2009, included in the Company's Annual Report on Form 10-K filed with the SEC for the fiscal year ended December 31, 2009; "Note 19 - Stock-Based Compensation Plans" in our Notes to Consolidated Financial Statements to our Company's audited financial statements for the fiscal year ended December 31, 2008, included in the Company's Annual Report on Form 10-K filed with the SEC on February 27, 2009; and "Note P - Stock-Based Compensation Plans" in our Notes to Consolidated Financial Statements to our Company's audited financial statements for the fiscal year ended December 31, 2007, included in the Company's Annual Report on Form 10-K filed with the SEC on March 4, 2008.

(3) The option award values represent the dollar amount of compensation cost recognized for financial statement reporting purposes for the fiscal years ended December 31, 2009, December 31, 2008, and December 31, 2007, determined in accordance with FAS 123(R). These include amounts related to unvested stock option grants awarded in 1999-2004 under the Stifel, Nicolaus & Company, Incorporated Wealth Accumulation Plan, discussed in further detail in the "Compensation Discussion and Analysis" section. Assumptions used in the calculation of these amounts are included in "Note 21 - Employee Incentive, Deferred Compensation and Retirement Plans" in our Notes to Consolidated Financial Statements to our Company's audited financial statements for the fiscal year ended December 31, 2009, included in the Company's Annual Report on Form 10-K filed with the SEC for the fiscal year ended December 31, 2009; "Note 19 - Stock-Based Compensation Plans" in our Notes to Consolidated Financial Statements to our Company's audited financial statements for the fiscal year ended December 31, 2008, included in the Company's Annual Report on Form 10-K filed with the SEC on February 27, 2009; and "Note P - Stock-Based Compensation Plans" in our Notes to Consolidated Financial Statements to our Company's audited financial statements for the fiscal year ended December 31, 2007, included in the Company's Annual Report on Form 10-K filed with the SEC on March 4, 2008.

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(4) All Other Compensation for 2009 includes the following aggregate perquisites and other items that equaled or exceeded \$10,000:

Name	Non-Accountable Expense	Contribution to Employee	Contribution to Profit	Personal and Family	Medical Reimbursement	Life Insurance	Total Benefits
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	Allowance (\$)	Stock Ownership Plan (\$)	Sharing 401(k) Plan (\$)	Transportation (\$)	(\$)	(\$)	(\$)
Ronald J. Kruszewski	25,000	1,236	1,000	42,736(1)	—	3,747	73,719
James M. Zemlyak	10,000	1,236	1,000	—	1,175	—	13,411
Thomas P. Mulroy	10,000	1,236	1,000	—	—	—	12,236
Ben A. Plotkin	10,000	1,236	1,000	1,465(2)	—	—	13,701
Richard J. Himelfarb	10,000	1,236	1,000	—	—	—	12,236

(1) Mr. Kruszewski's amounts for 2009 include \$42,736, reflecting personal use of Company aircraft. The value of personal use of Company aircraft includes variable costs incurred in connection with personal flight activity, and does not include fixed costs of owning and operating the Company aircraft. The value was calculated for 2009 based on the incremental cost of personal travel, including: landing, parking and flight planning expenses; crew travel expenses; supplies and catering; aircraft fuel and oil expenses per hour of flight; maintenance, parts and external labor per hour of flight; and customs, foreign permits and similar fees.

(2) Mr. Plotkin's amounts for 2009 include \$1,465, reflecting the incremental cost of spousal travel, meals, and other related amenities when Mr. Plotkin's spouse accompanied Mr. Plotkin on Company or industry-related events.

Grants of Plan-Based Awards

The following table sets forth information concerning grants of plan-based awards earned for the fiscal year ended December 31, 2009 for the named executive officers:

Name	Grant Date	Estimated Future Payouts Under Non-Equity Incentive Plan Awards			Estimated Future Payouts Under Equity Incentive Plan Awards			All Other Stock Awards: Number of Shares of Stock or Units (#) (1)	All Other Option Awards: Number of Securities Under-lying Options (#)	Exercise or Base Price of Option Awards (\$/Sh)	Grant Date Fair Value (\$) (2)
		Thresh-old (\$)	Target (\$)	Maxi-mum (\$)	Thresh-old (#)	Target (#)	Maxi-mum (#)				
Ronald J. Kruszewski		-	-	-	-	-	-	24,033	-	-	1,200,000
James M. Zemlyak		-	-	-	-	-	-	7,165	-	-	357,813
Thomas P. Mulroy		-	-	-	-	-	-	21,778	-	-	1,087,500
Ben A. Plotkin		-	-	-	-	-	-	11,952	-	-	596,875
Richard J. Himelfarb		-	-	-	-	-	-	9,762	-	-	487,500

(1) Represents the total number of stock units allocated to each named executive officer in connection with the 2009 fiscal year, including grants made in February 2010 for services performed in 2009. The stock units granted were part of the named executive officers' annual incentive compensation (see page 25). These units vest over a three to five year period. The components of the total stock unit awards and associated fair values are set forth below.

Stock Unit Awards and Grant Date Fair Value under FAS 123(R)			
Name	Asset Category	Units (#)	Grant Date Fair Value (\$)
Ronald J. Kruszewski	Mandatory Deferral	9,613	480,000
	Company Match	2,403	120,000
	Long Term Incentive	12,017	600,000
	Total	24,033	1,200,000
James M. Zemlyak	Mandatory Deferral	4,130	206,250
	Company Match	1,032	51,563
	Long Term Incentive	2,003	100,000
	Total	7,165	357,813
Thomas P. Mulroy	Mandatory Deferral	6,308	315,000
	Elective Deferral	6,308	315,000
	Company Match	3,154	157,500
	Long Term Incentive	6,008	300,000
	Total	21,718	1,087,500

Ben A. Plotkin	Mandatory Deferral	5,557	277,500
	Company Match	1,388	69,375
	Long Term Incentive	5,007	250,000
	Total	11,952	596,875
Richard J. Himelfarb	Mandatory Deferral	3,905	195,000
	Elective Deferral	3,905	195,000
	Company Match	1,952	97,500
	Total	9,762	487,500

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(2) The grant date fair values are calculated based upon the provisions of FAS 123(R).

Additional Information About the Compensation Paid to the Named Executive Officers in 2009

We entered into an employment letter with Ronald J. Kruszewski as of September 25, 1997. Under the employment letter, Mr. Kruszewski receives an annual salary of at least \$200,000 and he is eligible to participate in the executive bonus pool and in all other employee benefits we provide to senior executive officers.

We entered into an employment arrangement with James M. Zemlyak on February 1, 1999, which provides for the employment of Mr. Zemlyak at a base salary of at least \$175,000 per annum. Mr. Zemlyak is eligible to participate in all other employee benefits provided to our senior executive officers.

We entered into employment agreements with each of Thomas P. Mulroy and Richard J. Himelfarb on August 16, 2005 which provide for their employment at a base salary of at least \$250,000 per annum. Pursuant to their respective agreements, Mr. Mulroy and Mr. Himelfarb are eligible to participate in all other employee benefits provided to our senior executive officers.

Pursuant to the Stifel, Nicolaus & Company, Incorporated Wealth Accumulation Plan, participants in the plan receive, on a mandatory basis, stock units as a portion of their incentive compensation earned. Participants may also elect to receive up to 15% of incentive compensation earned by such individuals in stock units. In addition, each individual also receives stock units equal to 25% of the mandatory and elective stock unit portions of the incentive compensation. All stock units are issued to participants based upon the fair market value of our common stock on the date of issuance. Stock units received on a mandatory basis vest ratably over a three-year period following the date of issuance. Stock units that the participant elects to receive are fully vested on the date of issuance. Stock units issued as the 25% match vest at the end of the three-year period following the date of issuance.

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Outstanding Equity Awards at Fiscal Year-End

The following table sets forth information concerning the number of exercisable and unexercisable stock options and stock awards at December 31, 2009 held by the individuals named in the Summary Compensation Table.

Name	Number of Securities Underlying	Option Awards			Stock Awards	
		Number of Securities Underlying	Equity Incentive Plan Awards: Number of	Option Exercise Price	Option Expiration Date(2)	Number of Stock Units

	Unexercised Options (#) Exercisable	Unexercised Options (#) Unexercisable	Securities Underlying Unexercised Unearned Options (#)	\$(1)		That Have Not Vested (#)(3)	That Have Not Vested \$(4)
Ronald J. Kruszewski	27,499	-	-	\$5.50	1/3/2011	133,650	7,917,426
	79,999	-	-	\$5.20	1/2/2012	-	-
	60,000	-	-	\$5.80	2/10/2013	-	-
James M. Zemlyak	13,332	-	-	\$5.22	2/1/2010	38,150	2,260,006
	6,667	-	-	\$5.22	2/1/2010	-	-
	28,000	-	-	\$5.50	1/3/2011	-	-
	40,000	-	-	\$5.20	1/2/2012	-	-
	40,000	-	-	\$5.80	2/10/2013	-	-
Thomas P. Mulroy	-	-	-	-	-	30,979	1,835,196
Ben A. Plotkin	-	-	-	-	-	30,244	1,791,655
Richard J. Himelfarb	-	-	-	-	-	22,152	1,312,284

(1) The option exercise price is the market price on the day of grant.

(2) The options expire 10 years after the date of grant.

(3) These units vest over a three to five year period. In addition to the amounts listed, as of December 31, 2009, based on our common stock closing stock price at year end of \$59.24, Mr. Kruszewski held 155,410 units, which were fully vested and were valued at \$9,206,488, Mr. Zemlyak held 33,133 units, which were fully vested and were valued at \$1,962,799, Mr. Mulroy held 24,303 units, which were fully vested and were valued at \$1,439,710, Mr. Plotkin held 7,605 units, which were fully vested and were valued at \$450,520 and Mr. Himelfarb held 14,216 units, which were fully vested and were valued at \$842,156.

(4) Based on the closing price of \$59.24 per share of our common stock on December 31, 2009.

Options Exercised and Stock Units Converted

The following table sets forth information concerning amounts received or realized upon exercise of options or similar instruments, and the vesting of stock or similar instruments, by the named executive officers.

Name	Option Awards (1)		Stock Awards (1)	
	Number of Shares Acquired on Exercise	Value of Realized Shares on Exercise (\$)	Number of Shares Acquired on Vesting/Conversion (#)	Value Realized on Vesting/Conversion (\$ (1))

	(#)		
Ronald J. Kruszewski	62,500	784,236	62,775
James M. Zemlyak	84,000	645,819	14,340
Thomas P. Mulroy	-	-	1,477
Ben A. Plotkin	-	-	8,392
Richard J. Himelfarb	-	-	1,477

(1) Executives are given the option to surrender shares of Company common stock to pay option exercise prices. With respect to stock awards, these figures represent the dollar value of gross units converted into our common stock by the named executive officers. Executives realize ordinary income and have a resulting tax liability equal to the current market price value of the shares received when vested stock units are converted into common stock. As a result, executives are given the ability to surrender shares in order to pay tax liabilities. During 2009, Messrs. Kruszewski and Zemlyak surrendered 51,080 shares and 17,224 respectively, as payment for option exercise prices and tax liabilities. Messrs. Mulroy, Plotkin and Himelfarb surrendered 608 shares, 2,221 shares, and 609 shares respectively, as payment for tax liabilities. Shares surrendered are valued at fair market value on the date of exercise or date of conversion.

Post-Retirement Benefits

Nonqualified Deferred Compensation. The following table sets forth information concerning contributions, earnings, and balances under nonqualified deferred contribution plans for the named executive officers:

Name	Aggregate Balance at Beginning of Year (\$)	Executive Contribution in Last FY \$(1)	Registrant Contributions in Last FY \$(2)	Aggregate Earnings in Last FY \$(3)	Aggregate Withdrawals/ Distributions (\$)	Aggregate Balance at Last FYE \$(4)
Ronald J. Kruszewski	14,603,317	378,564	567,860	3,346,311	(1,772,138)	17,123,914
James M. Zemlyak	3,141,780	325,326	160,194	1,000,323	(404,818)	4,222,805
Thomas P. Mulroy	1,456,196	473,198	236,599	2,400,470	(1,291,577)	3,274,906
Ben A. Plotkin	1,706,216	141,966	114,367	673,882	(394,256)	2,242,175
Richard J. Himelfarb	987,013	307,552	155,764	1,995,668	(1,291,577)	2,154,440

(1) The amounts listed in this column are included within the "Bonus" column of the Company's Summary Compensation Table for each named executive officer.

(2) The Company's matching contribution to the named executive officers was awarded in the form of Company common stock, the value of which has been included within the "Stock Awards" column of the Company's Summary Compensation Table for each named executive officer.

(3) The earnings listed in this column have not been included in the Company's Summary Compensation Table because these earnings were not above-market.

(4) Amounts reported in this column for each named executive officer include the amounts of bonus and Company's matching contributions from prior years that were reported in the Company's Summary Compensation Table for those years. For the value of the unvested stock units, refer to the Outstanding Equity Awards table (see page 35).

As provided above, our executives were required to defer 15% of their bonuses pursuant to the Stifel, Nicolaus & Company, Incorporated Wealth Accumulation Plan. In addition, each executive can elect to defer up to an additional 15% percent of his bonus. Our Company matched 25% of the combined value of the mandatory and elective deferrals by each executive, the value of which is presented above for the last fiscal year.

Discussion of Post-Employment Payments

Long-Term Incentive Awards. The Long-Term Incentive Awards made to the named executive officers vest in the event of a change-in-control of our Company, or the death or disability of the executive officer. These awards also vest upon retirement if the participant has reached the age of 65 and has 5 or more years of prior service.

Assuming any of these events had occurred at December 31, 2009, the named executive officer would have received full vesting of some or all of their outstanding units and these units would have been converted into common stock as

follows:

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Name	Number of Shares Acquired if Vesting (#)	Value Realized if Vesting (\$) (1)
Ronald J. Kruszewski	94,499	5,598,121
James M. Zemlyak	16,977	1,005,717
Thomas P. Mulroy	8,391	497,083
Ben A. Plotkin	5,596	331,507
Richard J. Himelfarb	5,596	331,507

(1) Based on a closing stock price at December 31, 2009 of our common stock of \$59.24.

Merger-Related Agreements. In connection with the Legg Mason acquisition in 2005, each of Messrs. Mulroy and Himelfarb is subject to non-compete, non-solicit, and confidentiality provisions pursuant to an employment agreement. The agreements provide that, during the time of their employment with our Company, each of Messrs. Mulroy and Himelfarb cannot directly or indirectly compete, assist in or provide financial resources to any activity which competes with our Company in the financial services industry. In addition, during their employment with the Company and for a period six months thereafter, each of them is prohibited from soliciting a Stifel employee to be employed or perform services for another party, and from interfering with any contractual relationship that Stifel may have with any employee. The agreements also prohibit Messrs. Mulroy and Himelfarb from disclosing any non-public information learned or obtained during the period of their employment with the Company.

In addition to the above, pursuant to each of their employment agreements, in the event of death or permanent disability, each of Messrs. Mulroy and Himelfarb or their respective estates shall receive regular compensation and benefits from our Company through the end of the month in which the death or disability occurred, as well as any applicable bonus or other benefits to which the applicable executive was entitled. For these purposes, the employment agreements define permanent disability as "by reason of physical condition, the employee has been or shall be unable to perform a material portion of the services required for a continuous ninety (90) day period (successive periods of disability not separated by a two week disability-free period shall be deemed for this purpose to constitute, in the aggregate, a continuous period of disability)." In addition, the then-current year's stock units and any "matching" stock awarded to such executive shall fully vest in the event of such death or permanent disability.

In the event of a change in control of our Company, any stock awarded to Messrs. Mulroy and Himelfarb pursuant to an award agreement shall fully vest (see above table).

PROPOSAL II - APPROVAL OF THE STIFEL FINANCIAL CORP. 2010 EXECUTIVE INCENTIVE PERFORMANCE PLAN

At the Annual Meeting, you will be asked to approve the Stifel Financial Corp. 2010 Executive Incentive Performance Plan (the "Plan"). Shareholder approval of the Plan will permit the Company to take a tax deduction for the full amount of annual incentive compensation paid to employees who are "covered employees" under Section 162(m) of the Internal Revenue Code of 1986 (the "Code").

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Approval of the Plan is only to allow the Company to take advantage of tax deductions and will not result in a change in the Company's practices with respect to determining the amount of incentive compensation paid to

executives as more fully discussed in the Compensation Discussion and Analysis of this Proxy Statement.

Section 162(m) of the Code generally does not allow publicly held companies to take tax deductions of more than \$1 million in a year for compensation paid to officers named in the Summary Compensation Table ("covered employees") unless that compensation satisfies the conditions in Section 162(m) for "performance based" compensation. One of the conditions is shareholder approval of the material terms of the performance goals under which compensation is based. Approval of the Plan will satisfy this condition.

Summary of the Plan

A copy of the Plan, as approved by the Company's board of directors, is attached to this Proxy Statement as Exhibit "A," and the following description is qualified in its entirety by reference to the complete Plan.

Administration. The Plan will be administered by either the Compensation Committee or another committee appointed by the board. The committee administering the Plan (the "Committee") will, at all times, consist of "outside directors" within the meaning of Section 162(m).

Eligibility. The Committee will designate the Plan Participants for each fiscal year, or "Performance Period." Participants will be employees who are or who may be covered employees for the Performance Period. For the 2010 Performance Period, the Committee has designated 9 executives to participate in the Plan.

Performance Target. The Committee will establish a performance target which must be attained in a Performance Period before any incentive compensation is to be paid. The performance target will be based on gross revenues and shall be established in writing by the committee no later than 90 days after the beginning of the first Performance Period under the Plan. The Committee shall not have the authority to change the performance target after the date the shareholders initially approve the Plan.

Award. If the Committee certifies in writing that the performance target has been attained for a Performance Period, incentive compensation may be paid to each participant for that period. The amount to be paid for each participant is 1.5% of the Company's gross revenues for the Performance Period, less the amount of any discretionary reduction by the Committee based on criteria that it shall determine.

Because the amounts payable are subject to the satisfaction of the performance target and subject to negative adjustments by the Committee in its discretion, it cannot be determined at this time what amounts, if any, will be received by participants under the Plan with respect to the 2010 Performance Period. We believe that if the Plan had been in effect for the 2009 fiscal year, the bonus amounts paid to participants would not have been different from the bonus amounts actually paid for the 2009 fiscal year. The bonus amounts paid to the named executive officers for the 2009 fiscal year are included in the Summary Compensation Table in this Proxy Statement.

If the shareholders do not approve the Plan, it will not become effective. The board may pay bonuses for 2010 pursuant to another plan, but any such bonuses paid would be subject to the \$1 million limit on deductibility.

Vote Required to Approve the Plan

The affirmative vote of a majority of the shares present at the meeting in person or by proxy and entitled to cast on the proposal is required to approve the Plan.

We recommend a vote "FOR" the approval of the Stifel Financial Corp. 2010 Executive Incentive Performance Plan.

PROPOSAL III - RATIFICATION OF APPOINTMENT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

The Audit Committee approved on February 8, 2010 the re-appointment of Ernst & Young LLP ("E&Y") as the Company's independent registered accounting firm for the year ending December 31, 2010. In deciding to select E&Y, the Audit Committee reviewed auditor independence issues and existing commercial relationships with E&Y and concluded that E&Y has no commercial relationship with the Company that would impair its independence.

We did not engage E&Y in any prior consultations during our fiscal years ended December 31, 2007 and 2006 or the subsequent period through April 8, 2008 regarding either: (i) the application of accounting principles to a specified transaction, either completed or proposed, or the type of audit opinion that might be rendered on our consolidated financial statements, and neither a written report was provided to the Company nor oral advice was provided that E&Y concluded was an important factor considered by the Company in reaching a decision as to the accounting, auditing, or financial reporting issue; or (ii) any matter that was the subject of either a disagreement (as defined in Item 304 (a) (1) (iv) of Regulation S-K and the related instructions to Item 304 of Regulation S-K) or a reportable event (as defined in Item 304 (a) (1) (v) of Regulation S-K).

Deloitte & Touche LLP ("Deloitte") formerly served as the Company's independent registered accounting firm. On April 8, 2008, Deloitte was notified on recommendation of the Audit Committee that it was dismissed as the Company's independent registered public accounting firm. Deloitte's report on the Company's financial statements for the two years prior to its dismissal ended December 31, 2007 and 2006 did not contain an adverse opinion or a disclaimer of opinion, and was not qualified or modified as to uncertainty, audit scope, or accounting principles.

During the two fiscal years immediately preceding Deloitte's dismissal, ended December 31, 2007 and 2006, and the subsequent period through April 8, 2008, the Company did not have any disagreements (as defined in Item 304 (a) (1) (iv) of Regulation S-K and the related instructions to Item 304 of Regulation S-K) with Deloitte on any matter of accounting principles or practices, financial statement disclosure, or auditing scope or procedure, which disagreements, if not resolved to the satisfaction of Deloitte, would have caused it to make reference to the subject matter of the disagreements in connection with its report. Also during this period, there were no reportable events as that term is described in Item 304 (a) (1) (v) of Regulation S-K. On April 8, 2008, we provided Deloitte with a copy of our disclosures in response to Item 304 (a) of Regulation S-K and requested that Deloitte furnish us with a letter addressed to the Securities Exchange Commission stating whether it agrees with our statements in response to Item 304 (a) of Regulation S-K and, if not, stating the respects in which it does not agree. This letter from Deloitte was attached as Exhibit 16 to the Company's Current Report on Form 8-K filed April 14, 2008.

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Proposal III requests ratification of the Audit Committee's appointment of E&Y as our independent registered public accounting firm for the fiscal year ending December 31, 2010. Although advisory only because the Audit Committee is required under the Sarbanes-Oxley Act of 2002 and the related rules and regulations of the SEC to have the responsibility for the appointment of our independent registered public accounting firm, this proposal is put before you in order to seek your views on this important corporate matter. If you do not ratify the appointment, the Audit Committee will take the matter under advisement. A resolution will be presented at the meeting to ratify the appointment of E&Y.

The following table sets forth the aggregate fees for professional audit services rendered by E&Y, our current independent registered public accounting firm, for the audit of our annual financial statements, and fees for other services rendered by E&Y for the fiscal years ended December 31, 2009 and 2008:

	Fiscal Year Ended December 31,	
	2009	2008

Type of fee

Audit Fees ⁽¹⁾	\$1,032,259	\$ 899,626
Audit-Related Fees	- -	- -
Tax Fees ⁽²⁾	206,611	281,509
All Other Fees ⁽³⁾	5,595	9,500
Total	\$ 1,244,465	\$ 1,190,635

(1) Audit Fees include fees for professional services rendered for the audits of our annual consolidated financial statements and management's assessment of the effectiveness of internal control over financial reporting, including associated out-of-pocket expenses, reviews of unaudited quarterly financial statements and services that are normally provided by independent auditors in connection with statutory and regulatory filings.

(2) Tax Fees include fees for services principally related to the review of Company-prepared calculations, preparation of related federal and state tax returns, and acquisition-related tax research and consultation.

(3) All Other Fees include an annual license fee for access to E&Y's web-based accounting research tool and miscellaneous consulting fees.

Our Audit Committee has established a policy requiring the approval of all audit engagement fees and terms and the pre-approval of all non-audit services provided to us by our registered public accounting firm. The policy prohibits the Audit Committee from delegating to management the committee's responsibility to pre-approve permitted services of our independent registered public accounting firm.

We have been advised that a representative of E&Y will be present at the meeting with an opportunity to make a statement if such representative desires and will be available to respond to questions of the stockholders.

Vote Required to Ratify the Appointment of E&Y as our independent registered public accounting firm for 2010

The affirmative vote of a majority of the shares present at the meeting in person or by proxy and entitled to be cast at the meeting, is required to ratify the appointment of E&Y as our independent registered public accounting firm for 2010.

We recommend a vote "FOR" ratification of the appointment of Ernst & Young LLP as our independent registered public accounting firm for 2010.

REPORT OF THE AUDIT COMMITTEE

The Audit Committee of the board of directors oversees our financial reporting process on behalf of the board of directors. Management has the primary responsibility for the financial statements and the reporting process, including the systems of internal controls. The committee operates pursuant to a written charter which was approved and adopted by the board of directors. Our board of directors has determined that each of the members of the committee is independent within the meaning of the listing standards of the SEC and the NYSE. Our independent registered public accounting firm for the year ended December 31, 2009, Ernst & Young LLP, was responsible for expressing an opinion on the conformity of our audited financial statements to generally accepted accounting principles in the United States of America. Our board of directors has determined that Bruce A. Beda meets the SEC's requirements for and has designated him as, the "Audit Committee Financial Expert." Mr. Beda also qualifies as an "independent" audit committee member, as defined by NYSE listing standards.

In fulfilling its oversight responsibilities, the committee reviewed the audited financial statements in our Annual Report on Form 10-K with management. In connection with its review of our financial statements, the committee discussed with management the quality, not just the acceptability, of the accounting principles, the reasonableness of significant judgments and the clarity of disclosures in the financial statements.

The committee meets with the independent registered public accounting firm, with and without management present, to discuss their evaluations of our internal controls and the overall quality of our financial reporting. The committee reviewed with the independent registered public accounting firm the acceptability of our accounting principles and such other matters as are required to be discussed with the committee under generally accepted auditing standards, including, but not limited to, those matters under Statement on Auditing Standards No. 61 (Codification of Statements on Auditing Standards). The committee has received from the independent registered public accounting firm the written disclosure and the letter required by Independence Standards Board Standard No. 1 (Independence Discussions with Audit Committees). In connection with this disclosure, the committee has discussed with the independent registered public accounting firm the accountants' independence from management and us, including matters in the written disclosures pursuant to Rule 3526 of the Public Company Accounting Oversight Board Communicating with Audit Committees Concerning Independence, and considered the compatibility of non-audit services with the accountants' independence. The committee also reviews the internal audit department's organization, responsibilities, budget and staffing. The committee reviewed with both the independent registered public accounting firm and the internal auditors their audit plans, audit scope, identification of audit risks and the results of the audit examinations.

Management is responsible for our financial reporting process, including our system of internal control, and for the preparation of consolidated financial statements in accordance with generally accepted accounting principles in the United States of America. Our independent registered public accounting firm is responsible for auditing those financial statements. The committee's responsibility is to monitor and review these processes. It is not the committee's duty or responsibility to conduct auditing or accounting reviews or procedures. The members of the committee are

not employees and may not be, and may not represent themselves to be or to serve as, accountants or auditors by profession or experts in the fields of accounting or auditing. Therefore, the committee has relied, without independent verification, on management's representation that the financial statements have been prepared with integrity and objectivity and in conformity with accounting principles generally accepted in the United States of America and on the representations of the independent registered public accounting firm included in their report on our financial statements. The committee's oversight does not provide it with an independent basis to determine that management has maintained appropriate accounting and financial reporting principles or policies or appropriate internal controls and procedures designed to assure compliance with accounting standards and applicable laws and regulations. Furthermore, the committee's considerations and discussions with management and the independent registered public accounting firm do not assure that our financial statements are presented in accordance with generally accepted accounting principles in the United States of America, that the audit of our financial statements has been carried out in accordance with generally accepted auditing standards or that our independent registered public accounting firm is in fact "independent."

In reliance on the reviews and discussions referred to above, the committee recommended to the board of directors that the audited financial statements be included in the Annual Report on Form 10-K for the year ended December 31, 2009 for filing with the SEC.

Audit Committee

Bruce A. Beda, Chairman

John P. Dubinsky

Richard F. Ford

James M. Oates

Kelvin R. Westbrook

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FUTURE STOCKHOLDER PROPOSALS

In order to be considered for inclusion in the proxy statement for the 2011 annual meeting of stockholders, proposals of stockholders must be received by us by October 29, 2010. Upon receipt of any such proposal, we will determine whether to include such proposal in the proxy statement and proxy card in accordance with regulations governing the solicitation of proxies. Any stockholder wishing to nominate a candidate for director at a stockholders' meeting must furnish certain information about the proposed nominee, including name, contact information, background, experience and other pertinent information on the proposed candidate. We suggest that any nominees for director for the 2011 annual meeting of stockholders be submitted to us prior to January 31, 2011 to allow the Nominating/Corporate Governance Committee to consider the nominee.

SECTION 16(a) BENEFICIAL OWNERSHIP REPORTING COMPLIANCE

Section 16(a) of the Securities Exchange Act of 1934, as amended, requires that our officers and directors, and persons who own more than 10 percent of our outstanding stock, file reports of ownership and changes in ownership with the SEC. To our knowledge, all Section 16(a) filing requirements applicable to our officers, directors and greater than 10 percent beneficial owners were complied with during the year ended December 31, 2009.

ANNUAL REPORT

We simultaneously mailed the Annual Report for the year ended December 31, 2009 to our stockholders.

A copy our Annual Report on Form 10-K for the year ended December 31, 2009, as filed with the SEC (excluding exhibits), may be obtained by any stockholder, without charge, upon written request to James M. Zemlyak, Stifel Financial Corp., 501 North Broadway, St. Louis, MO 63102, or by accessing our Internet site at

www.stifel.com and clicking "Investor Relations" and the subheading "Stifel Financial Corp. - SEC Filings."

HOUSEHOLDING OF MATERIALS

In some instances, only one copy of the proxy materials is being delivered to multiple stockholders sharing an address, unless we have received instructions from one or more of the stockholders to continue to deliver multiple copies. We will deliver promptly upon oral or written request a separate copy of the proxy materials to any stockholder at your address. If you wish to receive a separate copy of proxy materials, you may call us at 800-488-0970, or send a written request to James M. Zemlyak, Investor Relations, Stifel Financial Corp., One Financial Plaza, 501 North Broadway, St. Louis, Missouri 63102-2102. If you have received only one copy of the proxy materials and wish to receive a separate copy for each stockholder in the future, you may call us at the telephone number or write us at the address listed above. Alternatively, stockholders sharing an address who now receive multiple copies of the proxy materials may request delivery of a single copy, also by calling us at the number or writing to us at the address listed above.

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OTHER MATTERS

Management knows of no business to be brought before the annual meeting of stockholders other than that set forth herein. However, if any other matters properly come before the meeting, it is the intention of the persons named in the proxy to vote such proxy in accordance with their judgment on such matters. Even if you plan to attend the meeting in person, please execute, date and return the enclosed proxy card promptly. Should you attend the meeting, you may revoke the proxy by voting in person. A postage-paid, return-addressed envelope is enclosed for your convenience. Your cooperation in giving this your prompt attention is appreciated.

MISCELLANEOUS

The Company will bear the cost of solicitation of proxies. Proxies will be solicited by mail, telephone, Internet or other electronic means. They also may be solicited by officers and regular employees of us and our subsidiaries personally or by telephone, but such persons will not be specifically compensated for such services. Brokerage houses, custodians, nominees and fiduciaries will be requested to forward the soliciting material to the beneficial owners of stock held of record by such persons and will be reimbursed for their reasonable expenses incurred in connection therewith.

By Order of the Board of Directors,
/s/ David m. Minnick
David M. Minnick, Secretary

February 26, 2010
St. Louis, Missouri

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Appendix A

STIFEL FINANCIAL CORP.

2010 EXECUTIVE INCENTIVE PERFORMANCE PLAN

Article I. Establishment And Purpose

1.1 ***Establishment of the Plan.*** Stifel Financial Corp. (the "Company") hereby establishes the 2010 Executive Incentive Performance Plan (the "Plan") as set forth in the Agreement.

1.2 ***Purpose.*** Section 162(m) of the Internal Revenue Code of 1986 limits to \$1,000,000 the amount of an employer's deduction for a fiscal year relating to compensation for certain executive officers, with exceptions for specific types of compensation such as performance-based compensation.

This Plan is intended to provide for the payment of qualified performance-based compensation that is not subject to the Section 162(m) deduction limitation.

1.3 ***Effective Date.*** The effective date of the Plan is February 9, 2010, subject to approval of the material terms of the Plan by the Company's shareholders.

Article II. Definitions

2.1 ***Definitions.*** Whenever used herein, the following terms will have the meanings set forth below, unless otherwise expressly provided. When the defined meaning is intended, the term is capitalized.

(a) "Board" means the Board of Directors of the Company.

(b) "Code" means the Internal Revenue Code of 1986, as amended.

(c) "Committee" means the Compensation Committee of the Board, or another committee appointed by the Board to serve as the administrator for the Plan, which committee at all times consists of persons who are "outside directors" as that term is defined in the regulations promulgated under Section 162(m) of the Code.

(d) "Company" means Stifel Financial Corp.

(e) "Employer" means the Company and any entity that is a subsidiary or affiliate of the Company.

(f) "Participant" for a Performance Period means an officer or other key employee who is designated by the Committee as a participant in the Plan for that Performance Period in accordance with Article III.

(g) "Target Award" shall mean the maximum amount to be paid to a Participant as incentive compensation for a Performance Period if the Performance Target is attained in the Performance Period, calculated as provided in Article IV.

(h) "Performance Period" shall mean the fiscal year of the Company; or any other period designated as a Performance Period by the Committee.

(i) "Performance Target" shall mean the specific target established by the Committee in accordance with Article IV.

2.2. **Severability.** In the event any provision of the Plan shall be held illegal or invalid for any reason, the illegality or invalidity will not affect the remaining parts of the Plan, and the Plan will be construed and enforced as if the illegal or invalid provision had not been included.

Article III. Eligibility And Participation

3.1 **Eligibility.** The Participants in this Plan for any Performance Period shall be comprised of each employee of the Company who is a "covered employee" for purposes of Section 162(m) of the Code, or who may be such a covered employee as of the end of a tax year for which the Company would claim a tax deduction in connection with the payment of compensation to such employee, and who is designated individually or by class to be a Participant for such Performance Period by the Committee at the time a Target Award is established for such employee.

3.2 **Participation.** Participation in the Plan will be determined annually by the Committee. Employees approved for participation will be notified of their selection as soon after approval as practicable.

3.3 **Termination of Approval.** The Committee may withdraw approval of a Participant's participation at any time. In the event of such withdrawal, the Employee concerned will cease to be a Participant as of the date of such withdrawal. The Employee will be notified of such withdrawal as soon as practicable following the Committee's action. A Participant who is withdrawn from participation under this Section will not receive any award for the Performance Period under this Plan.

Article IV. Performance Criteria

4.1 **Performance Target.** The Committee shall establish in writing an objective, specific Performance Target which must be attained in a Performance Period in order for any incentive compensation to be paid under this Plan for such Performance Period. The Performance Target shall be based on gross revenue and shall be established in writing by the Committee no later than 90 days after the beginning of the first Performance Period under the Plan (but no later than the time prescribed the Section 162(m) of the Code or the regulations thereunder in order for the target to be considered pre-established). The Committee shall not have the authority to change the Performance Target after the date the shareholders of the Company initially approve this Plan.

4.2 **Target Award.** If the Performance Target is attained for a Performance Period (and certified in writing as provided for in Section 4.3), the amount of incentive compensation to be paid to each participant shall be an amount equal to 1.5% of the Company's gross revenue for the Performance Period, subject to the Committee's right to reduce the amount payable in its sole discretion as provided in Section 4.3.

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4.3 **Payment of Incentive Compensation.** As a condition to the right of a Participant to receive any incentive compensation under this Plan, the Committee shall first be required to certify in writing, by resolution of the Committee or other appropriate action, that the Performance Target was satisfied for the applicable Performance Period, and that the incentive compensation amount of such Target Award has been accurately determined in

accordance with the provisions of this Plan. For this purpose, approved minutes of a meeting of the Committee in which the certification is made shall be treated as written certification.

A Target Award may be paid in the form of cash, an award under the Stifel, Nicolaus & Company, Incorporated Wealth Accumulation Plan, an award of restricted stock, stock units or other benefit under the Stifel Financial Corp. Incentive Stock Plan, or any other form of payment approved by the Committee; provided that the value of such payments at the time the payment, credit or award is made, does not exceed the dollar amount of the Target Award.

The Committee shall have the right to reduce the amount payable pursuant to a Target Award of a Participant in its sole discretion at any time and for any reason before the incentive compensation is paid to the Participant, based on such criteria as it shall determine. Notwithstanding any contrary provision of this Plan, the Committee may not adjust upwards the amount payable pursuant to a Target Award subject to this Plan, nor may it waive the achievement of the performance criteria established pursuant to this Plan for the applicable Performance Period. Base salary and any other fixed compensation the payment of which is not subject to satisfaction of the Performance Target is not subject to this Plan.

Article V. Rights Of Participation

5.1. **Employment.** Nothing in this Plan will interfere with or limit in any way the right of the Employer to terminate a Participant's employment at any time, nor confer upon any Participant any right to continue in the employ of an Employer.

5.2. **Nontransferability.** No right or interest of any Participant in this Plan will be assignable or transferable or subject to any lien or encumbrance, whether directly or indirectly, by operation of law or otherwise, including without limitation execution, levy, garnishment, attachment, pledge, and bankruptcy.

5.3. **No Funding.** Nothing contained in this Plan and no action taken hereunder will create or be construed to create a trust of any kind, or a fiduciary relationship between the Company and any Participant or beneficiary or any other person. Amounts due under this Plan at any time and from time to time will be paid from the general funds of the Company. To the extent that any person acquires a right to receive payments hereunder, such right shall be that of an unsecured general creditor of the Company.

5.4. **No Rights Prior to Award Approval.** No Participant will have any right to payment of a bonus pursuant to this Plan unless and until it has been determined and approved under Article IV.

Article VI. Administration

6.1. **Administration.** This Plan will be administered by the Committee according to any rules that it may establish from time to time that are not inconsistent with the provisions of the Plan.

6.2. **Expenses of the Plan.** The expenses of administering the Plan will be borne by the Company.

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Article VII. Requirements Of Law

7.1. **Governing Law.** The Plan will be construed in accordance with and governed by the laws of the State of Missouri.

7.2. **Withholding Taxes.** The Company has the right to deduct from all payments under this Plan any Federal, State, or local taxes required by law to be withheld with respect to such payments.

Article VIII. Amendment And Termination

8.1 **Amendment and Termination.** The Committee, in its sole and absolute discretion, may modify or amend any or all of the provisions of this Plan at any time and from time to time, without notice, and may suspend or terminate it entirely.

Article IX. Shareholder Approval

9.1 **Shareholder Approval.** This Plan shall be subject to approval by the affirmative vote of a majority of the shares cast in a separate vote of the shareholders of the Company at the 2010 Annual Meeting of Shareholders, and such shareholder approval shall be a condition to the right of a Participant to receive any bonus hereunder.

The undersigned hereby certifies that this Plan was duly adopted by the Board at its meeting on February 9, 2010.

By: /s/ David M. Minnick
Title: Senior Vice President, General Counsel and Corporate Secretary
Date: February 9, 2010

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[Proxy Card]

STIFEL FINANCIAL CORP.

THIS PROXY IS SOLICITED ON BEHALF OF THE BOARD OF DIRECTORS

The undersigned, revoking all prior proxies, hereby appoints Ronald J. Kruszewski and David M. Minnick (or such other person as is designated by the board of directors of Stifel Financial Corp. ("Stifel")) (the "Proxies"), or either of them (with full power to act alone), true and lawful attorney(s), with full power of substitution, for the undersigned and in the name, place and stead of the undersigned to vote as designated on the reverse side all of the shares of common stock, \$0.15 par value, of Stifel entitled to be voted by the undersigned at the Annual Meeting of Stockholders to be held on April 13, 2010 and at any adjournments or postponements thereof. Should a nominee be unable to serve, this proxy may be voted for a substitute selected by the board of directors. In their discretion, the Proxies are authorized to vote upon such other business as may properly come before the meeting and any adjournment or postponement thereof.

The undersigned acknowledges receipt of the Notice of the Annual Meeting, the Proxy Statement and the 2009 Annual Report on Form 10-K.

Dated: _____, 2010

Signature _____

Signature (if held jointly) _____

Please sign this proxy card exactly as your shares are registered. When signing as attorney, executor, administrator, trustee or guardian, please give your full title. If more than one person holds the power to vote the same, any one of them may sign this proxy card. If the stockholder is a corporation, this proxy card must be signed by a duly authorized officer of the stockholder.

STIFEL FINANCIAL CORP.

This proxy when properly executed will be voted in the manner directed herein by the undersigned stockholder. **If no direction is made, this proxy will be voted "FOR" all the named nominees for director and "FOR" Proposals 2 and 3.**

THE BOARD OF DIRECTORS HAS PROPOSED AND RECOMMENDS A VOTE "FOR" THE FOLLOWING:

1. ELECTION OF DIRECTORS:

FOR all nominees listed below (except as marked below)

WITHHOLD AUTHORITY to vote for all nominees listed below

Class III Directors with term expiring in 2013:

John P. Dubinsky
Robert E. Lefton
Scott B. McCuaig
James M. Oates
Ben A. Plotkin

INSTRUCTIONS: TO WITHHOLD AUTHORITY TO VOTE FOR ANY INDIVIDUAL NOMINEE, STRIKE A LINE THROUGH THE NOMINEE'S NAME IN THE LIST ABOVE.

2. PROPOSAL TO APPROVE THE STIFEL FINANCIAL CORP. 2010 EXECUTIVE INCENTIVE PERFORMANCE PLAN

For Against Abstain

3. PROPOSAL TO RATIFY THE APPOINTMENT OF ERNST & YOUNG LLP as Stifel's independent registered public accounting firm

For Against Abstain

Important Notice Regarding the Availability of Proxy Materials for the

Annual Meeting of Stockholders to be Held on April 13, 2010

The Proxy Statement and 2009 Annual Report are available at: www.stifel.com.

Please contact the corporate secretary at 1-314-342-2000 or email us at grejtakt@stifel.com if you have any questions about accessing these materials.

PLEASE CHECK THIS BOX IF YOU PLAN TO ATTEND THE MEETING IN PERSON.