

## 2015 Treasury Management Training Symposium



May 12-15, 2015 | Westin Kansas City at Crown Center | Kansas City, MO



# KELMAR

**Kelmar is a resource for state government, providing services and support to unclaimed property departments for all of your operational needs, including:**

- **Seamless integration of every aspect of your unclaimed property program, from holder reporting to claims processing.**
- **Ensuring the highest level of data security and risk management, using new generation proprietary software that is unmatched in the marketplace.**
- **Strengthening internal controls, while maximizing the effectiveness of your program for Holders and Rightful Owners alike.**
- **Getting more done with less by streamlining operations and leveraging technology to reunite more rightful owners with their property.**

***Kelmar – Your Partner in Unclaimed Property Resources***



## A MESSAGE FROM NAST'S PRESIDENT

---



Welcome to the 2015 National Association of State Treasurers (NAST) Treasury Management Training Symposium!

It is my great pleasure to serve as NAST President for 2015. Your continued support and attendance at this conference as well as October's Annual Conference in Nashville, Tennessee are sure to make this a successful year for the organization.

Special thanks go out to Kansas Treasurer Ron Estes and Missouri Treasurer Clint Zweifel and their staffs for their great help in orchestrating this week's conference. NAST is happy to spend time this week on both sides of the border, experiencing the hospitality of Kansans and Missourians alike.

So far, 2015 has seen NAST increase its presence in national media, complete its transition to a stand-alone organization, revamp its staff and provide greater focus to its communications efforts. Additionally, our first conference of the year – March's Legislative Conference set records for private sector and Treasurer attendance.

In this year of significant positive change, I am fortunate to have the dedicated support of a strong Executive Committee including Treasurer James McIntire of Washington, NAST's Senior Vice President; Treasurer Ken Miller of Oklahoma, NAST's Secretary-Treasurer; and Regional Vice Presidents, Treasurers Lynn Fitch of Mississippi, Mark Gordon of Wyoming, Nancy Kopp of Maryland and Don Stenberg of Nebraska. We are joined on the Executive Committee by former NAST Presidents Richard Ellis of Utah and Manju Ganeriwala of Virginia as well as Treasurer Ron Estes of Kansas, Betty Lochner of the College Savings Plans Network and Andrea Feirstein, NAST's Corporate Affiliate Board Chair.

Friends, NAST is dedicated to providing Treasurers, treasury and state staff and Corporate Affiliates a venue to discuss and engage on pertinent issues impacting each of our organizations. I look forward to working with each of you to continue to increase the value NAST provides each sector of our community.

Best wishes for a successful week in Kansas City and I look forward to seeing you all in October in Nashville for the 2015 NAST Annual Conference.

Sincerely,

A handwritten signature in blue ink, appearing to read "David H. Lillard, Jr.", written in a cursive style.

David H. Lillard, Jr.  
NAST President  
Tennessee State Treasurer



## SPONSOR ACKNOWLEDGEMENTS

---

**NAST wishes to acknowledge the generosity of the sponsors of the 2015 Treasury Management Training Symposium.**

### Treasury Management Sponsor

Kelmar

### Platinum Sponsors

Ascensus  
Verus Financial LLC

### Gold Sponsors

American Century Investments  
Central Bank  
Fidelity Capital Markets  
Fidelity Investments  
Gilmore & Bell

### Silver Sponsors

Columbia Capital  
Commerce Bank  
Intuition College Savings  
Legends Outlets  
South Street Securities  
State Street  
State Street Global Advisors  
Stern Brothers & Co.  
Vanguard

### Bronze Sponsors

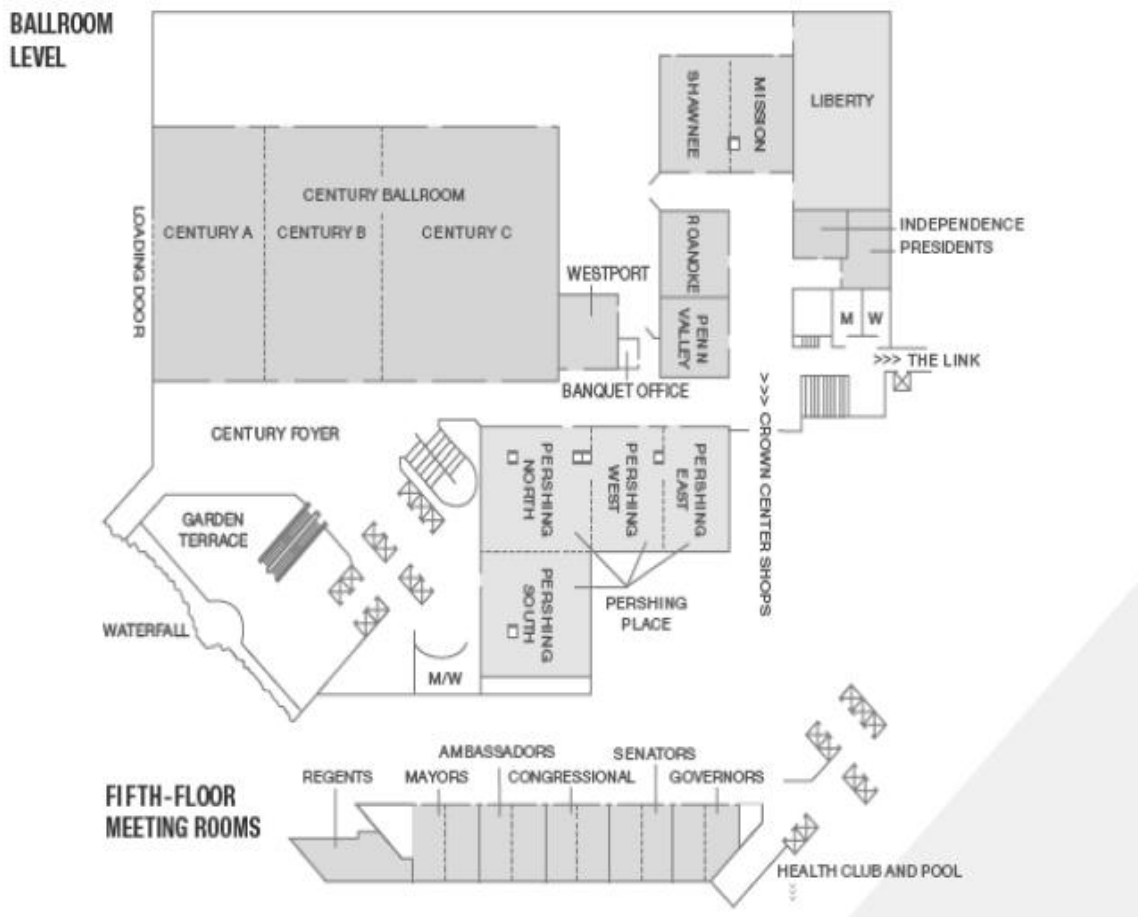
Bank of America Merrill Lynch  
Multi-Bank Securities, Inc.

## HOTEL INFORMATION

---

### Westin Kansas City at Crown Center

1 East Pershing Road. Kansas City, MO 64108  
(816) 474-4400



**2015 EXECUTIVE COMMITTEE**



**PRESIDENT**  
**David H. Lillard, Jr.**  
State Treasurer  
Tennessee



**MIDWEST REGION VICE PRESIDENT AND NAUPA PRESIDENT**  
**Don Stenberg**  
State Treasurer  
Nebraska



**SENIOR VICE PRESIDENT**  
**James L. McIntire**  
State Treasurer  
Washington



**IMMEDIATE PAST PRESIDENT**  
**Richard K. Ellis**  
State Treasurer  
Utah



**SECRETARY-TREASURER**  
**Ken Miller**  
State Treasurer  
Oklahoma



**LEGISLATIVE COMMITTEE CHAIR**  
**Ron Estes**  
State Treasurer  
Kansas



**SOUTHERN REGION VICE PRESIDENT**  
**Lynn Fitch**  
State Treasurer  
Mississippi



**SDMN CHAIR**  
**Manju Ganeriwala**  
State Treasurer  
Virginia



**WESTERN REGION VICE PRESIDENT**  
**Mark Gordon**  
State Treasurer  
Wyoming



**CSPN CHAIR**  
**Betty Lochner**  
Director  
Washington Guaranteed Education Tuition



**EASTERN REGION VICE PRESIDENT**  
**Nancy K. Kopp**  
State Treasurer  
Maryland



**CORPORATE AFFILIATE REPRESENTATIVE**  
**Andrea Feirstein**  
Managing Director  
AKF Consulting Group

**NAST STAFF**

**John Provenzano**  
Executive Director

**Chris Hunter**  
Deputy Executive Director / CSPN

**Kore Donnelly**  
SDMN Association Director

**Jane Hardey**  
Communications

**Emma Heydlauff**  
Membership Services Manager

**Susan Hirschmann**  
NAST Government Affairs

**Donna Maloy**  
Meeting Planning Services

**David Milby**  
NAUPA Association Director

## CONFERENCE PROGRAM – MAY 12 & 13

---

### TUESDAY, MAY 12

---

9:00 A.M. - 7:00 P.M.

**REGISTRATION** (Century BC Foyer)

---

1:00 P.M. - 2:00 P.M.

**CSPN FEDERAL INITIATIVES COMMITTEE** (Mission)

**BANKING & CASH MANAGEMENT COMMITTEE** (Penn Valley)

---

2:00 - 3:00 P.M.

**CSPN COMMUNICATIONS COMMITTEE** (Mission)

**CSPN OPERATIONS COMMITTEE** (Shawnee)

---

3:00 - 4:00 P.M.

**CSPN LEGAL & STATE AFFAIRS COMMITTEE** (Shawnee)

**CSPN 529 PRIMER** (Mission)

---

4:00 - 5:00 P.M.

**CSPN CORPORATE AFFILIATE COMMITTEE** (Shawnee)

---

5:00 - 5:30 P.M.

**CSPN EXECUTIVE BOARD** (Penn Valley)

---

5:00 - 6:00 P.M.

**NAST CORPORATE AFFILIATE ADVISORY BOARD** (Shawnee)

---

6:00 - 8:00 P.M.

**OPENING RECEPTION WITH EXPOSITION** (Century BC)

---

### WEDNESDAY, MAY 13

---

8:00 A.M. - 5:00 P.M.

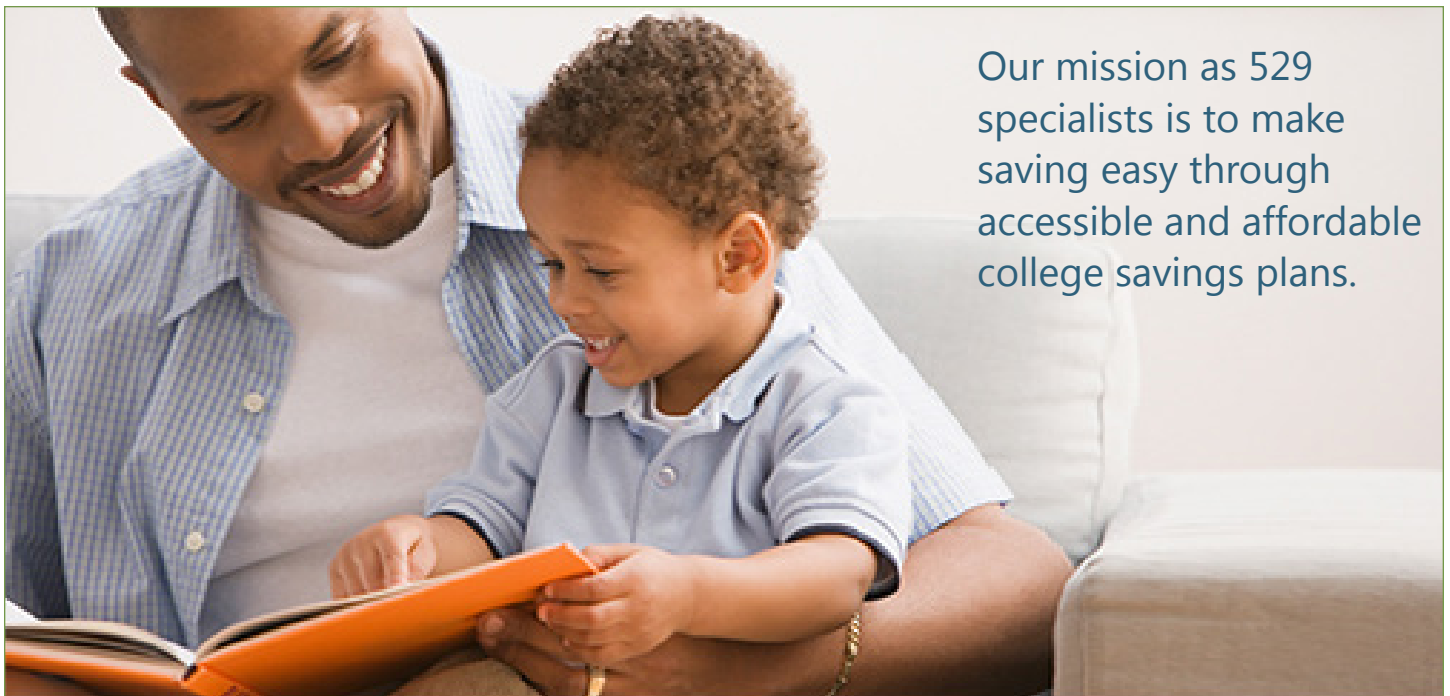
**REGISTRATION** (Century BC Foyer)

---

8:00 - 9:00 A.M.

**BREAKFAST WITH EXPOSITION** (Century C)

---



Our mission as 529 specialists is to make saving easy through accessible and affordable college savings plans.

 ascensus™ | college savings

[www.ascensuscollegesavings.com](http://www.ascensuscollegesavings.com)

9:00 - 10:00 A.M.

CONCURRENT TRACK SESSIONS

| COLLEGE SAVINGS<br>(Liberty)  | DEBT MANAGEMENT<br>(Pershing East/West)  | BANKING, CASH MANAGEMENT & INVESTMENTS<br>(Shawnee/Mission)   | UNCLAIMED PROPERTY<br>(Century B)  |
|---|--|---|--|
| <p><b>Making Authentic Leadership Real</b></p> <p>Moderator: Betty Lochner, Director, Guaranteed Education Tuition &amp; CSPN Chair</p> <p>Michelangelo said, “Danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low and achieving our mark.” Being authentic means being real not only with those we lead but also with ourselves. The only way to break through the noise is to be intentional, compassionate and to stretch ourselves to be vulnerable with goals that push beyond our comfort zone and allow people to see our true spirit that inspires action.</p> | <p><b>Disclosure</b></p> <p>Moderator: Treasurer Manju Ganeriwala (VA)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Cadmus Hicks, Nuveen Asset Management</li> <li>• Walter St. Onge, Esq., Locke Lord LLP</li> <li>• Kathryn P. Peters, Esq., Kutak Rock</li> </ul> <p>Issuer disclosure continues to be a hot topic in the market, with the SEC’s MCDC Initiative wrapping up in December, the NFMA releasing best practices, and news reports of issuers and public officials being scrutinized by the SEC for inadequate disclosure practices. What are the next steps for state issuers to continue to raise the bar in terms of disclosure practices?</p> | <p><b>How Are Investment Decisions Made? An Educational Presentation That Focuses on “Behavioral Finance” as It Relates to the Investment of Public Funds</b></p> <p>Moderator: Treasurer Richard Ellis (UT)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Stephen Denichilo, Federated</li> <li>• Bill Long, ReThink Group</li> </ul> <p>Are institutional managers immune to the irrational behavior of many individual investors, guilty of holding onto distressed securities or overreaching for higher returns? This session will discuss how psychological, cognitive and emotional factors can affect the economic decisions of institutions and the consequences for market prices, returns and resource allocation.</p> | <p><b>Welcoming Remarks and Strategic Plan Update</b></p> <p>Moderator: Treasurer Don Stenberg (NE), NAUPA President</p> <p>Designated goal leaders will provide a brief update on goals outlined in NAUPA’s Five-Year Strategic Plan. Members will also be presented with awards for outstanding achievement.</p> <ul style="list-style-type: none"> <li>• Treasurer Ron Estes (KS), Strategic Planning Committee Chairman</li> <li>• Goal 1: Carolyn Atkinson, Esq., Deputy Treasurer for Unclaimed Property (WV)</li> <li>• Goal 2: Josh Joyce, Esq., Unclaimed Property Administrator (AZ)</li> <li>• Goal 3: Kathy Janes, CPA, Director of Unclaimed Property (OK)</li> <li>• Goal 4: John Gabriel, Director of Unclaimed Property (TN)</li> <li>• Goal 5: Jim McKeon, Unclaimed Property Manager (MT)</li> </ul> |

**ACTIVELY INVESTING IN YOUR SUCCESS**

More than a half century ago, American Century Investments® was founded with a dedication to active investment management focused on one objective:

**delivering superior, long-term, risk-adjusted performance.**

Today, this focus continues to guide the management teams within our six investment disciplines who employ well-defined, repeatable investment processes in strategies encompassing nearly all segments of the global capital markets. With a private, independent ownership structure that allows us to maintain a long-term perspective, our clients know that we are actively invested in their success.

▶ 866-628-8826 | [americancentury.com/institutional](http://americancentury.com/institutional)



KANSAS CITY | NEW YORK | MT. VIEW (CA) | LONDON | HONG KONG

IM-ADV-85675 ©2015 American Century Proprietary Holdings, Inc. All rights reserved

# CONFERENCE PROGRAM – MAY 13

**10:00 - 10:15 A.M.**

**BREAK** (Century BC Foyer)

**10:15 - 11:45 A.M.**

## CONCURRENT TRACK SESSIONS

| COLLEGE SAVINGS<br>(Liberty)   | DEBT MANAGEMENT<br>(Shawnee/Mission)   | BANKING, CASH MANAGEMENT &<br>INVESTMENTS (Shawnee/Mission) | UNCLAIMED PROPERTY<br>(Century B)  |
|--|--|---|--|
| <p><b>Déjà vu - State of the States</b></p> <p>Moderator: David Lawhorn, Director, Kentucky Education Savings Plan Trust</p> <p>Get involved with this annual interactive session where states share marketing strategies, initiatives and ideas from their 529 program! Hear lots of ideas!</p> | <p><b>Socially Responsible Investing and Green Bonds</b></p> <p>Moderator: First Deputy Treasurer Jim MacDonald (MA)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Sue Perez, Commonwealth of Massachusetts</li> <li>Cheryl Smith, CFA, Ph.D., Trillium Asset Management, LLC</li> <li>Robert Steiner, Bank of New York Mellon</li> <li>William Daley, Morgan Stanley</li> </ul> <p>The issuance of Green Bonds - or bonds used to fund environmentally beneficial infrastructure projects - exploded in 2014 relative to 2013 as a number of states issued these bonds. A panel of experts on Green Bonds will discuss this emerging asset class, Green Bond investor outreach, and the need for common issuer principles on Green Bonds.</p> |   | <p><b>State of the States</b></p> <p>Moderator: Robert Commodore, Senior Director, Consumer &amp; Industry Services for the Minnesota Department of Commerce</p> <p>State unclaimed property officials in attendance will introduce themselves and discuss program highlights and hot topics in their respective states.</p> |

**11:45 a.m. - 1:00 p.m.**

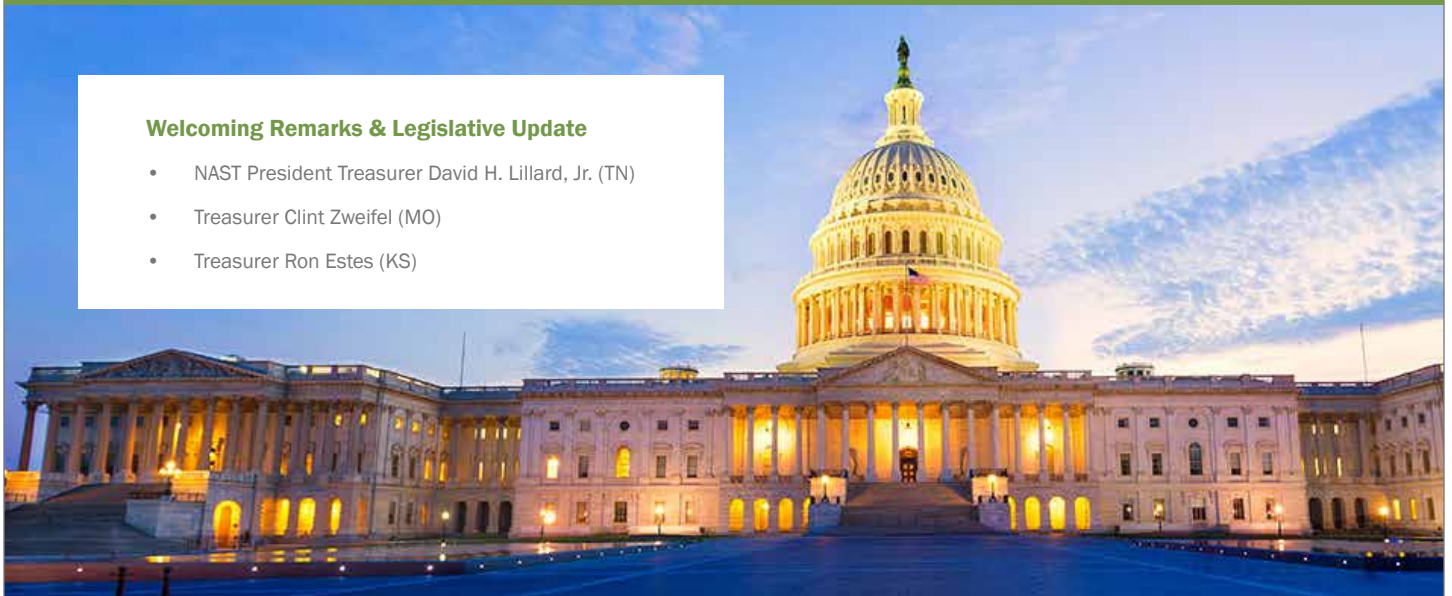
**WELCOME LUNCH WITH EXPOSITION & LEGISLATIVE UPDATE** (Century C)

Lunch is a great place to continue conversations from sessions. Sit with others interested in the same topics you are. Tablecloths at the lunch indicate topic areas. Look for your color!

**GREEN** = Banking, Cash Management & Investments    **RED** = College Savings  
**ORANGE** = Debt Management    **BLUE** = Unclaimed Property    **WHITE** = General Conversation

### Welcoming Remarks & Legislative Update

- NAST President Treasurer David H. Lillard, Jr. (TN)
- Treasurer Clint Zweifel (MO)
- Treasurer Ron Estes (KS)





1:00 - 2:00 P.M.

CONCURRENT TRACK SESSIONS

| COLLEGE SAVINGS<br>(Liberty)  | DEBT MANAGEMENT<br>(Liberty) | BANKING, CASH MANAGEMENT &<br>INVESTMENTS (Liberty)   | UNCLAIMED PROPERTY<br>(Century B) |
|---|------------------------------|---|-----------------------------------|
| <p><b>Bulls, Bears, and Flying Pigs: An Economic and Market Outlook</b></p> <p>Moderator: Scott Gates, Director, Kansas Learning Quest Program</p> <p>Speaker: Rich Weiss, American Century, SVP and Senior Portfolio Manager</p> <p>Rich Weiss will provide his outlook on timely economic pulse points, such as interest rates, oil prices, employment rates and the corresponding impacts in the U.S. and across the globe. Rich combines a highly informed, factual outlook with a devilish sense of humor. Attendees will take away new perspectives on the data they use every day in their work from this entertaining presentation.</p> |                              | <p><b>Best Practices for Securities Receipt and Maintenance</b></p> <p>Moderator: Josh Joyce, Esq., Unclaimed Property Administrator (AZ)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Michelle Colbert, Senior Vice President, Xerox State &amp; Local Solutions</li> <li>John DeMarco, Managing Director, Kelmar Associates, LLC</li> </ul> <p>A panel of NAUPA members will discuss issues related to the receipt, reconciliation and maintenance of unclaimed securities and mutual funds. This will be an interactive session allowing attendees to share their experiences in handling unclaimed securities.</p> |                                   |



**VERUS<sup>TM</sup>  
FINANCIAL • LLC**

**Changing the way unclaimed property gets resolved through trust and technology**

contactverus@verusfinancial.com • www.verusfinancial.com

1.855.NCLAIMU (855.625.2468)

## CONFERENCE PROGRAM – MAY 13

2:00 - 2:15 P.M.

**BREAK** (Century BC Foyer)

2:15 - 3:15 P.M.

### CONCURRENT TRACK SESSIONS

| COLLEGE SAVINGS<br>(Liberty)  | DEBT MANAGEMENT<br>(Pershing East/West)  | BANKING, CASH MANAGEMENT &<br>INVESTMENTS (Mission)   | UNCLAIMED PROPERTY<br>(Century B)  |
|---|--|---|--|
| <p><b>Pay Me Now or Pay Me Later</b></p> <p><b>Moderator:</b> Kathleen McGrath, Esq., Director, Pennsylvania 529 College Savings Program</p> <p><b>Speaker:</b> Mark Kantrowitz, Senior VP and Publisher, Edvisors.com</p> <p>You know the benefits of saving versus borrowing for college. In this session, renowned financial aid expert Mark Kantrowitz will arm you with valuable information on financing college to share with savers. The discussion will include: the truth about saving for college versus saving for retirement, the real cost of student and parent college debt, how much debt is too much, new rules for loan repayment, how college debt impacts graduates' choices, and what the future of financial aid might be.</p> | <p><b>Perspective on the Buy-Side</b></p> <p><b>Moderator:</b> Deputy Treasurer for Debt Management Ellen Evans (WA)</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Cadmus Hicks, Nuveen Asset Management</li> <li>• Mark J, Giura, McDonnell Investment Management</li> <li>• Kerry Pope, Fidelity Investments</li> </ul> <p>Top portfolio managers and credit analysts for some of the market's largest investors will share their perspective on where the market will go over the course of 2015. Portfolio managers will discuss their interest rate outlook for 2015, and how their portfolio needs may change as rates move and the slope of the yield curve changes. Likewise, credit analysts will discuss emerging trends in credit including direct placement agreements, the use of bond insurance, and disclosure enhancements.</p> | <p><b>Effectively Managing Your Working Capital With Cash Flow Forecasting, Liquidity Management and Investment Policies and Planning</b></p> <p><b>Moderator:</b> Treasurer Mark Gordon (WY)</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Paul Robertson, Edge Capital</li> <li>• Ossie Specter, Bank of America Merrill Lynch</li> </ul> <p>Accurate cash flow forecasting, maintaining current liquidity, and managing your investment policies are critical for a treasurer's success. But how do you define "operational liquidity" so you know when you are running at your optimal level? In this panel discussion, specialists will explore the benefits of using treasury workstations to forecast daily cash positions, and also look at the parameters to consider when drafting and/or updating an investment policy.</p> | <p><b>Innovative Outreach Strategies</b></p> <p><b>Moderator:</b> Walter Graham, Chief of Unclaimed Property (FL)</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Rick Cory, Deputy Director of Compliance (IL)</li> <li>• Dennis Johnston, Unclaimed Property Administrator (UT)</li> <li>• Cozette Walters, Unclaimed Property Administrator (ID)</li> </ul> <p>Unclaimed property officials will discuss ideas and concepts related to contacting potential claimants and maximizing returns to the rightful owners of unclaimed property.</p> |



## Get the help you need

to adapt in a changing liquidity management environment.

**Contact Steve Johnson**  
Senior Vice President  
Fidelity Public Finance Solutions Team

Email: [Steve.Johnson@fmr.com](mailto:Steve.Johnson@fmr.com)  
Phone: 603-791-6657

**BE PREPARED FOR THE NEW REALITY.**

3:15 - 3:30 P.M.

**BREAK** (Century BC Foyer)

3:30 - 4:30 P.M.

**CONCURRENT TRACK SESSIONS**

| COLLEGE SAVINGS<br>(Liberty)  | DEBT MANAGEMENT<br>(Pershing East/West)   | BANKING, CASH MANAGEMENT & INVESTMENTS<br>(Mission)  | UNCLAIMED PROPERTY<br>(Century B)   |
|---|---|--|---|
| <p><b>The Future of Higher Education</b></p> <p>Moderator: Andrea Feirstein, Managing Director, AKF Consulting Group</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Jim Crotty, Business of Education Contributor, Forbes</li> <li>• Matt Hamill, Senior Vice President, National Association of College &amp; University Business Officers</li> </ul> <p>Amid skyrocketing costs and overwhelming student debt, some question the continued value of traditional higher education. If demand changes, will the nature of supply also? Will online education make a college degree more affordable or does the answer lie elsewhere? Are education opportunities for the future changing? And, if so, what will that future look like? This panel will ponder these and similar questions.</p> | <p><b>Minimizing Debt Issuance Costs</b></p> <p>Moderator: Treasurer James McIntire (WA)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Ellen Evans, State of Washington</li> <li>• Monika Conley, Public Resources Advisory Group (PRAG)</li> <li>• Phil Culpepper, Ramirez &amp; Co., Inc.</li> </ul> <p>How should an issuer evaluate proposed takedowns and spreads? Is it always necessary to obtain three (or even four) ratings? Are there creative ways to unlock savings by refinancing or restructuring debt? What is the outlook for variable rate financings and liquidity support? Hear the latest ideas from our panelists as to minimizing issuance costs and providing creative solutions to lower debt service costs.</p> | <p><b>“In-State” Investment Strategies That Work: How to Get More from Your Traditional Investments</b></p> <p>Moderator: Treasurer David H. Lillard, Jr. (TN)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Brian Svendahl, RBC Global Asset Management</li> <li>• Brian Birk, Sun Mountain Capital</li> </ul> <p>In-state investing can help stimulate the local economy. Local investing can not only provide competitive returns, it has the potential to boost the local economy through the economic growth it fosters. Some ideas include: linked deposit programs; fixed income strategies using targeted agency MBS and CMBS; private equity and real estate.</p> | <p><b>Future of Multi-State Reporting</b></p> <p>Moderator: John Gabriel, Director of Unclaimed Property (TN)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Jim McKeon, Unclaimed Property Manager (MT)</li> <li>• Kenneth Wagers, Director, Kelmar Associates, LLC</li> </ul> <p>As technology serves to shrink the geographical divide for modern businesses, it is important to work toward implementing a one-stop-shopping experience to deliver reports to unclaimed property programs across the country. Ideas related to the creation and development of a universal reporting portal will be discussed.</p> |



Strong roots. Endless possibilities.



**Central Bank**

Strong roots. Endless possibilities.™



CENTRALBANK.NET | 573.634.1153 | MEMBER FDIC

## CONFERENCE PROGRAM – MAY 13 & 14

6:00 – 9:00 P.M.

### DINNER AT THE KAUFFMAN CENTER FOR PERFORMING ARTS



On Wednesday night, all registered attendees will be treated to a reception and seated dinner at the Kauffman Center for Performing Arts. The reception begins at 6:00 p.m. and dinner will be served at 7:00 p.m.

The Kauffman Center, home to resident organizations the Kansas City Ballet, Lyric Opera, Kansas City Symphony, and other innovative programming, embraces a variety of audiences with different tastes, interests and passions.

**Transportation:** The Kauffman Center is a short bus ride from the Westin Hotel. **Buses will depart from the front on the hotel beginning at 5:45 p.m. and will return beginning at 8:30 p.m.** Meet in the lobby of the hotel to board the bus.

## THURSDAY, MAY 14

8:00 A.M. - 5:00 P.M.

**REGISTRATION** (Century BC Foyer)

8:00 - 9:00 A.M.

**BREAKFAST WITH EXPOSITION** (Century C)

**CHIEF OF STAFF AND DEPUTY TREASURERS BREAKFAST** (Shawnee)

9:00 - 10:00 A.M.

### CONCURRENT TRACK SESSIONS

| COLLEGE SAVINGS<br>(Liberty)  | DEBT MANAGEMENT<br>(Pershing East/West)   | BANKING, CASH MANAGEMENT &<br>INVESTMENTS (Mission)  | UNCLAIMED PROPERTY<br>(Century B)  |
|---|---|--|--|
| <p><b>Why College Savings has Nothing to do with Money</b></p> <p><b>Moderator:</b> Jim DiUlio, Director, Wisconsin 529 College Savings Program</p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>Peter Dunn a.k.a. Pete the Planner</li> </ul> <p>The excuses for putting off saving for college always revolve around money, yet money is rarely the real reason saving for college doesn't happen. Behavior, history, and lifestyle all play into the decisions we make, and nowhere is this more apparent than when it comes to saving for college. Peter Dunn a.k.a. Pete the Planner, an award-winning comedian, financial mind and author will entertain and educate us!</p> | <p><b>A 101 on Underwriting &amp; Trading</b></p> <p><b>Moderator:</b> Steve Wisloski, Deputy Treasurer, State of Vermont</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Brendan Troy, Bank of America Merrill Lynch</li> <li>Jim Reynolds, Loop Capital</li> <li>Tom Huestis, Public Resources Advisory Group (PRAG)</li> </ul> <p>Ever wonder how a bank's underwriting and trading activities actually work? Or how they may impact your state's bonds in the primary or secondary? Hear from experts who will provide a 101 on how bonds are underwritten on Wall Street.</p> | <p><b>Managing Risk in a State Treasury or Public Pension Plan</b></p> <p><b>Moderator:</b> Treasurer Ken Miller (OK)</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Mark Morrison, State Street</li> <li>Beth Probst, Wells Fargo</li> <li>Ellis Phifer, Raymond James</li> </ul> <p>Understand how you can better manage currency risk, how fed action impacts states and how fraud impacts the management of pension plans and other state funds.</p> | <p><b>No-Name Session</b></p> <p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>Robert Commodore, Senior Director, Consumer &amp; Industry Services, Department of Commerce (MN)</li> <li>Josh Joyce, Esq., Unclaimed Property Administrator (AZ)</li> </ul> <p>Hot topics identified in the State of the States session as well as in surveys distributed prior to the conference will be discussed. This will be a highly participatory session and an excellent opportunity for attendees to learn from one another's successes and ideas.</p> |

10:00 - 10:15 A.M.

**BREAK** (Century BC Foyer)



10:15 - 11:45 A.M.

CONCURRENT TRACK SESSIONS

| COLLEGE SAVINGS<br>(Liberty)   | DEBT MANAGEMENT<br>(Pershing East/West)   | BANKING, CASH MANAGEMENT &<br>INVESTMENTS (Mission)   | UNCLAIMED PROPERTY<br>(Century B)   |
|--|---|---|---|
| <p><b>Creating Effective Digital &amp; Grassroots Marketing Initiatives</b></p> <p><b>Moderator:</b> Mary Anne Busse, Great Disclosure LLC</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Ryan Betz, Associate Director for GET Marketing and Communications</li> <li>Josh Dirks, Chief Scientist, Project Bionic</li> <li>Clint Kugler, CEO, Wabash County YMCA, Indiana</li> </ul> <p>With more than 1.3 billion active users each month, 47% of American’s say Facebook is their number one influencer of purchases. Yet, we know that grassroots efforts help us connect, learn and engage with our market. These panelists will share how to build villages of supporters through both digital and grassroots marketing strategies. Clint will share his experience over the past year of taking a small community-based pilot project and building and mobilizing it into a successful statewide initiative, while Josh will discuss how to compliment your community-building efforts with affordable social media tactics that deliver meaningful results and allow you to connect with people on a deeper level. Ryan will bring it all together and discuss how GET has implemented an integrated marketing strategy that has created an active and engaged grassroots following through social media and innovative community partnerships.</p> | <p><b>P3s and Infrastructure Finance</b></p> <p><b>Moderator:</b> Mark Pascarella, CFA, Director of Debt Management, Indiana Finance Authority</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Kendra York, American Structurepoint, Inc.</li> <li>Tim Wilschetz, KPMG, LLC</li> <li>Bryan Kendro, PennDOT</li> </ul> <p>With Federal, State and local capital budgets under pressure, and an ever-expanding list of infrastructure needs, how are issuers leveraging private capital and public-private partnerships? Panelists will discuss the basics of how P3s work and why they might be a preferable alternative, and will then review case studies of completed and pending projects around the United States.</p> | <p><b>Best Practices in Local Government Investment Pool Management</b></p> <p><b>Moderator:</b> Treasurer Steve McCoy (GA)</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Steve Johnson, Fidelity</li> <li>Laura Glenn, Office of the State Treasurer (GA)</li> <li>Treasurer Kelly Mitchell (IN)</li> <li>Greg Fayvilevich, Fitch Ratings</li> <li>Al Kremer, Deputy State Treasurer of Investments (NV)</li> </ul> <p>This panel will examine best practices for LGIPs and will include representatives from both internally and externally managed plans.</p> | <p><b>Uniform Law Commission Update</b></p> <p><b>Moderator:</b> Treasurer Don Stenberg (NE), NAUPA President</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Carolyn Atkinson, Esq., Deputy Treasurer for Unclaimed Property (WV) and ULC Advisor</li> <li>Michael Houghton, Co-Chairman, ULC Revise the Uniform Unclaimed Property Act Committee</li> <li>Lynden Lyman, NAUPA Special Counsel</li> <li>Treasurer Beth Pearce (VT), ULC Advisor</li> </ul> <p>The latest developments and NAUPA’s participation in the Uniform Law Commission’s efforts to revise the Uniform Unclaimed Property Act will be discussed.</p> |

11:45 a.m. - 1:00 p.m.

NETWORKING LUNCH WITH EXPOSITION (Century C)

The networking lunch is a great place to continue conversations from sessions. Sit with others interested in the same topics you are. Tablecloths at the lunch indicate topic areas. Look for your color!

**GREEN** = Banking, Cash Management & Investments    **RED** = College Savings  
**ORANGE** = Debt Management    **BLUE** = Unclaimed Property    **WHITE** = General Conversation

# CONFERENCE PROGRAM – MAY 14

1:00 – 2:00 P.M.

## CONCURRENT TRACK SESSIONS

|   |   |   |  |
|---|---|---|--|
| <p><b>COLLEGE SAVINGS</b><br/>(Liberty)</p>   | <p><b>DEBT MANAGEMENT</b><br/>(Pershing East/West)</p>  | <p><b>BANKING, CASH MANAGEMENT &amp; INVESTMENTS</b> (Mission)</p>  | <p><b>UNCLAIMED PROPERTY</b><br/><b>NAUPA National Holder Workshop &amp; Forum Begins</b><br/>(Century B)</p>  |
| <p><b>Reaching Multi-Cultural Consumers</b></p> <p><b>Moderator:</b> Patricia Roberts, Managing Director – Multi Asset Solutions, AllianceBernstein</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Ernesto A. Lanza, Shareholder, Greenberg Traurig, LLP</li> <li>Chris Meece, Director – Multicultural Market Strategy, Northwestern Mutual</li> <li>Vivian M. Tsai, Senior Director TIAA-CREF Tuition Financing, Inc.</li> </ul> <p>We have a genuine interest in broadening and diversifying participation in our 529 programs. Explore the roles that language, geography, and cultural views on family and education play in creating strategies that lead to culturally diverse momentum. Leave with actionable ideas on how to effectively navigate these uncharted waters and how to begin to affect the change we collectively desire.</p> | <p><b>SDMN Annual Business Meeting</b></p> <p><b>Presiding:</b> Treasurer Manju Ganeriwala (VA), SDMN Chair</p> | <p><b>Pension/OPEB and GASB Changes</b></p> <p><b>Moderator:</b> Treasurer Kelly Mitchell (IN)</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Douglas Offerman, Fitch Ratings</li> <li>Ryan Falls, Gabriel Roeder Smith &amp; Co.</li> </ul> <p>GASB's new pension reporting requirements and upcoming OPEB reporting changes are adding to the challenge of measuring and explaining the risks posed by retirement obligations. Are the new GASB requirements adding value to our understanding of retiree obligations, or just sowing confusion? With the recession now 5 years in the past, are pension systems finally on the mend?</p> | <p><b>Legislative Update</b></p> <p><b>Moderator:</b> Josh Joyce, Esq., Unclaimed Property Administrator (AZ)</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>E. Suzanne Darling, Esq., Vice President, Xerox State &amp; Local Solutions</li> <li>Charles S. Hellman, Esq., Managing Director, Verus Financial LLC</li> </ul> <p>Holder workshop attendees will be welcomed to the conference along with NAUPA members to learn about the latest unclaimed property-related legislation being proposed and enacted throughout the country.</p> |



## PUBLIC FINANCE LAW

|   |  |  |  |   |
|---|--|--|--|---|
| <p>2405 GRAND BOULEVARD<br/>SUITE 1100<br/>KANSAS CITY, MISSOURI 64108<br/>816-221-1000</p> | <p>ONE METROPOLITAN SQUARE<br/>211 N BROADWAY, SUITE 2350<br/>ST. LOUIS, MISSOURI 63102<br/>314-436-1000</p> | <p>ONE MAIN PLACE<br/>100 NORTH MAIN, SUITE 800<br/>WICHITA, KANSAS 67202<br/>316-267-2091</p> | <p>450 REGENCY PARKWAY, SUITE 320<br/>OMAHA, NEBRASKA 68114<br/>402-991-9450<br/>1248 "O" STREET, SUITE 710<br/>LINCOLN, NEBRASKA 68508<br/>402-474-5000</p> | <p>MARK TWAIN PLAZA<br/>101 W VANDALIA, SUITE 240-D<br/>EDWARDSVILLE, ILLINOIS 62025<br/>618-307-4274</p> |
|---|--|--|--|---|

Visit our Website at [www.gilmorebell.com](http://www.gilmorebell.com)

2:00 - 2:15 P.M.

**BREAK** (Century BC Foyer)

2:15 - 3:15 P.M.

**CONCURRENT TRACK SESSIONS**

| COLLEGE SAVINGS<br>(Liberty)  | DEBT MANAGEMENT<br>(Pershing East/West)   | BANKING, CASH MANAGEMENT &<br>INVESTMENTS (Mission)  | UNCLAIMED PROPERTY<br>(Century B)  |
|---|---|--|--|
| <p><b>Industry Roundup – Lessons Learned for the New Age</b></p> <p>Moderator: Jamie Canup, Partner &amp; Tax Practice Chair, Hirschler Fleischer</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Joan Marshall, Executive Director, College Savings Plans of Maryland</li> <li>Sherri Wyatt, Chief Compliance Officer, Virginia529</li> </ul> <p>What have we learned in response to significant events of the past year? – such as the passage of ABLE; our initiatives in past years and this year to strengthen 529 legislation; the President’s short-lived proposal to take away 529 plans tax exemption for qualified higher education expenses; the MSRB’s ongoing efforts to collect data from 529 plans; initiatives by employers to encourage their employees to contribute to 529 plans; and 529 plans ongoing efforts to comply with the intent of the Patriot Act and money-laundering initiatives. Hear what our panel has to say about the gains and setbacks 529 plans have faced and how we can learn from them to continue the growth of our industry.</p> | <p><b>Reinvestment Market Update</b></p> <p>Moderator: Steve Wisloski, Deputy Treasurer, State of Vermont</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Michael D. McRobbie, Esq., Gilmore &amp; Bell</li> <li>Matthew Eisel, CFA, PFM Asset Management LLC</li> <li>Peter Colquitt, Deutsche Bank</li> </ul> <p>As interest rates enter their seventh year at record lows, what is the state of the market for bond proceeds investments? Our panelists will provide an update on securities portfolios, repurchase agreements, guaranteed investment contracts, forward delivery agreements, structuring refunding escrows, and other reinvestment market products.</p> | <p><b>New Services Offered by Banks, e-Payables, Outsourced Check Printing, and Other Offerings: Why Are They Offering Them and Is There Really a Benefit?</b></p> <p>Moderator: Treasurer James McIntire (WA)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>James Lock, Treasury Solutions, JP Morgan</li> <li>Holger Ebert, Wells Fargo Bank</li> <li>Jacie Engle, First Data</li> </ul> | <p><b>Reporting and Compliance 101</b></p> <p>Moderator: Kathy Janes, CPA, Director of Unclaimed Property (OK)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Jennifer Brown, Manager, Holder Education and Research Unit, Office of the State Comptroller (NY)</li> <li>Kathleen Lobell, Director of Unclaimed Property (LA)</li> </ul> <p>Attendees will be given a crash-course in core unclaimed property concepts. Key terms will be defined. Core concepts such as dormancy periods, due diligence and reporting requirements will be introduced and discussed by a panel of state experts.</p> |

3:15 - 3:30 P.M.

**BREAK** (Century BC Foyer)

## CONFERENCE PROGRAM – MAY 14

3:30 - 4:30 P.M.

### CONCURRENT TRACK SESSIONS

| COLLEGE SAVINGS<br>(Liberty)  | DEBT MANAGEMENT<br>(Pershing East/West)  | BANKING, CASH MANAGEMENT &<br>INVESTMENTS (Mission)  | UNCLAIMED PROPERTY<br>(Century B)  |
|---|--|--|--|
| <p><b>ABLE Today</b></p> <p>Moderators:</p> <ul style="list-style-type: none"> <li>Mary Morris, Chief Executive Officer, Virginia529</li> <li>Mark Chapleau, Member, Weston Patrick P.A.</li> </ul> <p>A brief history of ABLE's legislative development and an examination of how states are implementing their ABLE programs with a particular focus on which state agencies have been chosen to run their state's ABLE program and implementation time frames. There will also be a compare/contrast discussion on ABLE and 529 accounts in addition to a similar comparative study on ABLE and Special Needs Trust.</p> | <p><b>Update from Washington, D.C.</b></p> <p>Moderator: Treasurer Manju Ganeriwala (VA)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Ritta McLaughlin, MSRB</li> <li>Ernesto A. Lanza, Shareholder, Greenberg Traurig, LLP</li> </ul> <p>Congress and the Administration have proposed numerous curtailments of tax exempt bonds including the outright elimination of tax exemption, capping deductions, and eliminating private activity bonds, and adding new programs such as America Fast Forward tax credit bonds and Qualified Public Infrastructure Bonds. Our expert panelists review the rationales behind these proposals, and assess the likelihood of any them moving forward in the near term.</p> <p><b>Debt Management Track Concludes</b></p> | <p><b>Understand How Rule 2a-7 Changes Will Impact Treasury Operations</b></p> <p>Moderator: Laura Glenn, Office of the State Treasurer (GA)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Barry Weiss, Standard &amp; Poor's</li> <li>Kerry Pope, Fidelity</li> </ul> <p>Recent changes to rule 2a-7 will affect product offerings of Fund providers and how Treasury professionals handle short duration investing.</p> <p><b>Banking, Cash Management &amp; Investments Track Concludes</b></p> | <p><b>Industry Roundtables</b></p> <p>State representatives will act as moderators in this highly interactive session that will allow attendees to discuss unclaimed property issues that are of particular importance to their individual area of business.</p> |

6:30 - 9:00 P.M.

### DINNER AT SPORTING KANSAS CITY



On Thursday night, all registered attendees are invited to Sporting KC, where you will enjoy a BBQ themed dinner and take a tour of this fabulous soccer stadium. Sporting Park is home to MLS soccer team Sporting Kansas City. The stadium opened in 2011 and was voted "Venue of the Year" in 2012 by the *Sports Business Journal*. The stadium seats 18, 500 and currently boasts 57 consecutive sellouts. The facility is one of the most technologically advanced stadiums in the world with high-density wi-fi, over 400 HD television screens and 2 HD video boards—the largest of their kind.

**Transportation:** Sporting KC is approximately 17 miles away from the Westin Hotel. **Meet in the lobby of the hotel at 5:50 to begin boarding the busses. Busses will depart the hotel starting at 6:00 p.m. and will begin returning at 8:30 p.m.**





**FRIDAY, MAY 15**

**8:00 - 10:00 A.M.**

**REGISTRATION**

**8:00 - 9:00 A.M.**

**BREAKFAST** (Century C)

**Introduction:** Treasurer Clint Zweifel (MO)

**Speaker:** Esther L. George, President and Chief Executive Officer, Federal Reserve Bank of Kansas City

**9:00 A.M - 12:00 P.M.**

**PORTFOLIO MANAGERS ROUNDTABLE** (Shawnee)

**9:00 - 10:00 A.M.**

**CONCURRENT TRACK SESSIONS**

| <b>COLLEGE SAVINGS</b> (Liberty)  | <b>COLLEGE SAVINGS</b> (Mission)   | <b>UNCLAIMED PROPERTY</b> (Century B)   |
|---|--|---|
| <p><b>ABLE Forum: The Account Owner’s Perspective</b></p> <p>A panel comprised of associations representing individuals with disabilities will discuss their view of the ABLE legislation, the states’ efforts to date on drafting statutes and implementations, and expectations on what ABLE accounts should look like and what ABLE programs should do.</p> <p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>Chris McGee, General Counsel, Virginia529</li> <li>Alisa Ferguson, Associate General Counsel, Virginia529</li> </ul> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Marty Ford, Senior Executive Officer, Public Policy, The Arc of the United States</li> <li>Michael W. Morris, J.D., Director of the National Disability Institute (NDI)</li> <li>Christopher J. Rodriguez, Senior Public Policy Advisor, National Disability Institute</li> <li>Sara Hart Weir, President, National Down Syndrome Society (NDSS)</li> </ul> | <p><b>Prepaid Plan Forum</b></p> <p><b>Moderators:</b></p> <ul style="list-style-type: none"> <li>Robin Lott, Executive Director, Michigan Education Trust</li> </ul> <p>Join this interactive session to discuss various issues specific to prepaid plans such as 1099 vs. 1088T forms, how technology is aiding in the management of plans, the role of record keepers, and the potential for reporting standardization.</p> | <p><b>Reporting &amp; Compliance 201</b></p> <p><b>Moderator:</b> Phillip Carlton, Assistant Chief of Unclaimed Property (FL)</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Melinda F. Barbish, CPA, Audit Manager (VA)</li> <li>Gary Qualset, CPA, Unclaimed Property Division Chief (CA)</li> </ul> <p>This session will build upon knowledge gained in the 101 session. State Unclaimed Property Unit staff members will describe and demystify the audit process and will let you know what to expect should your company be chosen for a compliance review.</p> |

**10:00 - 10:15 A.M.**

**BREAK** (Century BC Foyer)

## CONFERENCE PROGRAM – MAY 15

10:15 A.M. - 12:15 P.M.

### CONCURRENT TRACK SESSIONS

| COLLEGE SAVINGS (Liberty)   | COLLEGE SAVINGS (Mission)                         | UNCLAIMED PROPERTY (Century B)   |
|---|---|--|
| <p><b>Table Topic Sessions, Information Exchange, and Knowledge Sharing</b></p> <p>Panelists from the morning's first session and audience members will meet in small groups to gain a better understanding of the topics just presented, learn more about each other's expectations for ABLE, and gain insight into what each of us thinks are the challenges and opportunities associated with bringing these very worthwhile and important programs to life.</p> | <p><b>Prepaid Plan Forum</b> <i>Continued</i></p> | <p><b>State Panel and Hot Reporting Topics</b></p> <p>Moderators:</p> <ul style="list-style-type: none"> <li>Robert Commodore, Senior Director, Consumer &amp; Industry Services for the Minnesota Department of Commerce</li> <li>Josh Joyce, Esq., Unclaimed Property Administrator (AZ)</li> </ul> <p>This will be a highly interactive session with attendees provided the opportunity to ask a panel of state experts questions about unclaimed property reporting and compliance concepts.</p> |

12:15 p.m. - 1:30 p.m.

NAUPA NATIONAL HOLDER WORKSHOP AND FORUM LUNCH (Century C)



**South Street**  
SECURITIES  
Specializing in Repurchase Agreements

## In business, find the **UNEXPECTED**

...by expecting more  
from your bank.

- Real Estate Lending
- Equipment Financing
- International Services
- Healthcare Banking
- Treasury Services
- Working Capital



**Commerce Bank**  
Member FDIC

commercebank.com / 816.234.2658



# LOOK NO FURTHER.

Columbia Capital Management, LLC is an experienced, independent advisor to state and local governments on debt issuance, debt management, cash management and bond proceeds investment. A registered municipal advisor and SEC-registered investment adviser, Columbia Capital has advised on more than \$27 billion in bonds issued and manages more than \$300 million in short-term investments for public agencies. Learn more at [columbiacapital.com](http://columbiacapital.com) or by calling 888-648-8500.

- Bond transaction financial advice
- Debt management and post-issuance compliance
- Bond proceeds investment
- Escrow bidding
- Operating funds cash management
  - Portfolio design
  - Discretionary portfolio management
  - Portfolio accounting and reporting
  - Public deposits collateral management



# intuition

COLLEGE SAVINGS  
— SOLUTIONS —



## STATE STREET GLOBAL ADVISORS®

It's what Legends is made of  
STYLE. SELECTION. SAVINGS.



**LEGENDS**  
OUTLETS  
Kansas City



**KKR**

A KKR/Red Legacy Property

I-435, Exit Parallel Parkway West | [LegendsShopping.com](http://LegendsShopping.com)

## SELECTED SPEAKER BIOGRAPHY



**ESTHER L. GEORGE** is president and chief executive officer of the Federal Reserve Bank of Kansas City and a member of the Federal Open Market Committee, which has authority over U.S. monetary policy. Prior to her appointment as president on Oct. 1, 2011, she had been the Bank's chief operating officer since August 2009. George joined the Fed in 1982 and served much of her career in the Division of Supervision and Risk Management. She began by becoming a commissioned bank examiner and eventually served for ten years as the District's chief

regulator. In that capacity, she was responsible for oversight of the District's state-chartered member banks and nearly 1,000 bank and financial holding companies, as well as the Bank's discount window and risk management functions. She was directly involved in the Tenth District's banking supervision and discount window lending activities during the banking crisis of the 1980s and post-9/11.

She is a former chair of the Federal Reserve System's Community Banking Organizations Management Group. George also served as the acting director of the

Federal Reserve's Division of Banking Supervision and Regulation at the Board of Governors of the Federal Reserve System in Washington, D.C., during the recent financial crisis.

George is a native of Missouri. Beyond the Tenth Federal Reserve District, she hosts the Federal Reserve Bank of Kansas City's annual Jackson Hole Economic Symposium. She has also participated in the Bank for International Settlement's Financial Stability Institute programs in Lima, Abu Dhabi, Beijing and Malaysia.

### Stern Brothers & Co.



Founded in 1917, Stern Brothers & Co. is a Certified Woman-Owned Business Enterprise (WBE) investment bank whose focus is in municipal and corporate finance. Stern Brothers works with clients in specific market sectors providing knowledge and experience, and thereby ensuring the most effective financing transactions.

Peggy Finn, Owner  
Chairman & CEO

#### Underwriting

Stern Brothers has underwritten several billion dollars to finance clients' projects by acting as the managing underwriter or private placement agent for their bond and debt offerings.

#### Financial Advisory

Stern Brothers serves as Financial Advisor for a number of governments, agencies and institutions in connection with their bond offerings and other financial needs.

#### Credit Enhancement

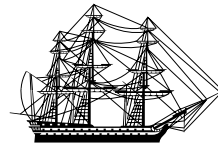
Stern Brothers has extensive experience in the full range of credit enhancement vehicles, assisting clients in achieving the lowest borrowing cost available.

#### Remarketing

Stern Brothers serves as the remarketing agent for almost \$4 billion in variable rate financings.

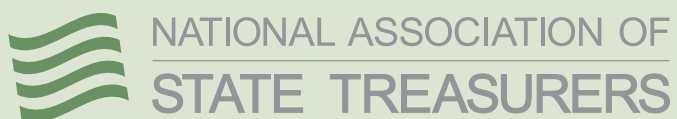


8000 Maryland Avenue, Suite 800  
St. Louis, MO 63105  
Tel 314.727.5519 Fax 314.727.7313  
WWW.STERNBROTHERS.COM



**Vanguard**<sup>®</sup>





The **National Association of State Treasurers** was founded in 1976 to provide a forum for state treasurers to share information and learn from each other. NAST seeks to provide advocacy and support that enables member states to pursue and administer sound financial policies and programs benefiting the citizens of the nation.

Membership is composed of all state treasurers or state finance officials with comparable responsibilities from the United States, its commonwealths, territories, and the District of Columbia. The private sector is represented through the Corporate Affiliate Program that was established to build professional relationships and foster cooperation between the public and private sectors.

The association serves its members through educational conferences and webinars, a variety of working groups, policy advocacy and publications that provide information about developments in public finance.

## NAST AFFILIATES

### COLLEGE SAVINGS PLANS NETWORK (CSPN)

The College Savings Plans Network is a network of officials who administer Section 529 qualified tuition programs and are dedicated to enhancing the communication, cooperation and effective administration among the plans. The Network seeks to influence the setting of national policy affecting the Section 529 qualified tuition plans and those saving for college, and to ensure that Section 529 qualified tuition plans remain a leading choice for families to save for college. For 2015 CSPN is led by its Chair, Betty Lochner, Director of Washington Guaranteed Education Tuition.

### NATIONAL ASSOCIATION OF UNCLAIMED PROPERTY ADMINISTRATORS (NAUPA)

Formed in 1962, NAUPA is the foremost authority on unclaimed property and the affirmed leader of the coalition of states, administrators, and holders working together to reunite rightful owners with their property. The purpose of the association is to promote and strengthen unclaimed property administration and interstate cooperation in order to enhance States' return of unclaimed property to rightful owners and provide a forum for the open exchange of information and ideas. Members represent all states, the District of Columbia, the Commonwealth of Puerto Rico, U.S. Virgin Islands, several Canadian provinces, and other governmental entities. For 2015, NAUPA is led by Nebraska State Treasurer Don Stenberg.

### STATE DEBT MANAGEMENT NETWORK (SDMN)

The State Debt Management Network represents state officials and other persons involved in the issuance, management, and/or oversight of public debt. SDMN provides assistance, shares information and promotes professional relationships in the large state debt community while providing educational and professional development opportunities for its membership. For 2015, SDMN is led by Virginia State Treasurer and former NAST President Manju Ganeriwala.



## JOIN NAST FOR THE 2015 ANNUAL CONFERENCE!

October 17-21, 2015  
Omni Hotel  
Nashville, Tennessee



Broadway & Roberts Western World



Historic Ryman Auditorium



Omni Hotel, overlooking the Country Music Hall of Fame and Museum

Don't miss it! Visit [www.nast.org](http://www.nast.org) for additional details!

## SPONSORSHIP OPPORTUNITIES: 2015 NAST ANNUAL CONFERENCE

There are a number of sponsorship opportunities available for the NAST Annual Conference. To learn more or to join those who have already committed, contact John Provenzano at (202) 347-3865 or john@statetreasurers.org.

### Annual Conference Sponsor – a minimum of \$25,000 (Limited to one sponsor)

- Three complimentary conference registrations
- Recognition as the Annual Conference Sponsor on the conference website
- Recognition as the Annual Conference Sponsor on conference materials
- Prominent recognition as the Annual Conference Sponsor on on-site banners
- Title sponsor of Annual Conference Dinner (Optional)
- Logo on Annual Conference Welcome Gift
- Full page advertisement in the Annual Conference Program
- Recognition as sponsor on name badge



SOLD

### Platinum Sponsor - \$15,000

- Two complimentary conference registrations
- Recognition as Platinum Sponsor on conference website
- Recognition as Platinum Sponsor on conference materials
- Prominent recognition as Platinum Sponsor on on-site banners
- Title sponsors of Opening Reception (Optional)
- Half page advertisement in Conference Program
- Recognition as sponsor on name badge



### Gold Sponsor - \$10,000

- Recognition as Gold Sponsor on conference website
- Recognition as Gold Sponsor on conference materials
- Recognition as Gold Sponsor on on-site signage
- Sponsors of second Conference Dinner (Optional)
- Third page advertisement in Conference Program
- Recognition as sponsor on name badge

### Silver Sponsor - \$5,000

- Recognition as Silver Sponsor on conference website
- Recognition as Silver Sponsor on conference materials
- Recognition as Silver Sponsor on on-site signage
- Sponsors of Conference Lunches (Optional)
- Quarter page advertisement in Conference Program
- Recognition as sponsor on name badge



**OFI Global**  
An OppenheimerFunds Company



### Bronze Sponsor - \$2,500

- Recognition as Bronze Sponsor on conference website
- Recognition as Bronze Sponsor on conference materials
- Sponsors of all Conference Breaks (Optional)
- Prominent recognition in Conference Break area
- Listing as Bronze Sponsor in Conference Program
- Recognition as sponsor on name badge



NATIONAL INSTITUTE  
of PUBLIC FINANCE

In Partnership with

PEPPERDINE

Graziadio School of  
Business and Management

Leadership. Responsibility. Growth. Sustainability.



## 2015 CONFERENCES

### NATIONAL INSTITUTE OF PUBLIC FINANCE

July 26-29

Pepperdine University – Drescher Graduate Campus  
Malibu, California

### ANNUAL CONFERENCE

October 17-21

Omni Hotel

Nashville, Tennessee

*Oct 17: Pre-conference in-depth session  
on pensions and media training*

## 2016 CONFERENCES

### LEGISLATIVE CONFERENCE

February 28 - March 2

Mandarin Oriental Hotel

Washington, D.C.

### TREASURY MANAGEMENT TRAINING SYMPOSIUM

June 14-17

Hilton New Orleans Riverside

New Orleans, Louisiana



NATIONAL ASSOCIATION OF  
STATE TREASURERS

### Headquarters Office

2760 Research Park Drive

Lexington, KY 40511

(859) 721-2190

### Federal Relations Office

701 Eighth Street, NW

Suite 540

Washington, DC 20001

(202) 347-3865

[www.nast.org](http://www.nast.org)