



NATIONAL ASSOCIATION OF  
STATE TREASURERS

## 2016 NAST Treasury Management Training Symposium



June 14-17, 2016 | Hilton New Orleans Riverside | New Orleans, LA



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Welcome to the 2016 National Association of State Treasurers (NAST) Treasury Management Training Symposium! It is my great privilege and honor to serve as NAST President for 2016. Your continued support and attendance at this conference as well as September's Annual Conference in Seattle are sure to make this a successful year for our association.

I especially wish to commend our Senior Vice President and Program Committee Chair, Oklahoma Treasurer Ken Miller along with the Banking & Cash Management, Financial Education & Empowerment, Unclaimed Property Administrators, State Debt Management, and College Savings Plans leadership for doing a stellar job in developing an outstanding program for this year's symposium. Thanks to their efforts and the hard work of NAST's remarkable staff, we can all look forward to a productive and exciting week in the historic city of New Orleans.

Thus far, NAST has gotten off to a great start in 2016 with a significantly increased presence in national media, a successful legislative conference and continued strides in enhancing both our administrative operations and fiscal management. The leadership team, committee chairs and membership of this fine organization continue to impress and inspire me. Together we will strive to provide Treasurers, treasury officials, staff, networks and corporate affiliates opportunities such as this conference to discuss and engage on pertinent issues that have an impact on each of our states and communities. It is our goal to work with NAST members and corporate affiliates in sustaining and improving upon this progress.

I've always valued NAST's annual training symposium because it gets to the heart of what we do as treasury professionals and allows us a unique opportunity to learn from, and share with, each other. This year's symposium will feature more training tracks than ever with variety of useful topics. Whether you are looking to learn more about "strategic thinking for today's volatile markets" or "integrating financial education into K-12 classrooms" you won't be disappointed. The week's evening events and entertainment will also be exceptional as we explore the WWII Museum, listen to traditional New Orleans jazz, and dine around the French Quarter with friends and colleagues.

Best wishes for a successful week in New Orleans and I look forward to welcoming all of you in September to my beautiful home city of Seattle for this year's Annual Conference!

Sincerely,

A handwritten signature in black ink that reads "James L. McIntire". The signature is written in a cursive, flowing style.

James L. McIntire  
NAST President  
Washington State Treasurer

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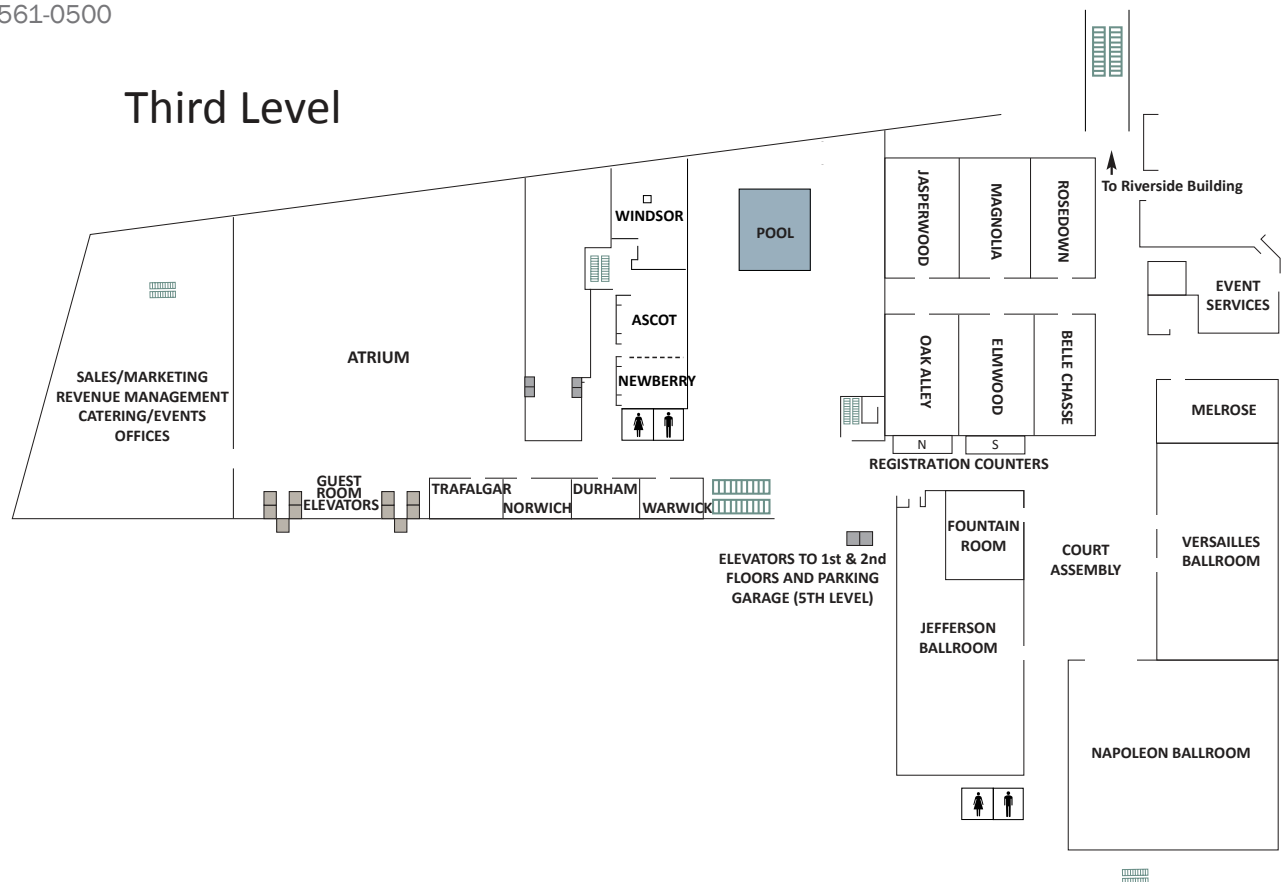
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## Hilton New Orleans Riverside

Two Poydras Street, New Orleans, Louisiana, 70130

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## CONFERENCE PROGRAM

### TUESDAY, JUNE 14

<p><b>9:00 A.M. - 7:00 P.M.</b> REGISTRATION (3rd Floor Foyer)</p>	<p><b>2:00 - 3:00 P.M.</b> CSPN LEGAL &amp; STATE AFFAIRS COMMITTEE (Elmwood)</p>
<p><b>9:00 - 9:30 A.M.</b> FINANCE COMMITTEE (Oak Alley)</p>	<p><b>3:00 - 4:00 P.M.</b> CSPN COMMUNICATIONS COMMITTEE (Elmwood) CSPN FEDERAL INITIATIVES COMMITTEE (Oak Alley)</p>
<p><b>9:30 - 11:00 A.M.</b> EXECUTIVE COMMITTEE (Oak Alley)</p>	<p><b>4:00 - 5:00 P.M.</b> NAST CORPORATE AFFILIATE BOARD (Belle Chasse) CSPN CORPORATE AFFILIATE COMMITTEE (Oak Alley)</p>
<p><b>11:30 A.M. - 2:30 P.M.</b> LONG-RANGE PLANNING COMMITTEE (Oak Alley)</p>	<p><b>6:00 - 8:00 P.M.</b> OPENING RECEPTION (Napoleon Ballroom &amp; Court Assembly) HILTON NEW ORLEANS RIVERSIDE</p>
<p><b>12:00 - 1:00 P.M.</b> CSPN EXECUTIVE COMMITTEE (Elmwood)</p>	
<p><b>1:00 - 2:00 P.M.</b> <b>CSPN 529 PRIMER</b> (Elmwood) Do you have a firm grasp of the basic requirements found in Section 529 of the Internal Revenue Code? This pre-conference session for new and regular attendees will cover the basic requirements of the statute; what is meant by the various terms and definitions found in Section 529; and an overview of gift and estate tax rules applicable to 529 accounts.</p> <ul style="list-style-type: none"> <li>• Presenter: James W.C. Canup, Tax Practice Chairman, Hirschler Fleischer</li> </ul>	



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WEDNESDAY, JUNE 15

7:30 A.M. - 5:00 P.M.

REGISTRATION (3rd Floor Foyer)

7:45 - 8:45 A.M.

BREAKFAST (Napoleon Ballroom)

9:00 - 9:50 A.M.

TRACK SESSIONS

<p><b>Banking, Cash Management &amp; Investments</b> (Belle Chasse)</p> <p>CPE Field of Study: Economics</p>	<p><b>The Future of Consumer Payments, Mobile Payments, Same-Day ACH, EMB Chips, Pins, Signatures:</b> This panel will delve into faster electronic payment trends, including an overview of forces driving change (e.g. Millennials, Technology, Mobile, APIs) and related development of real-time payments systems and new payment “rails” (e.g. clearXchange; MasterCard Send; Same Day ACH). It will also provide a framework for what states should be considering as they evaluate faster payments as part of their overall collection and payment strategies, including candidates for same day ACH payments, payment gateways, on-line bill payments, electronic collection portals, and broadening business to person (B2P) payment offerings. Finally, it will touch on reconciliation product development trends to enhance “straight thru processing” and fraud considerations / mitigation tools (e.g. Government focused view around the role of EMV, Chip and Pin, and account validation services).</p> <p>Moderator: Treasurer Ken Miller (OK)</p> <ul style="list-style-type: none"> <li>• Max Haynes, CEO, Customer Engagement Technologies</li> <li>• Patricia O'Donnell, Senior Vice President, Key Bank</li> <li>• Rich Toomey, eReceivables Consultant, Wells Fargo</li> </ul>
<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>Opening Ceremonies:</b> Welcome to the Deep South! CSPN Chair and Alabama Treasurer Young Boozer will cover a variety of topics -- from reviewing CSPN initiatives and introducing CSPN partners to celebrating the 20 year anniversary of college savings plans! Plus the State of the States will get underway during this first session!</p> <ul style="list-style-type: none"> <li>• Treasurer Young Boozer (AL)</li> </ul>
<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Finance</p>	<p><b>Beyond Education: Reducing Barriers to Mainstream Financial Services:</b> Whether it is because of poor banking or credit history, unreliable income, lack of education, or social stigma, lower income communities often have difficulty accessing mainstream financial services. Around the country, a variety of innovative public/private partnerships have emerged with the goal of making affordable, safe financial services more accessible to lower income Americans. These initiatives almost always involve partnerships between government, private industry and the nonprofit sector, and this session will present some case studies of these initiatives and a discussion of what it will take to bring them to scale.</p> <p>Moderator: Treasurer Seth Magaziner (RI)</p> <ul style="list-style-type: none"> <li>• Jonathan Mintz, President &amp; CEO, Cities for Financial Empowerment Fund</li> <li>• Andy Posner, Founder &amp; CEO, Capital Good Fund</li> <li>• Treasurer Clint Zweifel (MO)</li> </ul>



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## CONFERENCE PROGRAM

<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Regulatory Ethics</p>	<p><b>MSRB Regulations:</b> As key regulations for municipal market professionals go into effect this year, the relationship between state or local governments and the professionals on their deal team is changing. MSRB Executive Director Lynnette Kelly will discuss what the new rules of engagement mean for municipalities, and the important role state treasurers play in helping ensure that all municipal securities issuers understand the disclosures, standards of conduct and documentation they should expect from their municipal advisors and underwriters.</p> <ul style="list-style-type: none"> <li>Lynnette Kelly, Executive Director, MSRB</li> </ul>
<p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>NAUPA State of the States (Part 1):</b> State unclaimed property officials in attendance will introduce themselves &amp; attending staff to discuss program highlights and hot topics in their respective states. Topics for further discussion later in the conference will be suggested by attendees. (All members will be asked to submit PowerPoint slides with brief program activity summary.)</p> <p>Co-Moderator: Walter Graham, Director, Unclaimed Property Division, Florida Department of Financial Services Co-Moderator: Treasurer Curtis M. Loftis, Jr. (SC)</p>
<p><b>9:50 - 10:05 A.M.</b> <b>BREAK</b></p>	
<p><b>10:05 - 10:55 A.M.</b> <b>TRACK SESSIONS</b></p>	
<p><b>Banking, Cash Management &amp; Investments</b> (Belle Chasse)</p> <p>CPE Field of Study: Management Advisory Services</p>	<p><b>Payment Security and Cyber Fraud:</b> Businesses and governments alike face a constantly evolving risk landscape in cyberspace. Our present technology landscape is resulting in unprecedented opportunities but also exposing us to unprecedented threats. Cyber risks can no longer be considered the domain of the IT team. They could impact confidentiality, integrity and availability of the critical functions and services across your organization. This session will explore concrete and immediately applicable strategies to help state government leaders to better understand, assess, and mitigate risk in cyberspace.</p> <p>Moderator: Treasurer Seth Magaziner (RI)</p> <ul style="list-style-type: none"> <li>Jenny Menna, VP Cybersecurity Partnership Executive, US Bank</li> <li>Beth Probst, Product Manager, Wells Fargo</li> </ul>
<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>CSPN State of the States:</b> Get involved with this annual interactive session where states share marketing strategies, initiatives and ideas from their 529 program! Hear lots of great ideas and innovations!</p> <p>Moderators:</p> <ul style="list-style-type: none"> <li>David Lawhorn, Lead 529 Program Administrator, KY Higher Education Assistance Authority</li> <li>Beth Anne Rankin, Director, AR 529 GIFT College Savings</li> <li>Mitch Seabaugh, Vice President, K-12 Outreach Services &amp; 529 Plan, Path2College 529, Georgia Student Finance Commission</li> </ul>
<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Finance</p>	<p><b>Focus on Financial Challenges for Veterans:</b> This session will explore some of the unique financial challenges faced by veterans when they leave service. The discussion will include what resources are available to veterans and what are the best models for early and sustaining intervention.</p> <p>Moderator: Treasurer Kelly Mitchell (IN)</p> <ul style="list-style-type: none"> <li>Molly Barrett, Retail Sales Manager, Fifth Third Bank</li> <li>Dr. Eric Elbogen, Local Recovery Coordinator, Durham VA Recovery Center and Medical Instructor at Duke University</li> </ul>
<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Economics</p>	<p><b>Updates from the Rating Agencies:</b> Rating agency representatives will provide an overview of recent updated ratings methodologies, a description of proposed methodologies and discuss any new areas of analysis and topics or issues of concern.</p> <p>Moderator: Janet Aylor, Director of Debt Management, Virginia Treasury</p> <ul style="list-style-type: none"> <li>Kate Hackett, Managing Director, Kroll Bond Rating Agency</li> <li>Laura Porter, Managing Director, Fitch Ratings</li> <li>Nicholas Samuels, Vice President/Senior Credit Officer, Moody's Investors Service</li> <li>John Sugden, Senior Director, State and Local Government Group, Standard &amp; Poor's</li> </ul>
<p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>NAUPA State of the States (Part 2):</b> State unclaimed property officials in attendance will introduce themselves &amp; attending staff to discuss program highlights and hot topics in their respective states. Topics for further discussion later in the conference will be suggested by attendees. (All members will be asked to submit PowerPoint slides with brief program activity summary.)</p> <p>Co-Moderator: Walter Graham, Director, Unclaimed Property Division, Florida Department of Financial Services Co-Moderator: Treasurer Curtis M. Loftis, Jr. (SC)</p>
<p><b>10:55 - 11:10 A.M.</b> <b>BREAK</b></p>	



**11:10 A.M. - 12:00 P.M.**  
**TRACK SESSIONS**

**Banking, Cash Management & Investments**  
 (Belle Chasse)

CPE Field of Study:  
 Regulatory Ethics

**Managing Collateral for Public Deposits:** State Treasury relationships and dialogues with banking partners have become increasingly important in the evolving regulatory environment. Basel III is having a significant impact on how banks and Public Sector entities manage their liquidity. Understanding the implications of the new regulatory framework can lead to enhanced yields and strengthened relationships. This session will explore Basel III and other regulatory topics inclusive of LCR, and HQLA. The session will also include how regulation and collateral policies impact State Treasury liquidity strategies.

Moderator: Treasurer Young Boozer (AL)

- Michael Brady, VP Liquidity Management Services, Citi
- Sam Schwartzman, Managing Director, BNY Mellon
- Jeff Sirota, Market Strategist, JP Morgan



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## CONFERENCE PROGRAM

<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>CSPN State of the States (continued)</b></p> <p>Moderators:</p> <ul style="list-style-type: none"> <li>• David Lawhorn, Lead 529 Program Administrator, KY Higher Education Assistance Authority</li> <li>• Beth Anne Rankin, Director, AR 529 GIFT College Savings</li> <li>• Mitch Seabaugh, Vice President, K-12 Outreach Services &amp; 529 Plan, Path2College 529, Georgia Student Finance Commission</li> </ul>
<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Finance</p>	<p><b>Effects of Plan Design on Retirement Security:</b> What are some aspects of defined contribution plan design which can be used to increase participation and saving? What behavioral trends do we see in retirement planning, and how do plans utilize those trends to encourage better planning – auto-enrollment, auto-escalation, etc.? How do you provide advice for users of defined contribution plans? For treasurers who manage state pension systems, what are good models and tools for integrating financial planning into member communication?</p> <p>Moderator: Treasurer Clint Zweifel (MO)</p> <ul style="list-style-type: none"> <li>• Renee Long, Vice President, Goldman Sachs Asset Management</li> <li>• Cindy Rehmeier, Manager of Defined Contribution Plans, Missouri State Employees' Retirement System</li> <li>• Sue Walton, Senior Defined Contribution Specialist, American Funds</li> </ul>
<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Taxes</p>	<p><b>Post Issuance Compliance:</b> This session will emphasize the importance of post-issuance compliance for issuers of tax-exempt debt and how issuers should adopt written post-issuance procedures for all bond issues to preserve the preferential status of tax-advantaged bonds. Issuers with comprehensive procedures are less likely, than an issuer that does not have such procedures, to violate the federal tax requirements related to its bonds.</p> <p>Moderator: Sandi Thompson, Director, Office of State and Local Finance, Comptroller of the Tennessee Treasury</p> <ul style="list-style-type: none"> <li>• Valarie J. Allen, Partner, Ballard Spahr LLP</li> <li>• Joan DiMarco, Managing Director, PFM Asset Management</li> <li>• Maxwell D. Solet, Member, Mintz Levin</li> </ul>
<p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>Recent Legal Decisions Involving Unclaimed Property:</b> Unclaimed property law experts will discuss and analyze recent important judicial decisions.</p> <p>Moderator: Lynden Lyman, Esq., Principal, The Unclaimed Advisor and NAUPA Special Consultant</p> <ul style="list-style-type: none"> <li>• Charles Hellman, Esq., Executive Vice President, Verus Financial LLC</li> <li>• Brian J. Scanlon, JD/LLM, Vice President, Legal and Emerging Services, Kelmar Associates, LLC</li> </ul>

### 12:00 - 1:15 P.M.

#### NETWORKING LUNCH (Napoleon Ballroom)

Lunch is a great place to continue conversations from sessions. Sit with others interested in the same topics you are (tables will be labeled).



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<b>1:15 - 2:30 P.M.</b> <b>TRACK SESSIONS</b>	
<p><b>Banking, Cash Management &amp; Investments</b> (Belle Chasse)</p> <p>CPE Field of Study: Finance</p>	<p><b>Wrestling with Investment and Cash Management Integrated Platforms:</b> Everyone wants you to optimize but what does that really mean to you and your organization? Automation is the foundation for all your efforts. This panel will take a look at pre-existing solutions in the marketplace as well as treasuries that have designed their own systems to bring a broad discussion of the different components needed and the challenges of finding solutions to these complicated problems.</p> <p>Moderator: Treasurer James McIntire (WA)</p> <ul style="list-style-type: none"> <li>• Angela Bonaminio, Banking Operations Manager, Idaho State Treasury</li> <li>• Eileen Roberts, Executive Director, JP Morgan</li> <li>• Jeff Sharp, Deputy Treasurer of Operations, Washington State Treasurer's Office</li> </ul>
<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>529 Age Bands: How Do They Roll?</b> Most 529 college savings plans have a target date option, often called age-based or evolving portfolios. This panel including an investment consultant and investment managers will discuss a range of issues related to target date asset allocation and glide path design and evolution timing as well as other issues to consider in constructing portfolios including disclosure, benchmarking, investment types and plan management.</p> <p>Moderator: Gary Ometer, CFO, Virginia529 College Savings Plan</p> <ul style="list-style-type: none"> <li>• Scott Abel, CFA, Investment Consultant, Mercer Investment Consulting</li> <li>• Jerome Clark, Portfolio Manager, T. Rowe Price Retirement Funds &amp; Target Retirement Funds</li> <li>• Amy Whitelaw, Managing Director, BlackRock</li> </ul>
<p><b>Financial Literacy</b> (Jasperwood)</p> <p>CPE Field of Study: Communications</p>	<p><b>Highlight West Virginia's Financial Literacy Initiative:</b> Attendees will experience a live, hands-on budget simulation as local middle school students participate in West Virginia's Get a Life budgeting activity. Students will visit various business stations to buy a car, house, insurance, groceries, etc. This will be an interactive opportunity for treasurers, staff and corporate affiliates to learn how to conduct similar educational events in their own states.</p> <p>Moderator: Treasurer John Perdue (WV)</p>
<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Economics</p>	<p><b>Pricing in Municipal Bonds:</b> This will be discussion of the pricing process from the perspective of both the buy and sell sides. We will discuss, among other things, the nuances of negotiated versus competitive pricings, couponing and call strategies, and the economic impact of various structures and methodologies. Panel participants will include a state issuer, an underwriter, and representatives of both institutional and retail buyer bases.</p> <p>Moderator: James MacDonald, First Deputy Treasurer, Massachusetts State Treasurer's Office</p> <ul style="list-style-type: none"> <li>• Sue Perez, Assistant Treasurer for Debt Management, Massachusetts State Treasurer's Office</li> <li>• David Andersen, Managing Director, Head of Municipal Underwriting &amp; Trading, Bank of America Merrill Lynch</li> <li>• Danielle Fox, Vice President, Fixed Income Regional Brokerage Consultant, Fidelity</li> <li>• James Pruskowski, Head of Institutional &amp; Wealth Management, Municipal Bonds, BlackRock, Inc</li> </ul>
<p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>Revision of the Uniform Unclaimed Property Act: Heading Into the Final Stretch (Part 1):</b> The Co-Chair and the Reporter of the Uniform Law Commission Revise the Uniform Unclaimed Property Act Committee will discuss key points of the new draft before it makes its way to the ULC Annual Meeting in July. The ULC process for final reading and procedures for implementation of uniform acts will also be explained.</p> <p>Moderator: Treasurer Beth Pearce (VT)</p> <ul style="list-style-type: none"> <li>• Michael Houghton, Esq., Co-chair, ULC Revise the Uniform Un-claimed Property Act Committee</li> <li>• Charles A. Trost, Esq., Reporter, ULC Revise the Uniform Un-claimed Property Act Committee</li> </ul>
<b>2:30 - 2:45 P.M.</b> <b>BREAK</b> (Foyer)	
<b>2:45 - 3:35 P.M.</b> <b>TRACK SESSIONS</b>	
<p><b>Banking, Cash Management &amp; Investments</b> (Belle Chasse)</p> <p>CPE Field of Study: Finance</p>	<p><b>RFP Design: Procuring Services with a Future in Mind:</b> Request for Proposals are a vital part of procuring the services you need. How these are put together and where to advertise them are constantly evolving in this new digital landscape. With a focus on designing banking depository and banking custody services RFPs, this panel will help you navigate your next RFP to maximize its outreach and ensure you find the best applicant.</p> <p>Moderator: Treasurer Timothy Reese (PA)</p> <ul style="list-style-type: none"> <li>• Erica Legerski, Investment Financial Manager, WY Treasury</li> <li>• Alan Minnick, Executive Director and Proposal Manager, JP Morgan</li> </ul>

**CONFERENCE PROGRAM**

<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>The Role of Fiduciaries: Considerations for 529 Plans:</b> This panel will discuss the basic fiduciary duties of boards, address the latest securities litigation surrounding fiduciaries of retirement plans (with an eye toward how these lawsuits might play out in the 529 world), and provide information on fiduciary audits as consideration for ever larger 529 plans in the future.</p> <p>Moderator: Richard Ellis, Senior Director of Compliance and Communications, Utah Educational Savings Plan</p> <ul style="list-style-type: none"> <li>• Michael Blatchley, Partner, Bernstein Litowitz Berger &amp; Grossman</li> <li>• Scott Reed, Chief Executive Officer, Hardy Reed</li> <li>• Joshua Ruthizer, Partner, Wolf Popper LLP</li> </ul>
<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Communications</p>	<p><b>Integrating Financial Education into K-12 Classrooms:</b> This panel will examine how various states are integrating financial education into K-12 curriculum. Topics will include: What are the pros and cons of mandatory standards? What tools are available to educators looking to bring financial education to the classroom? What are the most effective strategies for lower income / under resourced school districts? How can state treasurers help promote K-12 financial education programs?</p> <p>Moderator: Treasurer Lynn Fitch (MS)</p> <ul style="list-style-type: none"> <li>• Trey Medbery, Vice President, Everfi</li> <li>• Selena Swartzfager, President, Mississippi Council on Economic Education</li> <li>• Treasurer Clint Zweifel (MO)</li> </ul>



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<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Taxes</p>	<p><b>IRS Audits – Will You Be In Compliance?</b> As an issuer of tax-exempt bonds, are you aware of the requirements to maintain the tax-exempt status for the life of the bonds? Join this panel to learn more about the different requirements of issuers and how to navigate through an IRS Audit.</p> <p>Moderator: Treasurer Jeff Barnette (DC)</p> <ul style="list-style-type: none"> <li>Allyson Belsome, Field Operations Manager, Tax Exempt Bonds, Internal Revenue Service</li> <li>Larry D. Sobel, Partner, Orrick Herrington &amp; Sutcliffe LLP</li> <li>Michael Steinbrook, Director, PFM Asset Management</li> </ul>
<p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>Revision of the Uniform Unclaimed Property Act: Heading into the final stretch (Part 2):</b> NAUPA's official advisors to the Uniform Law Commission as well as other senior association leaders will facilitate a multi-session discussion of key points and analysis of the states' positions in the new draft before it makes its way to the ULC Annual Meeting in July.</p> <p>Moderator: Treasurer Don Stenberg (NE)</p> <ul style="list-style-type: none"> <li>John Gabriel, Director of Unclaimed Property, Tennessee Treasury</li> <li>G. Allen Mayer, Esq., Deputy General Counsel, Illinois Treasury</li> <li>Treasurer Beth Pearce (VT)</li> </ul>
<p><b>3:35 - 3:50 P.M.</b> <b>BREAK</b></p>	
<p><b>3:50 - 4:40 P.M.</b> <b>TRACK SESSIONS</b></p>	
<p><b>Banking, Cash Management &amp; Investments</b> (Belle Chasse)</p> <p>CPE Field of Study: Economics</p>	<p><b>Digital Disbursements and the Metamorphosis of Paper to Electronic:</b> Digital Payments have seen a tremendous momentum worldwide. Investor interest in Payment companies as evidenced in 2015 is at an all-time high which has led to significant innovation in the field. This innovation is further being fueled by the evolving expectations of digitally savvy and connected users. Consequently, Digital Payments as a topic is attracting a lot of attention. In this session, the presenters will make a case for incorporating Digital Payments as an essential ingredient for public sector entities to help migrate and drive the adoption of electronic payments in conjunction with an improved Customer Experience.</p> <p>Moderator: Clarice Wood, Associate Treasurer of Banking and Operations, DC Office of the Chief Financial Officer</p> <ul style="list-style-type: none"> <li>Christopher Chazin, Director of Treasury and Trade Solutions, Citi</li> <li>Holger Ebert, Senior Vice President, Wells Fargo</li> </ul>
<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Communications</p>	<p><b>Leveraging Higher Education to Promote College Savings:</b> Learn how the University of Notre Dame promotes planning and saving for college with 529 plans in their university community and beyond. Hear how Virginia meets with colleges and universities to better understand their challenges and those facing 529 plans.</p> <p>Moderator: Nancy Farmer, President and CEO, Private College 529 Plan/Tuition Plan Consortium</p> <ul style="list-style-type: none"> <li>Mary Morris, Chief Executive Officer, Virginia529 College Savings Plan</li> <li>John Sejdinaj, Vice President for Finance, University of Notre Dame</li> </ul>
<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Finance</p>	<p><b>Financial Education Incentives:</b> This session will explore ways that behavioral incentives can be used to promote financial education across all ages and stages of life. The discussion will include information for teachers, parents and guardians as well as first time home buyers and young car buyers.</p> <p>Moderator: Deputy Treasurer Lorraine Jones (AZ)</p> <ul style="list-style-type: none"> <li>Bob Annibale, Global Director, Citi</li> <li>Trey Medbery, Vice President, Everfi</li> <li>Emelia Nordan, College Savings Plans and Policy Director, Office of the Mississippi State Treasurer</li> </ul>
<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Finance</p>	<p><b>Financing Transportation:</b> A discussion from BATIC (Build America Transportation Investment Center) to introduce the new transportation center. The second part of the discussion will explore innovative transportation structures with the goal of demonstrating the use of several financing products to fund one project. While some of these financing tools work individually on their own, they can be combined to offset risk and lower the cost of capital on large transactions. We will look at several case studies where multiple financing options were put together to fund complex projects.</p> <p>Moderator: Mark Pascarella, Director, Indiana Finance Authority</p> <ul style="list-style-type: none"> <li>Thomas Augustin, Financial Policy Advisor, Federal Highway Administration</li> <li>Jill Jaworski, Managing Director, Public Financial Management</li> </ul>
<p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>Revision of the Uniform Unclaimed Property Act: Heading into the final stretch (Part 3):</b> NAUPA's official advisors to the Uniform Law Commission as well as other senior association leaders will facilitate a multi-session discussion of key points and analysis of the states' positions in the new draft before it makes its way to the ULC Annual Meeting in July.</p> <p>Moderator: G. Allen Mayer, Esq., Deputy General Counsel, Illinois Treasury</p> <ul style="list-style-type: none"> <li>John Gabriel, Director of Unclaimed Property, Tennessee Treasury</li> <li>Treasurer Beth Pearce (VT)</li> <li>Treasurer Don Stenberg (NE)</li> </ul>

# CONFERENCE PROGRAM

**6:30 - 8:30 P.M.**

## DINNER AT THE WORLD WAR II MUSEUM

The WWII Museum is located approximately 10 blocks from the Hilton. For those not wishing to walk, there will be coach buses to shuttle attendees to/from the Museum.

### Transportation Information

Meet on the First Level (near the gift shop). Buses will begin loading at 6:15 p.m. For those wishing to enjoy the French Quarter after the reception, buses will make a quick stop at Canal Street, then will continue to the Hilton.



## THURSDAY, JUNE 16

**7:30 A.M. - 5:00 P.M.**

REGISTRATION (3rd Floor Foyer)

**7:45 - 8:45 A.M.**

BREAKFAST (Napoleon Ballroom)

**7:45 - 8:45 A.M.**

DEPUTY TREASURERS' BREAKFAST (Rosedown) (By Invitation)

**9:00 - 9:50 A.M.**

### TRACK SESSIONS

**Banking, Cash Management & Investments**  
(Belle Chasse)

CPE Field of Study:  
Economics

**Implications of Negative Interest Rate Policy or NIRP on Short Maturity Portfolios:** This panel will educate and provide point and counter-point views to help educate Treasurers and Treasury staff on problems and risks that negative interest rates could pose for investment of public funds.

Moderator: Treasurer Steve McCoy (GA)

- Laurie Brignac, Managing Director, Invesco
- Laura Glenn, Portfolio Manager, Office of the Georgia State Treasurer
- Ira Jersey, Vice President, OFI Global

**College Savings Plans**  
**and**

**Financial Literacy**  
**(Joint Session)**  
(Jefferson Ballroom)

CPE Field of Study:  
Communications

**New Word Order – It's Not What You Say, It's What They Hear:** Which words resonate with investors today? "Dream retirement" or "comfortable retirement"? "Financial freedom" or "financial security"? "Investment solutions" or "investment strategies"? Invesco Consulting joined forces with the word specialists and political consulting firm, Maslansky + Partners in an effort to help financial professionals communicate more effectively with investors. The research is in its seventh year as part of "New Word Order," and represents the largest study ever done on the language of financial services. The research, which measured investors' emotional response to words using a unique instant dial response technology, was tested in more than 26 focus groups and surveyed by nearly 7,200 investors across the country.

Introduction: Lynne Ward, Executive Director, Utah Educational Savings Plan

Speaker: Gary R. DeMoss, Director, Invesco Consulting

**State Debt Management**  
(Oak Alley)

CPE Field of Study:  
Accounting (Governmental)

**Pensions – A Practical Guide:** This session will focus on what pension disclosure means in the new world of revised GASB standards on pension accounting. We will explore how states include the new pension accounting statistics and continue to provide information on how benefits are funded. What do investors and credit analysts really want to know about pension systems? What are the implications for OPEB disclosure?

Moderator: Ellen Evans, Deputy Treasurer (WA)

- Douglas Offerman, Senior Director, Fitch Ratings
- Shawn P. O'Leary, Senior Vice President, Senior Research Analyst, Nuveen Asset Management

**Unclaimed Property Programs**  
(Versailles Ballroom)

CPE Field of Study:  
Finance

**Outreacharama!** State administrators will feature the newest innovative ways to reach even more owners and facilitate attendees to think outside the box.

Moderator: Kathy Janes, CPA, Unclaimed Property Director

- Mark William Bracken, JD, Assistant Treasurer of the Commonwealth of Massachusetts/Director of the Unclaimed Property Division
- Erin Egan, Director, Bureau of Tax Operations, Wisconsin Department of Revenue
- Dennis Johnston, Administrator, Utah Treasury
- State Auditor Andrea Lea (AR)


<b>9:50 - 10:05 A.M.</b> BREAK	
<b>10:05 - 10:55 A.M.</b> TRACK SESSIONS	
<p><b>Banking, Cash Management &amp; Investments</b> (Belle Chasse)</p> <p>CPE Field of Study: Economics</p>	<p><b>Changing Landscape of Money Market Funds:</b> The world of cash management has changed forever. As investors prepare for money market reform it is now necessary to take a fresh look at short term investment policies sectors to consider and the material risks that may be associated with these reform actions coupled with the backdrop of an increase in the Federal Funds rate.</p> <p>Moderator: Treasurer Jeffrey Barnette (DC)</p> <ul style="list-style-type: none"> <li>• Thomas Cameron, Executive Director, UBS</li> <li>• John C. Donohue, Managing Director, RBC</li> <li>• Kerry Pope, Institutional Portfolio Manager, Fidelity</li> </ul>
<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>Strategic Thinking for Today's Volatile Markets:</b> This panel will present a broad view of asset allocation and an appropriate mix of investment options for 529 plans. It will delve into the considerations for boards as they consider the continued needs of their participants in the face of equity volatility and negligible fixed income returns.</p> <p>Moderator: Andrea Feirstein, Managing Director, AKF Consulting Group</p> <ul style="list-style-type: none"> <li>• Rodrigo Garcia, Chief Investment Officer, Office of the Illinois State Treasurer</li> <li>• Marlena Lee, Vice President, Dimensional Fund Advisors</li> <li>• David Smith, CFA, Managing Partner, Marquette Associates</li> </ul>
<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Communications</p>	<p><b>How Financial Education Affects Higher Education:</b> This panel will explore how institutions of higher education are offering personal finance courses and how financial education can be integrated into the college counseling and financial aid process for high school seniors and new college students. The session will also discuss how to ensure existing programs like Pell Grants and 529 plans are well understood and utilized and what resources are available to help students and their families manage student loan burdens.</p> <p>Moderator: Treasurer Kelly Mitchell (IN)</p> <ul style="list-style-type: none"> <li>• James Kennedy, Associate Vice President for University Student Services and Systems, Indiana University</li> </ul>

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## CONFERENCE PROGRAM

<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Regulatory Ethics</p>	<p><b>Disclosure:</b> Best practices in disclosure provide a steady flow of timely information from borrowers to the interested parties in the market. This session will explore what users of financial information consider to be weaknesses in the common disclosure practice of state and local governments.</p> <p>Moderator: Laura Jackson, Deputy State Treasurer, Mississippi State Treasury</p> <ul style="list-style-type: none"> <li>• Mary Francoeur, Managing Director of New Business Origination, Assured Guaranty</li> <li>• Lou Ann Heath, Director – Continuing Disclosure, Hilltop Securities Inc.</li> <li>• Gilbert Southwell, Vice President, Wells Capital</li> </ul>
<p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>No-Name Session (Part 1):</b> 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> <p>Moderator: Robert Commodore, Senior Director, Consumer &amp; Industry Services for the Minnesota Department of Commerce</p>
<p><b>10:55 - 11:10 A.M.</b> BREAK</p>	
<p><b>11:10 A.M. - 12:00 P.M.</b> TRACK SESSIONS</p>	
<p><b>Banking, Cash Management &amp; Investments</b> (Belle Chasse)</p> <p>CPE Field of Study: Administrative Practices</p>	<p><b>Observations from the Manager Selection Process:</b> Choosing an asset manager is an important decision. This panel will educate and provide your staff with the questions to ask consultants and managers, an understanding of the most important manager performance measures and more to help you find the right fit for your plan's investment mandate.</p> <p>Moderator: Tim Wilhide, Director of Cash Management and Investments, Virginia State Treasurer's Office</p> <ul style="list-style-type: none"> <li>• Brett Cornwell, Global Manager Search Group, Callan</li> <li>• Thomas Wilson, Managing Director of Investments, Wells Fargo</li> </ul>



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<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Communications</p>	<p><b>Understanding the Media's View of 529 Plans:</b> Nationally recognized personal finance and higher education reporters will join us to talk about their craft, what they think and write about with regards to 529 plans and college savings and how we, as 529 plan administrators, can more effectively work with them.</p> <p>Moderator: Patricia Roberts, Managing Director and Senior 529 Product Manager, AllianceBernstein</p> <ul style="list-style-type: none"> <li>• Andrea Coombes, MarketWatch/Wall Street Journal</li> <li>• Kaitlin Mulhere, Money Magazine</li> <li>• Chris Robbins, Financial Advisor Magazine</li> <li>• Liz Skinner, Investment News</li> </ul>
<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Finance</p>	<p><b>Program Sustainability: A Guide and Template on How to Establish a Financial Literacy Initiative that Can Endure Across Administrations:</b> This session will explore examples of treasuries with financial empowerment programs that can survive across administrations and what has led to this success. It will also include a discussion on how to establish and maintain 501c(3)s and how partnerships with federal agencies, nonprofits and other non-electoral organizations could help ensure program sustainability.</p> <p>Moderator: Treasurer Rich Sattgast (SD)</p> <ul style="list-style-type: none"> <li>• Shawn Collins, Director of Policy &amp; Legislative Affairs, Massachusetts State Treasury</li> <li>• Treasurer John Perdue (WV)</li> <li>• LeAnn Sullivan, Executive Assistant to the State Treasurer, Idaho State Treasury</li> </ul>
<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Finance</p>	<p><b>Vertical Infrastructure: Financing Models for Public Buildings:</b> From fire houses to college dorms, new construction to energy retrofits, what innovative financing tools are available to help build and maintain public building stock? Join this panel to learn how public-private partnerships, green and sustainability bonds, and revolving loan funds have attracted private capital to address some of our nation's greatest infrastructure challenges in public buildings.</p> <p>Moderator: Treasurer Seth Magaziner (RI)</p> <ul style="list-style-type: none"> <li>• Joseph Bergeron, Financial Services Manager, Virginia Resources Authority</li> <li>• Thomas Huestis, Senior Managing Director, Public Resources Advisory Group</li> <li>• Susan Ridley, Associate Vice Chancellor for Fiscal Affairs &amp; Finance Director of the Board of Regents of the University System of Georgia</li> <li>• Zachary Solomon, Vice President, Morgan Stanley</li> </ul>
<p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>No-Name Session (Part 2):</b> 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> <p>Moderator: Robert Commodore, Senior Director, Consumer &amp; Industry Services for the Minnesota Department of Commerce</p>

**12:00 - 1:15 P.M.**  
**LUNCH**

**Opening Remarks: NAST President, Treasurer James McIntire (WA)**

**Keynote: BOARDROOM PRESENTING**

**Gary R. DeMoss, Director, Invesco Consulting**

Little-known skills and strategies designed for winning high-stakes presentations in the unique and challenging boardroom setting. Presenting in a boardroom is unlike any other setting – part monologue, part dialog, part presentation and part improvisation. The dynamics are unique and the stakes are high, so Invesco Consulting teamed up with the word specialists and political consulting firm, Maslansky + Partners and tested boardroom language and strategies with over 100 focus group participants and a 300-person survey. Attendees will be shown preparation tactics, seating strategies, presentation skills and group presentation skills in this presentation designed to help presenters get their message across in the most compelling way possible.

**1:15 - 2:30 P.M.**  
**TRACK SESSIONS**

**Banking, Cash Management & Investments**  
  
and  
**State Debt Management (Joint Session)**  
(Belle Chasse)

CPE Field of Study:  
Economics

**Global Economic Update:** How is the slowdown in global growth affecting the U.S.? A discussion on economic pulse points, such as interest rates, oil prices, employment rates and the corresponding impacts in the U.S. and across the globe. Join this panel to find out what the future has in store.

- Eugenio J. Aleman, Ph.D., Director and Senior Economist, Wells Fargo

## CONFERENCE PROGRAM

<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Marketing</p>	<p><b>Not Your Ordinary Digital Marketing Panel:</b> This session will equip the audience with information regarding how to use data mining and predictive analytics to better understand and identify potential 529 program participants and college savers. Also in this session, examples of predictive modeling approaches, digital marketing tools, and Facebook marketing tools will be shared. The audience will be equipped with ways to increase engagement and to effectively use social media. Opportunities to update data on the College Savings Plans Network website will also be discussed.</p> <p>Moderator: Lauren Shipley, Executive Director, College Savings Plans of Maryland</p> <ul style="list-style-type: none"> <li>• Abby Berman Cohen, Vice President, The Rosen Group</li> <li>• Amy Deora, Director of Government Analytics, Civis Analytics</li> <li>• Julian Federle, Chief Policy and Programs Officer, Illinois State Treasurer's Office</li> </ul>
<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Marketing</p>	<p><b>Mind the Gap: Financial Education for Women:</b> Women face their own challenges when it comes to making informed financial decisions, which has led to a gender gap in retirement savings and in paying off student loans. What financial empowerment programs and services are being offered that specifically target women? What are the inherent challenges that impact a women's economic empowerment? The session will answer these questions and more. It will also look at how Massachusetts convened a broad based public private financial literacy task force which conducted a comprehensive examination of best practices and then developed recommendations for innovative solutions.</p> <p>Moderator: Treasurer Deborah Goldberg (MA)</p> <ul style="list-style-type: none"> <li>• Gina Joynes, Deputy Treasurer of Communications, West Virginia State Treasurer's Office</li> <li>• Alayna Van Tassel, Deputy Treasurer, Executive Director, Office of Economic Empowerment, Massachusetts State Treasury</li> <li>• Brie Williams, Head of Practice Management, State Street Global Advisors</li> <li>• Elizabeth Young, Vice President, Senior Investment Strategist, BNY Mellon Investment Management</li> </ul>
<p><b>NAUPA HOLDER WORKSHOP &amp; FORUM BEGINS</b></p> <p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>Legislative Update (Part A):</b> 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> <p><b>In-State Examination Trends and Best Practices (Part B):</b> One of the field's most experienced audit professionals will present.</p> <ul style="list-style-type: none"> <li>• Jim McKeon, Unclaimed Property Manager, Montana Department of Revenue</li> <li>• Suzanne Darling, Vice President, Xerox State Enterprise Solutions, BPS (Part A)</li> <li>• Mel Kurman, Director of Audit Services - Unclaimed Funds, New York State Comptroller's Office (Part B)</li> </ul>
<p><b>2:30 - 2:45 P.M.</b> <b>BREAK</b></p>	
<p><b>2:45 - 3:35 P.M.</b> <b>TRACK SESSIONS</b></p>	
<p><b>Banking, Cash Management &amp; Investments</b> (Belle Chasse)</p> <p>CPE Field of Study: Economics</p>	<p><b>Looking Beyond Traditional Fixed Income Securities:</b> Can Asset Backed Securities or Taxable Munis play a role in portfolios: Given the level of rates and downward trend in federal agency debt issuance, many public entities are exploring under-utilized investment options within their treasury investment policy, or in some cases, exploring broadening the investment policy. A panel of product analysts and/or public fund portfolio managers will walk through some of the benefits and considerations of asset-backed securities and municipal securities.</p> <p>Moderator: Treasurer Ron Estes (KS)</p> <ul style="list-style-type: none"> <li>• Sam Ramirez Jr., CEO, Ramirez Asset Management</li> <li>• Garret Sloan, Fixed Income Strategist, Wells Fargo</li> </ul>
<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Management Advisory Services</p>	<p><b>Cyber Security– Are You Prepared to Respond to a Cyber Event?</b> A leading authority in enterprise resiliency management will provide a framework for developing, maintaining and testing a crisis management plan; and highlight issues plans are facing today and what to expect in the future.</p> <p>Introduction: Linda English, Senior Deputy Treasurer, Nevada State Treasurer's Office</p> <ul style="list-style-type: none"> <li>• Michael Curry, Principal of Business Contingency Services for the Vanguard Group, Inc.</li> </ul>
<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Communications</p>	<p><b>Financial Literacy Apps: Engaging Today's Generation:</b> This session will explore how phone and tablet apps are used for financial education and what are some of the best digital tools for different stages of life. The discussion will include how we could use data analysis on these apps to better educate ourselves and teach financial education to others.</p> <p>Moderator: Treasurer Tim Eichenberg (NM)</p> <ul style="list-style-type: none"> <li>• Deborah Bransford, Director of Special Programs and Legislative Affairs, New Mexico State Treasurer's Office</li> <li>• St. Michael's High School Students, Santa Fe, NM <ul style="list-style-type: none"> <li>- Jacqueline Hay, Sophomore, National Honor Society, National Hispanic Honor Society</li> <li>- Diego Rigales, Senior, National Honor Society, National Hispanic Honor Society</li> <li>- Channing Vikahria, Junior, National Honor Society</li> </ul> </li> </ul>

<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Marketing</p>	<p><b>Investor Outreach Strategies:</b> Ongoing communication with current and potential investors is more important now than ever. This session will highlight investor outreach strategies being used today; how investors view and use them; and potential pitfalls to avoid.</p> <p>Moderator: Piper Montemayor, Manager of Public Finance, Texas Comptroller's Office</p> <ul style="list-style-type: none"> <li>• Michael Mace, Managing Director, Public Financial Management</li> <li>• John Murphy, Senior Research Analyst, Fidelity Capital Markets</li> <li>• Paul Servidio, Executive Director, Wealth Management Capital Markets, Morgan Stanley</li> </ul>
<p><b>Unclaimed Property Programs</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>Reporting and Compliance 101:</b> 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. You will leave this session with the basic knowledge and tools to ensure your company complies with State unclaimed property laws.</p> <ul style="list-style-type: none"> <li>• Jennifer Brown, Manager, Holder Education and Research Unit, New York State Comptroller's Office</li> <li>• Kathy Janes, CPA, Director of Unclaimed Property, Oklahoma Treasury</li> <li>• Kathleen Lobell, Director of Unclaimed Property, Louisiana Treasury</li> </ul>
<p><b>3:35 - 3:50 P.M.</b> BREAK</p>	
<p><b>3:50 - 4:40 P.M.</b> TRACK SESSIONS</p>	
<p><b>Banking, Cash Management &amp; Investments</b> (Belle Chasse)</p> <p>CPE Field of Study: Regulatory Ethics</p> <p><b>Track Ends</b></p>	<p><b>Navigating the Municipal Advisor Rule:</b> The Dodd-Frank Act includes a provision requiring the Securities and Exchange Commission (SEC) and Municipal Advisor and the Municipal Securities Rulemaking Board (MSRB) for the first time to regulate non-dealer "municipal advisors." Learn from the experts on how this has changed the regulation landscape, and how to best navigate these new regulations.</p> <p>Moderator: Treasurer Richard Sattgast (SD)</p> <ul style="list-style-type: none"> <li>• Lisa Daniel, Managing Director, PFM</li> <li>• Steve Kantor, Managing Director, Hilltop Securities Inc.</li> </ul>
<p><b>College Savings Plans</b> (Jefferson Ballroom)</p> <p>CPE Field of Study: Regulatory Ethics</p>	<p><b>What's Happening on the Regulatory Front:</b> This panel will describe the improvements made to Section 529 by the Path Act in late 2015, as well as some of the challenges and open questions raised by these amendments to the Internal Revenue Code. The panelists will also go over proposals currently introduced in Congress that affect 529 Plans and possible changes that Congress may make when the Higher Education Act is reauthorized. In addition, the panel will review issues raised by the MSRB's ongoing initiative to collect information about 529 Plans as well as other proposals from regulators in the industry.</p> <p>Moderator: Greg Dyer, Chief Compliance Officer, Utah Educational Savings Plan</p> <ul style="list-style-type: none"> <li>• James W.C. Canup, Tax Practice Chairman, Hirschler Fleischer</li> <li>• Pamela K. Ellis, Associate General Counsel, Municipal Securities Rulemaking Board</li> <li>• Troy Montigny, Executive Director, Indiana Educational Savings Authority, Indiana State Treasurer's Office</li> </ul>

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# CONFERENCE PROGRAM

<p><b>Financial Literacy</b> (Elmwood)</p> <p>CPE Field of Study: Marketing</p> <p><b>Track Ends</b></p>	<p><b>Financial Literacy Initiatives at Retail Institutions:</b> This panel provides an opportunity for our private sector members in the retail banking and investment industries to highlight some of the ways they promote financial education, with a special focus on the integration of financial education and services.</p> <p>Moderator: Treasurer Seth Magaziner (RI)</p> <ul style="list-style-type: none"> <li>• Michele Barlow, Senior Vice President, Enterprise Marketing &amp; Channels Executive, Bank of America</li> <li>• Janis Bowdler, Managing Director, JP Morgan Chase</li> <li>• Jonathan Hartsell, Vice President, Strategic Planning Manager, Wells Fargo Digital Business Development</li> <li>• Rick Metters, Vice President, Community Relations, Fidelity Investments</li> </ul>
<p><b>State Debt Management</b> (Oak Alley)</p> <p>CPE Field of Study: Management Advisory Services</p> <p><b>Track Ends</b></p>	<p><b>State Debt Management Network Takeaways:</b> This session will take the information presented at the symposium and figure out any applications or next steps for debt issuers. This group will also discuss topics that need more attention through webinars or action by the SDMN Education Committee. This is also a time to provide ideas and recommendations to SDMN leadership in order for SDMN to become an even better resource for its membership.</p> <p>Moderator: Mark Pascarella, Director, Indiana Finance Authority</p> <ul style="list-style-type: none"> <li>• Ellen Evans, Deputy Treasurer (WA)</li> <li>• Drew Smith, Deputy Assistant Treasurer for Debt Management, Massachusetts State Treasurer's Office</li> </ul>
<p><b>Unclaimed Property Program</b> (Versailles Ballroom)</p> <p>CPE Field of Study: Finance</p>	<p><b>Industry Roundtables :</b> 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 - 8:30 P.M.**

**DINE-AROUND IN THE FRENCH QUARTER** Restaurant options include:



**Acme Oyster House**



**Arnaud's**



**Broussard's**



**Galatoire's Restaurant**



**Red Fish Grill**

**Menus and information about each restaurant will be available at the registration desk. YOU WILL RECEIVE A TICKET FOR THE RESTAURANT OF YOUR CHOICE, AND YOU MUST HAVE THE TICKET TO ENTER THE RESTAURANT FOR DINNER. Seating is limited at each restaurant, so be sure to sign up early for the best chance of receiving your first choice!**

**Transportation Information**

Due to the short distance and traffic restrictions in the French Quarter there will be no bus service for the dine around. Attendees are encouraged to either walk or cab to their restaurant of choice. Maps and walking directions will be available.

FRIDAY, JUNE 17

7:00 A.M. - 12:00 P.M.

REGISTRATION (3rd Floor Foyer)

COLLEGE SAVINGS PLAN TRACK

UNCLAIMED PROPERTY TRACK

7:45 - 8:00 A.M.

BREAKFAST (Napoleon Ballroom)

Grab breakfast and take it with you to the Jefferson Ballroom, where your meetings will begin at 8:00 a.m.

7:45 - 8:45 A.M.

BREAKFAST (Napoleon Ballroom)

8:00 - 8:50 A.M.

**College Savings Plan** (Jefferson Ballroom)  
CPE Field of Study: Finance

**ABLE: State of the States:** The segment will include a brief history of ABLE and then move into a discussion of how states are approaching ABLE including which of them have provided tax benefits, permitted contracting, provided exemptions from state means testing, etc.

- Alisa Ferguson, Associate General Counsel, Virginia529 College Savings Plan
- Chris McGee, General Counsel, Virginia529 College Savings Plan

9:00 - 9:50 A.M.

**Unclaimed Property** (Versailles Ballroom)  
CPE Field of Study: Finance

**Reporting & Compliance 201:** This session will build upon your knowledge gained in the 101 session. In depth information will be provided on a wide range of topics with an emphasis on best practices. 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. Differences in state reporting requirements will be discussed, and detailed information about California's reporting requirements will be presented by California's Unclaimed Property Administrator.

- Phillip Carlton, Assistant Director, Unclaimed Property Division, Florida Department of Financial Services
- Gary Qualset, CPA, Unclaimed Property Division Chief, California State Controller's Office

8:50 - 9:00 A.M.

BREAK

9:50 - 10:05 A.M.

BREAK

9:00 - 10:30 A.M.

**College Savings Plan** (Jefferson Ballroom)  
CPE Field of Study: Regulatory Ethics

**ABLE Regulators Speak – Examining Federal Regulatory Issues:** Regulators from each of the major federal agencies that will impact ABLE (MSRB, SSA, and IRS) will each explain their agency's interaction with ABLE, current ABLE-related policy, any unresolved ABLE issues and, most importantly, answer your questions.

Moderator: Kathleen McGrath, Director, PA 529 College Savings Programs

- Ken Brown, Team Leader, Social Security Administration, Office of Income Security Programs (invited)
- Taina Edlund, Senior Technician Reviewer, IRS Office of Chief Counsel (Tax Exempt and Government Entities)
- Pamela K. Ellis, Associate General Counsel, Municipal Securities Rulemaking Board

10:05 - 10:55 A.M.

**Unclaimed Property** (Versailles Ballroom)  
CPE Field of Study: Finance

**State Panel and Hot Reporting Topics (Part 1) :** 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. Noteworthy issues identified during the Industry Roundtable Sessions will be discussed.

Moderator: John Gabriel, Director of Unclaimed Property, Tennessee Treasury Department

10:30 - 10:45 A.M.

BREAK

10:55 - 11:10 A.M.

BREAK

## CONFERENCE PROGRAM

### 10:45 A.M. - 12:15 P.M.

**College Savings Plan** (Jefferson Ballroom)

CPE Field of Study: Finance

**ABLE Programs – The First Programs' Lessons Learned:** This panel will feature ABLE plans that have launched and / or plans that will launch in the near future and panelists will share lessons learned from their implementation experience. Representatives from ABLE plans are expected to include Florida, Nebraska, Ohio and the Consortium. The panel will be presented in a prepared Q&A format.

Moderator: Mary Anne Busse, Managing Director, Great Disclosure LLC

- David Bell, Outreach Director, Oregon 529 Savings Network
- Rachel Biar, Assistant State Treasurer, Nebraska State Treasury
- Juliana Crist, STABLE Account Director, Office of Ohio Treasurer Josh Mandel
- Chasse Rehwinkel, Director of Policy, Illinois State Treasury
- Kevin Thompson, Executive Director, Florida Prepaid College Board

**Track Ends**

### 11:10 A.M. - 12:15 P.M.

**Unclaimed Property Program** (Versailles Ballroom)

CPE Field of Study: Finance

**State Panel and Hot Reporting Topics (Part 2):** 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. Noteworthy issues identified during the Industry Roundtable Sessions will be discussed.

Moderator: John Gabriel, Director of Unclaimed Property, Tennessee Treasury Department

**Track Ends**

### KEYNOTE SPEAKER BIOGRAPHY

**GARY DEMOSS** is a Director with Invesco Consulting. His knowledge of financial services, built on more than 30 years of industry experience, along with his engaging style, have made him a widely sought-after keynote speaker.

Among Gary's top speaking experiences was his selection from an elite pool to be one of the four "Main Platform" presenters at the prestigious Million Dollar Round Table, where he spoke to an audience of more than 12,000 financial professionals.

Throughout his career, Gary has served in a variety of positions and provided leadership and strategic direction as National Sales Director and National Marketing Director with Van Kampen Investments. In 1998, he cofounded VK Consulting (now known as Invesco Consulting) to support financial advisors seeking to build their affluent client base.

Prior to his 30+ year career in financial services, Gary worked in sales management with Procter & Gamble. He holds a degree in business from Miami University in Oxford, Ohio. Gary is married with six children and lives in St. Charles, Illinois. He is actively involved in his children's sports activities, which range from women's soccer to football. In whatever time is left over, he enjoys boating, skiing and most other outdoor sports.



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**Banking, Cash Management & Investments Track:** Conference participants will be able to earn up to 13 credits of CPE in fields of study including Administrative Practices, Economics, Finance, Management Advisory Services and Regulatory Ethics.

**College Savings Track:** Conference participants will be able to earn up to 17.5 credits of CPE in fields of study including Communications, Finance, Marketing and Regulatory Ethics.

**Financial Literacy Track:** Conference participants will be able to earn up to 13 credits of CPE in fields of study including Communications and Finance.

**State Debt Management Track:** Conference participants will be able to earn up to 13 credits of CPE in fields of study including Accounting (Governmental), Finance, Economics, Management Advisory Services, Regulatory Ethics and Taxes, .

**Unclaimed Property Track:** Conference participants will be able to earn up to 16 credits of CPE in fields of study of Finance.

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### THE FOLLOWING APPLY TO ALL TRACKS

#### Learning Objectives

At the conclusion of this conference, participants will be able to:

- Recount changes to the roles and responsibilities of state treasurers.
- Identify and discuss current issues and best practices for debt management, banking, cash management and investments.
- Apply practical information learned through case studies from peer offices and organizations as it relates to unclaimed property.
- Discuss state government financial management as it relates to the broader national fiscal outlook for the nation.
- Interact with financial literacy experts from around the nation to identify and formulate strategies to educate citizens on money management issues.

**Level of Knowledge:** Overview

**Education or Experience Prerequisite:** No prerequisites are required.

**Advanced Preparation:** No advanced preparation required.

**Delivery Method:** Group Live



The National Association of State Treasurers is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final

authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).

## 2016 CONFERENCES

### ANNUAL CONFERENCE

September 10-13

Fairmont Olympic Hotel — Seattle, Washington

## 2017 CONFERENCES

### LEGISLATIVE CONFERENCE

February 11-14

Grand Hyatt Hotel — Washington, District of Columbia

### TREASURY MANAGEMENT TRAINING SYMPOSIUM

May 8-12

Marriott Hotel — Minneapolis, Minnesota

### ANNUAL CONFERENCE

September 16-20

Boston Marriott Long Wharf — Boston, Massachusetts



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