



NATIONAL ASSOCIATION OF
STATE TREASURERS

2017 NAST Treasury Management Training Symposium



May 9-12, 2017 | Marriott City Center | Minneapolis, MN

ABOUT THE SYMPOSIUM

One of the best investments you can make this year is to attend the **Treasury Management Training Symposium**, where you will learn the best practices for managing public finance programs. Presented in a series of multiple issue tracks, these in-depth educational workshops will provide you with the tools, resources, experiences and contacts you need to move your agency forward in spite of current and future challenges.

The existing economic climate has brought with it a renewed focus on capacity building. Now, more than ever, state treasurers, treasury staff and program administrators must continually search for ways to strengthen their position, enhance leadership traits and boost efficiency. Gather with other public finance professionals to grapple with the current trends and learn firsthand what other states are doing to stay ahead.

Whether you are new to the job or a 10-year veteran, manage a mega-budget or survive on a shoestring, the Treasury Management Training Symposium's comprehensive education lets you customize your curriculum to fit your specific information needs. This meeting offers an excellent opportunity for you to step away from the routine to learn fresh approaches and new strategies to improve public finance programs.

What Tracks Will be Available?

This multi-track conference will include sessions in the following topical areas:

- **Banking, Cash Management and Investment**
- **College Savings Plans**
- **Financial Education & Empowerment**
- **State Debt Management**
- **Unclaimed Property Programs**

CONTINUING PROFESSIONAL EDUCATION

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.

CPE & Fields of Study: See pages 4-9 for CPE hours available and fields of study.

Delivery Method: Group Live. All sessions include Q&A opportunities.

Attendance Requirements: In order to obtain CPE credit for this event, participants must submit attendance verification codes provided during each session.



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: <https://www.nasbaregistry.org/>.

CONFERENCE AGENDA – OVERVIEW

TUESDAY, MAY 9

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

1:00 - 3:00 P.M.
CSPN & 529 PRIMER
(2 CPE credits will be offered for this session, see page 4 for a description of the session)

2:00 - 3:00 P.M.
CSPN FEDERAL INITIATIVES COMMITTEE

3:00 - 4:00 P.M.
CSPN COMMUNICATIONS COMMITTEE
CSPN LEGAL & STATE AFFAIRS COMMITTEE

4:00 - 5:00 P.M.
CSPN PREPAID TUITION & GUARANTEED SAVINGS PLAN FORUM
CSPN CORPORATE AFFILIATE COMMITTEE

6:00 - 8:00 P.M.
OPENING RECEPTION
MARRIOTT CITY CENTER

WEDNESDAY, MAY 10

7:30 A.M. - 4:40 P.M.
REGISTRATION, BREAKFAST, TRACK SESSIONS,
NETWORKING LUNCH

6:00 - 8:00 P.M.
RECEPTION
SEVEN

THURSDAY, MAY 11

7:30 A.M. - 4:30 P.M.
REGISTRATION, BREAKFAST, TRACK SESSIONS,
NETWORKING LUNCH

1:00 P.M.
NAUPA NATIONAL HOLDER WORKSHOP & FORUM BEGINS

6:00 - 8:00 P.M.
A NIGHT AT THE BALLPARK
TARGET FIELD



Opening day at Target Field, photo credit: Wayne Kryduba

FRIDAY, MAY 12

7:45 A.M.- 12:15 P.M.
BREAKFAST, TRACK SESSIONS

FRIDAY MORNING

NAUPA NATIONAL HOLDER WORKSHOP & FORUM CONTINUES
COLLEGE SAVINGS ABLE SESSIONS BEGIN

Banking, Cash Management and Investment Track

Up to 13 Hours CPE

Wed, May 10 & Thur, May 11

Cyber Security: Keeping Your Information Safe (Field of Study: Information Technology)

As recent events have identified, no institution is immune from cyber-threats. Fostering a cyber-aware culture and innovating safeguards to protect against threats is imperative in today's current environment. This panel will discuss what options and tech are out there to help states for vendor file access and management?

Innovation in Government Payments (Field of Study: Finance)

As the financial industry responds to consumer and business demands for faster and more secure payment options with new initiatives like Same-Day ACH, Real-Time Payments and tokenized payments, how can state treasurers determine the best options to meet their specific payment needs? As state treasurers look to redesign their payment platforms, actions such as streamlining their receivables and being able to use messaging such as request for payments while maintaining safety and security measures will be imperative. Join us for this session to better understand what the new options offer and find the right payment solution for your business.

Making Cash Great Again: LGIP, Short Term Investment Opportunities, and Treasury Considerations (Field of Study: Management Services)

This panel will take a high level look at various options to diversify your portfolio to help ensure growth and safe returns in an era of changing regulations.

Making Cash Great Again: Liquidity Management, Commercial Paper Use, and other options to Diversify Your Portfolios (Field of Study: Management Services)

Continuing off the previous discussion, this panel will take a closer look at key trends impacting the goals for investment management: safety of principal, maintaining liquidity, appropriate return. Potential market trends stemming from rising rates, Basel III, even a complete US tax reform will place a premium on Treasury's ability to deliver these goals. This discussion will introduce key issues every practitioner needs to consider in order to optimize investment strategies and manage liquidity.

Evolving Banking Regulations

(Field of Study: Economics)
This session will help give Treasurers a broad overview of the regulatory changes that will affect them in 2017 and beyond including Municipal Advisors and Money Market Reform

Protecting your Collateral – Views from Banks, the FDIC, and States

(Field of Study: Management Services)
An expert representative from the banking sector, the FDIC, and state treasury operations explore options for how best to protect your collateral. Potential topics include FDIC insurance, LGIP best practices, and establishing plans for liquidation.

The Manager Selection Process: Considerations of Internal vs External Asset Managers (Field of Study: Finance)

This conversation between outside advisors and internal managers will look at the differences between the two approaches and how states can use them to improve and optimize their managerial team

A View from Washington (Field of Study: Economics)

A panel of experts will discuss upcoming legislative changes that could affect how your programs are operated.

The Evolution of Collateral Management (Field of Study: Information Technology)

New technology is changing how states manage their collateral. We talk to states who have updated their management software and talk about the rewards and challenges to changing management software.

Joint Session with Debt Management: Global Economic Update

(Field of Study: Economics)
This keynote session will feature a respected economist talking about the global economic trends affecting the banking industry with an emphasis on Rising Interest Rates.

Managing Investments in a Rising Rate Environment (Field of Study: Finance)

Discuss rising rate environment and the alternate investments available as a result. We have seen rates rise in over a decade and is therefore new and uncharted territory for a lot of people and who probably weren't exposed to it.

Joint Session with Financial Education & Empowerment: How Can States Leverage Financial Literacy Platforms With and From Their Banking Services Partners

(Field of Study: Specialized Knowledge)
States are taking on an evermore important role in working with their constituents around financial literacy. Their banking services providers often have interactions with the same constituents. This session will explore how states and banking services providers can partner to promote financial literacy.

College Savings Plans Track

Up to 18 Hours CPE

Tue, May 9

CSPN & 529 Primer (Field of Study: Finance)

This week, Minnesota is home to the largest wealth of 529 plan industry knowledge in the U.S.! This pre-conference crash course in all things 529 is no exception. Whether you're new to the industry or an old-pro, you're sure to gain some new-found knowledge in this always informative session. We'll cover the basics of Section 529 of the Internal Revenue Code, an overview of gift and estate tax rules applicable to 529 accounts, and other tax benefits and important legal information about the 529 college savings world. Additionally, CSPN board members will provide new and current members an overview of CSPN's Mission, Goals and committee structure, providing new members with a better understanding of how they can lend their talents to accomplish CSPN's Vision. As we're fond of saying at CSPN – It takes a village to raise an industry!

Moderators:

- Jamie Canup, Tax Practice Chairman, Hirschler Fleischer
- Betty Lochner, Executive Director, Guaranteed Education Tuition (GET)

Wed, May 10

9:00 a.m. – Opening of the Conference and Leadership Keynote Address

(Field of Study: Personnel/HR)
In these fiercely competitive and complex times, outstanding leadership is the critical ingredient for success. Great Leaders have to be skilled at not only recognizing and remedying dysfunction within a team, but also developing leadership candidates who will move the organization forward.

Moderator: Hon. Young Boozer, Alabama State Treasurer and Chair of the College Savings Plans Network

10:05 a.m. – State of the States (Part 1)

(Field of Study: Finance)

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!

11:10 a.m. – The Rise of the Robo Advisor – Empowering The Retail Investor

(Field of Study: Finance)

The financial services industry is in the midst of a transformation in the way that advisory services are delivered to investors. These changes are being driven by new regulations, evolving consumer behaviors and changing investor demographics. This session will explore the role of digital advice in an evolving financial marketplace and provide attendees with information about the ongoing evolution of the technology that supports it. At a fundamental level, the panel will discuss:

- the role of automation in the design of investment options (answering the question: what is a robo-advisor, what are the inputs and what does it provide),
- the delivery of services through automation (answering the question: why do we have robo-advisors, who do they serve and what can we learn from analogous retail tools)
- the role of automated advice in traditional retail savings programs (answering the question: where and how do we see robo-advice in the future in 529s, ABLE and retirement plans, etc.) and
- suitability and other regulatory considerations for this automated advice

Moderator: Andrea Feirstein, Managing Director, AKF Consulting Group

Panelists:

- Jim Balsan, BNY Mellon – Sumday Project
- Ashley Ferguson, CFO, Wealthfront (invited)

1:15 p.m. – Financial Education, College Savings Accounts and the Wage Gap

(Field of Study: Finance)

Saving for college can have lifelong financial consequences. This panel will discuss how college savings accounts can be used to teach students about savings, and also serve as a tool to teach residents of all ages about key financial decisions throughout their life, including educating women about the wage gap. Panelists will cover how they are currently utilizing college savings accounts as a means for financial literacy; how to engage

with key partners; and how to connect these accounts to other financial topics including the gender wage gap.

2:45 p.m. – “Let’s Go Crazy” with 529 Due Diligence, Fiduciary Process and Site Visits

“Dearly beloved... We are gathered here today... To get through this thing called”... Due Diligence, Fiduciary Process and Site Visits (Field of Study: Management Services)

This CSPN session will bring 529 state administrators, industry investment leaders/record keepers/back office personnel together for an interactive panel discussion on these topics: state agency governance, involvement of state personnel in fiduciary reviews, and best practices during site visits.

Moderator: David Lawhorn, Kentucky 529 Manager, KY Higher Education Assistance Authority

Panelists:

- Jim DiUlio, Director, Wisconsin 529 College Savings Program
- Bernie McCrossan, Senior Director, Operations, TIAA-CREF Tuition Financing Inc.

3:50 p.m. – “New Power Generation” (Prince 1990): A Look Ahead

(Field of Study: Finance)

529 Plans are out of their infancy and teen years; so what does young adulthood look like for 529s? This session will take a look at the future of 529 Plans and CSPN, both near term and long term. Topics include: (i) legal and regulatory issues on the horizon for 2017; (ii) improvements to the CSPN Disclosure Principles for 2018; (iii) a review of the new CSPN Strategic Plan and how CSPN plans to solidify its position going forward beyond 2018; (iv) responding to headwinds we are facing now and will face in the years ahead; (v) a discussion on how can we participate in national initiatives to raise awareness of 529 plans and whether we should be leading those initiatives; and (vi) where does our industry need to be by 2021 to stay relevant and thrive?

Moderator: Jamie Canup, Tax Practice Chairman, Hirschler Fleischer

Thur, May 11

9:00 a.m. – State of the States (Part 2)

(Field of Study: Finance)

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!

Moderators:

- Rachel Biar, Assistant State Treasurer, Nebraska
- Lisa Churchville, Chief Operating Officer, Rhode Island Office of the General Treasurer

10:05 a.m. – Understanding how 529 plans fit into a comprehensive strategy to finance higher education (Field of Study: Finance)

This panel of financial aid and college planning experts will examine how families can best utilize 529 plans as a key component of the strategy to finance higher education. Topics to include: how families should think about financing higher education; the optimal use of 529 plan distributions during the college years; and case studies of different types of families to better understand how financing college can vary by family.

Panelists:

- John Hupalo, CEO, Invite Education
- David Lawhorn, Kentucky 529 Manager, KY Higher Education Assistance Authority
- Julie Shields-Rutyna, Director of College Planning, MEFA

11:10 a.m. – When Doves Cry – Using PR to Change the Message (Field of Study: Communications & Marketing)

This panel will explore how 529 programs can manage their message when they are faced with negative information in the news. The panel will also examine ways for your 529 program to perform damage control in a crisis, react to breaking news and get ahead of unwanted press. It is your plan, you can control the message.

Moderator: Karen Austin, Deputy Treasurer, Iowa Treasurer’s Office

Panelists:

- Abby Berman Cohen, Vice President, The Rosen Group
- Julian Federle, Chief Policy and Programs Officer, Illinois Treasurer’s Office
- Emelia Nordan, College Savings Plans and Policy Director, Mississippi Treasurer’s Office

1:15 p.m. – MISSION IMPOSSIBLE? How Do You Measure Success?

(Field of Study: Finance)

Examine different perspectives of various metrics currently used to measure 529 plan success. The session will also explore what plans may see in the future as tools to determine if they are successfully meeting their goals and objectives.

Moderator: Mitch Seabaugh, Vice President, K-12 Outreach, Services & 529 Plan

Panelists:

- Lael Oldmixon, Director, Education Trust of Alaska
- Scott Ridgely, Director of Marketing and Communications, Virginia529
- Bill Wostoupal, President, Northern Lights Distributors, LLC

2:45 p.m. – Making the Save: Aligning your 529 plan investment lineup with your plan goals (Field of Study: Finance)

It's probably safe to say that most 529 investors want the same out of their investment goals as out of their favorite hockey team – more wins and less losses. Our line of experts will discuss how to ensure you have a Stanley Cup-worthy investment line-up framework that reflects plan objectives and supports the best interests of your investors. Plan objectives may include (1) Keeping it Simple (2)Maximizing Returns by keeping costs low or (3) Creating the Potential for Outperformance with blended active/passive strategies. We'll talk through the risks and trade-offs for the different strategies, and how to avoid getting checked into the boards, icing the puck, or heading to the penalty box.

Moderator: Hon. Michael Frerichs, Illinois State Treasurer

Panelists:

- Scott Donaldson, Senior Investment Analyst, Vanguard's Investment Strategy Group
- Jeremy Thiessen, Senior Director, TIAA-CREF Tuition Financing Inc.'s Investment Strategy Group

3:50 p.m. – Broadening the reach: Creative Strategies to Expand Participation (Field of Study: Communications & Marketing)

States and their private sector partners continue to explore new and modify old approaches to expanding program participation. Hear from 529 representatives about number of strategies including use of a first-of-its kind co-branded retail gift card, the streamlining of connections with brand new moms and the expansion of relationships with various gatekeepers.

Moderator: Patricia Roberts, Independent Consultant

Panelists:

- Lisa Churchville, Chief Operating Officer, Rhode Island Office of the General Treasurer
- Fernando Diaz, College Savings Manager, Illinois State Treasurer's Office
- Mario Sierras, Manager, ScholarShare Investment Board

Fri, May 12

9:00 a.m. – ABL State of the States

(Field of Study: Finance)

With almost 20 ABL programs open across the country and more expected to be coming on line in the near future, it's time to adapt the ever-popular 529 Plan State of the States to ABL! We will hear from ABL administrators across the country on latest developments and milestones; investor behavior; hits and misses; coordination with disability advocates; regulatory issues; outreach initiatives and more!

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

10:05 a.m. – ABL Legislative and Regulatory Update (Field of Study: Finance)

During the last year almost 20 ABL programs have begun operations. While our industry worked closely with the Department of Treasury to develop ABL's proposed regulations, there is nothing like experience to highlight what needs amending, deleting, or adding to those regulations and §529A. We'll discuss some potential problem areas and some proposals for making the ABL statute and regulations more customer friendly and efficient. We'll also be discussing a survey of state laws and providing the latest news on the final regulations and SSA data transfer agreements.

Moderator: Christopher T. McGee, General Counsel, Virginia529

11:10 a.m. – Marketing and Outreach for ABL Programs (Field of Study: Communications & Marketing)

Trying to figure out the best way to market your state's ABL program and reach potential ABL participants? ABL program administrators and program managers will discuss a variety of approaches to marketing ABL programs. We will hear specific ideas on how to leverage the administrating entities' strengths, how to market on a tight budget, how to forge valuable partnerships and much more!

Moderator: G. Alisa Ferguson, Associate Counsel, Virginia529

Panelists:

- Deborah Goodkin, Managing Director, Savings Plans, First National Bank of Omaha
- Scott Ridgely, Director of Marketing and Communications, Virginia529
- Colin Stemper, Fiscal Policy Analyst, Minnesota Department of Human Services

Financial Education & Empowerment Track

Up to 13 Hours CPE

Wed, May 10 & Thur, May 11

State of the States: Financial Education Programs (Field of Study: Finance)

States will share their experiences developing and running financial education programs including what works, what doesn't work, marketing strategies, partnerships and tools to incorporate these ideas in your state!

Innovative Public/Private Partnerships in K-12 Financial Literacy

(Field of Study: Specialized Knowledge)

According to research from the University of Wisconsin, fewer than 20% of teachers reported feeling "very competent" to teach key personal finance topics. To reduce this confidence and competence gap, Fidelity Investments is working with teachers across the country and the Jump\$tart Teacher Training Alliance to offer in-person trainings and is developing a web portal online to bring the curriculum online to serve even more teachers. Learn how this program and others can prepare teachers to better teach financial literacy, link them to impactful classroom resources and provide an opportunity for State Treasurers to partner and lend their support to piloting and rolling out this innovative approach to K-12 financial literacy.

What do the new Administration and Congress Mean for Financial Education and Empowerment? (Field of Study: Finance)

This conversation with Williams and Jensen will go over insights for what to expect from Washington on a range of topics, from the recent update of the Elementary and Secondary Education Act, to the outlook for the Consumer Financial Protection Financial Bureau and Obama-era consumer finance regulations.

Joint Session With College Savings Plans: Financial Education, College Savings Accounts and the Wage Gap

(Field of Study: Finance)

Saving for college can have lifelong financial consequences. This panel will discuss how college savings accounts can be used to teach students about savings, and also serve as a tool to teach residents of all ages about key financial decisions throughout their life, including educating women about the wage gap. Panelists will cover how they are currently utilizing college savings accounts as a means for financial literacy; how to engage with key partners; and how to connect these accounts to other financial topics including the gender wage gap.

Joint Session with College Savings Plans: Understanding how 529 plans fit into a comprehensive strategy to finance higher education (Field of Study: Finance)

This panel of financial aid and college planning experts will examine how families can best utilize 529 plans as a key component of the strategy to finance higher education. Topics to include: how families should think about financing higher education; the optimal use of 529 plan distributions during the college years; and case studies of different types of families to better understand how financing college can vary by family.

Measuring the Effectiveness of Financial Literacy Programs (Field of Study: Specialized Knowledge)

This panel will discuss the process of establishing a measurement program, the lessons learned from a study of the My Classroom Economy program (a free financial literacy program available to all schools and teachers nationwide), and how to promote the benefits of financial literacy programs to school districts.

State of the States Part 2: Financial Education Programs (Field of Study: Finance)

States will share their experiences developing and running financial education programs including what works, what doesn't work, marketing strategies, partnerships and tools to incorporate these ideas in your state!

The Latest Trends in High School Financial Literacy Programs

(Field of Study: Specialized Knowledge)

This panel will discuss differences and pros and cons of different high school financial literacy models, including demonstrations of various programs and a discussion of how they are implemented.

The New Retirementality: Financial Coaching Through Pension Plans

(Field of Study: Finance)

The concept of retirement has changed dramatically over the last 20 years, fueled by the increase in expected longevity. Public employees are no exception. Workers are doing a wide variety of amazing things later in life, but need more help than ever visualizing and planning for this phase of their lives. So why are we still talking to DB and DC participants as if nothing has changed? This session will provide insights and research to help the audience think about their own retirements, equipping them to make better decisions as plan sponsors.

Salary Negotiation Workshop (Field of Study: Personal Development)

Attendees will participate in a live salary negotiation workshop facilitated by the American Association of University Women (AAUW). Women working fulltime in the United States typically are paid 80 percent of what men are paid. AAUW Work Smart is an interactive workshop that teaches women to evaluate, negotiate, and articulate their worth confidentially in the job market. Negotiation ensures that women are putting a fair price on their work. By negotiating fair and equitable salaries, women are better financially positioned throughout their lives. The Massachusetts Treasury is currently running these workshops through their Women's Economic Empowerment Series. After participating in this session attendees will be able to: identify the steps of salary negotiation, practice negotiation strategies and techniques and feel confident in their ability to negotiate salary and benefits packages.

Millennials and the "American Dream:" Is it still within reach? (Field of Study: Finance)

As the largest generation in American history, Millennials make up a large percentage of America's workforce and have a huge impact on the U.S. economy. With the decade long surge in student loan balances, this session will examine the rising financial anxieties Millennials uniquely experience due to the ballooning costs of post-secondary education and the strain these anxieties place on their lives post-graduation. Additionally, we will examine the various ways this issue is being addressed by public and private organizations.

Joint Session with Banking, Cash Management & Investment Track: How Can States Leverage Financial Literacy Platforms With and From Their Banking Services Partners

(Field of Study: Specialized Knowledge)

States are taking on an evermore important role in working with their constituents around financial literacy. Their banking services providers often have interactions with the same constituents. This session will explore how states and banking services providers can partner to promote financial literacy.

State Debt Management Track Up to 13 Hours CPE

Wed, May 10 & Thur, May 11

Debt Affordability (Field of Study: Economics)

This panel will explore the many aspects of debt affordability. We will have both public and private sector issue experts to ensure a complete discussion of sound state debt management practices.

Public Private Partnerships (Field of Study: Management Services)

This session will focus on the decision factors that determine if a P3 is the right delivery method for a project and how to mitigate risks to the governmental sponsor. Part of the panel will look at what happens when seemingly good projects go bad. All of this will be done through panel discussion and case study(ies).

Revolving Funds (Field of Study: Economics)

This session will examine how states can use revolving funds to support local government infrastructure financing. We will also look at how SRFs (State Revolving Funds) compare to public debt markets and the appropriate role of leverage. What is the outlook for future federal funding?

Managing Investment Bank Relationships (Field of Study: Economics)

As an issuer, how you approach your deal, select your investment bank, and how you use them can mean the difference between a stellar transaction and...well, a not-so-stellar transaction. This panel will consist of issuers that will discuss best practices around selection of your underwriter and how to utilize them as a resource, a member of the banking community that will discuss the changing relationship between issuers and underwriters, and a financial advisor that will provide more detail on the things you should be considering before and during a transaction.

Water Infrastructure Financing Innovation Act (WIFIA)- What is WIFIA, is it a replica of TIFIA? (Field of Study: Finance)

This discussion will aim to introduce the program and focus on the benefits along with a path to execution. The primary focus will be on WIFIA as it relates to State's Revolving Funds.

Variable Rate Bonds

(Field of Study: Economics)

With further rate hikes by the Federal Reserve expected in the near future, variable rate securities have become an increasingly attractive option for municipal issuers. Our panelists will discuss the outlook for the short term debt market, the advantages and disadvantages associated with different forms of variable rate debt, and the factors issuers should consider before any transaction—including liquidity support options, remarketing agents, and interest rate modes.

Investor Relations (Field of Study: Finance)

Thanks to all the attorneys out there, issuers know exactly what we are required to communicate to the market. The real question, however, just might be how and what we should communicate with the market. This panel will include issuers for a discussion around their unique approaches to investor relations during and away from sales and an institutional investor to provide insight on what they look for and how it just might mean the difference between their placing an order or sitting the deal out.

Taxable Bonds (Field of Study: Finance)

This session will explore the need for taxable bonds, the market for them, and their spread impact.

Green Bonds (Field of Study: Finance)

This session will explore successful uses of green bonds and the positive impact they could have on your state.

Joint Session with Banking, Cash Management and Investment Track: Global Economic Update

(Field of Study: Economics)

This keynote session will feature a respected economist talking about the global economic trends affecting the banking industry with an emphasis on rising interest rates.

What Ratings to Use

(Field of Study: Economics)

Due to many factors, issuers are faced with increasing fees and time commitments to maintain relationships with multiple rating agencies. Do investors really care how many and which ratings an issuer uses? How many ratings do issuers really need to ensure optimal awareness, credit input, and pricing of its obligations? What other factors should issuers consider before asking a rating agency to STOP rating a credit? Join this session to explore these questions.

Infrastructure Tax Credit Programs

(Field of Study: Taxes)

This session will explore the available federal tax credit programs and how your state can take advantage.

Unclaimed Property Programs Track

Up to 16 Hours CPE

Wed, May 10, Thur, May 11 & ½ Day on Fri, May 12

NAUPA State of the States (Part 1)

(Field of Study: Finance)

State unclaimed property officials in attendance will introduce themselves & 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. (Each state/ province/territory/ nation will be asked to respond to an online survey about their unclaimed property program highlights.)

NAUPA State of the States (Part 2)

(Field of Study: Finance)

State unclaimed property officials in attendance will introduce themselves & 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. (Each state/province will be asked to respond to an online survey about their unclaimed property program highlights.)

Recent Legal Decisions Involving Unclaimed Property

(Field of Study: Specialized Knowledge)

Unclaimed property law experts will discuss and analyze recent important judicial decisions.

Fraud, do you know when it exists?

(Field of Study: Specialized Knowledge)

Internal, external, large or small can you recognize it? Panel discussion ensure that departments are paying the right person, through external data authentication, and determining a confirmable relationship between the claimant and the reported property. We'll discuss methods of using vendor and state-sourced data, verification of holder reported data, and ways of confirming the data integrity of the reporting and claims process. Methods of identifying and tracking potential fraud will be reviewed.

Holder reports via online portal

(Field of Study: Finance)

Tennessee pilots new website functions. Lessons learned and costs vs. benefits. Panel to discuss automation benefits and challenges. What are the unintended consequences? How to we encourage holders to embrace the changes. How to foster positive changes within your sphere of influence. Policy issues that need to be considered. How to ensure data integrity remains solid. What workflow decisions are critical to success?

Best practices and innovations

(Field of Study: Specialized Knowledge)

Some examples may be: "high tech" solutions; "high touch" outreach examples; lessons learned from testing new ideas; outreach campaigns; epic failures "don't do this at home" stories; holder tools; claimant expectations management, etc.

Outreach "H"

(Field of Study: Specialized Knowledge)

Holder education initiatives, compliance measurements, etc.

Outreach "C"

(Field of Study: Specialized Knowledge)

Claimant testimonials, promotions, advertising, earned media, ROI, successes and failures, etc.

Deeper Dive

(Field of Study: Specialized Knowledge)

Hot topics identified in the any of the sessions 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.

NAUPA National Holder Workshop Begins

Legislative Update

(Field of Study: Specialized Knowledge)

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. Other policy topics will also be discussed.

Reporting and Compliance 101

(Field of Study: Specialized Knowledge)

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.

Industry Roundtables

(Field of Study: Specialized Knowledge)

State representatives will act as facilitators 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.

Reporting & Compliance 201

(Field of Study: Specialized Knowledge)

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.

Industry Roundtables - Part 2

(Field of Study: Specialized Knowledge)

Attendees will regroup to continue discussing items that are of particular importance to their individual area of business.

State Panel and Hot Topics

(Field of Study: Specialized Knowledge)

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.

NAUPA Legal Community of Practice Concurrent Sessions (Friday a.m.)

Unclaimed Property Legal Practice Resources

(Field of Study: Specialized Knowledge)

The NAUPA Legal Community of Practice is less than a year old. This session, specifically geared toward attorneys for state unclaimed property programs, will focus on identifying and sharing legal resources. Among the topics to be discussed are: developing an online library of suggested legislative language and administrative rules; a repository of unclaimed property legislation, issue briefs, and lobbyist information; a repository of litigation

documents ranging from discovery requests to complaints to briefs and motions; and, providing resources to address complex claims issues from out-of-state probate and small estates to bankruptcy and ERISA preemption.

Revised Uniform Unclaimed Property Act (RUUPA) and the States

(Field of Study: Specialized Knowledge)

In 2016 the Uniform Law Commission (ULC) released the Revised Uniform Unclaimed Property Act (RUUPA). Most existing state unclaimed property acts are based on one of the previous ULC Unclaimed Property Acts from 1956, 1981, or 1995. Legislation modeled on the RUUPA has been introduced in six states: Delaware, Utah, Nebraska, Minnesota, Tennessee, and Illinois. There are indications that other states will consider the RUUPA in legislative sessions either later this year or in 2018. Meanwhile, legal advocates for holders within the American Bar Association (ABA) have indicated that they intend to draft their own model legislation. Learn from a panel of experts about the issues of interest to state unclaimed property programs as the RUUPA is considered, debated, amended, and even passed by state legislatures.

Responding to Aggressive Legal Arguments by Holder Advocates

(Field of Study: Specialized Knowledge)

An increasing number of law firms and holder advocates are raising aggressive legal arguments challenging routine unclaimed property examinations or reporting requirements. Examples include challenging the constitutionality of aspects of unclaimed property statutes, insisting that state auditors cannot examine records held by third parties, citing out-of-state legal precedence as though it was binding on your state unclaimed property program, and proposing exaggerated interpretations of exemptions in your state unclaimed property act. A panel of legal experts from state unclaimed property programs and NAUPA corporate affiliates will provide a "how to" of responses that will be useful for attorneys representing state unclaimed programs.

HOTEL & GENERAL INFORMATION

MARRIOTT CITY CENTER

The Minneapolis **Marriott City Center** is connected to the skyway system and is conveniently located near area attractions, dining and shopping. The Minneapolis Marriott is offering a rate of \$174 per night. To reserve a room, call (877) 303-0104 and ask for the NAST conference rate.

The cutoff date is April 17, 2017.



Airline Information

The Minneapolis Saint Paul (MSP) airport is located 8 miles from the Marriott City Center.

Hotel Parking

Overnight self-parking is \$26, valet is \$40.

Ground Transportation

Super shuttle costs approximately \$17/one way. Taxi service will cost approximately \$45.

Attire

Business casual attire is appropriate for all sessions and the Wednesday night reception at Seven. Casual attire is appropriate for Thursday night at Target Field.

Cancellation Policy

A \$100 processing fee will be charged on all cancellations made through April 10, 2017. No refunds will be granted for cancellations made after April 10, 2017. One substitute is permitted per cancellation.

Questions?

Questions about registration or administrative policies may be directed to Kathleen Young at (859) 276-1193 or kyoung@nasact.org.

2017 REGISTRATION FORM: TREASURY MANAGEMENT TRAINING SYMPOSIUM

How to Register

Register online at www.nast.org, mail or overnight registration and payment to NAST, 449 Lewis Hargett Circle, Suite 290, Lexington, KY 40503, or fax form to: (859) 278-0507. Questions or concerns may be directed to Kathleen Young at (859) 276-1193 or kyoung@nasact.org.

Register

- State Treasurers, Treasury Staff..... \$ 600
- CSPN, NAUPA and SDMN (government officials only)..... \$ 600
- Other Government Officials & Non-Profit..... \$ 850
- NAST Corporate Affiliates..... \$1,350
(Note: This price includes the NAUPA Holder Workshop & Forum)
- Private Sector (non-members)..... \$2,600
(Note: This price includes the NAUPA Holder Workshop & Forum)

A \$100 processing fee will be charged on all cancellations made through April 10, 2017. No refunds will be granted for cancellations made after April 10, 2017. One substitute is permitted per cancellation.

Name: _____ **First-time attendee?**
 Title: _____
 Agency/Firm: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____ Email: _____

Please describe any special dietary or other accommodations needed:

- Guest Registration** Public Sector Guest: \$ 300 Private Sector Guest: \$ 400

Guest Name: _____

Your Arrival Date: _____ **Your Departure Date:** _____

Please indicate attendance:

- | You | Your Guest (if applicable) |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Opening Reception, Tue, May 9 |
| <input type="checkbox"/> | <input type="checkbox"/> Breakfast, Wed, May 10 |
| <input type="checkbox"/> | <input type="checkbox"/> Conference Lunch, Wed, May 10 |
| <input type="checkbox"/> | <input type="checkbox"/> Reception, Wed, May 10 |
| <input type="checkbox"/> | <input type="checkbox"/> Breakfast, Thur, May 11 |
| <input type="checkbox"/> | <input type="checkbox"/> Conference Lunch, Thur, May 11 |
| <input type="checkbox"/> | <input type="checkbox"/> Reception at Target Field, Thur, May 11 |
| <input type="checkbox"/> | <input type="checkbox"/> Breakfast, Fri, May 12 |

Which track will you attend?

- Banking, Cash Management & Investment
- College Savings Plans
- Financial Education & Empowerment
- State Debt Management
- Unclaimed Property

Payment in full must be received with registration.

- Enclosed is a check payable to NAST
 - Charge to: American Express MasterCard Visa
- Card Number: _____ Expiration Date: _____
 CVV Code: _____ Zip Code: _____
 Print Name: _____
 Signature: _____

Electronic payment may be made to:
 Fifth Third Bank, 38 Fountain Square Plaza, Cincinnati, OH 45263

SPONSORSHIP

Treasury Management Sponsor – \$40,000

(Limited to one sponsor)

This package offers one company any three complimentary registrations, their logo on the conference gift and the title sponsorship of Wednesday evening reception.

Minnesota Sponsor - \$25,000 (Limited to one sponsor)

This level offers one company two complimentary registrations as well as sponsorship of the conference's wifi access.

Gopher State Sponsor - \$20,000 (Limited to one sponsor)

This sponsorship level provides one company with title support of our conference app and two complimentary registrations.

Hotel Sponsor - \$17,500 (Limited to one sponsor)

This level provides one company with their logo on all guests' room keys at the event and two complimentary registrations.

Platinum Sponsor - \$15,000

This level provides two complimentary registrations and sponsorship of the conference's opening reception.

Gold Sponsor - \$10,000

This level provides companies with the opportunity to be the sponsor of Thursday evening's reception.

Silver Sponsor - \$5,000

This level provides companies with the opportunity to sponsor all conference lunches.

Minneapolis Sponsor - \$2,500

This level provides companies with the opportunity to sponsor all conference breakfasts.

Bronze Sponsor - \$1,000

This level provides companies with the opportunity to sponsor all conference breaks.

For more information or to sponsor, please contact sponsorships@statetreasurers.org.

	Treasury Management	Minnesota	Gopher State	Hotel	Platinum	Gold	Silver	Minneapolis	Bronze
Complimentary registrations	3	2	2	2	2	0	0	0	0
Recognition on website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on printed materials	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on on-site signage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on welcome gift	✓								
Title sponsor of Wednesday reception (optional)	✓								
Title sponsor for wifi access		✓							
Title sponsor for conference app			✓						
Title sponsor for room keys				✓					
Title sponsor for opening reception (optional)					✓				
Sponsor of Thursday reception (optional)						✓			
Sponsor of lunches (optional)							✓		
Sponsor of breakfasts (optional)								✓	
Sponsor of breaks (optional)									✓
Ad in printed program	full-page	2/3 page	2/3 page	2/3 page	1/2 page	1/3 page	1/4 page	1/4 page	
Listing in printed program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing in conference app	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition as a sponsor on name badge	✓	✓	✓	✓	✓	✓	✓	✓	✓

2017

ANNUAL CONFERENCE

September 16-20

Boston Marriott Long Wharf — Boston, Massachusetts

2018

LEGISLATIVE CONFERENCE

February 11-13

Grand Hyatt Hotel — Washington, DC

TREASURY MANAGEMENT TRAINING SYMPOSIUM

June 4-8

Buena Vista Palace Hotel & Spa — Lake Buena Vista, Florida

ANNUAL CONFERENCE

September 29-October 3

The Scottsdale Resort at McCormick Ranch — Scottsdale, Arizona



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