



# NATIONAL ASSOCIATION OF STATE TREASURERS

## Imagine the 529 of Tomorrow Speaker Bios

**Dan Payne**, Marketing and Communications Specialist, GET Program & DreamAhead College Investment Plan

Dan Payne is a Marketing and Communications Specialist for Washington state's GET Program and the new DreamAhead College Investment Plan. Dan was a key player in developing the brand and identity of the new plan, and works to ensure that the Washington 529 brand and voice continue to grow in a focused and unified way.

**Richard Ellis**, Senior Director for Compliance, Communications, Finance and Investments, my529

RICHARD K. ELLIS is the Senior Director for Compliance, Communications, Finance and Investments at my529, formerly Utah Educational Saving Plan. His day-to-day responsibilities include oversight of all marketing, regulatory compliance, finance and investment functions for my529. He joined my529 in November 2015. Prior to that, he served seven years as Utah State Treasurer. Mr. Ellis has served as a member of the Municipal Securities Rulemaking Board since October 2012, and currently serves as chair of the Audit Committee.

Other professional experience includes serving as Chief Deputy State Treasurer, Director of the Governor's Office of Planning and Budget, and Executive Director of the Department of Administrative Services for the state of Utah. Mr. Ellis served on the board of trustees for the Utah Retirement Systems and chaired the Utah Council for Financial and Economic Education. He has served as an adjunct faculty member at the Marriott School of Business, Brigham Young University where he taught investments and cash management.

Mr. Ellis was actively involved with the National Association of State Treasurers having served as the association's president in 2014. He received the NAST Harlan Boyles/Edward T. Alter Distinguished Service Award in 2011 and the Jesse M. Unruh Award in 2015.

He received his MBA from the University of Utah and a Bachelor of Science in Finance from Brigham Young University.

**Andrea Feirstein, Managing Director, AKF Consulting Group**

Andrea Feirstein founded AKF Consulting Group in 2002 to address the growing need in the college savings marketplace for unbiased, expert advice on all aspects of 529 plan design and administration. Bringing a multi-dimensional perspective to public administrators of tax-advantaged investment programs generally, Ms. Feirstein has advised upon a wide range of 529 matters including the implementation of legislative and regulatory changes. She is recognized across the college savings industry and by the financial press as a straight shooter supported by data and sound judgment.

In all, Ms. Feirstein has approximately 33 years of experience in the municipal finance industry. From 1999 to 2002, she managed the proprietary 529 business for Citigroup Asset Management, with overall responsibility for engagements with Colorado and Illinois. Previously she was an investment banker with Salomon Smith Barney's Municipal Securities Division (1987 to 1999), and she was a bond lawyer with Brown & Wood (1984 to 1987, now Sidley Austin LLP). Ms. Feirstein is active in the National Association of State Treasurers ("NAST"), where she chaired the NAST Corporate Affiliate Advisory Board (2014 to 2016), and she currently serves on the Board of Directors of the National Institute of Public Finance, a joint venture between the NAST Foundation and Pepperdine University.

Ms. Feirstein graduated from the University of Virginia School of Law, where she served as Editor-in-Chief of the Virginia Tax Review, and from the Georgetown University School of Foreign Service (BS in International Finance). She is a Municipal Advisor Representative (Series 50) registered with the Securities and Exchange Commission and the Municipal Securities Rulemaking Board, and previously was a General Securities Representative (Series 7), a Municipal Securities Principal (Series 53), and a Uniform Securities Agent (Series 63) licensed by the Financial Industry Regulatory Authority. She is also a member of the New York Bar (retired).