



2019 TMTS Program & Session Information as of April 8, 2019

(Note: Program subject to changes.)

Tuesday, May 21

12:00-7:00 PM Registration

Ballroom Foyer

First stop for attendees to get name badges and other conference materials. NAST staff can assist with directions, collect lost items, pick up the CPE form, and answer your questions.

All events take place in the Rhode Island Convention Center unless otherwise noted. The address is 1 Sabin St, Providence, RI, connected to the Omni Hotel.

12:30-2:00 PM Portfolio Managers Workshop (Invitation Only) Room 552 B

Portfolio Managers discuss issues that impact state fund managers across the country -- some of previous year's topics include custodians, repo docs, accounting systems, 2a7 reform. Treasurers and relevant staff are invited to join this closed session for an extremely beneficial networking session to discuss operations and best practices with their peers.

1:00-2:00 PM CSPN Communications Committee

Room 553 A&B

1:30-3:00 PM CSPN Prepaid Tuition Plan Forum

Room 550 A&B

2:00-3:00 PM NAST Legislative Committee

Room 551 A

CSPN Legal & State Affairs Committee

Room 553 A&B

2:00-4:00 PM NAUPA RUUPA & the States Meeting

Room 552 A

The Revised Uniform Unclaimed Property Act (RUUPA) continues to be introduced in state legislatures. Come hear from NAUPA experts on the issues facing state unclaimed property programs where RUUPA is introduced, amended, debated, and implemented, as well as be given the opportunity to discuss with your colleagues on what is happening with RUUPA and your state in this participant driven roundtable forum.

3:00-4:00 PM NAST Corporate Affiliate Advisory Board Meeting Room 552 B

CSPN Federal Initiatives Committee

Room 553 A&B

3:00-5:00 PM CSPN 529 Primer & CSPN Overview

Room 550 A&B

What is Section 529 of the Internal Revenue Code? This pre-conference session for both 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.



4:00-5:00 PM NAST Executive Committee Meeting Room 551 A

5:15-6:00 PM New Conference Attendee Networking Event (Invitation Only) Room 551 B

Is this your first TMTS or NAST event? We invite you to join Treasurers, members of our Corporate Affiliate community and NAST staff at an informal meet and greet. NAST leaders will be on hand to answer questions you have about the program, networking events, and membership in the association. Stop by before you head to the Welcome Reception.

Hosted by:

Former State Treasurers Richard Ellis (UT), Tom Huestis (DC), Brian Krolicki (NV), & Ron Tillett (VA)

6:00-8:00 PM Welcome & Networking Reception Rotunda, Rhode Island Convention Center

Join your colleagues for the TMTS kick-off reception. Whether this is your first or fifteenth conference with NAST, you are invited to help celebrate the start of the 15th annual event. With stunning views of the inner harbor, the Rotunda will be the place to be on Tuesday night. All registered attendees are invited.

Home to Johnson and Wales University and their internationally renowned culinary arts programs, Providence is known for their excellent restaurants. You are encouraged to make reservations for a late dinner, or dessert, at one of the highly acclaimed venues.

For a list of restaurants, [click here](#).

Wednesday, May 22

7:15-4:30 PM Registration Ballroom Foyer

7:30-8:00 AM Networking Breakfast Ballroom A

Pick a color, but not any color. To provide a better networking experience, tables will be set up with different colored linens so you can find job-alike colleagues to talk with during meals. Whether you are an expert or new to the topic find a table and join the conversations.

See below for a key to the colors.

8:00-8:45 AM Keynote Address Ballroom A

Welcome: Treasurer Seth Magaziner (RI)

Introduction: Treasurer Deborah Goldberg (MA), NAST Senior Vice President

Keynote Speaker: Deval Patrick, Managing Director and Co-Managing Partner, Bain Capital, Former Governor of Massachusetts. His bio is below.



"Strategies for Expanding Opportunity"

Join us as Governor Patrick talks about cross sector collaboration at the state level.

Session I

9:00-10:00 AM

ABLE Savings Plans

Room 553 A&B

What clicks? Discussing ABLE program communications and social media

This session will analyze communication strategies implemented by ABLE programs. States are encouraged to bring sample materials and discuss examples of various degrees of success. This session is intended to be a town-hall style conversation, creating the opportunity for idea and results sharing.

Moderator: Eric Ochmanek, Director of Special Projects, Ohio State Treasury

College Savings Plans (529s)

Ballroom D&E

Welcome and Recognition

State of the States: From 1989 to 2019 & beyond....

Jim DiUlio, CSPN Chair, opens the conference with an update on Network activities and recognition of members' achievements.

Is everything old truly new again? Join us to learn all about the great things happening with 529 plans across the states. From creative marketing initiatives to inspirational anecdotes you'll learn how states are taking innovative steps as well as tried and true approaches to reach, educate and engage families to save for their children's future in this complex, 21st century world. States will share initial learnings from the 2017 federal tax code changes, and highlight innovative initiatives they have launched engaging with families on new platforms and mediums, sharing insights on how they are helping families take action to avoid contributing to the largest student loan debt burden in US history, currently at \$1.56 trillion dollars & growing.

Moderators:

- Betsy Hagen, Associate Director for Administrative Services, Guaranteed Education Tuition (GET)
- Sheila Salehian, Deputy Treasurer, College Savings, Nevada State Treasurer's Office

Financial Education & Empowerment Programs

Room 550 A&B

Fallen Behind? A Look into Personal Finance Education in K-12 Schools

Every student deserves the opportunity to achieve financial security. Unfortunately, too many young people in our country do not receive high-quality personal finance instruction in school. This session will explore the status of personal finance education requirements nationally and the obstacles and barriers to passage. It will also discuss the implementation of a personal finance education requirement at the state level, policy tools and resources available to implement or expand personal finance education, and the consequences of inaction.

Moderator: Charon Rose, Director of Outreach and Constituent Relations, Office of Rhode Island General Treasurer Seth Magaziner

Panelists:

- Christopher Caltabiano, Chief Program Officer, Council for Economic Education



- Hallie Davis, Research Associate, Global Financial Literacy Excellence Center
- Rick Metters, Vice President, RI Regional Public Affairs & Government Relations, Fidelity Investments

Innovations & Trends in the Treasury

Room 554 A&B

Federal Relations Update

Join NAST's advocacy professionals from Williams & Jensen as they discuss the latest policy issues, including tax-exempt municipal bonds and infrastructure, 529 college savings plans and ABLE accounts, with an update on appropriations, and other key issues. The new NAST caucus for state and federal government relations personnel in Treasury offices will also meet.

Moderator: Treasurer Rachael Eubanks (MI) & Treasurer Kelly Mitchell (IN), Members of the NAST Legislative Committee

Panelists:

- Christopher Hatcher, Principal, Williams & Jensen
- Matthew Hoekstra, Principal, Williams & Jensen

Investments & Cash Management

Room 552 A&B

Incident Response: How prepared is your organization to respond to a cyberattack?

Cyber threats are the number one concern of global CEOs – ranked higher than over-regulation, technological change, and even taxes. Today's cyber-attacks are not a matter of "If" anymore, but "when" ... and many organizations are not prepared. In this session we will discuss the common mistakes organizations make which leave them unprepared. We will discuss what organizations should be doing to prepare and who should be involved.

Panelists:

- Jeremy Cohn, Vice President, Bank of America

State Debt Issuance

Room 551 A&B

The ABCs and XYZs of State Debt Management

This session will revisit and discuss some of the basics related to state-level debt management. In addition, this session will identify and expand on experiences, successes, and challenges that debt managers and advisors can share with others, including bond sale type, RFP processes, optimal bond sale dates, fixed-rate versus variable-rate, disclosure, and more.

Moderator: James MacDonald, First Deputy Treasurer, Massachusetts State Treasury

Panelists:

- Joe DaBreo, Director, PFM Financial Advisors, LLC
- Sue Perez, Deputy Treasurer, Massachusetts State Treasury
- Maulin Shah, Director, Municipal Banking and Markets, Bank of America Merrill Lynch

Unclaimed Property

Ballroom B&C

State of the States, Part 1

Engage with NAUPA leadership and your unclaimed property colleagues. This two-part session will focus on how the association is proactively supporting states' unclaimed property programs as set in the NAUPA Five-year Strategic Plan. Leaders will be recognized for their service and we



will begin asking delegation leaders to introduce their team and talk about their program's current accomplishments and opportunities.

Opening Remarks: Auditor Andrea Lea (AR), NAUPA President

Moderators:

- Mark William Bracken, Assistant Treasurer, Commonwealth of Massachusetts
- Auditor Andrea Lea (AR), NAUPA President

10:00-10:15 AM

Break

Ballroom Foyer

Session II

10:15-11:15 AM

ABLE Savings Plans

Room 553 A&B

Expanding the Availability of ABLE Accounts Through Organizations Representative Payees

Organizational Representative Payees are trusted advisers for many people with disabilities and provide an important service. This session will examine how ABLE programs can work with these organizations to become Authorized Legal Representatives and provide access to ABLE accounts for many people they support.

Moderator: Bette Ann Mobley, Director, Maryland ABLE

Panelists:

- Jim Balsan, COO, BNY Mellon - Sunday Administration
- Aureen Dulla, Director of Finance, The ARC Northern Chesapeake Region
- Kaellen Hessel, Advocacy/Outreach Manager, Oregon Savings Network

College Savings Plans (529s)

Ballroom D&E

State of the States: From 1989 to 2019 & beyond.... (continued)

The discussion continues from the first session with states sharing all the great things happening with 529 plans across nation.

Moderators:

- Betsy Hagen, Associate Director for Administrative Services, Guaranteed Education Tuition (GET)
- Sheila Salehian, Deputy Treasurer, College Savings, Nevada State Treasurer's Office

Financial Education & Empowerment Programs

Room 550 A&B

Women in Finance: Creating a Pipeline to Attract More Women to the Field

In 2016, the Massachusetts Treasurer's Office created a groundbreaking program to attract and empower women interested in careers in finance through a fellowship that provides mentoring, skills training, career advising, and networking opportunities. Learn about the success and challenges of this fellowship, including how it became a public-private partnership and the impact of the gender gap in finance fields and why these and other issues need to be addressed.

Moderator: Alayna Van Tassel, Deputy Treasurer and Executive Director of the Office of Economic Empowerment, Massachusetts State Treasury

Panelists:



- Treasurer Deborah Goldberg (MA)
- Sue Perez, Deputy Treasurer, Massachusetts State Treasury
- Jane Steinmetz, Office of the Managing Principal, EY Boston

Innovations & Trends in the Treasury

Room 554 A&B

Preview of the 2019 National Institute of Public Finance

Have you registered for the National Institute of Public Finance presented by the NAST Foundation and hosted by Pepperdine University's Graziadio Business School? Whether you are attending or thinking about it, join faculty and alumni as they share their past experiences and answer your questions. Certificates are available in three core areas: Investments and Pensions, Public Finance and Debt Management, and Executive Treasury Management. This interactive panel will kick off the July 14-17 event in Malibu, CA. For more information, go to www.nipf.org/

Moderator: Melissa Waller, NIPF Executive Program Director

Panelists:

- Charles Dufresne, Co-Founder, American Public Infrastructure, LLC
- Andrea Feirstein, Managing Director, AKF Consulting Group
- Brant Maller, Founder & CEO, AIF Global
- Hector Negroni, CEO & CIO, Fundamental Advisors
- Michael Shires, Associate Dean for Strategy and Special Projects, Pepperdine School of Public Policy

Investments & Cash Management

Room 552 A&B

Incident Response: Your Questions Answered

Our expert panel from the first session returns to answer your most pressing questions about incident response and cybersecurity. Audience participation is requested so come prepared with questions to learn and take back to your organizations.

Moderator:

Panelists:

- Jeremy Cohn, Vice President, Bank of America

State Debt Issuance

Room 551 A&B

How to Get the Best Structure & Pricing in Today's Market

The municipal bond market has experienced several notable shifts since tax-reform was implemented in 2018, and as a result of domestic and global economic factors. Some key investor groups have continued to show strong support for municipal debt programs, while others have moved to alternative sectors. Investor demand continues to change and they continue to analyze the market and structure their deals for best price execution. Furthermore, volatility has re-emerged as uncertainty regarding interest rates, international trade restrictions, and other factors have given investors a reason for caution. This panel will discuss notable developments and their likely impact on municipal borrowers for the coming year including investor preferences, issuer financing needs and how to match the two together.

Moderator: Mark Pascarella, Director of Finance, Indiana Finance Authority



Panelists:

Unclaimed Property

Ballroom B&C

State of the States, Part 2

Part 2 of this expanded session will provide ample time for delegation leaders to continue introducing their team and talking about their program's current accomplishments and opportunities.

Moderators:

- Mark William Bracken, Assistant Treasurer, Commonwealth of Massachusetts
- Auditor Andrea Lea (AR), NAUPA President

11:15-11:30 AM

Break

Ballroom Foyer

Session III

11:30-12:30 PM

ABLE Savings Plans

Room 553 A&B

Teamwork makes the dream work: How partnerships can elevate your ABLE program

Every state has vast networks of organizations and government agencies supporting people with disabilities. By partnering with these groups and building off the work they've already done, ABLE programs can get a larger ROI out of their limited budgets. This panel will discuss what these networks look like, how to tap into them, and share success stories. Participants will leave with concrete steps they can take with their own outreach efforts.

Moderator: Kaellen Hessel, Advocacy/Outreach Manager, Oregon Savings Network

Panelists:

- Brittaney Chipley, Executive Director, AZ ABLE
- Diane Stewart, Enable Outreach Specialist, First National Bank

College Savings Plans (529s)

Ballroom D&E

A Smoother Path to Education – Everything you've always wanted to know about glidepaths and other investment-type stuff

In this session, our panel of experts will explore the optimal portfolios for a 529 plan's investment lineup, focusing on the benefits of year of enrollment portfolios. Our panelists will compare and contrast year of enrollment portfolios with age-based portfolios, discuss portfolio construction and the practical implementation of a "set it and forget it" investment option. This session will round out with a discussion of the latest trends and innovative concepts in portfolio construction and include a discussion on investment options for the K-12 investor.

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

Panelists:

- Stephen DiGirolamo, Managing Director, Wilshire Consulting
- Ryan Harvey, Principal, Sellwood Consulting LLC
- Tiffany Spudich, Chief Client Officer, Capital Cities, L.L.C.



Financial Education & Empowerment Programs **Room 550 A&B**

Financial Literacy in the Third Space: Engaging Afterschool Learners

Afterschool is sometimes called the “third space” – a learning space that spans the critical time between school and home. In 2019, the Vermont State Treasurer’s Office launched VerMoney, a first-of-its-kind financial literacy curriculum to engage learners in the play-based educational space of an afterschool program. Learn about how government finance professionals formed partnerships with afterschool experts (Vermont Afterschool, Inc.) and private sponsors to develop and pilot VerMoney. Participants will gain insights into curriculum development, structure, and models for other states.

Panelists:

- Dylan Giambatista, Director of Financial Literacy and Outreach, Vermont State Treasurer’s Office
- Holly Morehouse, PhD, Executive Director, Vermont Afterschool
- Erik Peterson, Vice President of Policy, Afterschool Alliance

Innovations & Trends in the Treasury **Room 554 A&B**

Diversity as a Value Proposition

Despite compelling evidence that the diversity of corporate boards is strongly correlated with stock performance, many corporate boardrooms lack diversity. This panel will explore the investment case for diversity and provide case studies of how State Treasurers can promote corporate diversity.

Moderator: Kelly Rogers, Deputy Treasurer of Policy and Public Finance, Office of the Rhode Island General Treasurer Seth Magaziner

Panelists:

- Suzanne Gauron, Managing Director, Investment Management Division, Goldman Sachs
- Charlotte Laurent-Ottomane, Executive Director, Thirty Percent Coalition
- Mary Morris, Investment Officer, Corporate Governance, California State Teachers Retirement System

Investments & Cash Management **Room 552 A&B**

Fraud Prevention and Improper Payments

Fraudsters are consistently looking for opportunities to exploit payment systems. An industry veteran reviews an array of mechanisms that corporate Treasury and Accounting practitioners may utilize in order to minimize risk and prevent fraudulent payments; this includes how corporates and FI’s are leveraging tools such as Early Warning Services, use of Artificial Intelligence and industrial-strength fraud filters, as well as common-sense procedures. As originators of payments are under attack, we will analyze how they operate and how they are being enhanced in order to help reduce the risk of payments being fraudulently misdirected. Learn more about how Early Warning Services are being utilized to guard against attacks.

Moderator: Erhiza Rivera, Assistant Treasurer, Washington State Treasurer’s Office

Panelist:

- Steven Bernstein, Executive Director, Treasury Services, J.P. Morgan



State Debt Issuance

Room 551 A&B

Time for a Check-Up: Examining the Health of the Tax-Exempt Market

Market ups and downs got you feeling ill? Let's spend time examining the short- and longer-term health of the short-term and long-term tax-exempt market.

Panelists:

- Kevin Danckwerth, Managing Director, Co-Head of Municipal Bond Trading and Head of Municipal Derivatives Trading, Citigroup
- Amy Johonnett, Research Analyst, Fidelity Investments
- John Vetter, Research Analyst, Fidelity Investments

Unclaimed Property

Ballroom B&C

Everything You Wanted to Know About Legislation and Litigation

The panel will give a year in review of legislative enactments and pending bills affecting unclaimed property interests and programs, highlighting trends and innovative ideas among the states. The panel will discuss recent and pending court decisions affecting unclaimed property interests and programs and how they affect the particular state(s) involved as well as potential effects for other states. This session presents an opportunity for attendees to become better informed about legislative and case law developments nationally and to learn from the ideas and experiences of others.

Moderator:

Panelists:

- Tim Cullen, Kelmar Associates LLC
- Susanne Darling, Kelmar Associates LLC

12:30-1:15 PM

Networking Lunch

Ballroom A

Pick a color, but not any color. To provide a better networking experience, tables will be set up with different colored linens so you can find job-alike colleagues to talk with during meals.

Whether you are an expert or new to the topic find a table and join the conversations.

See below for a key to the colors.

State of the Association Address and Acknowledgments:

- Shaun Snyder, NAST Executive Director
- Treasurer David Damschen (UT), NAST President
- Treasurer Kelly Mitchell (IN), NAST Secretary-Treasurer

Greetings:

- Paul Siefken, President & Chief Executive Officer, Fred Rogers Productions



Session IV

1:30-2:30 PM

ABLE Savings Plans

Room 553 A&B

ABLE Investment Design – Did We Get it Right?

Tap into the experience of ABLE investment and program professionals to understand the structure of ABLE plan investment options today. Kicking off with an industry snapshot of current investment offerings and in-depth data on uptake and usage, panelists will share the thinking behind the initial investment option construction. Taking into account consumer feedback and current usage, the panel will then explore how Plans meet the goals of account beneficiaries while identifying potential enhancements going forward.

Moderator: Andrea Feirstein, Managing Director, AKF Consulting Group

Panelists:

- Paul Curley, CFA, Director of Savings Research, Strategic Insight
- David Smith, CFA, Managing Partner, Marquette Associates
- Rob Percival, Senior Vice President, Ascensus Government Savings

College Savings Plans (529s)

Ballroom D&E

It's a Beautiful Day in Our Neighborhood: 529 Campaign Highlights and Plans for the Future

Hear from the 529 campaign team on the early rollout of the national awareness campaign. They'll present the creative and PR efforts, give an update on the early success and show where the campaign can go in the future.

Moderator: Betty Lochner, 529 Campaign Coordinator

Panelists:

- Young Boozer, Chair, National 529 Campaign
- Dan Cooper, Creative Director, Bozell
- Christine Dunn, Project Manager, Bozell
- Jackie Miller, Chief Marketing Officer, Bozell
- Paul Siefken, President & Chief Executive Officer, Fred Rogers Productions
- Danny Wikowsky, Senior Account Executive, Bozell
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Financial Education & Empowerment Programs

Room 550 A&B

The National Student Loan Crisis: What is a Treasurer to do?

As student loan debt becomes increasingly burdensome for borrowers, states are taking action to strengthen consumer protections for student loan borrowers. This panel will focus on the scope of the national student loan crisis, the risks to individual student loan borrowers, and actions states can take to protect student loan borrowers from abuse.

Moderator: Kelly Rogers, Deputy Treasurer of Policy and Public Finance, Office of the Rhode Island General Treasurer Seth Magaziner

Panelists:

- Seth Frotman, Executive Director, Student Borrower Protection Center
- Rodrigo Garcia, Deputy Treasurer & Chief Investment Officer, Illinois State Treasury



- Sarah Tammelleo, Assistant to the President, Research & Strategic Initiatives, American Federation of Teachers

Innovations & Trends in the Treasury

Room 554 A&B

Learning the Importance of Grassroots at the Treasury

Have you ever considered building a coalition of diverse people from your state who are all interested in the same common cause? Building and utilizing relationships can be exactly what your team needs for successful initiatives, especially when there is little room in the budget for expensive resources. This session will discuss how the Kentucky State Treasury has created successful coalitions of people for several initiatives in the office, including the Financial Empowerment Coalition and the STABLE Kentucky Outreach Coalition.

Presenter:

- Samara Heavrin, STABLE Kentucky Director, Unclaimed Property Director, Kentucky State Treasury

Investments & Cash Management

Room 552 A&B

Working Alongside Investment Consultants and Managers

Staff for internal treasury investments have the prowess and expertise to manage their respective short duration portfolios. The next logical question then is why would staff want to utilize third-party organizations to assist in managing assets? This session will provide first-hand insights from investment consultants and managers who work directly with treasury staff and how they add more value than just generating higher yields.

Panelists:

- Chris Fitze, CFA, Partner, Earnest Partners
- Bryce Lee, Managing Director-Investments, The Optimal Service Group
- John Ockerman, Investment Officer, Virginia Department of Treasury
- Andy Smock, CFA, CEO and CIO, Merganser

State Debt Issuance

Room 551 A&B

A Year Under the Belt: TCJA's Impact on Issuers and the Market

With the elimination of advance refundings at the start of 2018, the public finance community was left grappling with what this would mean for municipal bond structuring. A year ago, there was much discussion about shorter calls, call-option management, forward delivery bonds, and even Cinderella bonds. This panel will discuss what really happened in the year after the elimination of advance refundings, looking at which trends caught on and which did not, and, perhaps most importantly, what the future may still hold.

Moderator: Mary Block, Senior Director, Public Finance, Fitch Ratings

Panelists:

- Jeffrey Burger, Senior Portfolio Manager, US Municipal Bonds, BNY Mellon
- James Mackie, III, Co-director, Quantitative Economics and Statistics Group, Ernst and Young
- Treasurer Shawn Wooden (CT)



Unclaimed Property

Ballroom B&C

Cryptocurrency: Hurdles on the Horizon

Take a peek into the realm of cryptocurrency and its foreseeable challenges. Examine its parallels with traditional currencies and investments. Discuss and exchange high level management approaches from the perspective of a state as custodian of an unclaimed cryptocurrency asset.

Moderator:

Panelists:

- Vilka Markovich, VP, Avenu Insights & Analytics
- Ted Tran, Unclaimed Securities Specialist, Avenu Insights & Analytics

2:30-2:45 PM

Break

Ballroom Foyer

Session V

2:45-3:45 PM

ABLE Savings Plans

Room 553 A&B

ABLE State of the States

Join your colleagues from around the nation in sharing the latest information, trends and issues on ABLE programs during this highly interactive session. The results of the annual ABLE Program survey will be discussed. Session attendees will be asked to share what's new, what's working, what's not working, and problems they have faced and their solutions. This is your chance to not only hear and learn from your colleagues but also to have constructive debate about different Programs' approaches.

Moderator:

College Savings Plans (529s)

Ballroom D&E

What's on the Horizon

Innovation Concepts through Technology - Learn about what innovations in technology are on the horizon when engaging individuals. Panelists will share their information on providing efficient and informative customer experiences.

Moderator: Lael Oldmixon, Director, Education Trust of Alaska

Panelists:

- Brian Krolicki, Director of Government Relations, Customer Engagement Technologies
- Mary Morris, Chief Executive Officer, Virginia529
- Sheila Salehian, Deputy Treasurer, College Savings, Nevada State Treasurer's Office
- Emma Willis, Director 529 Programs and Financial Education, Arkansas State Treasury

Financial Education & Empowerment Programs

Room 550 A&B

Your States' Saving Crisis – More than 40% of the population can't pay for a \$400 unexpected bill. You can help them!

America Saves provides the resources to support your states' residents to save effectively. The research-based campaign uses the principles of behavioral economics and social marketing to change behavior and develop savings habits that last a lifetime. America Saves has initiatives



customized to the saving needs of adults, young workers (16-24 yrs.), and service members and their families. Learn how government agencies have used America Saves to motivate and encourage hundreds of thousands Committed Savers set and achieve their savings goals.

Presenter:

- George Barany, Director, America Saves

Innovations & Trends in the Treasury

Room 554 A&B

Thinking About Secure Choice? Here's What You Need to Know

Come sharpen your knowledge with current information on the state-run retirement program landscape. Beginning with an overview of current models in the market, this panel of industry leaders will share early experiences with legislation and rulemaking, administrative considerations and challenges, and opportunities for outreach. Collectively, they will provide a framework for best practices in creating and launching a program while answering the typical questions asked by states considering these initiatives.

Moderator: Andrea Feirstein, Managing Director, AKF Consulting Group

Panelists:

- Courtney Eccles, Director of Secure Choice, Office of the Illinois State Treasurer
- Lisa A. Massena, CFA, Vice President, Government Savings, Ascensus, Inc.
- Michael Parker, Executive Director, Office of the Oregon State Treasurer
- Katie Selenski, Executive Director, California Secure Choice Retirement Savings Board

Investments & Cash Management

Room 552 A&B

State Banks and Cannabis Banking

Come hear how states and cities have or are exploring the possibility of a Public/State/City/Municipal owned bank to finance infrastructure, bank cannabis sales and do consumer/business lending. Is it feasible?

Panelists:

- Andrew Boettcher, MBA, AAP, Administrator, Office of Financial Services, Michigan Department of Treasury
- Catherine Mele-Hetter, Director of Policy and Legal Counsel, Washington State Treasurer's Office
- Jason Richter, Deputy Treasurer-Debt Management, Washington State Treasurer's Office

State Debt Issuance

Room 551 A&B

SDMN Meet & Greet

Join us for an open, free-flowing forum for those involved in debt issuance and management activities to meet colleagues and learn about new initiatives and plans for the State Debt Management Network. Come be a part of the discussion and help us promote our goal of SDMN serving as the go-to authority on the professional management of state-level debt. Hosted by the Board of SDMN

Unclaimed Property

Ballroom B&C



Identity Fraud: Detection and Prevention in a Dark Web World

With the prevalence of personally identifiable information (PII) available to fraudsters, identity management methods have had to evolve. The panel will discuss how administrators can defeat the most advanced threats with the integration of modern techniques using alternate verification methods, while reducing staff time spent on unnecessary manual processes and improving the claimant's experience. The panel will discuss industry trends, the impact of the dark web, and strategies to prevent identity related schemes like impersonation or synthetic identity. They will also discuss examples of recent fraudulent claim activity and documentation that states have received and what procedures can be taken to minimize the chances of paying the wrong claimant.

Moderator:

Panelists:

- Larry Benson, Director Strategic Alliances, LexisNexis Risk Solutions
- JJ Harkema, Government Identity Consultant, Experian
- Ken Wagers, Vice President, Kelmar Associates LLC

Additional Meeting

4:00-5:00 PM

Deputy Treasurer & Chief of Staff Meeting (Invitation Only) Room 550 A&B

In lieu of the monthly conference call, state treasury office Deputies/Chiefs of Staff will meet to continue their ongoing conversations. This meeting is open to senior level/executive staff who report to the state treasurer.

Moderator:

Kelly Rogers, Deputy Treasurer of Policy and Public Finance, Office of the Rhode Island General Treasurer Seth Magaziner

6:00-9:00 PM Taste of Rhode Island Buffet Dinner

Join conference attendees on the Rhode Island State House lawn and enjoy local food and beverages at a buffet dinner hosted by Treasurer Seth Magaziner.

State House tours will be available from 6-7pm, so come early and learn more about the historic property built between 1896-1904. The dome of the State House is the fourth-largest self-supporting marble dome in the world. Listed on the National Register of Historic Places, the facade has served as a stand in for the U.S. Capitol in various movies.

Attendees will have the opportunity to sample classic Rhode Island treats, including a raw bar, lobster rolls and the famous Del's Frozen Lemonade. Guests will also enjoy listening to GQ and the Lady, a musically diverse dance band, featuring one of the areas most versatile and dynamic lead female vocalists. Wear your dancing shoes and bring a sweater since breezes come up quickly in the evenings.

The State House is a five minute walk from the hotel. To get the State House on foot, take a left out of the Omni lobby door onto West Exchange Street. Cross Francis Street, once across take a



left (you will still be on Francis Street) continue north and the State House will be about .2 miles straight ahead.

While we encourage you to take a stroll along the charming streets of Providence, trolley service is also provided. The first trolley will depart from the Omni hotel lobby at 5:50 PM.

Thursday, May 23

7:15-4:30 PM **Registration** **Ballroom Foyer**

7:30-8:15 AM **Networking Breakfast** **Ballroom A**

Pick a color, but not any color. To provide a better networking experience, tables will be set up with different colored linens so you can find job-alike colleagues to talk with during meals. Whether you are an expert or new to the topic find a table and join the conversations. See below for a key to the colors.

7:30-8:15 AM

- **CSPN New Attendee Breakfast (Invitation Only)** **Room 555 A&B**
- **Unclaimed Property Attendee Breakfast (Invitation Only)** **Room 556 A&B**

Session IV

8:30-9:30 AM

Joint Session: ABLÉ Savings Plans & College Savings Plans (529s) **Ballroom D&E**

Leveraging Earned Media & Public Relations to Enhance the Visibility & Awareness of State 529 and ABLÉ Plans

With more than twenty years since Congress' creation of 529 college savings plans, and the more recent launch of ABLÉ Plans, what are state plans doing to remain relevant in the media? The decline of available media outlets and column inches has forced programs to be more innovative in their PR efforts. Panelists will discuss best practices, including: outreach to non-traditional media, community engagement and activation, contacting reporters via social media, looking beyond the press release to deliver news, and real-time 24/7 monitoring of editorial coverage. The panel will also share success stories and lessons learned to help improve media and public relations efforts in your market (large or small). Learn how PR and media relations can be integrated with traditional and digital marketing efforts for a holistic strategic marketing approach.

Moderator: Rachel Biar, Deputy Treasurer, Nebraska State Treasury

Panelists:

- Amy Corbin, Executive Director, INvestABLE Indiana
- Brian Meehan, President, Celtic, Inc.
- Adam Robles, Associate Vice President, Finn Partners
- Terry Severson, Director, Savings Plans Marketing, Enable Savings Plan

Financial Education & Empowerment Programs **Room 550 A&B**

No More Excuses: Time for an Employee Financial Wellness (Pay)Check-Up



Financial education is like flossing and daily exercise. Everyone agrees it's important, but few of us actually do it. The Center for State and Local Government Excellence and Wells Fargo's Foundation are working to understand why and provide information and solutions to help you respond to the problem. Join this session to discuss new survey results and recommendations, hear one state's experience offering a financial wellness program, and provide input on questions State Treasurers have about adoption and implementation of these programs.

Moderator: Treasurer Henry Beck (ME)

Panelists:

- Adam Chapdelaine, Town Manager, Town of Arlington, MA
- Rivka Liss-Levinson, Director of Research, Center for State and Local Government Excellence
- Bonnie Wallace, Channel Manager, Hands On Banking, Wells Fargo

Innovations & Trends in the Treasury

Room 554 A&B

Training on Suspicious Packages, Substances, Email and Phone Threats

In this session, Treasurers and their staff will learn practical guidelines and procedures from the Rhode Island State Police on how to handle suspicious packages, substances, email and phone threats. Indiana Treasurer Kelly Mitchell is passionate on this topic and will discuss how changes have been implemented in the Indiana Treasurer of State's office and how she continues to educate staff on possible situations and threats to promote a safe working environment.

Moderator: Treasurer Kelly Mitchell (IN), NAST Secretary-Treasurer

Panelist:

- Captain Derek Borek, Director of Training for the Rhode Island State Police

Investments & Cash Management

Room 552 A&B

Qualified Institutional Buyers: How Can You Qualify and What are the Benefits?

This session will cover the 4(2) and 3(a)(3) exemptions including which CP programs that rely on each exemption, why not qualifying as QIBs impacts us, why state Treasuries were left out to begin with, and what to do next.

Panelists:

- Marty Margolis, Partner, PFM Group
- John Ockerman, Investment Officer, Commonwealth of Virginia, Department of the Treasury

State Debt Issuance

Room 551 A&B

Bye-Bye PDF, Hello iXBRL: Debt Management Technology Modernization

While the private sector has moved towards more rapid digitization of financial statements, state government debt and fiscal divisions are often stuck in the land of Excel, PDFs, and outdated software. This panel will provide an overview of the national movement to digitize public finance documents, including comprehensive annual financial reports and bond offering materials into iXBRL format, a more appealing format for municipal market investors. Panelists will discuss current state efforts to improve debt management technology platforms, including solutions to common implementation barriers.



Moderator: Treasurer Seth Magaziner (RI)

Panelists:

- Mark Campbell, Executive Director, California Debt and Investment Advisory Commission
- Marc Joffe, Senior Policy Analyst, The Reason Foundation
- Dean Ritz, Senior Director of Digital Reporting Strategy, Workiva
- Kirt Slauch, Deputy Treasury, Utah Treasury

Unclaimed Property

Ballroom B&C

Reuniting Owners with Unclaimed Property Takes a Village: The Public-Private Partnership

Reuniting owners with their property, or asset recovery, is exploding as an unclaimed property service offering among professional services firms. This session will explore how state Treasury and Unclaimed Property departments can work side-by-side with professional firms to reunite business owners and individuals with their money. The panel will touch on the difference between recovering property for existing clients vs. the stigma of traditional heir finding; how the recovery business wants to create more consistent and consolidated claims packaging to decrease per claim administrative costs; and how states can enhance their public service offerings. The panel will also discuss recent management changes and updates to the missingmoney.com site utilized by owners for unclaimed property searches.

Moderator:

Panelists:

- Darren Jack, Executive Director, EY
- David Lemoine, Director, Avenue Insights & Analytics, LLC
- Aurianne Lopatka, Senior Manager, EY

9:30-9:45 AM

Break

Ballroom Foyer

Session VII

9:45-10:45 AM

ABLE Savings Plans

Room 553 A&B

How to Make a Big Impact for ABLE

States face challenges promoting their ABLE programs to their constituents due to their lean budgets, personnel, and marketing materials. Hear from a panel of states, with limited ABLE resources and/or smaller populations, as they discuss these obstacles and opportunities for success.

Moderator: Eric Ochmanek, Director of Special Projects, Ohio State Treasury

Panelists:

College Savings Plans (529s)

Ballroom D&E

Student Loan Crisis

As student debt mounts nationally, with the \$1.5 trillion in US student loans surpassing credit card debt, it's critical to ensure middle-income families have smart options to pay for college.

Moderator:



Panelists:

- Mark Kantrowitz, Publisher and VP of Research, Savingforcollege.com LLC
- Kenneth Roberts, Partner, Hawkins, Delafield & Wood

Financial Education & Empowerment Programs **Room 550 A&B**

Building a Multi-Sector Coalition Supporting K-12 Financial Literacy

Learn how a multi-sector coalition has come together to form a public/private/nonprofit partnership to elevate K-12 financial literacy in the State of Rhode Island. With leadership from the State Treasurer and key legislators, critical guidance and direction from education professionals, expertise and resources from the private sector and the articulate voice of students, the state is now poised to pass needed legislation and mobilize diverse stakeholders to provide young people the financial knowledge and skills they need to succeed.

Moderator: Rick Metters, Vice President, RI Regional Public Affairs, Fidelity Investments

Panelists:

- Honorable Sandra Cano, State Senator, State of Rhode Island
- Patricia Page, Business and Computer Technology Educator, Town of East Greenwich, RI
- Charon Rose, Director of Outreach and Constituent Relations, Office of Rhode Island General Treasurer Seth Magaziner

Innovations & Trends in the Treasury **Room 554 A&B**

The Future of Real-time Payments for Government and Citizens

With current technical capabilities, the Treasury and other state agencies can now make instant payments, and receive them faster. “Real-Time Payments” (or RTP®) process instant gross settlements 24/7/365 between participating banks and businesses/entities. This innovative method reduces collection time from days to seconds. RTPs are gaining ground in the U.S. and globally, driven by consumer demand for speed and convenience. While this conversation has mostly centered on the technology and technical portions, the operational aspects and necessary changes to realize instant payments is something that now requires consideration. Is your state onboard? Instant payments can benefit financial institutions, state and local agencies, and consumers, by offering enhanced security and visibility of payments, and by enabling better cash flow management. Join the panel of experts to learn more.

Moderator: Mark Hariri, Director, Centralized Treasury and Securities Management Division, California State Treasurer’s Office

Panelists:

- David Belchick, Vice President, Market Manager, Public Sector, Citibank
- Mary O’Toole, Director, Global Transaction Services, Bank of America Merrill Lynch
- Eileen Roberts, Executive Director, Treasury Services, J.P. Morgan
- Carl Slabicki, CTP, AAP, Director and Product Line Manager, Immediate Payments, BNY Mellon Treasury Services

Investments & Cash Management **Room 552 A&B**

Short-Term Investments



The world of cash management has changed forever. This session takes a fresh look at short-term investment policies, sectors to consider, and the market risks in order to find value utilizing lessons from the past to preserve capital in the future.

Panelists:

- John Donohue, Managing Director- Head of Global Liquidity Management, RBC Global Asset Management
- Laura Glenn, Senior Portfolio Manager, Office of the Georgia State Treasurer
- Sean Smith, Executive Director- Fixed Income Division, Mizuho Securities Inc.

State Debt Issuance

Room 551 A&B

Making Investor Interactions Work for You

Investors increasingly expect quick and easy access to municipal issuers' investor information and issuers themselves. The public markets are constantly evolving to seek better and more current information on their municipal bond investments. Many prominent bond issuers have sought to establish a direct relationship with these investors in order to facilitate communication and promote their credit. In addition, regulatory requirements such as SEC Rules 15c2-12 continuing disclosure requirements present additional challenges for issuers to effectively disseminate information. Key leaders in the municipal market will discuss the most recent trends and developments in establishing and maintaining an investor relations program.

Moderator: Dave Erdman, Capital Finance Director, State of Wisconsin

Panelists:

- Neil Flanigan, Joint Head of Municipal Finance, Jefferies, LLC
- Tom Paolicelli, Senior Manager, Business Development, BondLink
- Greg Schwartz, SVP, Piper Jaffray & Co

Unclaimed Property

Ballroom B&C

UCP Legal Trends and Overviews

Unclaimed property legal professionals will present an overview of the most compelling issues and emerging legal trends impacting State unclaimed property programs.

Moderator: Kevin Liang, General Counsel, Arkansas Auditor's Office

Panelists:

- Charles Helman, Vice President and Managing Director, Verus Analytics LLC
- Lynden Lyman, Executive Consultant, Kelmar Associates LLC
- Oliver Olanoff, Chief Operating Officer and General Counsel, EECS LLC

10:45-11:00 AM

Break

Ballroom Foyer

Session VIII

11:00-12:00 PM

Joint Session: **ABLE Savings Plans & College Savings Plans (529s)** Ballroom D&E

Diverse US Demographics: **Outreach in an Evolving Landscape**



This panel will address outreach to diverse audiences by both 529 and ABLÉ programs. What are some programs doing to reach out to diverse audiences? Why does it matter? What does this outreach look like? What guidance, if any, is there from the MSRB to help programs? What makes sense and what's practicable? How is ABLÉ bringing a new perspective to diversity and outreach?

Moderator: Jamie Canup, Partner, Hirschler

Panelists:

- David Bell, Deputy Director, Oregon Savings Network
- Richard Ellis, Senior Director for Compliance, Finance and Investments, my529
- Doug Harrison, Senior Director Marketing (California 529), Tuition Financing Inc., TIAA

Financial Education & Empowerment Programs **Room 550 A&B**

Building Youth Financial Capability and Financial Well-Being through Evidence & Practice

The Consumer Financial Protection Bureau provides resources for advancing youth financial education in order to improve practices and support policymakers and practitioners in the field of financial education. The Bureau offers a comprehensive Literature Review of financial education, focusing on studies that show the causal effects of financial education on financial behaviors, test scores, or other outcomes supporting consumer financial development. In conjunction with the Literature Review, the Bureau offers a set of youth financial education research priorities to encourage researchers to initiate projects where there are gaps in existing evidence. The Bureau collaborates with others, including the Federal Deposit Insurance Corporation (FDIC) on these initiatives. The FDIC offers strategies and tools to connect financial education initiatives to opportunities for schoolchildren to open a safe, low-cost savings account, including those that have been validated through a two-year research pilot. The FDIC also leads the Youth Banking Network to help financial institutions connect financial education tools to savings accounts for school-aged children. This panel will explore both the review and research priorities and how they can be used in Treasurers' offices.

Moderator: Treasurer Sarah Godlewski (WI)

Panelists:

- Lissan Anfune, Policy and Program Specialist, Office of Community Affairs, Consumer Financial Protection Bureau
- Dubis Correal, Deputy Assistant Director for the Office of Financial Education, Consumer Financial Protection Bureau
- Luke Reynolds, Chief of Outreach and Program Development, Federal Deposit Insurance Corporation

Innovations & Trends in the Treasury **Room 554 A&B**

Can Blockchain and Artificial Intelligence assist State Treasuries in Achieving Investment Objectives?

This session will cover the accelerated changes already impacting the world (and governments) due to artificial intelligence and other technological advances. Adapting to these changes has been an ongoing challenge for the public and private sectors. A recent study of investment executives showed that they are acutely concerned about their ability to achieve future growth



objectives. Emerging technologies, such as blockchain and artificial intelligence (AI), are being recognized as essential components to achieve growth. Presenters will share fact-based insights from institutional investors about how blockchain and AI may be used in transformational ways to enhance investment outcomes, and how they will dramatically change things for both individuals and governments going forward.

Moderator: Bill Collins, SVP/Head of Government Banking, U.S. Bank

Panelists:

- David Berglund, SVP, Artificial Intelligence Leader, U.S. Bank
- Nathaniel Rand, Managing Director, State Street

Investments & Cash Management

Room 552 A&B

Improving the Internal Discipline of Cash Forecasting

Learn how colleagues are, through better information, new technology, enhanced automation, and changed assumptions, making strides improving their daily cash forecasting, leading to process efficiencies, decisions that are more informed, and opportunities for additional investment return.

Moderator: Stuart Goodpasture, Manager, Cash and Banking, Virginia Department of the Treasury

Panelists:

- Kerri Baker, Chief Budget Officer, RI Executive Office of Health and Human Services
- Amanda Hutson, Portfolio Manager, Washington State Treasurer's Office

State Debt Issuance

Room 551 A&B

Demographic Changes and the Impact on Economics, Ratings, and Investing

By 2026, seventeen states will be 'super-aged', meaning more than 20% of the population will be 65 or older; currently, no state meets that definition. Demographic change is accelerating in the U.S., particularly as the baby boomer population moves into retirement age. This panel will discuss implications for states' economic growth, and importantly for debt managers, on credit ratings and investor sentiment.

Moderator: Treasurer Henry Beck (ME)

Panelists:

- Rob Azrin, VP, Credit Analyst, Breckinridge Capital Advisors
- Paul Dion, Chief Revenue Officer, Rhode Island Office of Revenue Analysis
- Olu Sonola, Group Credit Officer, U.S. Public Finance, Fitch Ratings

Unclaimed Property

Ballroom B&C

Marketing & Media Relations

Learn from the experts and discuss with your peers how to market your unclaimed property program successes, manage your media relations, and understand how to evaluate your earned media in this session.

Moderator:

Panelists:



12:00-1:15 PM Networking Lunch and Keynote Address Ballroom A

Introduction: Treasurer Seth Magaziner (RI)

Keynote Speaker: Governor Gina Raimondo (RI)

“Impactful Reform and Thoughtful Leadership”

Governor Raimondo will discuss her experience as General Treasurer and Governor, and how she believes leaders can work to implement impactful, meaningful reform. See Governor Raimondo’s bio below.

Session IX

1:30-2:30 PM

ABLE Savings Plans

Room 553 A&B

Managing Fraud In State Sponsored Savings Programs

As plans embrace online and mobile account openings and transactions to meet consumer demand for convenience, opportunities for fraud increase in the new digital environment. This session will examine emerging fraud trends in the marketplace and will discuss best practices and innovations that plans can use to safeguard plan participants and mitigate the risk of fraud within their program.

Moderator: Jim Balsan, Chief Operating Officer, The Bank of New York Mellon - Sunday Administration

Panelists:

- Nicholas Bavaro, Vice President, Transaction Surveillance, The Bank of New York Mellon
- Joanne Kane, Director, Operations & Transfer Agency, Investment Company Institute

College Savings Plans (529s)

Ballroom D&E

Children Savings Accounts, Pilot Programs and Partnerships: Encouraging Low and Middle Income Families To Save For College

Join this panel of savings and education experts as they share success stories of empowering low and middle income families to save for college. Beginning with a landscape view of CSAs nationwide, this session will highlight the lessons learned about best practices and key choices in implementing new initiatives. It will address the narrative necessary to engage both families and resources, connecting asset building opportunities with 529 plans. Ultimately, the audience will learn why sustainable relationships and institutional partnerships can yield greater investments of community resources into a 529 college savings account.

Moderator: Andrea Feirstein, Managing Director, AKF Consulting

Panelists:

- Charles F. Desmond, Chief Executive Officer, Inversant
- Clint Kugler, College Career and Community Initiatives Vice President, Indiana Youth Institute
- Alayna Van Tassel, Deputy Treasurer and Executive Director of the Office of Economic Empowerment, Massachusetts State Treasury



Financial Education & Empowerment Programs

Room 550 A&B

Starting Strong: Using Higher Education Financing to Teach Financial Competencies

Paying for college is the first major expense for many young adults; it's also an exceptional opportunity to educate young consumers and assist them in developing financial competencies that will last a lifetime. Representatives of state-based, nonprofit organizations will share their innovative financial wellness programs and how they are helping the citizens in their states to successfully manage student loan debt.

Moderator: Jeanette Weldon, Executive Director, Connecticut Higher Education Supplemental Loan Authority

Panelists:

- Bill Bianchi, Financial Literacy Manager, Rhode Island Student Loan Authority
- Scott Giles, President & CEO, Vermont Student Assistance Corporation
- Thomas Graf, Executive Director, Massachusetts Educational Financing Authority

Innovations & Trends in the Treasury

Room 554 A&B

All Treasury Tech Considered

Join the discussion of highly actionable ways to address financial automation that can create momentum to tackle the strategic initiatives of your organization. Start with low cost, low resource technologies, such as RPA and APIs, so your organization can gain some quick hits, both freeing up time and starting to cultivate a data-centric mindset. Are you exploring ways to digitize onboarding and other laborious processes, including KYC and changing/adding signatories? This transformation goes beyond simply creating electronic copies of paper documents. It's about making these processes digital from the outset, so that banks can help clients benefit from predictive analytics. And with the coming of all the smart devices that fall into the "Internet of Things (IOT)" category, what impacts may occur and what benefits can be realized by Treasurers with new data and data classes.

Panelists:

- Michael Bosacco, Bank of America
- Chris Chazin, Director, North America Product Head, Emerging Receivables and Instant Payments, Citi Treasury & Trade Solutions
- Seth Marlowe, SVP, Strategist, Insights Consulting Group, Treasury, Merchant & Payment Solutions, Wells Fargo Bank

Investments & Cash Management

Room 552 A&B

LIBOR Transition: Where is the Market SOFR?

LIBOR is the most widely used benchmark and currently, underpins over \$370 trillion of securities globally. By regulatory decree, LIBOR will be phased out by December 2021, a decision that will have significant impact on global markets. SOFR, the Secured Overnight Financing Rate, is the likely successor to LIBOR and issuers are responding to this seismic market change by developing new SOFR-based debt securities. Representatives from FHLB and Fannie Mae will discuss their efforts to develop this new emerging market and JP Morgan will share views on the implications for investment portfolios.



Moderator: Denise de Bombelles, SVP, Global Investor Relations, Federal Home Loan Banks Office of Finance

Panelists:

- Kyle Lynch, Capital Markets Strategist, Federal Home Loan Banks Office of Finance
- Timothy Paster, Executive Director, Agency and Treasury Trading, J.P. Morgan
- Anthony Silva, Director, Capital Markets, Fannie Mae

State Debt Issuance

Room 551 A&B

The MSRB Listens: Town Hall with Members of the Municipal Securities Rulemaking Board

Join members of the Municipal Securities Rulemaking Board of Directors for a town hall meeting to provide an opportunity for Board members and MSRB staff to hear directly from municipal market participants. Come share your perspective on: concerns about the municipal market; issues in day-to-day business operations; gaps in municipal market regulation; ways MSRB can encourage additional use and adoption of its EMMA[®] website; and additional MSRB resources to help facilitate positive change in the market. The MSRB Board has prioritized stakeholder engagement in 2019 to further inform the organization's current retrospective rule review and efforts to provide municipal securities dealers and municipal advisors with clear interpretations and guidance, and compliance resources. This town hall meeting will help ensure that the MSRB fulfills its mission in a manner that is highly informed about market practices.

Moderator: Janet Aylor, Director of Debt Manager, Virginia Department of the Treasury

Panelists:

- Renee Boicourt, Member of the MSRB Board of Directors
- Richard Ellis, Member of the MSRB Board of Directors
- Lynnette Kelly, President and CEO, MSRB
- Ritta McLaughlin, Chief Education Officer, MSRB

Unclaimed Property

Ballroom B&C

Securities: Can't Live With Them.... Can't Live Without Them

This session will touch upon three hot topics your state may currently be dealing with: worthless securities, consolidating securities accounts, and the roller coaster ride of liquidating stock. First, the panel will review and discuss the challenges that come with making the determination on when and if a security is worthless and a look at some tools that could be used to identify this category, as well as addressing the process of communicating the agreed upon definition of "worthless" and instructions for deferred reporting to the Holder community. Next, New York State will present a case study on their efforts to consolidate securities held at mutual funds and transfer agents: what they have done, where they are going, and the challenges they have seen along the way. Finally, a case study will be presented showing liquidation securities trends amongst KAPS users states: when they do it, how they do it, and the pros and cons associated with their actions.

Moderator:

Panelists:

- Vilka Markovich, VP, Avenu Insights & Analytics



- Marisol Pereira-Salazar, Principal Abandoned Property Auditor, Office of the New York State Comptroller
- Tanya Whitlow, Managing Director, Kelmar Associates, LLC

2:30-2:45 PM

Break

Ballroom Foyer

Session X

2:45-3:45 PM

ABLE Savings Plans

Room 553 A&B

Special Needs Trusts vs. ABLE Accounts

Prior to the development of ABLE Programs, special needs trusts provided individuals with disabilities with the ability to benefit from assets in a trust without impacting the needs-based benefits. This session will compare and contrast special needs trusts with ABLE accounts and provide administrators with a better understanding of how potential ABLE account owners have used trusts in the past.

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

Panelists:

- Nancy Chudacoff, Of Counsel, Cameron & Mittleman, LLP
- Kevin Nerney, Executive Director, RI Developmental Disabilities Council

College Savings Plans (529s)

Ballroom D&E

Unleashing the Power of Partnerships – Broadening the Reach of 529 Plans:

Most parents have heard the saying, “It takes a village to raise a child.” In this session, participants will see that “it takes a community to plan, navigate, and finance a child’s higher education dreams.” Hear from community partners that have implemented innovative tools to help states broaden the reach of their 529 college savings plans in measurable ways, while giving students valuable and timely information to help them plan and navigate their higher education aspirations. From access to education, 529 Plan administrators need to take a broader look at how today’s families are responding to messaging and innovative technology solutions to augment saving, while leveraging partner provided platforms and services to ensure their programs are meeting the needs and the goals of the families they serve.

Moderator: Julie Shields-Rutyna, Director of College Planning, Massachusetts Educational Financing Authority

Panelists:

- Fernando Diaz, Chief Financial Product Officer, Illinois State Treasury
- John Hupalo, Chief Executive Officer, Invite Education
- Wayne Weber, Chief Executive Officer, Gift of College
- Emma Willis, Director 529 Programs and Financial Education, Arkansas Treasurer of State

Investments & Cash Management

Room 552 A&B

How to Approach Sustainable or ESG Investing?



What does sustainable investing mean to State Treasurers? How can a State Treasurer integrate environmental, social, and governance (ESG) factors into investment decisions? Learn how State Treasurers think about sustainable investing, what structures, resources, and coalitions they've deployed, and how they operationalize sustainable investing through three pillars, (1) internal management, (2) external management, and (3) active ownership.

Moderator: Lisa Woll, CEO, US SIF: The Forum for Sustainable and Responsible Investment

Panelists:

- Rodrigo Garcia, Deputy Treasurer & Chief Investment Officer, Illinois State Treasurer's Office
- Justo Gonzalez, Head of Global Liquidity Research, Invesco

State Debt Issuance

Room 551 A&B

Public-Private Partnerships: Lessons Learned and Implications for Infrastructure Investment

PPPs are potential tools for state governments. The US market is at an inflection point with a supportive federal administration, sizable capital reportedly ready to be deployed, and states looking to address inadequate, aged infrastructure. During this session, debt managers will review case studies to learn about the successes and challenges of PPPs, and how they can help their states avoid the most likely pitfalls and achieve the best results.

Moderator: Jason Richter, Deputy Treasurer, Washington State Treasury

Panelists:

- Douglas Buchanan, Co-Head North America Infrastructure, Norton Rose Fulbright
- Eric Kim, Senior Director, Public Finance, Fitch Ratings
- Mark Pascarella, Director of Debt Management, Indiana Finance Authority

Unclaimed Property

Ballroom B&C

Mind The Gap: Focusing a State's Compliance Regime on Gaps in Reporting

Historically, unclaimed property annual compliance rates by holders are very low, especially with smaller enterprises. This session will explore ways to mind the compliance gap in order to increase UP annual reporting. From examining annual reports for errors/accuracy/completeness, to incenting compliance through voluntary submissions, to identifying traditional/historic gaps in holders' compliance filings. The presentation is designed to offer potential ways states can help drive more robust, more accurate, and better annual reporting through discussing strategies to raise awareness among the business community about the reporting obligations, including the use of marketing plans, information sessions, surveys, videos and social media will be discussed.

Moderator: Dennis Johnston, Administrator, Utah Unclaimed Property

Panelists:

- Janet Gagliano, Partner, PWC
- Jeremy Katz, Partner, Audit Services US
- Caroline Marshall, General Counsel and COO, Verus Analytics LLC
- Geoffrey Sawyer, Partner, Drinker Biddle & Reath LLP



Additional Meetings

4:00-5:00 PM

Communications and Public Policy Caucus Meeting (Invitation Only) Room 550 A&B

NAST created a new caucus this past February for Public Information Officers and State/Federal Policy staff (or equivalent titles) for the purpose of information sharing between states, with NAST, and their media and policy consultants. This meeting is for Treasury (or related state office) staff as we continue to organize this working group.

Round Table Discussion: Reframing and Rebuilding the Financial Literacy Conversation Room 552 A&B

The consequences of early financial decisions can be far-reaching, perhaps permanent, but not all decisions have negative consequences. Let's talk about how to transform the lives of a new generation and then take steps to do so. Join a panel of Treasurers, as well as the investment management's leading non-for-profit professional body, CFA Institute, as we discuss collaborative and statistically proven approaches to pursuing and achieving financial independence. At the conclusion of the session, Gene Natali will be available to sign copies of his book *The Missing Semester: Your Financial Choices have Consequences. Will you Choose Wisely?*

Moderators: Treasurer Sarah Godlewski (WI) & Treasurer Curt Meier (WY)

Panelists:

- Greg Filbeck, Professor, Finance and Risk Management, Black School of Business, Penn State University
- Gene Natali, Jr., Author, C.S. McKee, LP
- Kurt Schacht, Managing Director, CFA Institute

6:30-9:30 PM Buffet Dinner at Skyline with WaterFire

Tonight, walk to the Skyline, three blocks from the hotel, and enjoy indoor and outdoor networking opportunities with spectacular views of the water and cityscape. During the event, attendees will have front row seats to WaterFire, an award-winning art installation in the basin of the Providence River.

Experience WaterFire's bonfires, the scent of aromatic wood smoke and flickering firelight, while listening to enchanting music from around the world. You will engage all your senses and emotions as you stroll the paths of Waterplace Park. Wear comfortable shoes and bring a jacket for this evening event since the show doesn't start until sunset.

Skyline is a five minute walk from the hotel. To travel by foot, take a left out of the Omni lobby door onto West Exchange Street. Cross Francis street, once across take a left (you will still be on Francis Street) continue North, after crossing Memorial Blvd stay right, hugging the IGT building (blue glass building) that will take you into Waterplace park and Skyline will be in front of you on the left hand side.



While we encourage you to take a stroll along the charming streets of Providence, trolley service is also provided. The first trolley will depart from the Omni hotel lobby at 6:20 PM.

Friday, May 24

7:15-10:00 AM **Registration** **Ballroom Foyer**

7:30-8:15 AM **Networking Breakfast** **Ballroom A**

7:30-10:00 AM **Joint Session: ABLI Savings Plans & College Savings Plans (529s)** **Ballroom D** **End of Conference Networking Opportunity**

Before you leave Rhode Island, touch base with your colleagues from across the country about ideas or topics you heard during the conference or start your own conversation about a topic of your choice. This is your last opportunity to network with your peers in Providence, take advantage of this morning to make new connections to improve your program and career.

8:30-10:30 AM **Post-Conference Workshops**

Finish out your conference experience with the choice of these two-hour hands-on, interactive workshops. Select one to attend (fee included in your registration):

Blockchain Broken Down: An Evolving Conversation in the Public Sector **Ballroom E**

The workshop will mirror the three-part format of a blockchain client lab: enlighten, engage, expand. The expanded format will help the participants deepen their knowledge of blockchain before we dive into hands-on drafting of business use cases. Additionally, the added time allows our speakers to give a demonstration of blockchain in action, providing richer context and understanding around the feasibility of blockchain solutions. Materials provided include: copies of Deloitte's Global Blockchain Survey, a white paper detailing public sector blockchain applications, the blockchain readiness framework, and the use case evaluation framework.

Trainers:

- Tom McDivitt, Specialist Leader, Deloitte Consulting LLP
- Sean Ryan, Senior Manager, Deloitte Consulting, LLP

Committee of Legal Practices Deep Dive into the Recurring Legal Issues in Unclaimed Property Audits

Room 551 A&B

Some holder advocates repeatedly raise the same issues or legal arguments with the state or with state's third-party auditor for different clients or to different states. Developing strategies



for how to address these recurring issues in a clear, forceful, and efficient manner can help expedite the examination. A panel of state unclaimed property officials and representative of third-party auditors will discuss some of the most common issues they encounter and share some of their experiences in how best to resolve them.

Moderator: Allen Mayer, Chief of Staff, Illinois Treasury

**The 3Cs of EMMA for Debt Managers: Customize, Comply, Connect with MSRB
Room 552 A&B**

Free online tools can help you take your investor relations program to the next level and stay on top of your federal disclosure filings. Bring your laptop and get ready to explore the MSRB’s Electronic Municipal Market Access (EMMA®) system. You'll be guided through the process of:

- Creating a free customized investor relations homepage on the EMMA website
- Filing newly required disclosures to EMMA about your financial obligations pursuant to amended SEC Rule 15c2-12 and
- Signing up for email reminders of deadlines for recurring disclosures

Trainers:

- Ritta McLaughlin, Chief Education Officer, MSRB
- Leah Szarek, Senior Manager, Market Transparency, MSRB

**Leveraging the Media: How to Maintain Control of Your Message
Ballroom B**

Join this interactive workshop hosted by NAST’s communications consultants, Marathon Strategies. Learn best practices on how to reach out to the media, handle interviews, and post quality content on social media. During this two-hour workshop, participants will get an overview of each topic and then move from station to station for hands on personalized training. This workshop will be led by seasoned media professionals, formerly with the Weather Channel, NBC News, Huffington Post, and POLITICO.

Trainers:

- Nicholas Marchetti, Marathon Strategies
- Sunny Mehta, Marathon Strategies
- Nick Palladino, Marathon Strategies



Networking Meals

Pick a color, but not any color. To provide a better networking experience, tables will be set up with different colored linens so you can find job-alike colleagues to talk with during meals. Whether you are an expert or new to the topic find a table and join the conversations.

Discussion Topics	Tablecloth Colors
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ABLE Plans	Purple
College Savings (529s)	Red
Financial Education & Empowerment	Silver
Investments & Cash Management	Dark Green
State Debt	Light Blue
Unclaimed Property	Navy Blue
General Topics	White

Continuing Professional Education (CPEs)

NAST understands that some of its conference attendees may want to apply for credits/hours from their state accrediting authority. We will provide a letter of participation for those interested in seeking CPEs.

Please stop by the registration desk to get the form to fill in or contact us within a week after the conference. We'll send you a form to fill out attesting to the sessions you attended so we can generate a signed letter and get it back to you for submission. Please send request to Kari Arfstrom at kari@statetreasurers.org.

Keynote Speaker Bios

Wednesday May 22

Former two-term Massachusetts Governor Deval Patrick joined Bain Capital in 2015 and is a Managing Director and co-Managing partner of the Double Impact Business where he focuses on investments that deliver both a competitive financial return and significant positive social impact.

Prior to joining the firm, he served as Governor of the Commonwealth of Massachusetts for eight years. Before entering public office, Governor Patrick was Executive Vice President and General Counsel of The Coca-Cola Company. He also worked at Texaco, Inc. and served on the company's Executive Council. In 1994, he was appointed by President Clinton as Assistant Attorney General overseeing the Civil Rights Division of the U.S. Department of Justice.

Born to and raised by a single mother on the south side of Chicago, Mr. Patrick earned a scholarship to the Milton Academy in Massachusetts in the eighth grade. He went on to attend Harvard College and Harvard Law School, where he was president of the Harvard Legal Aid



Bureau. He is the author of two books, *A Reason to Believe: Lessons from an Improbable Life* and *Faith in the Dream: A Call to the Nation to Reclaim American Values*.

Thursday, May 23

On January 6, 2015, Gina M. Raimondo became the 75th Governor of Rhode Island and the state's first female governor. During her time in office, Governor Raimondo has kick-started the state's economy and created thousands of jobs. Rhode Island's unemployment rate—the highest in the country during her first campaign for governor—is now in line with the national average and the lowest it's been in three decades. She's made record investments in infrastructure, education and job training. Under her leadership, Rhode Island became the fourth state in the country to offer tuition-free community college to every high school graduate.

Prior to being Governor, Raimondo served as the state's general treasurer and worked to redesign Rhode Island's public employee pension system. She has a background in venture capital and holds degrees from Harvard, Oxford and Yale. Gina and her husband Andy live in Providence with their two kids, Ceci and Tommy, and their rescue dog, Sparky.