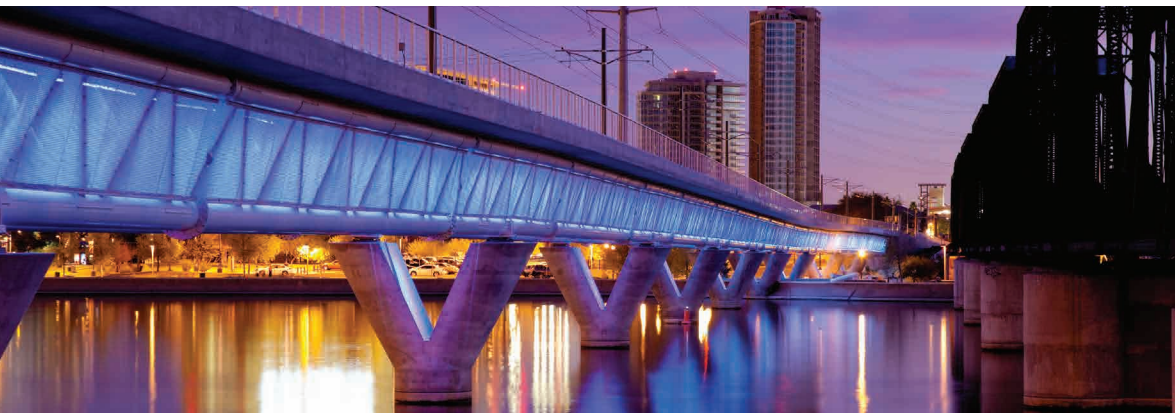


Arizona State University | School of Public Affairs | Center for Urban Innovation
present the

annual public finance conference

understanding financing options and SEC disclosure requirements for local governments

Phoenix, Arizona | May 8-9, 2014





Welcome to the 2014 ASU Public Finance Conference

As dean of Arizona State University's College of Public Programs, I am pleased to welcome you to the annual ASU Public Finance Conference. We believe that financial capacity in the public sector is one of the key challenges in contemporary governance and organize this workshop annually to help advance understanding and practice. We are honored to host this event with support of our sponsors, and to give you access to some of the top leaders in the field of public finance from throughout the nation. Today we bring together researchers and practitioners to look at innovative approaches to implement the infrastructure needed to build strong communities.

Leading our discussion, we welcome our colleagues from the Smart Cities Council. In a new report released by the council and ASU's Center for Urban Innovation, we highlight some of the most promising strategies to help cities improve the efficiency of large-scale systems.

This report helps provide insight into making smart cities a reality.

Our morning sessions cover the changing landscape of public finance—from new SEC regulations to alternative financing approaches—to help you navigate options from both a legal and financial planning perspective. Afternoon sessions cover infrastructure challenges and you will have the opportunity to hear real experiences. Our speakers today have successfully advanced large-scale municipal projects, delivering value to the community without creating undue risk.

We are also pleased to welcome Georgia Levenson Keohane as our keynote speaker at lunch. A thought-leader in the field, Georgia is at the forefront of economic policy issues. She will share some of the novel approaches being used today—particularly at the intersection of business and society.

Whether you are from the public or private sector, we want you to leave here with the tools to take your own projects to the next level.

Thank you for taking the time to be here with us. And, thank you to our speakers for sharing their expertise.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jonathan Koppell'.

Jonathan Koppell
Dean, College of Public Programs

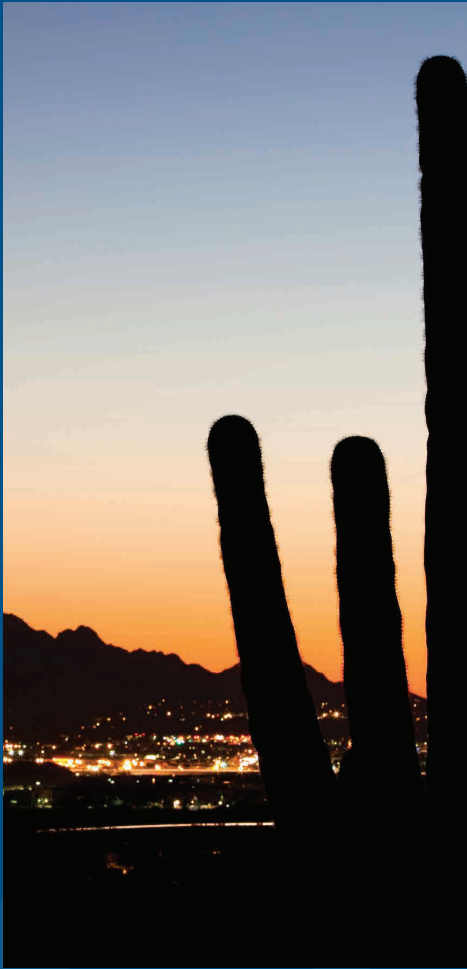
Arizona State University

annual public finance conference



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DAY 1 Hyatt Regency Phoenix May 8, 2014

6-7:30 p.m.

Networking Reception

DAY 2 Phoenix Convention Center May 9, 2014

TIME

EVENT

ROOM

8:30-9 a.m.

Registration and Breakfast

West 211AB

9-9:15 a.m.

Welcome and Introduction

West 211AB

Jonathan Koppell
dean, College of Public Programs
Arizona State University

9:15-10:15 a.m.

Creative Financing for Cities: What's Working Today

West 211AB

- Sandra Baer, cities director, Smart Cities Council
- Jonathan Koppell, dean, College of Public Programs
- Kevin Desouza, associate dean for research, College of Public Programs

10:15-10:30 a.m.

Break

SESSION 1 | Breakout Sessions

10:30 a.m.-noon

Session 1A

West 212A

Changes to the Legal and Reporting Environment of Public Financing

- Kurt Freund, managing director, RBC Capital Markets
- Michael Cafiso, shareholder, Greenberg Traurig, LLP

2014 program agenda

TIME	EVENT	ROOM
10:30 a.m.-noon	Session 1B	West 212B
	Financing Municipal Projects: Market Outlook and Alternative Funding Approaches	
	<ul style="list-style-type: none"> ▪ George Friedlander, managing director, chief municipal strategist, CitiGroup ▪ David Eichenthal, managing director, PFM 	
12:15-1:45 p.m.	Lunch and Keynote	West 211AB
12:15-1:45 p.m.	Keynote Address	
	Georgia Levenson Keohane Fellow, Roosevelt Institute	

SESSION 2 | Breakout Sessions

1:45-3:15 p.m.	Session 2A	West 212A
	Sports and Public Amenities Financing	
	<ul style="list-style-type: none"> ▪ Chuck Odom, former senior executive manager, City of Mesa 	
1:45-3:15 p.m.	Session 2B	West 212B
	Challenges and Opportunities in Transit Financing	
	<ul style="list-style-type: none"> ▪ Mike Levitan, former assistant vice president, budget and financial planning, Dallas Area Rapid Transit ▪ Wulf Grote, director of planning and development, Valley Metro 	
3:15-3:30 p.m.	Break	

SESSION 3

3:30-4:30 p.m.	Closing Session	West 211AB
	Current Challenges in Facing Public Pensions	
	Thom Reilly, director, ASU Morrison Institute for Public Policy	closing comments George Pettit, professor of practice, School of Public Affairs

moderators and presenters



Sandra Baer

Cities Director
Smart Cities Council

Sandra Baer is the cities director for the Smart Cities Council—leading state and local engagement and outreach with government leaders in cities worldwide. Previously, Baer was the lead for client development at Bloomberg Government in Washington, D.C. and initiated high-level contacts across six industry sectors to support the 80-person sales team and win new business from major corporations, nonprofits, state and federal government agencies and the U.S. Congress. Baer's professional life has focused on relationship marketing, business development, external affairs and public speaking. She has experience in the communications industry—telecommunication, wireless, Internet, broadcasting and cable—and has an extensive background in government affairs, homeland security and public safety resilience. She has held executive positions at Discovery Communications, Sprint Nextel, Ridge Global and WUSA-TV.



Michael Cafiso

Shareholder
Greenburg Traurig LLP

Michael Cafiso is a shareholder with Greenberg Traurig LLP. He has broad experience in various types of tax-exempt and taxable financings, including general obligation, sales tax, revenue, special assessment, certificate of participation, and municipal leasing issues and financings for water and sewer, industrial development health care, tax increment, housing and education projects.



Kevin Desouza

Associate Dean, Research, College of Public Programs
Arizona State University

Kevin Desouza serves as the associate dean for research at the College of Public Programs and is an associate professor in the School of Public Affairs at Arizona State University. He is also serving as the interim director of ASU's Decision Theater.

Desouza has authored, co-authored, and/or edited nine books, the most recent being *Intrapreneurship: Managing Ideas within Your Organization* (University of Toronto Press, 2011). He has published more than 125 articles in prestigious practitioner and academic journals. His work has also been featured by a number of publications such as *Sloan Management Review*, *Harvard Business Review*, *Stanford Social Innovation Research*, *Businessweek*, *Wall Street Journal*, *Government Executive*, and *Computerworld*, among others.

Desouza has advised, briefed, and/or consulted for major international corporations, non-governmental organizations, and public agencies on strategic management issues ranging from management of information systems, to knowledge management, competitive intelligence, government intelligence operations, and crisis management.



David Eichenthal

Managing Director
PFM

David Eichenthal is executive director of the Strong Cities Strong Communities National Resource Network and a managing director with the PFM Group's Management and Budget Consulting practice. He works on projects nationwide to help improve the efficiency and effectiveness of municipal government clients, with a focus on fiscal turnarounds. Eichenthal is the co-author of *The Art of the Watchdog: Fighting Fraud, Waste, Abuse and Corruption in Government* (SUNY Excelsior Press, 2014), cited by *The New York Times* as "required reading for any government executive." Eichenthal is also a senior research fellow at the New York University School of Law Center for Research in Crime and Justice.

He received his J.D. at the New York University School of Law and a BA degree from the University of Chicago in Public Policy Studies, cum laude.



George Friedlander

Managing Director, Chief Municipal Strategist
Citigroup, Inc.

George Friedlander is the head of municipal strategy at Citigroup Inc. Friedlander has worked for the bank and its predecessors for nearly four decades. He initially joined the municipal division of Smith Barney in 1975. He provides advice to institutional investors, high net worth individuals, and issuers in the municipal market. He works closely with public interest groups on policy issues related to Federal legislation and regulations that would affect the muni market. He has written a report on the municipal market nearly every week for more than 35 years.

Friedlander holds a master's in business administration from Pace University in New York, and graduated from the New York State University at Stony Brook with a degree in mathematics.



Kurt Freund

Managing Director
RBC Capital Markets, LLC

Kurt Freund is a managing director for RBC Capital Markets, LLC, the manager of the firm's Arizona municipal banking operations and a member of the firm's Municipal Banking Management Committee. Freund is among the most experienced investment bankers working in the municipal finance arena and has extensive experience across a broad range of municipal financing structures. He has worked with virtually all types of issuers and political subdivisions over a career in the municipal bond industry that spans more than 25 years. During that time, he has led financings for state agencies, counties, cities, public universities, community colleges, nonprofit hospitals and a number of special financing authorities. Among the municipal entities he works extensively with in Arizona are the Governor's Office and many of the large state agencies, including the Arizona Department of Transportation, as well as all three of Arizona's public universities. Over the many years he has been in the business, Freund has developed and successfully completed many public/private partnership financings for facilities such as the University of Phoenix Football Stadium, several Cactus League baseball facilities, various mixed used developments and many other local development projects. Prior to becoming an investment banker, Freund served in a senior staff role for seven years with the Arizona State Senate. He holds a bachelors degree in economics from Arizona State University.

moderators and presenters



Wulf Grote, P.E., M.ASCE

Director of Planning and Development
Valley Metro Rail, Inc.

Wulf Grote is the director of planning and development for Valley Metro. His division is responsible for all light rail and bus facility planning, environmental studies and preliminary engineering. In addition, Grote oversees regional transit system and service planning. He has been a leader in transit development for the Phoenix Metropolitan area since 1985. After 23 years of service, he retired as assistant transit director from the City of Phoenix Public Transit Department in 2008. Prior to Phoenix, Grote also worked in Denver as a transportation engineer for the Regional Transportation District and DeLeuw, Cather and Associates.

Grote holds bachelor and master of science degrees in civil engineering from the University of Utah and is a registered professional engineer in the State of Arizona.



Georgia Levenson Keohane

Fellow
Roosevelt Institute

Georgia Levenson Keohane is a Fellow at the Roosevelt Institute, where she works on a range of issues in economic policy, including poverty and inequality, employment and job growth, social entrepreneurship and innovation the role of public-private partnerships. Keohane's career has bridged the private and nonprofit sectors. A former McKinsey consultant and foundation executive, she advises a number of organizations including philanthropies, educational entities, community development agencies, and think tanks. She has taught at Yale, and is an adjunct professor in the Social Enterprise Program at Columbia Business School. Keohane writes regularly on social and economic policy and the intersection of business and society for the The New York Times, Harvard Business Review, The Nation, The American Prospect, The Washington Monthly, Slate, and other publications and is the author of *Social Entrepreneurship for the 21st Century: Innovation Across the Nonprofit, Private and Public Sectors* (McGraw Hill 2013). She holds a BA from Yale University, an MBA from Harvard Business School, and an MSc from London School of Economics, where she was a Fulbright Scholar.



Jonathan GS Koppell

Dean
College of Public Programs
Arizona State University

Jonathan GS Koppell is dean of Arizona State University's College of Public Programs and the Lattie and Elva Coor Presidential Chair in the School of Public Affairs. Koppell's research concerns the design and administration of complex organizations, particularly entities that hover at the intersection of politics and markets. He has examined global governance organizations that promulgate international rules dealing with everything from accounting to telecommunications to trade in endangered species. In addition, he has written about public-private hybrids—government-created entities that operate in the marketplace to achieve public policy goals. As former director of the Millstein Center for Corporate Governance and Performance at Yale University, Koppell oversaw an extensive program focused on the necessary private-sector responses to the financial crisis, including reform of financial intermediaries, corporate boards, credit rating agencies and institutional investors. His current research builds on this work, exploring the political dynamics of capital markets.



Mike Levitan

Former Assistant Vice President, Budget & Financial Planning
Dallas Area Rapid Transit

Mike Levitan spent more than 26 years with Dallas Area Rapid Transit, the last 10 of those in charge of DART's budget process and its 20-Year Financial Plan. He retired from DART in 2013 as the assistant vice president of budget and financial planning, and still performs some consulting work for DART as well as for the McKinney Avenue Transit Authority.



Chuck Odom

Former Senior Executive Manager
City of Mesa

Chuck Odom recently retired as the senior executive manager for the City of Mesa. His primary responsibilities included the oversight and transition of the City's financial and business processes to a new financial system (ERP). He was also responsible for the Office of Management and Budget and the City's debt management and issuance. He was instrumental in developing the City's financial forecasting and modeling methodologies.

Odom is a graduate of Northern Arizona University and has held certifications as a Certified Public Accountant and a Certified Fraud Examiner.



George Pettit

Professor of Practice
School of Public Affairs, Arizona State University

George Pettit is a professor of practice in the School of Public Affairs, part of the College of Public Programs at Arizona State University. His public service career included two years in administration at the University of Colorado; seven years with the City of Des Moines, Iowa; two years in the private software industry; and twenty five years with Gilbert, Arizona retiring in September, 2010. He is a member of the International City County Management Association, Arizona City County Management Association Life Member, and Rotary International. Pettit holds a bachelor's degree in political science and a master's in public administration from the University of Colorado, Boulder. He also attended the Kennedy School Program for Senior Executives in State and Local Government in 2004.



moderators and presenters



Thom Reilly

Director
ASU Morrison Institute for Public Policy

Thom Reilly is the new director of Morrison Institute for Public Policy. In addition to leading Morrison Institute, Reilly will be a professor in the Arizona State University College of Public Affairs. He joins ASU from San Diego State University, where he is a professor and director of the School of Social Work. Prior to SDSU, Reilly served as county manager and CEO of Clark County, Nevada's most populated county with 1.8 million people. As chief executive officer of Clark County, he was responsible for a \$5.8 billion budget and 12,000 employees. Reilly also has extensive experience in the private sector. He is managing principal and founder of The Reilly Group, a management consulting firm founded December 2006 in Las Vegas, and is former vice president of social responsibility at Caesars Entertainment, Inc. He is past chairman of the national Board of Directors for the Gay and Lesbian Alliance Against Defamation (GLAAD). Reilly has authored numerous published works. His most recent book, *Rethinking Public Sector Compensation: What Ever Happened To The Public Interest?*, was published by M.E. Sharpe Inc. and released in summer 2012.



David Swindell

Associate Professor, School of Public Affairs, Arizona State University
Director, Center for Urban Innovation

David Swindell is an associate professor in the School of Public Affairs, part of the College of Public Programs at Arizona State University. He is also director of the Center for Urban Innovation. Prior to joining ASU, Swindell directed the interdisciplinary Ph.D. in Public Policy degree program at the University of North Carolina-Charlotte.

Swindell's research focuses on community and economic development, particularly public financing of sports facilities. He also examines the role of the nonprofit community and neighborhood-based organizations as mechanisms for service delivery as well as performance management standards for public management and decision making.



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