

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

annual public finance conference

innovative financing options to help local governments meet tomorrow's challenges

Phoenix, Arizona | March 13, 2015

ASU college of public service
& community solutions

ARIZONA STATE UNIVERSITY

welcome to the 2015 ASU public finance conference

2015 conference agenda



As dean of Arizona State University's College of Public Service and Community Solutions, I am pleased to welcome you to the annual ASU Public Finance Conference. We are honored to host this event each year and bring together leaders in the field of public finance from throughout the nation.

Formerly known as the College of Public Programs, our College recently changed its name to better reflect our commitment to service, dedication to research that addresses social problems and deep engagement in the community. This conference is a prime example of our work to find solutions to complex challenges. Not only will you have a unique opportunity to network with leading practitioners and colleagues, you will take away tangible tools to help you in your effort to build strong communities.

Our speakers today bring a wealth of expertise. They have successfully advanced municipal projects that delivered value to their communities without creating unmanageable risk. They have implemented innovative approaches and will share thoughts on both the challenges and opportunities.

We are pleased to welcome Kent Hiteshew as our keynote speaker. As the first director of the new Office of State and Local Finance at the U.S. Department of Treasury, he will share thoughts on the role of the new office as well as goals looking forward.

To both our speakers and attendees, thank you for taking the time to be here with us as we work together to address one of the key challenges in governance: financial capacity in the public sector. We are excited to work together with you to advance solutions.

Sincerely,

Jonathan Koppell
Dean, College of Public Service and Community Solutions

friday, march 13, 2015

8:30 – 9:00 AM Registration and Breakfast

Phoenix Convention Center
Executive Conference Center

9:00 – 9:15 AM Welcome and Introduction

Dr. David Swindell, Arizona State University

9:15 – 10:15 AM Today's Challenges and Tomorrow's Solutions in Finance

William Glasgall, The Volcker Alliance

10:15 – 10:30 AM Break

10:30 AM – Noon Changes on the Horizon: Challenges and Opportunities in Public Finance

Dr. Joshua Franzel, International City/County
Management Association

Gregory Cross, Zions Bank

Rob Von Hess, U.S. Bank

12:15 – 1:45 PM Lunch and Keynote Address

Dr. Jonathan Koppell, Arizona State University
Kent Hiteshew, Office of State and Local Finance,
U.S. Department of Treasury

1:45 – 3:15 PM Alternative Tools for Addressing Today's Financing Challenges

Dr. David Swindell, Arizona State University

Rodney Machakoto, Arizona State University

Akheil Singla, The Ohio State University

3:15 – 3:30 PM Break

3:30 – 5:00 PM Entertainment and Culture Financing for Economic Development

Paul Dolan, Cleveland Indians

Dr. Jeffrey Patchen, Indianapolis Children's Museum

Simon Farbrother, City of Edmonton, Canada

Dr. Mark Rosentraub, Center for Sports
Management, University of Michigan

moderators and presenters

Gregory G. Cross

Vice President/Manager, Zions Bank's Corporate Trust

Gregory G. Cross is the vice president, manager of Zions Bank's Corporate Trust with the responsibility of overseeing the operation and services for the office in the Phoenix area which serves the state of Arizona. Prior to joining Zions Bank, Gregory was a Vice President with The Bank of New York, JP Morgan Chase, Bank One and Valley National Bank.



Notable is his 30 years plus of service in the administration of bonds and working with bond attorneys, investment bankers, state and municipal authorities in the Arizona market as well as working on various types of bonds including corporate, municipal, industrial revenue, multifamily, single family, letter of credit and variable rate. This included working closely with municipalities, state agencies, nonprofits groups, hospitals and Indian tribes throughout the states of Utah, Arizona, Nevada, Colorado, Missouri and California.

Simon Farbrother

City Manager, City of Edmonton

Simon Farbrother has served as Edmonton's city manager since January 2010, leading the civic administration through a time of tremendous growth and transformation. In the past two years, Edmonton's population has climbed by a steep 7.39 percent. To meet the needs of a fast growing population the City of Edmonton has made an unprecedented investment of \$9.3 billion in capital projects over the past 10 years, mainly in recreation centres, LRT, libraries, police and fire stations, roadway arteries, waste facilities and increased drainage capacity.

With more than 20 years of experience in municipal governments, Farbrother has dedicated his career to building strong Canadian cities. His focus has been on improving organizational structures, building employee morale, effectively implementing strategic plans and facilitating urban intensification.

He recently completed his term as president of the International City/County Managers Association (ICMA). He speaks widely about the critical role municipalities play in the national conversation on the economy, the environment and social issues.



Paul Dolan

Owner/Chairman/Chief Executive Officer, Cleveland Indians



The Dolan family's ownership of the Cleveland Indians enters its 16th season in 2015, while Paul Dolan begins his second campaign as the primary control person of the franchise after being formally approved by Major League Baseball on January 10, 2013. Dolan continues to serve as chairman and chief executive officer of the Indians, roles that he accepted prior to the 2011 season. He began as vice president and general counsel of the Indians upon joining the organization in 2000 and later served as the club's president.

Dolan graduated with a B.A. degree from St. Lawrence University and received his Juris Doctorate from the University of Notre Dame's Law School. Prior to joining the Indians, Dolan was a partner at Thrasher, Dinsmore & Dolan, a Chardon, Ohio based law firm.

Joshua Franzel

Vice President of Research, Center for State and Local Government Excellence



Joshua Franzel is the vice president of research for the Center for State and Local Government Excellence where he leads research initiatives on a range of public policy, finance, and management topics, often collaborating with organizations from the public, private, and academic sectors. He also is director of policy research for the International City/County Management Association and oversees the development of the organization's public policy white papers.

Previously he worked for both the Delaware and Florida Legislatures and was a Presidential Management Fellow with the International Trade Administration and the Office of Management and Budget. His publications and research have focused on state and local government management, public finance, public pensions and other public funds, health care financing, demographics, public employee benefits and compensation, and government innovation. Franzel is an adjunct professor at American University, where he teaches graduate level courses on state and local government.

He holds a Ph.D. in public administration (& policy) from American University in Washington, DC.

Kent Hiteshew

Director, Office of State and Local Finance, U.S. Treasury Department



Kent Hiteshew is the first director of the U.S. Treasury Department's newly established Office of State and Local Finance where he advises the Secretary of the Treasury and other senior Treasury officials in the development of public policy pertaining to infrastructure finance, distressed municipal credits, and public pensions, among other topics. Hiteshew also oversees a team of policy advisors dedicated to advancing Treasury's knowledge of, and expertise in, the municipal bond market.

Hiteshew joins Treasury after a 30-year career as a public finance banker, including more than 23 years at J.P. Morgan, and its heritage firm Bear Stearns, where he oversaw the firm's Northeast Region and Affordable Housing Finance Groups. Over the course of his career in public finance, Hiteshew raised billions of dollars of infrastructure capital and affordable mortgage financing on behalf of many of the municipal bond market's largest states, cities and authorities.

Hiteshew is a former member of the Citizens Budget Commission and the Citizens Housing and Planning Council and a Governor of the Municipal Forum of New York. He holds a B.S. from Rutgers University and an M.R.P. from the University of North Carolina at Chapel Hill.

William Glasgall

Program and Editorial Director, State and Local Accountability and Improvement programs, The Volcker Alliance



A four-decade veteran financial journalist, William Glasgall brings to the nonpartisan, nonprofit organization a deep knowledge of state and local government finances and fiscal policies and leads the Truth in State Budgeting and Financial Reporting project that is building on recommendations made in 2013 by the State Budget Crisis Task Force headed by Volcker Alliance Chairman Paul Volcker and former New York Lieutenant Governor Richard Ravitch. Bill is also senior adviser to the Ravitch Fiscal Reporting Program at the CUNY Graduate School of Journalism in New York.

Glasgall came to the Alliance from Bloomberg News, where he directed U.S. local-government coverage as managing editor for States and Municipalities that received awards from the National Press Club Foundation and other organizations. He also served as co-host of Bloomberg's Global Week Ahead Podcast, as well as Editor-at-Large and Enterprise Editor, and has been a featured speaker at conferences held by Bloomberg, the Bond Buyer, Governing Magazine, Investment Advisor, and TD Ameritrade.

Jonathan GS Koppell

Dean, College of Public Service and Community Solutions, Arizona State University



Jonathan GS Koppell is dean of Arizona State University's College of Public Service and Community Solutions 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.

Rodney Machokoto



Until August 2014, Rodney Machokoto was an Ernst & Young business risk consultant. He served clients including Fortune 500 companies with revenues ranging from \$500 million to \$150 billion. His clients were in healthcare, multinational banking and financial services, media, telecommunications and automotive services, claims management solutions, apparel, manufacturing, and power and utilities. His experience includes internal audit outsourcing, enterprise risk management (ERM) consulting, internal controls auditing, Sarbanes-Oxley Act compliance, and risk transformation.

Machokoto is a Certified Internal Auditor (CIA) and holds a Certification in Risk Management Assurance (CRMA). He obtained his master's in accounting with a concentration in enterprise risk management from North Carolina State University. His B.S. in accounting is from Methodist University. He is currently pursuing a doctoral degree in community resources and development at ASU.

Jeffrey H. Patchen, D.M.E.

President and CEO, The Children's Museum of Indianapolis



As president and CEO of the world's largest children's museum, The Children's Museum of Indianapolis, Jeffrey Patchen has directed the Museum's vision and long-range strategic efforts since 1999. Prior to joining The Children's Museum, Patchen successfully led museum- and arts-related organizations at the state, regional and national levels.

Previously, Patchen served as senior program officer for The Getty Education Institute for the Arts, an operating program of the J. Paul Getty Trust in Los Angeles, California. He was responsible for creating, directing and managing a portfolio of national and international programs and projects designed to improve the quality of learning and teaching in the nation's schools. His past experience includes serving as the Lyndhurst Endowed Chair of Excellence in Arts Education at the University of Tennessee at Chattanooga where he directed the Southeast Center for Education in the Arts, one of the nation's largest professional development programs for K-12 teachers and administrators. Patchen also served as a consultant and founding trustee for the Creative Discovery Museum in Chattanooga, Tennessee.

Mark Rosentraub

Bruce and Joan Bickner Endowed Professor of Sport Management, Center for Sport and Policy, University of Michigan



Mark Rosentraub has been studying and writing about the economics of sports teams, events, and facilities and the linkage between sports, cultural centers, and urban revitalization and economic development for more than 30 years. He has written or co-authored five different books and more than 100 academic articles and book chapters on different aspects of sports, tourism, amenities, and economic development.

Rosentraub has helped numerous cities across North America frame redevelopment strategies involving sports and culture. He worked with the San Diego Padres and the City of San Diego in designing the Ballpark District that resulted in more than \$2 billion of new real estate development. Rosentraub also worked with the City of Los Angeles that led to the building of Staples Center and LA LIVE. Staples Center and LA LIVE became the backbone for the resurgence of downtown Los Angeles.

Akheil Singla



Akheil Singla is a doctoral candidate at The John Glenn School of Public Affairs at The Ohio State University. He researches public financial management, with twin focuses on debt management and on local government financial condition. More specifically, he studies government use of financial derivatives, as well as the ways researchers identify poor financial condition prior to the onset of dramatic fiscal stress. He has published research in multiple venues, including Public Budgeting & Finance.

David Swindell

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



David Swindell is an associate professor in the School of Public Affairs, part of the College of Public Service and Community Solutions 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.


Robert L. Von Hess

Vice President/Manager, U.S. Bank Corporate Trust Services



Robert Von Hess's experience in corporate trust spans over 30 years through positions with three prominent banks (and their successors) in different regions of the nation. Von Hess was a magna cum laude graduate with a B.A. in economics from the University of Denver and has completed a number of post-graduate programs in trust, including becoming a Certified Corporate Trust Specialist (CCTS) in 1992. Prior to selecting corporate trust as his career direction, Von Hess had the unique opportunity to work in virtually every department of a commercial bank through a management-training program.

His administrative experience includes indenture administration of hundreds of different issues varying from housing and health care to corporate and industrial development. As an active member of the account teams put together at U.S. Bank, and as manager of the Phoenix office, Von Hess contributes his vast administrative experience to many of U.S. Bank Corporate Trust Services trust relationships.



A focal point for research on urban affairs, the Center for Urban Innovation is working to improve the quality of life in neighborhoods, cities and urban regions by promoting innovation in governance, policy and management. The Center also leads ASU's partnership in the Alliance for Innovation, an international network of progressive governments and partners committed to transforming local government by accelerating the development and dissemination of innovations.

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