

# THE BOND BUYER'S CALIFORNIA PUBLIC FINANCE CONFERENCE

September 20-22, 2016 | Los Angeles, CA



## BRINGING MUNICIPAL MARKET PROFESSIONALS TOGETHER

**800+**  
ATTENDEES

**250+**  
ISSUERS

**100+**  
SPEAKERS

**25+**  
EDUCATIONAL  
SESSIONS

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# CONFERENCE OVERVIEW

## CALIFORNIA'S CAUGHT BETWEEN A ROCK AND A DRY PLACE

The state's aging water system requires a \$50B facelift. Falling within the system is the Sacramento-San Joaquin Delta, an estuary located at the confluence of the Sacramento and San Joaquin Rivers. The Delta Watermaster's authority extends to diversions of water in the Delta, and for the monitoring and enforcement of State Water Resources Control Board orders and license and permit terms and conditions that apply to conditions in the Delta. Join the Delta Watermaster as he discusses what it will take to properly upgrade the state's water system and the challenges of sharing a drained commodity.



Michael George  
Delta Watermaster  
State Water Resources  
Control Board

## THE ISSUER PERSPECTIVE



Darrell Johnson  
Chief Executive Officer  
Orange County  
Transportation Authority



Jenny Salkeld  
Chief Financial Officer  
San Diego Unified  
School District

The conference attracts the state's senior issuers, on and off stage. Our sessions are designed to include input from experienced public finance professionals to give their real-life feedback on the challenges and solutions they've encountered and provide a 360 degree perspective on the topics being examined.

Our various networking breaks and activities give you the opportunity to interact with your fellow municipal finance professionals – *speakers and attendees alike.*



## THE FUTURE OF FINANCE

California has always been on the cutting-edge of innovative financing – and today there are more options than ever before: Direct purchase, Green Century Bonds, Century Bonds, P3s, QPIBs and more.

- What are the risks?
- What are the benefits?
- And what are the pitfalls you need to avoid?

# REGULATORY PRIORITIES

With local governments continually facing the challenge of increased municipal securities enforcement, actions involving pension funds, bond offering document disclosures, broker-dealer abuses, and undisclosed conflicts of interest it's imperative that all market participants are up-to-date and compliant with the latest rulings, tax laws, and proposed regulatory changes.

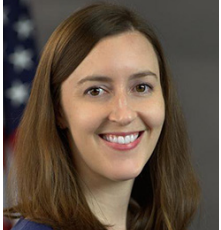
Our regulatory experts will discuss what issuers and other capital market participants need to know with respect to these hotly debated topics.



Eric Goldstein, *Principal Administrative Analyst, The Metropolitan Water District of Southern California*



Bob Fipinger  
*Chief Legal Counsel  
MSRB*



Jessica Kane  
*Director of the Office of  
Municipal Securities, SEC*



Leslie Norwood  
*Managing Director &  
Associate General Counsel, SIFMA*

# PRE-CONFERENCE WORKSHOP

Presented by **California  
Debt and Investment  
Advisory Commission**

**The Relationship  
between Issuers  
and Their  
Consultants  
in the Post-  
Dodd-Frank Era**

This pre-conference program examines the changing obligations of market participants as a result of regulatory reform and market practices and how these have affected public agencies. Specific attention will be paid to the roles and obligations of financing team members, the impact of enforcement actions against issuers and public officials, and new and developing rules and regulations.

For more information on the workshop [click here](#)

*You must be a registered conference attendee to participate.  
The workshop is an **additional** charge of \$95.*

CDIAC

CALIFORNIA  
DEBT AND  
INVESTMENT  
ADVISORY  
COMMISSION

# KEYNOTE: ECONOMIST

We are pleased to announce the addition of **Managing Director and U.S. Chief Economist for S&P Global Ratings Beth Ann Bovino** as the Economist Speaker for *The Bond Buyer's California Public Finance Conference*.

Beth Ann Bovino is the U.S. Chief Economist for S&P Global Ratings based in New York. In this senior role, she oversees the development of S&P Global Ratings' U.S. economic forecasts including its weekly, monthly, and quarterly research reports. Beth Ann and her team are a source of data and insights that help inform and guide S&P Global Ratings' credit ratings analysts' research. She has authored and contributed many articles for popular and professional publications. Her body of work covers a wide range of topics and trends that impact the U.S. economy including jobs and wage growth, infrastructure, income inequality, demographics, and the growing influence of the Millennial generation.





## INFRASTRUCTURE

Two panels will discuss California's infrastructure needs.

The first deliberates social infrastructure and how cities and counties are looking at different P3 procurement models. The emphasis of this panel will be on describing the differences between the successful models and how cities/counties should arm themselves to evaluate the cost/benefits of the different approaches so they can decide how (or whether) to take advantage of them.

The second addresses the importance of investing in transportation and other public infrastructure. This panel will discuss the ever-increasing need for investment in our public infrastructure as well as finding new and innovative ways to finance that investment.

## CREATIVE FINANCING

The nation's bank regulatory system is impeding the financing opportunities spawned by America's growing cannabis industry. This growth indicates that the tax revenues will follow suit.

Restricted budgets dictate that state and local governments need to access the bond market to monetize those revenue streams and free up capital for harm mitigation and other projects. Could marijuana revenue bonds be the new tobacco bonds? The first step in this process is to give the cannabis industry access to our nation's banking system.

This panel of industry leaders will address this step and the following going forward.



## LIVE MARKET SURVEY

The results of the audience survey at the California Public Finance Conference are as unpredictable and thought-provoking as ever. **Conference attendees will participate in a series of questions regarding the municipal market in California and nationwide.**

Their unique insights into how investors, issuers and intermediaries view the other provocative issues facing the municipal market in 2016 will be made available to readers of *The Bond Buyer*.

## MILLENNIALS AND MUNIS

Generation Y, commonly known as the Net Generation are our 35 years and younger folks.

These young adults are part of an electronics-filled and increasingly online and socially-networked world. What happens when the networked world collides with the municipal finance world — a world that has been slow to come to the technology table. The Muni Millennials will help us understand the changes that have occurred, the challenges that are still looming and the potentially technically savvy municipal finance world that will emerge.





## RECRUITMENT AND SUCCESSION PLANNING

Recruitment and long-range succession planning are important factors in the public finance world. Attracting the younger professionals to the field is difficult when the pay is lower and room for professional growth more limited. This session will explore a variety of strategies for recruiting and retaining new talent, and passing the baton in the aging, predominately male muni finance world.

## GREEN BONDS AS A FINANCING TOOL

This panel explores the appeal of green financing methods for local governments, investors, and the communities served by municipalities. California's cutting edge green financing experts discuss the variety of green financing tools gaining significant traction in the State of California.



## HOW BIG A DEAL ARE DIRECT PURCHASES?

Issuers are utilizing direct purchases and bank loans more frequently due to budget constraints. Consequently the municipal advisor may be required to disclose information regarding the direct purchases and bank loans of their municipal entity clients if the MSRB has their way. This panel will consider the pros and cons of this form of lending from different vantage points.



## ADDRESSING CLIMATE CHANGE IN CALIFORNIA

California is leading the nation in promoting public policy initiatives to help reduce greenhouse gas emissions. Will cap & trade be a long term solution? This panel will explore what else local municipalities can do to promote the state's climate goals including facilitating energy efficiency programs.



# CDIAC PRE-CONFERENCE: THE RELATIONSHIP BETWEEN ISSUERS AND THEIR CONSULTANTS IN THE POST-DODD-FRANK ERA

8:00 a.m.  
**Pre-Conference Registration**

8:30 a.m.  
**Welcome and Introductions**

Michael Ballinger, *Publisher, The Bond Buyer*  
Mark Campbell, *Executive Director, CDIAC*

8:40 a.m.  
**Recent Enforcement Actions Against Issuers and Public Officials**

Regulatory enforcement has become a prominent feature of the municipal market today. This session highlights recent enforcement actions taken by the Securities and Exchange Commission and what this means for issuers and public officials.

Robert Doty, *President and Proprietor, UAGFS*  
Elaine Greenberg, *Partner, Orrick Herrington & Sutcliffe LLP*

9:30 a.m.  
**The Role of Regulators and Rule-makers in the Market: The Carrot or the Stick**

It goes without saying that the Securities and Exchange Commission (SEC), the Municipal Securities Rulemaking Board (MSRB), the Government Accounting Standards Board (GASB), and the Internal Revenue Service (IRS) play key roles in structuring the municipal marketplace. This session pays specific attention to both the enforcement and educational activities of each organization and how these actions impact issuers. Topics will include the Municipal Cooperative Disclosure Initiative (MCDC), Electronic Municipal Market Access (EMMA), MSRB Education Center, and the rulemaking process.

**FACILITATOR AND SPEAKERS:** Ritta McLaughlin, *Chief Education Officer, Municipal Securities Rulemaking Board*  
Leslie Norwood, *Managing Director and Associate General Counsel, SIFMA*  
Todd Mitchell, *Group Manager, Office of Tax-Exempt Bonds, Internal Revenue Service (invited)*  
David A. Vaudt, *Chairman, Governmental Accounting Standards Board*  
Monique Winkler, *Assistant Director, Governmental Accounting Standards Board*

10:15 a.m.  
**Break**

10:30 a.m.  
**Municipal Advisors: New Standards and Responsibilities**

This session will address the impact of The Dodd-Frank Act and subsequent rulemaking by the MSRB, including G-42 (Duties of Non-Solicitor Municipal Advisors), on the relationship between issuers and their municipal advisors. Has the cost of or access to municipal advice changed? How have new rules and regulations affected the financing process, solicitation for services, and communication between issuers and their municipal advisors and other professionals?

**FACILITATOR AND SPEAKERS:** Susan Gaffney, *Executive Director, National Association of Municipal Advisors*  
David Leifer, *Senior Managing Director, KNN Public Finance*  
Terry L. Maas, *Managing Director, Hilltop Securities, Inc.*  
Dave Sanchez, *Senior Counsel, Norton Rose Fulbright US LLP*

12:00 p.m.  
**Luncheon (All Attendees and Speakers)**

**KEYNOTE SPEAKER:** Honorable John Chiang, *California State Treasurer*

12:45 p.m.  
**Underwriters and Broker/Dealers: What's All the Paperwork About?**

How have recent enforcement actions and other regulatory actions, including the MCDC Initiative and the National Exam Program Risk Alert, altered an underwriter's responsibilities and their relationships with issuers? How has the MA Rule and subsequent MSRB rulemaking affected the UWs ability to provide an issuer with guidance in structuring a financing? What can issuers expect from underwriters moving forward and what new responsibilities must issuers assume? Has the market responded with new products as a result of these regulations and requirements?

**FACILITATOR AND SPEAKERS:** Dan Deaton, *Partner, Nixon Peabody LLP*  
Stephen Heaney, *Director of Public Finance, Stifel Nicolas & Company, Inc.*  
Peg Henry, *Deputy General Counsel, Stifel Nicolaus & Company, Inc.*  
Guy Yandel, *Executive Vice President and Co-Manager of Municipal Finance Division, George K. Baum & Company*  
Chris Mukai, *Managing Director, CITI*

1:45 p.m.  
**Issuer Perspective: How Are They Doing in the Wake of All This Change?**

Municipal market regulation and enforcement has been ramping. The SEC has increased its enforcement activity as it continues to look for workarounds to the Tower Amendment. Congress passed sweeping reforms that expanded the role of the Municipal Securities Rulemaking Board to establish rules that regulate the municipal advisor community and increase protections for issuers and investors. And the list continues. How is the market expecting issuers to respond? What best practices have emerged to help issuers stay on the right side of market regulations? This panel will discuss how issuers should be responding, including communications with consultants, managing disclosures, communicating with the market, and complying with accounting and tax rules.

**FACILITATOR AND SPEAKERS:** Jay M. Goldstone, *Managing Director, MUFG and GFOA Debt Committee Technical Advisor*  
Deborah Cherney, *Deputy General Manager, Eastern Municipal Water District*  
Scott P. Johnson, *Partner, State and Local Government Advisory Services, Macias Gini & O'Connell LLP*






2:30 p.m.  
**Close of Pre-Conference Program**

# AGENDA AT A GLANCE

## TUESDAY | SEPTEMBER 20, 2016

- 9:00 a.m.  
**CDIAC Pre-Conference: The Relationship Between Issuers and Their Consultants in the Post-Dodd-Frank Era**
- 10:00 a.m.  
**Community Service Project**  
Sponsored by 
- 10:00 a.m.  
**GOLF OUTING**  
Sponsored by 
- 1:00 p.m.  
**Main Conference Registration** | Sponsored by PiperJaffray.
- 2:30 p.m.  
**Opening Remarks**  
Don Field, *Partner*, Orrick Herrington & Sutcliffe, LLP  
Sara Oberlies Brown, *Managing Director*, Stifel  
Michael Ballinger, *Publisher*, *The Bond Buyer*
- 2:45 p.m.  
**The Task Force on Bond Accountability**  
**MODERATOR:** Jay Goldstone, *Managing Director*, MUFG  
Bob Campbell, *Auditor-Controller*, Contra Costa County  
James Beemis, *Principal*, Montague DeRose and Associates  
William Holder, *Dean*, *Leventhal School of Accounting*, University of Southern California  
Tim Schaefer, *Deputy Treasurer*, *Public Finance*, State of California
- 3:30 p.m.  
**MCDC's Influence – Changes in Municipal Finance Practice since the MCDC Initiative**  
**MODERATOR:** Cyrus Torabi, *Shareholder*, Stradling Yocca Carlson & Rauth, P.C.  
Eric Goldstein, *Debt Manager*, Metropolitan Water District of Southern California  
Stephen Heaney, *Head of Public Finance*, Stifel  
Kathleen Marcus, *former SEC enforcement officer; Shareholder*, Stradling Yocca Carlson & Rauth, P.C.
- 4:15 p.m.  
**What's Next from the Regulators?**  
**MODERATOR:** Peg Henry, *Deputy General Counsel*, Stifel  
Bob Fippinger, *Chief Legal Counsel*, MSRB  
Jessica Kane, *Director of the Office of Municipal Securities*, SEC  
Leslie Norwood, *Managing Director & Associate General Counsel*, SIFMA
- 5:00 p.m.  
**Keynote Address: Economist**  
Beth Ann Bovino, *Managing Director and U.S. Chief Economist*, S&P Global Ratings
- 5:30 p.m.  
**Opening Cocktail Reception**  
Sponsored by 
- 7:15 p.m.  
**Opening Dinner (By Invitation)**  
Sponsored by 

## WEDNESDAY | SEPTEMBER 21, 2016

- 7:15 a.m.  
**Breakfast Briefing**  
Sponsored by 
- 7:15 a.m.  
**Continental Breakfast**  
Sponsored by 
- 8:15 a.m.  
**Market Outlook: Challenges and Opportunities in Municipal Finance**  
**MODERATOR:** Jason Kissane, *Managing Director*, Assured Guaranty  
Katie Koster, *Managing Director*, Piper Jaffray  
John Gallagher, *Head of Municipal Bonds and U.S. High Grade Product Management*, MarketAxess  
Christine Pihl, *Managing Director*, RBC Capital Markets  
David Stephens, *Managing Director & Group Head*, *Municipal Products Group*, Bank of America Merrill Lynch  
Stephen Winterstein, *Chief Strategist & Managing Director of Research*, Wilmington Trust Investment Advisors, Inc.
- 9:00 a.m.  
**Addressing Climate Change in California – “Cap & Trade” Energy Efficiency and Other Potential Solutions**  
**MODERATOR:** Timothy Romer, *Managing Director*, Goldman Sachs & Co.  
Ken Chawkins, *Manager of Public Policy*, Sempra Utilities  
Assemblymember Mike Gatto, *AD 43*, State of California  
Kathy Masterson *Senior Director*, *Public Finance*, Fitch Ratings
- 9:45 a.m.  
**Attracting Investors: Strategies and Tactics**  
**MODERATOR:** Sara Oberlies Brown, *Managing Director*, Stifel  
Natalie Brill, *Chief of Debt Management*, City of Los Angeles  
Gary Hall, *Head of Investment Banking*, Siebert Brandford Shank & Co., L.L.C.  
Paul Kwiatkoski, *Managing Director*, Kroll Bond Ratings Agency  
Scott Richbourg, *Head of Public Finance*, Build America Mutual  
Debra Saunders, *Vice President*, Fidelity Capital Markets
- 10:30 a.m.  
**Networking Break In The Exhibit Hall**  
Sponsored by 
- 11:00 a.m.  
**Live Market Survey**  
**EMCEE:** Jessica Matsumori, *Analytical Leader - Education Team*, S&P Global - Ratings  
Andy Nakahata, *Managing Director*, National Public Finance Guarantee  
Sponsored by 
- 11:45 a.m.  
**Water Update: North and South Come Together**  
**INTERVIEWER:** John Sheldon, *Managing Director*, Morgan Stanley  
Michael George, *Delta Watermaster*, State Water Resources Control Board
- 12:15 p.m.  
**Luncheon and Address**  
Fernando Gueara, *Director*, *Center for the Study of LA*, Loyola Marymount University  
Dan Walters, *Journalist*, Sacramento Bee  
Sponsored by 
- 1:30 p.m.  
**Dessert In The Exhibit Hall**

# AGENDA AT A GLANCE — (Continued)

## WEDNESDAY | SEPTEMBER 21, 2016

	Issuers, Transparency & Disclosure	Financing	Infrastructure
2:00 p.m.- 2:45 p.m.	<p><b>Green Bonds As a Financing Tool</b>  <b>MODERATOR:</b> Diana Chuang, <i>Shareholder</i>, Richards Watson &amp; Gershon                      Teveia Barnes, <i>Executive Director</i>, California Infrastructure and Economic Development Bank (IBank)                      Jason Caudle, <i>Deputy City Manager</i>, City of Lancaster                      Leonard Jones, <i>Managing Director</i>, Public Finance Group, Moody's Investors Service                      Julia Kim, <i>Vice President</i>, Wells Fargo Securities                      Jenine Windeshausen, <i>Treasurer - Tax Collector</i>, Placer County</p>	<p><b>Let's Have a Debate: What SHOULD BE Next for Regulators</b>                      This panel will react to the presentation from the Tuesday session on what is ahead for regulators and what they should actually be focusing on based on perspectives from others that have been on both sides.                      Leo Karwejna, <i>Managing Director, Chief Compliance Officer</i>, The PFM Group                      David Sanchez, <i>Sr. Counsel</i>, Norton Rose Fulbright</p>	<p><b>CA P3 Success Stories</b>  <b>MODERATOR:</b> Ray DiPrinzio, <i>Executive Director &amp; Team Leader</i>, Public and Infrastructure Finance Group, Sumitomo Mitsui Banking Corporation                      John Finke, <i>CEO</i>, Public Facilities Group                      Mary Francoeur, <i>Managing Director</i>, Project Finance and Utilities - Americas, Assured Guaranty Corp.                      Miguel Santana, <i>City Administrative Officer</i>, City of Los Angeles                      Michael Palmieri, <i>President and Founder</i>, p3point</p>
2:45 p.m.- 3:30 p.m.	<p><b>FinTech and Changes to the Municipal Landscape</b>  <b>MODERATOR:</b> Matt Posner, <i>Principal</i>, Court Street Group                      Hardy Manges, <i>Head of Municiple Dealer Sales</i>, MarketAxess                      Michael Olander, <i>Fixed Income Business Manager</i>, Bloomberg L.P.                      Bill Sherman, <i>EVP Global Markets Group</i>, IPREO                      Jase Wilson, <i>Founder &amp; CEO</i>, Neighborly</p>	<p><b>More Rules as the Duties of Non-Solicitor Municipal Advisors Are Developed</b>  <b>MODERATOR:</b> John McNally, <i>Partner</i>, Hawkins, Delafield &amp; Wood                      Daniel Wiles, <i>Principal</i>, Fieldman Rolapp &amp; Associates</p>	<p><b>Are Tax Increment Financing via Enhanced Infrastructure Financing Districts (EIFD) Worthwhile?</b>                      Eileen Gallagher, <i>Executive Director</i>, Stifel                      Mark Capell, <i>Vice President</i>, Build America Mutual</p>
3:30 p.m.-4:00 p.m.   <b>Networking Break</b>   In the Exhibit Hall   Sponsored by J.P.Morgan			

4:00 p.m.  
**SB 222: What It Means for California Schools and Other Issuers**

**MODERATOR:** Victor Andrade, *Director*, Municipal Securities Division, Citi  
 Amy Laskey, *Managing Director*, Fitch Ratings  
 John Palmer, *Senior Associate*, Public Finance, Orrick  
 Jenny Salkeld, *CFO*, SDUSD  
 Mark Young, *Managing Director*, KNN Public Finance

4:45 p.m.  
**Bank Regulatory Issues Impede Cannabis Industry Financing Opportunities**

**MODERATOR:** Justin Cooper, *Partner*, Orrick, Herrington & Sutcliffe LLP  
 Kym Arnone, *Co-Head Municipal Investment Banking*, Jefferies LLC  
 Fiona Ma, *Chairwoman*, Board of Equalization State of California  
 Dustin McDonald, *Vice President of Government Relations*, Weedmaps  
 David McPherson, *Principal*, HDL Companies  
 Jan Lynn Owen, *Commissioner*, California Department of Business Oversight

5:45 p.m.  
**Cocktail Reception**

Sponsored by 

7:00 p.m.  
**Speakers' Dinner (By Invitation)**

Sponsored by 



## AGENDA AT A GLANCE — (Continued)

### THURSDAY | SEPTEMBER 22, 2016

7:00 a.m.

**Asian Americans in Public Finance Breakfast** *(By Invitation)*

7:15 a.m.

**Continental Breakfast** | Sponsored by



8:15 a.m.

**Credit Check: What Goes In To California's Rating**

**MODERATOR:** Bill Rizzo, *Managing Director, Head of Portfolio Surveillance*, Western Region

Ryan Miller, *Principal Program Analyst*, LAO, State of California

Emily Raimes, *Vice President-Senior Credit Officer*, Moody's Investors Service

9:00 a.m.

**How Big A Deal Are Direct Purchases?**

**MODERATOR:** Nathan Odem, *Partner*, Chapman and Cutler LLP

Robert McAuslan, *Executive Vice President and Chief Credit Officer*, Western Alliance Bank

Mike Cavanaugh, *Managing Director*, Hilltop Securities

Scott Nagelson, *Managing Director, Head of the Government Infrastructure Group*, U.S. Bancorp Municipal Products Group

Rudy Salo, *Partner*, Nixon Peabody LLP

David Vaudt, *Chairman*, Governmental Accounting Standards Board (GASB)

9:45 a.m.

**The Importance of Investing in Transportation and Other Public Infrastructure**

**MODERATOR:** Richard Cosgrove, *Partner*, Chapman and Cutler LLP

Adam Aranda, *Executive Director*, Morgan Stanley

Graham Beatty, *Director of Finance and Development*, Poseidon Water

Devin Brennan, *Partner, Public Finance*, Orrick, Herrington & Sutcliffe LLP

Darrell Johnson, *Chief Executive Officer*, OCTA

Richard Sigal, *Counsel*, Fox Rothschild LLP

10:45 a.m.

**Recruitment and Succession Planning**

**MODERATOR:** Michael Gomez, *Director*, Barclays

Dan McAllister, *Treasurer-Tax Collector*, San Diego County

Harriet Welch, *Partner*, Squire Patton Boggs (US) LLP

Richard Baggott, *CEO*, Executive Search Placements

11:30 a.m.

**Millennials and Munis?**

**MODERATOR:** Tim Reimers, *Principal*, Polsinelli

Kyle Vinson, *Vice President*, Goldman Sachs & Co.

12:15 p.m.

**Conference Concludes**

12:30 p.m.

**Women in Public Finance Luncheon** *(By Invitation)*

For the most current agenda  
and session descriptions please visit:  
[www.bondbuyer.com/conferences/calpub/](http://www.bondbuyer.com/conferences/calpub/)

# PREVIEW THE PARTICIPANTS

**The Bond Buyer's 26th Annual California Public Finance Conference** presents the best opportunity to connect with the Golden State's senior issuers and municipal finance professionals *who are committed to the revitalization of California's economy*. To date, more than 100 issuers have registered for 2016!

Academy Securities, Inc.  
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Cal Mortgage  
California Department of Business Oversight  
California Department of Veterans Affairs  
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CSCDA  
CSDA Finance Corporation  
CSG Advisors  
DAC Bond  
David Taussig & Associates  
Debtwire  
Drexel Hamilton  
East Bay Municipal Utility District  
Eastern Municipal Water District  
EBMUD  
Edward Jones  
EMWD  
Evercore Wealth Management  
Executive Search Placements  
Fidelity Capital Markets  
Fidelity Investments, Fixed Income Division  
Fieldman, Rolapp & Associates, Inc.  
Fiera Capital  
Financial Accounting Foundation  
First Republic Bank  
Fitch Ratings  
Fixed-Income Academy, L.P.  
FMS-WM Service Company  
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Los Angeles Unified School District  
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Poseidon Water  
PRAG  
Preston Hollow Capital  
Public Facilities Group  
Public Finance Management, Inc.  
Putnam Investments  
Ramirez & Co. Inc.  
Rancho California Water District  
RBC Capital Markets LLC  
Richards, Watson & Gershon  
Riverside County Flood Control & Water Conservation District  
Riverside County Transportation Commission  
S&P Global Ratings  
Sacramento Bee  
San Bernardino Associated Governments







San Bernardino County  
San Diego Association of Governments  
San Diego County Water Authority  
San Francisco Airport Commission  
San Francisco County Transportation Authority  
San Francisco Intl Airport, Business & Finance  
San Francisco Public Utilities Commission  
Santa Monica College  
Schroder Investment Management  
SDUSD  
SEC  
Sempra Utilities  
Siebert Brandford Shank & Co, LLC  
SIFMA  
Silicon Valley Clean Water  
Sonoma County Water Agency  
Spicer Consulting Group  
Squire Patton Boggs (US) LLP  
Standard & Poor's  
State of California  
State Street Bank  
State Water Resources Control Board  
Statewide Health Planning & Development  
Stifel  
Stradling Yocca Carlson & Rauth, P.C.  
Sumitomo Mitsui Banking Corporation, Americas Division  
Swap Finance Group  
The Pew Charitable Trusts  
The PFM Group  
The University Financing Foundation  
The Williams Capital Group, L.P.  
TIAA  
Town of Queen Creek  
Transportation Corridor Agencies  
U.S. Bancorp Municipal Products Group  
U.S. Bank  
UC Riverside  
Umpqua Bank  
Union Bank  
University of San Francisco  
University of Southern California  
Urban Futures Inc.  
US Bancorp  
US Bank  
Vallecitos Water District  
Ventura County Transportation Commission  
Waters, McPherson, McNeill, P.C.  
Weedmaps  
Wells Capital Management  
Wells Fargo  
Wells Fargo Governmental and Institutional Banking  
Wells Fargo Securities, LLC  
West Basin Municipal Water District  
West Contra Costa Unified School District  
Western Alliance Bank  
Western Asset  
Willdan Financial Services  
William Blair  
Wilmington Trust, N.A.  
Ziegler  
Zions Bank Corporate Trust  
Zone 7 Water Agency

## NETWORKING OPPORTUNITIES


### TUESDAY | SEPTEMBER 20 2016

- 10:00 a.m. **Community Service Event** | Sponsored by   
Volunteer for the third annual community service event. *See page 12 for more details.*
- 10:00 a.m. **Golf Tournament** | Community event sponsored by   
Free for conference attendees. *See page 12 for more details.*
- 5:30 p.m. **Opening Cocktail Reception** | Community event sponsored by   
Your first opportunity to reconnect with colleagues from past years, and meet new peers.
- 7:15 p.m. **Opening Dinner (By Invitation)** | Sponsored by 

### WEDNESDAY | SEPTEMBER 21 2016

- 7:15 a.m. **Continental Breakfast** | Sponsored by   
Breakfast is the most important meal of the day, and this is never truer than at California Public Finance.
- 10:30 a.m. **Networking Break in the Exhibit Hall** | Sponsored by   
Enjoy opportunities to meet solution providers, speakers & fellow attendees in a relaxed atmosphere.
- 12:15 p.m. **Luncheon and Address** | Sponsored by 
- 1:30 p.m. **Dessert in the Exhibit Hall**  
You've reached the halfway mark and deserve a treat. Relax and share what you've learned with your peers. There will be a wide array of delicious desserts —and of course: COFFEE!
- 3:30 p.m. **Networking Break in the Exhibit Hall** | Sponsored by 
- 5:45 p.m. **Cocktail Reception** | Sponsored by   
Unwind with colleagues in what could be the best happy hour you've attended in years.
- 7:00 p.m. **Speakers' Dinner (By Invitation Only)** | Sponsored by 

### THURSDAY | SEPTEMBER 22 2016

- 7:30 a.m. **Continental Breakfast** | Sponsored by   
Early risers will have first crack at our breakfast buffet—and picking the brains of other conference participants.

11+

## HOURS OF NETWORKING OPPORTUNITIES

Since 2010 *The Bond Buyer's California Public Finance Conference* has regularly attracted **800+** of The Golden State's leading issuers and top municipal finance professionals. In addition to top-notch education the conference provides a plethora of opportunities to meet and converse with your fellow attendees.

The conference is organized to provide numerous networking opportunities and encourage you to capitalize on the opportunity to have meaningful interactions with issuer officials and other municipal market professionals.

### GOLF OUTING

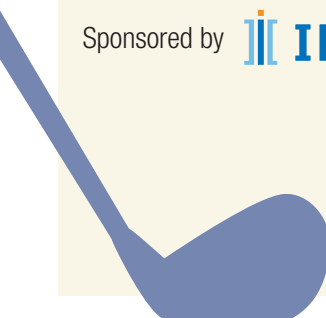
**TUESDAY, SEPTEMBER 20, 2016**  
10:00 a.m. (Shotgun Start)

Attention avid golfers! You are cordially invited to take part in our annual golf tournament at the Brookside Golf Club—**FREE.\*** Limited slots are available for this exclusive outing and you must be a registered attendee to participate.

The Brookside Golf Club 36-hole complex is the oldest golf course in Los Angeles County and situated in the golden foothills of Pasadena next to the famed Rose Bowl.

Shuttle service and boxed lunch will be provided. *Rentals will not be included.*

Sponsored by  IPREO



### COMMUNITY SERVICE EVENT

**TUESDAY, SEPTEMBER 20, 2016**  
10:00 a.m.

Join us for and participate in our annual community service event. Attendees will have the opportunity to spend time outside, with fellow public-finance professionals, volunteering and giving back to the local community.

Sponsored by 



### MAKE CONNECTIONS

**THURSDAY, SEPTEMBER 22, 2016**  
7:00 a.m. & 12:30 p.m.

By invitation, join

**Asian Americans In Public Finance Breakfast**, Thursday morning, September 22; and the **Women in Public Finance Luncheon**, that afternoon.

These events provide a unique opportunity to connect, network and compare experiences with professionals with a similar background.

*There is no guarantee you will be invited, as the guest list is up to the sponsoring organization's discretion.*



# CONFERENCE SPONSORS

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**The Bond Buyer's California Public Finance Conference** is your best opportunity to gain the information and best practices you need to deal with the challenges facing issuers and the municipal bond market. **The event is the largest of its kind, regularly drawing more than 800 municipal finance professionals annually, since 2010.**

For more information about sponsorships and exhibiting, contact Shanta James at (212) 803-6089. Call Vernesa Merdanovic at (212) 803-8393 to register, or for more information.

[www.bondbuyer.com/conferences/calpub](http://www.bondbuyer.com/conferences/calpub)

# HOTEL ACCOMMODATIONS

## JW Marriott Los Angeles, L.A. Live

900 West Olympic Boulevard

Los Angeles, CA 90015

**Hotel Website:** [www.marriott.com](http://www.marriott.com)

**Phone:** 800-228-9290 or 213-765-8600

**Reservations:** <https://resweb.passkey.com/go/TheBondBuyer2016>

**Conference Rate:** \$289.00 (Excluding Taxes)

**Code:** Bond Buyer

SourceMedia has secured a block of rooms exclusive to conference attendees. The cut-off date to make your reservations is by Wednesday, August 24, 2016 or when the last room in the block sells out. Rooms are available on a first-come, first-served basis.

## REGISTRATION INFORMATION


### ATTENDEE TYPE

Issuers	\$195	\$195
Institutional Investors	\$495	\$595
All Other Professionals	\$1,495	\$1,695
CDIAC Workshop	\$95	\$145
Expiration Date	9/10/16	ONSITE

2 EASY  
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### REGISTER ONLINE

 [www.bondbuyer.com/conferences/calpub](http://www.bondbuyer.com/conferences/calpub)

 Call (212) 803-8393

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## CPE Credits

### PAYMENTS:

Please make checks payable to SourceMedia and include the name(s) of the attendee(s) on the face of the check. We accept American Express, Diners Club, Discover, Visa, and MasterCard. Registration fees include all breakfasts, lunches, refreshment breaks, receptions and a copy of the conference workbook. Full Payment must be received 14 days prior to the event.

### SUBSTITUTIONS AND CANCELLATIONS:

Substitutions may be sent at any time. No refunds or letters of credit are available later than the events Cut Off Date (14 Days prior to start date). All cancellations must be made in writing, submitted within 90 days prior to the Cut Off Date of the event and will be subject to a cancellation fee equal to 50% off the registration fee or a Letter of Credit which will cause forfeiture of the entire registration fee but allow one admittance to a future SourceMedia event to be used in the same year. No refunds will be issued on any Exhibit Hall Only passes. For more information regarding administrative policies such as complaint and refund, Please contact our offices at 800.803.3424. For more information regarding administrative policies such as complaint and refund, please contact our Offices at 800.803.3424.

## MCLE Credits

The Bond Buyer's California Public Finance Conference is approved for Educational Activity totalling 14 Credit Hours.



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**Course Level:** Overview Anticipated CPE Credits: 17

**Prerequisites:** None

**Conference Level:** All

**Advance Preparation:** None

**Instructional Delivery method:** Group-live Demonstration

**Course Objectives:** Upon completing the conference you will have been updated and gained knowledge in:

- Federal Updates
- Best Practices
- Alternative Financing

