



**ARIZONA STATE UNIVERSITY, DC CENTER
1834 CONNECTICUT AVENUE N. W.
WASHINGTON, DC 20009**

**ASU School of Public Affairs Financial Markets Boot Camp
SATURDAY, MARCH 12, 2011**

The Arizona State University School of Public Affairs is hosting the Financial Markets Boot Camp to build the financial governance capacity and economic sophistication of local officials in their interaction with the private market and its stakeholders. Key features of the Boot Camp:

- Focus is on the hidden incentives and risk profiles of the for-profit private market firms that government officials interact with in the negotiation, transaction, and management of public finance deals
- Local elected officials, managers, and senior staff will hear directly from the finance professionals as to what goes on “behind the curtain” in a candid and constructive forum
- The Boot Camp panels give participants tools to better anticipate and avoid the financial challenges that many governments that have experienced after wading into the financial sector
- Boot Camp participants will become more critical partners in public finance deals, resulting in better terms and reduced exposure of the public to financial risk

To Register: <http://www.regonline.com/FMBC>

By email: linda.hess@asu.edu

By phone: 602-496-1305

Cost: \$75.00 – Luncheon Buffet included

For questions or additional information:

Program - Please contact Sheri Wakefield-Saenz, Program Manager - School of Public Affairs at Arizona State University sheri.wakefield@asu.edu or by phone 602-496-1035.

***Space is Limited – The deadline for registration is March 2, 2011.**



FINANCIAL MARKETS BOOT CAMP FOR PUBLIC OFFICIALS

MARCH 12, 2011 | WASHINGTON, D.C.

ASU School of
Public Affairs
ARIZONA STATE UNIVERSITY

PROGRAM SATURDAY, MARCH 12, 2011

Registration and Refreshments 8:30 – 9:00 AM

Panel Session 1: *Partnering in Public-Private Initiatives* 9:00 – 10:30 AM

Municipalities are increasingly generating infusions of cash by selling parking facilities, toll roads, and buildings (sometimes with a lease-back provision). This panel examines the structure of these transactions and the nature of the associated agreements, appraisals of public assets for sale and the financial condition of the private sector party in the transaction.

- **Lawrence Bashe** -Managing Director, Public Finance
Raymond James & Associates
- **Bea Reyna-Hickey** - Director of Revenue
City of Chicago, Illinois

Panel Session 2: *Avoiding Destructive Bond Deals* 10:30 – 12:00 PM

Public debt is increasingly seen as risky for municipalities and investors. In order to illuminate the tradeoffs built into bond deals, this panel focuses on provisions that may lead to default, including interest rates swaps and derivatives. Discussion will highlight the dynamics between public and private market players in negotiating terms.

- **Jim Blandford** -Managing Director
Robert W. Baird & Co. – Denver, Colorado
- **Marriane F. Edmonds** -Senior Managing Director
Public Resources Advisory Group - St. Petersburg, Florida

Luncheon – Keynote Speaker 12:00 – 1:15 PM

- **Joshua Gotbaum** – Director
Pension Benefit Guaranty Corporation (PBGC) – Washington, D.C.

General Wrap-Up Discussion 1:15 – 2:15 PM

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Keynote Speaker

Joshua Gotbaum – Director

Pension Benefit Guaranty Corporation (PBGC) – Washington, D.C.

As Director of the PBGC, Mr. Gotbaum is responsible for the agency's management, personnel, organization, budget and investments. For three decades, Mr. Gotbaum has helped manage and advise public, private, and nonprofit institutions. From 2003 - 2005, he led and managed the successful reorganization of Hawaiian Airlines as its Chapter 11 trustee. In 2001 - 2002, he was the first CEO of The September 11th Fund, a charity with over \$500 million in assets whose grants helped more than 100,000 people and businesses affected by the attacks.

For more than a decade, Mr. Gotbaum was an investment banker with Lazard in New York and London. He advised businesses, unions and governments on a diverse range of mergers, acquisitions and restructurings, in steel, transportation, and other industries. Most recently, he has been an operating partner at Blue Wolf Capital, helping investors acquire, restructure, and manage businesses.

Mr. Gotbaum holds degrees from Stanford, Harvard Law School, and from Harvard's Kennedy School of Government.

Panelist Biographies

Lawrence Bashe -Managing Director, Public Finance

Raymond James & Associates

Mr. Bashe has more than 20 years of public finance experience in sectors such as health care, housing, transportation, and education. Mr. Bashe head's up Raymond James, New Jersey practice and has focused the office on extending Raymond James financial platforms into the Northeast. Lawrence formerly was head of the public finance at Advest Group Inc. Larry holds a Bachelor of Arts and Master in Public Administration from the Maxwell School at Syracuse University.

Bea Reyna-Hickey, - Director of Revenue

City of Chicago, Illinois

Bea Reyna-Hickey was appointed Director of Revenue by Mayor Richard M. Daley in 2000. Prior to that, she served as Deputy Director in the Department. Ms. Reyna-Hickey has also served the City of Chicago in the Departments of Housing and Aviation.



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Jim Blandford -Managing Director
Robert W. Baird & Co. – Denver, Colorado

Jim Blandford has worked in public finance for more than 23 years. Most recently, he worked as Vice President in Public Finance for Wachovia Securities (formerly AG Edwards). Prior to AG Edwards, Jim spent six years as a financial advisor and entrepreneur, managing Blandford and Co. LLC. He previously managed the Phoenix Public Finance offices for Piper Jaffray and Principal Financial Securities. Jim holds a Bachelor of Science degree from Arizona State University.

Marriane F. Edmonds -Senior Managing Director
Public Resources Advisory Group - St. Petersburg, Florida

Ms. Edmonds has worked as an investment banker and financial advisor to governmental issuers in Florida since 1982. She served as financial advisor to the State of Florida's Department of Children and Family Services in connection with the privatization of state civil and forensic mental health facilities and Department of Management Services on a master lease program for private prisons. Marianne holds a Bachelor of Arts degree in Mathematics from Northwestern University and an MBA from the Wharton School of the University of Pennsylvania.

Jonathan Koppell – Director
Arizona State University, School of Public Affairs

Jonathan Koppell is Director of the ASU School of Public Affairs where he also holds the Lattie and Elva Coor Presidential Chair. His research concerns the design and administration of complex organizations in the public, private and nonprofit sectors. His new book *World Rule: Accountability, Legitimacy and the Design of Global Governance* (University of Chicago Press) presents an innovative empirical study of "global governance organizations," such as the World Trade Organization, the International Organization for Standardization and the International Accounting Standards Board. Jonathan Koppell's academic articles and books, including *Origins of Shareholder Advocacy* (Palgrave Macmillan), and *The Politics of Quasi-Government* (Cambridge University Press) address many of the key policy issues of the moment including government involvement in for-profit enterprise, global rulemaking institutions, regulation of financial institutions and corporate governance. In addition to scholarly publications, Koppell has written numerous opinion pieces for the *New York Times*, *Wall Street Journal*, *Washington Post* and other leading publications. He holds a doctorate in Political Science from University of California, Berkeley and B.A. in Government from Harvard.