

REGISTRATION INFORMATION

TWO WAYS TO REGISTER:

ONLINE:
www.bondbuyer.com/conferences/calpub/

CALL:
Dan Tina at (800) 803-5797

Be sure to include your Priority Code when registering.
The code is listed above your mailing address.

Registration Rates

	Top Rates EXPIRES 7/26/13	Discount Rates EXPIRES 8/23/13	Standard EXPIRES 9/24/13	On-Site
Issuers	\$95	\$145	\$195	\$195
Institutional Investors	\$245	\$395	\$445	\$495
All Other Professionals	\$995	\$1,095	\$1,295	\$1,395
CDIAC Workshop (Issuers & Investors)	\$95	\$95	\$95	\$125
CDIAC Workshop (All Others)	\$145	\$145	\$145	\$195

*\$400 savings based on All Other Professionals Top rate (\$995) vs. On-Site rate (\$1,395)

CONFERENCE SPONSORS

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Our High-Visibility Sponsorships Are Going Fast—Exhibit Space Is At Premium!

This is the largest, most comprehensive, event of its kind, regularly drawing more than 700 public-sector finance officers, institutional investors, rating agency analysts, underwriters, attorneys and other professionals..

FREE ATTENDEE EVENT!

**Golf
Tournament**

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**10:30 Modified
Shot Gun Start!**

THE BOND BUYER

One State Street Plaza, 27th floor
New York, NY 10004

THE BOND BUYER'S | 23RD ANNUAL **CALIFORNIA** PUBLIC FINANCE CONFERENCE

SEPTEMBER 25-27, 2013
JW MARRIOTT LOS ANGELES



THE ROAD TO STABILITY



ABOUT THE HOTEL

In the heart of Downtown Los Angeles, just steps from the Los Angeles Convention Center, JW Marriott Los Angeles L.A. LIVE Hotel fashions a new standard for luxury. The stunning 54-story masterpiece hotel is the focal point of L.A. LIVE, offering guests a front-row seat to this emerging entertainment, sports and dining epicenter.

With convenience to the LA Convention Center, guests at our hotel also enjoy an unmatched location for attending events at STAPLES Center, Nokia Theatre, Club Nokia, the GRAMMY Museum, Conga Room, Regal Cinemas, ESPN Zone, and much more. Playing host to many world-class events, our luxury hotel boasts 100,000 square-feet of contemporary, state-of-the-art Los Angeles meeting and event space.

Entertainment events at L.A. LIVE are complemented by the hotel's lavish Ritz Carlton Spa, a rooftop pool and bar, dining options such as Wolfgang Puck's WP24 and LA Market by Kerry Simon, modern yet comfortable guest rooms, and luxurious suites.

RESERVE TODAY!

The Bond Buyer has secured a block of room at a special discount rate. Be sure to mention that you are a Bond Buyer event participant or use Attendee Code: TBBATT0913. Rooms available on a first come, first serve basis. **Please make your reservations by Wednesday, September 11, 2013.**

JW Marriott Los Angeles L.A. LIVE

900 West Olympic Boulevard

Los Angeles, CA 90015

Tel: (213) 765-8600 or (888) 832-9136

Website: <https://resweb.passkey.com/go/TheBondBuyer>

Attendee Code: TBBATT0913, or reference *The Bond Buyer*

Attire: **Business Casual**

Room Rate: **Single/Double \$255.00**

Cut-Off Date: **Wednesday, September 11, 2013**

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**KEYNOTE
SPEAKERS**



Lt. Gov. Gavin Newsom



LA Mayor Eric Garcetti



TBA

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**L.A. LIVE
2013**
LOS ANGELES, CA





THE ROAD TO STABILITY

THE BOND BUYER'S | 23RD ANNUAL CALIFORNIA PUBLIC FINANCE CONFERENCE

SEPTEMBER 25-27, 2013
JW MARRIOTT LOS ANGELES

A rebounding economy, years of difficult cuts, and the voters trusting state leaders with a majority-vote budget and a temporary tax increase have brought the California to budget stability. But how to maintain that stability while pivoting to strengthen the state, avoid mistakes of the past, and minimize the devastating impacts economic downturns can have on the Golden State's taxpayers?

Since its inception *The Bond Buyer's California Public Finance Conference* has been the place where all of California's municipal finance leaders—from public sector issuers to investors, investment bankers, and attorneys—have met to confront the challenges and craft strategies for building a sustainable fiscal future.

This year's agenda will match the usual roster of expert speakers discussing the economy with an increased focus on issuers speaking directly to their peers, sharing their best practices and lessons learned in the current market and budgetary environment. Topics include:

- Once the agenda is further along
- We will include a few bulleted session titles
- In this section *The Bond Buyer's 23rd Annual 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, last year drawing record-breaking attendance! Clearly, the California's public finance professionals agree this event is one they cannot afford to miss!

I look forward to seeing you in Los Angeles, in September.

Michael Stanton

Michael Stanton
Publisher, **THE BOND BUYER**



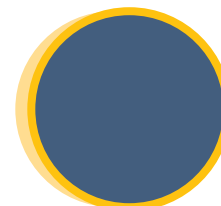
KEYNOTE SPEAKERS



Lt. Gov. Gavin Newsom



LA Mayor Eric Garcetti



TBA

THANK YOU TO OUR 2013 CONFERENCE ADVISORY BOARD:

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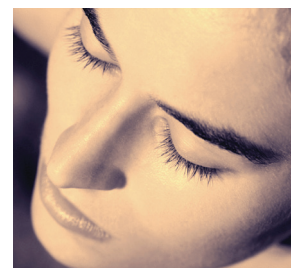
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CALIFORNIA DEBT AND INVESTMENT ADVISORY COMMISSION

Pre-Conference Program: MSRB Rule G-17 and Other Market Disclosures: A Pathway to Clarity or Not?

In the spring of 2012 the SEC approved MSRB's Notice 2012-25, which provides interpretive guidance on how Rule G-17 applies to underwriters in municipal securities transactions. The notice provided guidance with respect to the existing duty of underwriters to deal fairly with issuers when underwriting their bonds. In addition, the notice now requires underwriters in a negotiated sale to disclose the nature of the underwriter's role in the transaction, the nature of their compensation, conflicts of interest and, in some cases, the material financial risks and characteristics of the financing. The goal of this interpretive release is to produce clarity and specificity with regard to roles and transaction risks and to further articulate a standard of ethical practice for underwriters in relation to public issuers.

Using G-17 as a starting point, this pre-conference workshop considers the roles and processes involved in the issuance of bonds by public agencies. The goal is to help issuers understand what questions they need to ask and what forms of disclosure they should expect or require from underwriters, financial advisors, investment advisors, bond counsel, and other consultants, and to better identify and manage the conflicts and risks inherent to the business relationships that support the issuance of bonds.

CDIAC

CALIFORNIA
DEBT AND
INVESTMENT
ADVISORY
COMMISSION

8:15 a.m. Registration

9:00 a.m. Welcome and Introduction

Michael Stanton, *Publisher, THE BOND BUYER*

Mark Campbell, Executive Director, **CALIFORNIA DEBT AND INVESTMENT ADVISORY COMMISSION**

SESSION ONE

9:10 a.m. Rule G-17: What Does the Rule Mean?

This session considers the purpose behind Rule G-17 and how and in what manner it has evolved.

Jay Goldstone, Chairman, **MUNICIPAL SECURITIES RULEMAKING BOARD**

SESSION TWO

10:00 a.m. Understanding Costs and Incentives in Municipal Bond Pricing

This session addresses the risks and rewards of the middleman in the primary market with emphasis on distribution and the structure of underwriter compensation. It is designed to help issuers understand who the end investor is and how their bonds are sold.

Chris Mier, Managing Director Analytical Services Division
LOOP CAPITAL MARKETS

10:45 a.m. Break

SESSION THREE

11:00 a.m. The Dynamics of Underwriter Disclosures under G-17

The discussion considers interactions between issuers and the underwriters and how each is addressing G-17 disclosures in today's marketplace.

Brian Hellberg, Director Policy and Procedure-Municipal Finance, **RBC CAPITAL MARKETS, LLC**

Doug Baron, Director of Finance, **COUNTY OF LOS ANGELES (PENDING)**
Cammy Dupont, Principal Deputy County Counsel-**OFFICE OF THE COUNTY, LOS ANGELES**

11:45 a.m. Luncheon (For all participants)

Keynote: The Honorable State Treasurer, Bill Lockyer

SESSION FOUR

1:00 p.m. The Fiduciary Obligations of Financial Advisors

The financial advisor's fiduciary duty—to place the interest of the client above their own—consists of two components: the duty of care and the duty of loyalty. The discussion focuses on role of the financial advisors and the responsibilities they have to issuers. In addition, this session considers the implications of "G-17-like" disclosure requirements that may be applied in the future to financial advisors.

David Leifer, Senior Managing Director, **KNN PUBLIC FINANCE (INVITED)**
Lynnette Kelly, Executive Director, **MUNICIPAL SECURITIES RULEMAKING BOARD**

SESSION FIVE

2:00 p.m. Considering Best Practices and Principles for Improving Disclosure in the California Market

This session considers the broad array of market participants and types and purposes of disclosures that are currently required. In an effort to establish an environment of fair dealing and ethical behavior, panelists will consider improvements to the current disclosure practices maintained by members of the financing team, including technical consultants and legal counsel.

Robert Doty, Senior Counsel and Advisor, **GOVERNMENT FINANCIAL STRATEGIES**

Dave Sanchez, General Counsel, **DE LA ROSA AND COMPANY**
Tim Schaefer, Principal, **MAGIS ADVISORS**

2:45 p.m. Close of Pre-Conference

CONFERENCE SESSIONS

WEDNESDAY, SEPTEMBER 25

9:00 a.m. CDIAC Pre-Conference [G-17]

10:30 a.m. Golf Outing [OR on Friday after conference]

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2:00 p.m. Main Conference Registration Begins

3:15 p.m. OPENING REMARKS

Michael Stanton, Publisher, **THE BOND BUYER**

Lew Feldman

Michael Gomez

Steve Heaney

3:30 p.m. No State Is An Island: How the Global Economy and Federal Budget Impasse Are Impacting California's Bottom Line

4:30 p.m. KEYNOTE ADDRESS: Protecting California's Economic Competitiveness

Lt. Gov. Gavin Newsom

5:00 p.m. No Market Is An Island: The Outlook for Global Interest Rates and How Rising Yields Could Impact Municipal Issuers and Investors

Sheila Amoroso

6:00 p.m. OPENING COCKTAIL RECEPTION

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7:00 p.m. OPENING DINNER (by invitation)

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THURSDAY, SEPTEMBER 26

7:30 a.m. CONTINENTAL BREAKFAST

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8:30 a.m. Protecting the Public Pursestrings

Moderator: Mark J. Saladino or Zev Yaroslavsky

John Chiang

Bill Lockyer

9:15 a.m. KEYNOTE: LA Mayor

9:45 a.m. LA Investment Panel ??

10:30 a.m. REFRESHMENT AND NETWORKING BREAK

Sponsored by



11:00 a.m. Live Market Survey

Sponsored by



11:45 a.m. Pension Panel

CalPERS

San Diego / San Jose

Moody's

12:30 p.m. Luncheon with Speaker

Police Chief?

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	LOS ANGELES ISSUER SPOTLIGHTS	CA ISSUER SPOTLIGHTS	BREAK-OUT PANELS
2:00p.m. - 3:00p.m.	LA METRO LA DWP	POSEIDON DESAL PERIPHERAL CANAL	RE-EMERGENCE OF BOND INSURANCE
3:00p.m. - 4:00p.m.	LA WORLD AIRPORTS STADIUM?	HSR BATA	DISTRESSED COMMUNITIES
4:00p.m. - 4:30p.m.	NETWORKING BREAK		
4:30p.m. - 5:30p.m.	LA USD PORT OF LOS ANGELES		RE-BRANDING P3

5:30 p.m. **COCKTAIL RECEPTION**
Sponsored by  Morgan Stanley

7:00 p.m. **SPEAKERS' DINNER (by invitation)**
Sponsored by  ASSURED
GUARANTY

FRIDAY, SEPTEMBER 27

7:00 a.m. **ASIAN AMERICANS IN PUBLIC FINANCE BREAKFAST**
(by invitation)

7:30 a.m. **CONTINENTAL BREAKFAST**
Sponsored by  Fitch Ratings

8:45 a.m. **UPDATE FROM THE NFMA**

9:15 a.m. **DISCLOSURE IS NOT JUST A TERM, IT’S AN ACTION**

10:30 a.m. **MORNING NETWORKING AND REFRESHMENT BREAK**
Sponsored by  FULBRIGHT
& Jaworski L.L.P.
Attorneys at Law

10:45 a.m. **THE WHITE COLLAR CRIME REPORT**

11:30 a.m. **Conference Concludes**