



**Presents the 23<sup>rd</sup> Annual CDIAC Pre-Conference to  
The Bond Buyer's 34<sup>th</sup> Annual California Public Finance Conference**



## **The Pursuit of Fair and Efficient Pricing**

*Wednesday, October 23, 2024*

*Marriott Marquis  
780 Mission Street,  
San Francisco, CA 94103*

### **AGENDA**

Municipal issuers are called to achieve the objectives of their plan of finance at the lowest possible borrowing cost. Achieving this goal requires the pricing and sale of securities into a fair and efficient market, yet the US municipal securities market is characterized as illiquid, opaque, and asymmetric. This program will examine the empirical evidence of new issuance pricing inequities and explore new opportunities for overcoming the market inefficiencies. It will also present the legal and regulatory guardrails that were designed to establish expectations within the financing team for how a fair, transparent, and suitable process ought to unfold. Lastly, experienced issuers, municipal advisors, and underwriters will provide insight from their respective sides of the table on the practices they have employed to achieve fair and equitable pricing outcomes.

**8:30 AM     Registration**

**9:00 AM     Welcome and Opening Remarks**

*Michael Ballinger, Publisher, Bond Buyer  
Robert Berry, Executive Director, CDIAC*



**SESSION ONE**

**9:10 AM Contributing Factors and Potential Solutions to New Issuance Pricing Inequities**

Numerous studies have concluded that inefficiencies, information asymmetry, and illiquidity create pricing inequities in the municipal market. This session will examine price dispersion and volatility for new issuance municipal securities and causes of variance. The presenter will also explore the effects of the consolidation of the underwriting industry on the issuer–underwriter relationship, how technology may remove barriers to more transparent pricing conversations, and the relationship between improved disclosure and better pricing outcomes.

*Dr. Justin Marlowe, Research Professor and Director of the Center for Municipal Finance, University of Chicago, Harris School of Public Policy*

**SESSION TWO**

**10:00 AM Expectations of the Financing Team to Provide Equitable Pricing Outcomes**

Issuers rely heavily on their financing team to help them achieve the lowest cost of borrowing. The MSRB and the SEC have established rules and regulations regarding the responsibilities of municipal advisors and underwriters with respect duties of care and fair dealing. Presenters will discuss the laws that govern the relationship issuers have with their financing team members and how these legal protections are designed bring more fairness and transparency to new issuance pricing.

*Dave Sanchez, Director, Office of Municipal Securities, U.S. Securities and Exchange Commission*

**10:45 PM Break**

**SESSION THREE**

**11:00 AM Achieving a Level Pricing Playing Field**

This session assembles issuers, municipal advisors, and underwriters in a frank conversation about their experiences managing bond pricing from their unique perspectives. In their pursuit of fair new issuance pricing results, presenters will discuss their past practices and how they have modified practices as a result of regulatory pressure, advancements in information technology, and fundamental changes to the market for municipal securities.

*David Andersen, Managing Director, Municipal Negotiated and Competitive Underwriting, BofA Securities*

*Todd Fraizer, Managing Director and Head of PFM's Pricing Group, PFM Financial Advisors*

*David Leifer, Senior Managing Director, KNN Public Finance*

*Nikolai J. Sklaroff, Capital Finance Director, San Francisco Public Utilities Commission*

*Sherman Swanson, Senior Managing Director, Head Municipal Underwriter, Siebert Williams Shank & Co., LLC*

**12:30 PM Luncheon**

**1:30 PM End of Program**