

Principles and Practices of Debt Management: Employing a Debt Policy

Speaker Biographies

Ronald W. Bennett

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Ron Bennett is the Chief Executive Officer (CEO) of School Services of California (SSC). He previously served as the Chief Business Official (CBO) for Long Beach Unified School District, Fresno Unified School District, and ABC Unified School District. As CEO of SSC, Mr. Bennett focuses on collective bargaining, leadership development, school district governance, and financial management. In addition to many years of experience as a CBO, Mr. Bennett brings experience in the areas of negotiations, staffing and management information systems. He holds a Master of Business Administration degree from Michigan State University, a Bachelor of Business Administration from the University of Oklahoma, and is licensed as a Certified Public Accountant (inactive) in the state of Oklahoma.

Robert Berry

Deputy Executive Director
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Robert Berry is the Deputy Executive Director of the California Debt and Investment Advisory Commission (CDIAC), which he joined in late 2010. In addition to his operational direction of CDIAC's educational, data collection and research functions, Mr. Berry has enjoyed assisting CDIAC's research team to conceptualize and carry out some of its more extensive research projects, including those related to interest rate swaps, capital appreciation bonds, and debt management policies. Prior to joining CDIAC, Mr. Berry was a Manager in the Capital Markets Group of Panattoni Development Company. He managed the operations of the company's private equity placement program, charged with placing investments of high net worth individuals in the company developments across 29 US, Canadian, and Eastern European markets. Preceding his years in real estate finance, Mr. Berry worked over fourteen years in economic development as a business attraction and retention specialist with the State of California.

Mr. Berry earned a bachelor's degree in economics and a Master of Business Administration from the University of California, Davis.

Lee Brand

Councilmember, District 6

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Lee Brand is the Councilmember for District 6 of the City of Fresno and is the President and Co-founder of Westco Equities, Inc., a property management/construction firm, which he has owned and operated for the past 27 years. Mr. Brand previously served as the Council President, the Chairman of the Redevelopment Agency and as a Commissioner on the Fresno City Planning Commission. During his 5 ½ years on the City Council, Mr. Brand has authored and successfully passed a number of legislative initiatives, including The Better Business, Redevelopment Improvement, Taxpayer Protection (Debt Management Policies), Transparency in City Government, Infill Development, and Asset Management Acts.

Mr. Brand holds an undergraduate degree from Fresno State University and a Master of Public Administration degree from the University of Southern California. He is a licensed real estate broker, a licensed general contractor and a Certified Property Manager (CPM).

David Brodsky

Managing Director

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David Brodsky is a Managing Director at KNN Public Finance. Over the past 15 years, he has served as financial advisor to a variety of cities, counties, special districts and other agencies throughout California. Prior to joining KNN in 1998, Mr. Brodsky was a Vice President and Senior Credit Officer with Moody's Investors Service in San Francisco and was a member of Moody's national rating committee. He began his career with the City of Los Angeles, where for twelve years he was responsible for financial planning, debt issuance, and bond administration for general government departments.

Mr. Brodsky is a graduate of the University of California, Santa Cruz and the author of a book on Los Angeles, *L.A. Freeway: An Appreciative Essay*, published by UC Press.

Susan Gaffney

President

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Susan Gaffney is President of SG and Associates and is a marketing, outreach and policy professional specializing in public finance issues. She currently consults for national public finance organizations and analyst firms. Prior to starting her own firm in 2014, Ms. Gaffney served for twelve years as the Director of the Government Finance Officers Association's Federal Liaison Center in Washington, D.C. and has extensive experience with organizational policymaking, advocacy campaigns, and member relations. She is a frequent speaker at national and state conferences on federal efforts that effect state and local governments and the municipal securities market. Ms. Gaffney is a graduate of the University of Nebraska, Omaha.

Phillip Hardcastle

Principal Accountant

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Phillip Hardcastle is the Principal Accountant for the City of Fresno and has administered and managed the City's debt for 16 of the 17 years that he has been employed there. Mr. Hardcastle is responsible for ensuring that the City's debt is in compliance with terms and conditions of the indentures as well as for tax law and annual budgeting and reporting for as many as twenty bond transactions. He also manages contracts with consultants who levy special taxes for the City. Mr. Hardcastle was instrumental in the creation and implementation of a fully-automated debt program and has extensive knowledge of tax laws relating to municipal debt and a good understanding of investment contracts and other investment instruments. In addition to his responsibilities for debt administration, he has created many software programs that the City uses to administer health retirement accounts, bonds and certificates of deposits and National Transportation Department reporting.

Mr. Hardcastle is an elected Board Trustee for the City of Fresno Employees Retirement System and is a former Treasurer for his labor organization, where he currently sits as a Member-at-Large. He holds a Bachelor of Science degree in business administration/accounting from California State University, Fresno.

Joanne Wilson

Financial Analyst

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Joanne Wilson is a Financial Analyst for the County of Butte, where she is responsible for analyzing and coordinating new long-term debt issuances and managing the County's outstanding long-term debt by assuring timely payment of debt service; monitoring expenditures of bond proceeds and the use of bond financed properties; complying with all reporting and continuing disclosure requirements; assuring compliance with all arbitrage rebate requirements; monitoring the continued tax-exempt status of issuances; and managing construction loan disbursements and the validation of expenditures. Ms. Wilson was also instrumental in finalizing the County's *Debt Management Guidelines and Procedures*. Prior to joining the County in 2010, Ms. Wilson was a commercial loan officer specializing in Small Business Administration loans and business & industry loans from the United States Department of Agriculture Rural Development.