



**Municipal Securities Rulemaking Board and Municipal Advisory Council of Michigan
Education and Outreach Seminar
Thursday, December 5, 2013
VisTaTech Center at Schoolcraft College
18600 Haggerty Road
Livonia, Michigan 48152**

Agenda

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| 2:00 p.m. – 2:10 p.m. | Welcome
<i>Ritta McLaughlin, Chief Education Officer, MSRB</i> |
| 2:10 p.m. – 2:30 p.m. | Opening Remarks
<i>Dan Heimowitz, Chair, MSRB</i>
<i>James Bickley, Executive Director, Municipal Advisory Council of Michigan</i> |
| 2:30 p.m. – 3:00 p.m. | Advancing Municipal Advisor Regulation
<i>Lynnette Kelly, Executive Director, MSRB</i>
This session will outline the MSRB’s approach to implementing a regulatory framework for municipal advisors and provide a forum to ask questions. |
| 3:00 p.m. – 3:30 p.m. | Improving Pricing in the Municipal Market
<i>Ernie Lanza, Deputy Executive Director, MSRB</i>
This session will discuss enhancing the integrity of the municipal market by improving pricing for investors and issuers. |
| 3:30 p.m. – 3:45 p.m. | Break |
| 3:45 p.m. – 5:00 p.m. | Every Bond, Every Issuer: Financial Disclosures on EMMA®
<i>Ritta McLaughlin, Chief Education Officer, MSRB</i>
<i>Justin Pica, Director of Product Management, MSRB</i>
This session will cover the resources available to state and local governments for providing investors with regular financial disclosure and will demonstrate new features available on EMMA® |
| 5:00 p.m. – 6:30 p.m. | Reception |