

SYMPOSIUM *on* PUBLIC-PRIVATE PARTNERSHIPS



**November 4, 2009
Helzberg Auditorium, Kansas City Public Library**

The Park University School of Business Symposium on Public-Private Partnerships (3Ps) brings together major stakeholders in finance, public policy, economic development and real estate development. Many state and local governments view 3Ps as viable options and seek to learn more about the risks, rewards and financial options available. This symposium will demonstrate how governments can benefit from private-sector financing for new infrastructure or improvements for existing, outmoded structures. Likewise, private investors are confronted with a variety of questions when deciding on the best way to structure and finance public-private partnerships that will yield acceptable return on investment.

The Park University School of Business Symposium on Public-Private Partnerships is an ideal opportunity to listen to, interact and network with your peers about the state of 3P projects in the 21st century, success stories and challenges of 3Ps and the new realities of 3Ps financing in the aftermath of the Great Recession of 2008-09. Our panelists are national and regional experts on the subject as well as high profile elected officials with intimate experiences of public-private partnership ventures.

Event Agenda

8:00 a.m. REGISTRATION

8:30 – 8:45 a.m. WELCOME COMMENTS
Dr. Alphonso Ogbuehi, Dean, School of Business, Park University
Dr. Laurie DiPadova-Stocks, Dean, Hauptmann School for Public Affairs, and
Interim Executive Director, Graduate School, Park University
R. Crosby Kemper III, Director, Kansas City Public Library
Dr. Michael Droge, Interim President, Park University

8:45 – 10 a.m. PUBLIC-PRIVATE PARTNERSHIPS (3Ps) IN THE 21st CENTURY
Keynote Speaker: Richard Norment, Executive Director,
National Council for Public-Private Partnerships (NCPMP)

This session will provide an overview of national trends, with emphasis on development in the region, focusing on how this approach can meet public needs and provide opportunities for both the public and private sectors. This will include a discussion of how this new tool has reshaped the options for economic development, offering advantages for both sectors. Additional comments on federal stimulus to be discussed.

Moderator: Robert Mayer, President, M R Capital Advisors, LLC,
and Executive-in-Residence, School of Business, Park University

10 – 10:15 a.m. BREAK

10:15 – 11:45 a.m. SUCCESS STORIES AND PITFALLS OF 3Ps
This session will provide an overview of the recent experience of a successful project in public-private partnerships and their view of the success factors necessary for these projects.

Moderator: Wayne Cauthen, City Manager, City of Kansas City, Mo.

Presenters: Bill Dietrich, President and CEO, Downtown Council of Kansas City, Mo.
R. Crosby Kemper III, Director, Kansas City Public Library

Noon – 1 p.m.

WORKING LUNCHEON WITH KEYNOTE SPEAKER

Moderator: Kay Barnes, Former Mayor of Kansas City, Mo., and Director, Center for Leadership, Hauptmann School for Public Affairs, Park University

Keynote: Mike Fahey, Former Mayor of Omaha, Neb.

1 – 2:10 p.m.

MAYORS' APPROACH TO 3Ps

Three distinguished mayors address issues concerning 3Ps such as:

- What are the political realities of 3Ps?
- How do you overcome public perceptions that represent obstacles?
- How do you gain public buy-in?
- How can city and local governments convey their needs and benefits of certain forms of privatizing as a solution?

*Moderator: Kay Barnes, Former Mayor of Kansas City, Mo., and Director, Center for Leadership, Hauptmann School for Public Affairs, Park University
Carol Marinovich, Former Mayor and CEO, Unified Government of Wyandotte County/
Kansas City, Kan., and Senior Vice President and Partner, Fleishman-Hillard Inc.
Mike Fahey, Former Mayor of Omaha, Neb.*

2:10 – 2:20 p.m.

BREAK

2:20 – 3:45 p.m.

NEW REALITIES OF 3P FINANCING

A discussion of the variety of tools and options that can be used in structuring the financing of real estate deals that face adjacent states.

Choice of tools may include considerations of:

- Project financing structures
- Financial modeling

*Moderator: Robert Mayer, President, M R Capital Advisors, LLC, and Executive-in-Residence,
School of Business, Park University*

*Presenters: Roger Hershey, Vice President and General Counsel, Park University, and
Past President, King Hershey
David Fenley, Chairman, Husch Blackwell Sanders LLP
Dennis Hays, Administrator, Unified Government of Wyandotte County/Kansas City, Kan.*

3:45 – 4 p.m.

CONCLUDING REMARKS

Dr. Alphonso Ogbuehi, Dean, School of Business, Park University

*Dr. Laurie DiPadova-Stocks, Dean, Hauptmann School for Public Affairs, and
Interim Executive Director, Graduate School, Park University*

4 – 6 p.m.

RECEPTION AND NETWORKING

Attendees are invited to a reception to be held at the rooftop of the Kansas City Public Library

Presented by:



Corporate Sponsor:



Participating Sponsors:

