



**30TH ANNUAL CONFERENCE &
MEMBERSHIP MEETING**
September 20-22, 2017
Cleveland Marriott Downtown at Key Center
127 Public Square ♦ Cleveland, OH 44114

SESSION ACRONYMS

(ECP) – Early Career Professional

(Any Ohio GFOA member who has either ten or fewer years of experience in a government finance position or related field or is less than 40 years of age.)

(CPIM) - Ohio Treasurer of State's Center for Public Investment Management.

(CLE) – Supreme Court of Ohio Commission on Continuing Legal Education

ACCREDITATION

CPE - Ohio GFOA's 30th Annual Conference and Membership Meeting will provide up to 19 CPE credits in Category AA.

Pending approval for the following:

FIA – Fiscal Integrity Act - Auditor of State's office

CPIM - Center for Public Investment Management – Treasurer of State's office

CLE – Continuing Legal Education – Ohio Supreme Court

SESSION DESCRIPTIONS

Wednesday, September 20

9:00 – 10:00 a.m.

General Session: Blind Spot: Why Good People Make Bad Choices

If you have ever said to yourself, "I didn't see that coming!" then you won't want to miss this session! Kevin spent 33 months in a federal prison for a crime he didn't knowingly commit. What are your blindspots doing to you? The problem is, you don't know what you don't know. Yet, most of us think we are less biased than the average. Blindspots are those unconscious biases, implicit associations, memory traps and thinking errors that affect our behavior and decision-making abilities. This session is an innovative, interactive, and fun program that will keep you engaged throughout and leave you with new tools to mitigate the effects of blindspots at work and home. You won't want to miss even a minute of Kevin's opening story!

10:15 - 11:05 a.m.

Session 1: Benefits of the Ohio Market Access Program (CPIM) (CLE)

Learn about the benefits utilizing the Ohio Market Program (OMAP) for your routine note issuances. OMAP is a credit enhancement program offered by the Treasurer of State that has helped local governments cut borrowing costs in half. OMAP was recognized by the Bond Buyer as a Deal of the Year recipient in 2014. This session will also cover recent Ohio Bond Bank legislation and how Ohio local governments could stand to benefit from this proposed legislation.

Session 2: Accounting for Grants (CPIM) (ECP)

Grants can be a significant source of funding for governmental entities. Oftentimes, this funding requires detailed accounting in order to document compliance with the terms of the grant. This session will provide the framework for properly accounting for grants along with examples of specific grants. Participants will gain the necessary knowledge to fulfill the proper accounting requirements for grants.

Session 3: Investing in Today's Markets (CPIM)

An update on the current economic environment, discussion on investment strategies and investment risk management.

Session 4: IRS Audit Issues in Government (CLE)

This session will cover IRS audit issues in government including taxable fringe benefits, employee vs. independent contractor, etc.

11:15 a.m. – 12:05 p.m.

Session 1: Best Practices in Financial Policies (CPIM) (ECP)

This session will educate participants about best practices in debt issuance, management, and policy development and implementation, in addition how rating agencies evaluate debt and fund balance policies as part of the rating process.

Session 2: Single Audit Update (CPIM)

A comprehensive update on Single Audit standards and common issues brought about with the implementation of the new Uniform Grant Guidance requirements.

Session 3: The Ohio Pooled Collateral System (CPIM) (CLE)

This panel discussion will provide an overview of the Ohio Pooled Collateral Program. The discussion will include an update on the changes made to Ohio Revised Code and the benefits of the program.

Session 4: How Data Analytics Detects Fraud

This session will provide information on how data mining and analysis software can be utilized as tools for fraud detection.

2:00 – 2:50 p.m.

Session 1: Tells of Human Behavior - Indicators of Fraud (CPIM) (CLE) (ECP)

Fraud is an intentional choice of human behavior. Fraud does not happen by mistake. Fraudulent behavior doesn't always come as a surprise, once investigators and examiners start to piece the evidence together. Sometimes, we react with dismay when we learn the facts of the case: "Why didn't I see that?" Or, "Of course! This was happening over time! It was right in front of us all along! We should have known!" Knowing what to look for--the behavioral "tells" or signs of human behavior--can help indicate and prevent impending disaster. In this presentation, you will learn more about the behavioral "tells" of fraud.

Session 2: Capital Asset Management - Converting Surplus Into Cash (CPIM)

Learn the facts about the options available to government entities to generate a new revenue stream by converting surplus real estate, vacant land, used equipment, vehicles, etc. into cash. In addition, gain a better understanding of how utilizing a professional auction firm can maximize the sale price of these assets.

Session 3: Fundamentals of Debt (CPIM) (CLE) (ECP)

This course will focus on the fundamentals of debt including types of debt issues, statutory requirements, limitations, etc.

Session 4: Crisis Management for Government Finance Officers (CLE)

At this session, know how to establish and maintain "control of the message"; understand what reporters expect and what is expected of them; know what to do when supervisors, attorneys and PIO's insist on a strict "no comment" as well as learn and understand the use of the "Damage Control Playbook," which are practical and actionable activities designed to blunt, avoid and/or mitigate crisis situations.

3:00 – 3:50 p.m.

Session 1: Fund Accounting 101 (CPIM)

This session will provide an introduction to fund accounting. It will include discussion of the cash basis of accounting and how the various fund types are used.

Session 2: Financial Transparency Within Your Community (CPIM)

Participants will hear how financial transparency is essential, especially when asking constituents for tax dollars.

Session 3: Merchant Services in Today's Security Focused Landscape (PCI, Tokenization, and Encryption – what does it all mean?) (CPIM)

This session will provide insights, updates, and information on PCI, Tokenization, and Encryption needs and requirements around Merchant Services card transactions.

Session 4: Using Social Media (CLE) (ECP)

Learn the do's and don'ts of using social media.

4:00 – 4:50 p.m.

Session 1: JEDDs (CPIM) (CLE)

The General Assembly recently enacted significant amendments to the laws governing joint economic development districts (JEDDs). These amendments became effective in September 2016. This session will provide an overview of JEDDs, will review recent changes to the law, and will review and suggest best practices in JEDD establishment, deployment and operation. This session will be of interest to all municipal and township officials.

Session 2: Budget 101: Basics of Budgeting (CPIM) (ECP)

This session will provide participants with a thorough grounding in the basics of preparing and presenting a budget. Participants will learn about the underlying legal requirements of the budget, as well developing a better understanding of planning strategies. Revenue projections and cash flow forecasting techniques and strategies will be covered, including multi-year fund balance projections. Participants will also learn about approaches to communicating the proposed budget to management, residents/customers and other key constituencies, as well as getting 'buy-in', and ultimately approval, from the elected officials or governing body. The session will also address the creation of a formal budget document, and the opportunity to submit the document to the GFOA for recognition by their Budget Review Committee.

Session 3: The Finance Family Feud Game - The Anatomy of a Bond Issue (CPIM) (CLE)

Participants will learn about the elements of a bond transaction as a part of an interactive game show format. Topics include: The Deal, Rating, Financing Team, Pricing, Investors, Marketing and more...

Session 4: Managing Difficult Employees (CLE)

This session will present techniques to deal with those difficult employees.

Thursday, September 21

9:15 - 10:15 a.m.

General Session: Economic Update

In this session, attendees can hear answer to: 1) What forces are supporting growth after more than 8 years of economic expansion? 2) What are the most likely triggers of recessions? 3) What are the long-term structural risks to U.S. growth? 4) What can we expect from the Fed?

10:25 – 11:15 a.m.

Session 1: GFOA Small Government Certificate Program (CPIM)

The presentation will be an overview of OCBOA statements, and provide the requirements for the program, as well as an example from a successful participant of the program. The materials will also provide helpful tips for those interested in participation.

Session 2: Preparing for Your Audit (CPIM) (ECP)

Learn what you need to know and prepare prior to your financial audit.

Session 3: The Fed: What's Next? (CPIM) (CLE)

As we enter the first cycle of rising interest rates in more than a decade, this presentation will examine the new tools available to the Fed. Utilizing real life examples we will explore how this cycle may be different, including new ways to manage inflation, unemployment and control interest rates. Additionally, the presentation will cover other factors the Fed may take into consideration in the future. The presentation will also cover possible future headwinds and their possible effects on Fed policy. All of this will be tied together to help Treasurers decide how they should structure investments in the future.

Session 4: Media Relations: Important Communication Tips for the Public Sector (CLE)

How public entities interface with the media is important not only during times of crisis but also while carrying out the day-to-day business of the organization. Media relations involves working with the media for the purpose of informing the public of the organization's mission, policies and practices in a positive, consistent and credible manner. The session will provide strategies and real-word examples of effective media relations for any size public entity.

11:40 a.m. – 12:30 p.m.

Session 1: The Internet of Things (CLE) (ECP)

Why should you know about the internet of things, and what does it mean to you and your business.

Session 2: Ohio Compliance Supplement Update (CPIM)

Participants will learn the overall structure of the Auditor of State's OCS. In addition, the latest changes to the guidance and testing will be discussed.

Session 3: New Rating Criteria for State and Local Governments (CPIM) (CLE)

Discuss Fitch's revised tax-supported rating criteria for state and local governments including key features, benefits and rating factors. Demonstrate and describe Fitch's forward-looking analytical tool - Fitch Analytical Sensitivity Tool or FAST. How do Ohio local issuers perform under the revised criteria and FAST.

Session 4: Succession Planning & Recruiting

In the face of the anticipated retirement of the baby boom generation, this session will address steps local governments should consider to ensure a smooth transition. The process to identify internal or external candidates, skills assessment and training programs will be addressed.

2:00 – 2:50 p.m.

Session 1: FLSA and Storms on the Horizon (CLE)

The session will address the primary coverage of the FLSA (Fair Labor Standards Act) and the reemergence of lawsuits against employers which has resulted from the DOL's proposed changes. The key issues of liability (and lawsuits) to be addressed, how to comply with the FLSA, and how to protect the interests of employers to be addressed are: 1) hours worked; 2) regular rate of pay; 3) classifications of jobs and exemptions; 4) record keeping; 5) independent contractors; and 6) attorneys' fees and collective bargaining agreements. Preventive measures will be identified to be able to minimize or eliminate potential liability.

Session 2: Writing an Effective MD&A and Transmittal Letter

Attendees will gain an understanding of the standards and requirements when writing an MD&A and a transmittal letter. In addition, tips and best practices will provide tools to help improve both that resulting in more useful information to the users of the financial statements.

Session 3: Regulatory Update and EMMA (CPIM) (CLE)

The regulatory environment sponsored by the US Securities and Exchange Commission is in a state of constant change that affects all participants in the bond market including issuers, advisors, bankers and attorneys. This presentation will provide updates to existing regulations with discussions of what additional changes are expected in the future. We will also present materials to assist issuers to meet their regulatory obligations regarding debt to be

issued as well as debt already outstanding including information about the MSRB's disclosure database EMMA (Electronic Municipal Market Access).

Session 4: Health Care Update (CLE)

The State of Health, Risk and Insurance 2017.

2:55 – 3:45 p.m.

Session 1: Budgeting for Outcomes (BFO) (CPIM)

Budgeting for Outcomes (BFO) is a Government Finance Officers Association (GFOA) recommended best practice designed to help state and local governments improve services, get a better return on investment of public dollars, and enhance the public's understanding of how tax dollars are spent. This course will discuss key elements of BFO, which focuses on what the public gets for its investments, how those outcomes can be measured and tracked, and how to make municipal budgeting user friendly and easily understandable for constituents, elected officials, administrators, and managers alike.

Session 2: What is a forecast and how can it be a crucial tool for your organization? (CPIM)

Participants will learn the value of long term forecasting and coordinating the goals of an organization with the budget and forecast.

Session 3: Fundamentals of Economic Development (CPIM) (CLE)

This session will cover the fundamentals of economic development, including but not limited to a discussion about tax incentives and abatements such as tax increment financing, community reinvestment areas, enterprise zones, and joint economic development districts.

Session 4: Best Practices for Debt Management (CPIM) (CLE)

There have been quite a few changes in just the last 12 months that affect/ and will affect debt issuers in Ohio. The Municipal Advisor Rules are still relatively new. And Rules that impact note issuers and bond issuers have also been implemented by the SEC/MSRB, etc. and we can give an update on these. The New Issue Price Regulations go into effect in June, 2018. There is continuing concern over the Municipalities Continuing Disclosure Compliance. There was a record number of ballot construction and operating levy issues that passed in the last two elections. We can highlight the GFOA Best Practices on Debt Issuance. We will discuss the different methods of Sale available to Issuers – Negotiated, Competitive and Direct Placement and the trends with each. We will also be able to discuss interest rates – The Federal Reserve didn't raise rates in May but is expected to in June of this year? We will discuss Bond and Note pricing trends. And there is always the suggestion to prepare Post-Closing Procedures and Policies.

4:15 – 5:05 p.m.

Session 1: Going Paperless in the Banking World (CPIM)

Hear how public sector entities can improve operational efficiencies and customer service, cut down on costs and fraud, and even earn revenue by going paperless. Public Sector entities can achieve these goals by automating its AP processes and also utilizing a Purchase Card Program for its accounts payables. In addition, utilizing a Prepaid Card Program to replace checks to residents/customers/employees when an ACH direct deposit isn't an option will also help achieve these goals.

Session 2: Turning Over Every Stone? (CPIM)

This session will provide an outlook to new sources of income in a challenging economic and low interest environment. In a changing landscape of banking, the ability to build a stronger banking relationship with new methods of securing additional resources of revenue around low and non-performing operating cash will be discussed. The session will be interactive and provide tips that can be implemented immediately.

Session 3: Economic Development Case Studies (CPIM) (CLE)

This session will cover the advanced topics in economic development, with an emphasis on advanced case studies of economic development incentives and financings done throughout the state of Ohio.

Session 4: Public Records 101: Release or Not? (CLE) (ECP)

This session will entail a high-level overview of Ohio's Public Records Act, O.R.C. Section 149.43. We will discuss what is (and what is not) a "public record" subject to release under Ohio law, as well as what falls within the Public Records Act's discretionary exemptions and may be withheld. This session will also touch on what is a proper public records requests and a public office's duties in responding to a public records request. The goal of the session is to provide attendees with the tools and resources necessary to comply with Ohio's Public Records Act.

Friday, September 22

9:00 a.m. – 12:00 p.m.

Session 1: GASB Update (CPIM)

The GASB Update will cover soon-to-be effective GASB pronouncements, including guidance for OPEB plans and employer reporting, tax abatement disclosures, asset retirement activities, fiduciary activities, and leases. The update also will look over the horizon at forthcoming guidance, the latest implementation guidance, and the reexamination of the financial reporting model.

Session 2: Professional Standards and Responsibilities - Conduct Beyond Reproach (CLE)

Finance professionals must be able to identify, evaluate and address any action or situation that threatens the core values of the profession: integrity, objectivity, and due care. However, when it comes to making the best decision, there's not always one perfectly right answer for every situation. Professional ethics is about looking at several solutions and choosing the best path. This course will help you gain perspective on the importance of applying an ethical decision making framework to issues facing finance professionals on a daily basis. We will look at the concept of ethics, ethical drift, ethical decision-making process, and the relationship between ethics and risk management. Case studies are used to illustrate specific challenges encountered as professionals perform financial functions within various business and industry roles. Participant materials will aid learners in identifying aspects of ethical consideration which may require their additional focus and emphasis on a go-forward basis. Upon completion participants will be able to: 1) Describe the core ethical factors attributed to the finance profession, 2) Identify the steps required in the ethical decision making process, 3) Describe factors contributing to ethical drift, and 4) Describe the relationship between ethics and risk management.

Session 3: Lean and Six Sigma in Government Finance

This session will cover essential elements of a process improvement approach in public finance. Focus areas for the curriculum include: Process Analysis: process mapping, waste identification, value-adding and non-value-adding process steps, and lean tools to overcome waste; Root Cause Analysis: techniques to dig past symptoms to root causes using process analysis, graphical analysis, and statistical analysis; Prevention: error-proofing finance processes to prevent mistakes, delays, and inaccuracies before they occur, in your own office and at your internal and external partners' offices; and Project Management: tools and techniques to organize resources and execute process improvements as a cross-functional project when needed.

9:00 – 10:00 a.m.

Session 4: Cybersecurity (CPIM) (CLE)

10:00 – 11:00 a.m.

Session 4: Tools to Identify, Prevent and Manage Risk – Fraud and More... (CPIM) (CLE)

Learn how technology today has opened doors for fraudsters and tools available to protect and prevent fraud. Understand where practices of yesterday are no longer good enough to protect the assets of our taxpayers in 2017. Update on legislation which speaks directly to best practices for managing credit card programs to minimize fraud. Review changes to Collateralization requirements and protocol. Participants will update and refresh their understanding on product, practices and policies to minimize risk of loss through fraud, cyber-attacks, data breaches and vendor management.

11:00 a.m. – 12:00 p.m.

Session 4: Debt Issuance Roles and Selection of Participants (CPIM) (CLE)

This session will review the different service providers involved in the issuance of debt, and the methods of selection used to procure them.