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**Ehlers Public Finance Seminar
February 11 & 12, 2010**

Kalahari Waterpark Resort & Convention Center • 1305 Kalahari Drive, Wisconsin Dells, WI 53965





In order to compete as an Olympian, one must be focused on the end result, diligent in training and *supportive in teamwork*. Likewise, communities must continually keep focused on the larger, global picture of what is needed from an organizational perspective to provide needed services to their residents and what services are actually needed. As governmental entities struggle with *state aids reductions*, decreasing property values and *increasing* regulation, keeping this perspective becomes more difficult.

Our goal in this seminar is to offer perspective and a look into the crystal ball. Perspective in how communities address budget and organizational issues and crystal ball predictions from the market. Hopefully, when completed, attendees will emerge with knowledge and *energy to succeed in the next four years, the next Olympiad*.



EHLERS
LEADERS IN PUBLIC FINANCE

Day 1 - Thursday, February 11

7:30 – 8:30 a.m. Registration and Continental Breakfast

8:30 a.m. Welcome and Opening Ceremony

Steve Apfelbacher, President - Ehlers

9:00 a.m. SKI JUMPING (CHOOSE ONE)

Debt Financing

Before you jump, you need to know your financing options. Besides the basics, what options (STF, EIF, RD) do you have and what did the American Recovery and Reinvestment Act (ARRA) add to your options.

Speaker – Greg Johnson, Ehlers

TIF Accounting

Know the proper equipment that you will need to maintain the operation of TIF from an accounting perspective. Learn the proper way to account for, and manage, your TIF finances.

Speakers – Wendi Unger, Baker Tilly; Dawn Gunderson, Ehlers

10:00 a.m. Medal Ceremony - Break

10:15 a.m. ICE HOCKEY (CHOOSE ONE)

TIF Policy & Security

The hockey competition is always high...and so is the competition for development. When creating a TIF district, you need a game plan to win. What policies should your municipality consider and how strict should they be to ensure you remain competitive. Also, what type of security is available to ensure that your project proceeds.

Speakers – Ann Comer, Attorney, Quarles & Brady, LLP; Sean Lentz, Ehlers

EMMA and Arbitrage

The rule book for hockey is ever changing just like the rules for issuing debt. Become familiar with the numerous Public Finance changes in just this last year. Learn about your issuer requirements for American Recovery & Reinvestment Act debt. Understand concerns of federal regulators (SEC, MSRB, IRS). Learn how EMMA, Post Issuance Compliance and additional 15(c) 2-12 requirements are to address some concerns and how it impacts you. Discuss the other public finance concerns that will likely impact you.

Speakers – Steve Apfelbacher and Gail Robertson, Ehlers

11:15 a.m. - CURLING (CHOOSE ONE)

Revolving Loan Funds

Once you send your stone towards the house, what do you use to sweep the ice? In development, having a Revolving Loan Fund (RLF) can be the sweeping difference between your community's ability to attract or maintain business, and the competition. Hear real-life examples from communities and development experts/practitioners who have dealt with RLFs and how they work with TIF, CDBG, etc.

Speakers – Jayson Smith, City Planner, City of Chippewa Falls; Brian Reilly, Ehlers

Deposit Protection and Collateralization

Ensuring your stone can travel true and be protected requires the right tools in this Olympic event. With the changes recently enacted by the Federal Deposit Insurance Corporation (FDIC) regarding interest bearing and transaction accounts, coverage provided by the State of Wisconsin for public deposits, insurance companies exiting the deposit insurance business and collateral provided by financial institutions, how can municipalities be assured all deposits are covered? This session will provide information on FDIC coverage for both interest bearing and transaction accounts, what municipalities need to do to be eligible for state appropriation fund coverage and the proper documentation and procedures for perfecting collateral.

Speakers – Ken Herdeman, President BBE Community Investment Partners, LLC; Vicki Lafond, First Vice President, Bankers' Bank; Brian Mann, Municipal Asset Manager, BBE Community Investment Partners, LLC

12:15 p.m. Medal Ceremony - Lunch

1:15 p.m. DOWNHILL SKIING (CHOOSE ONE)

Rating Agencies

On the downhill courses, you need to make sure you hit all the gates, including ratings. What is going on with rating agencies, and why are they becoming more important. Hear from the "buy" side of municipal bonds. How important is a rating in the overall analysis of credit quality.

Speakers – John Mehan, R.W. Baird & Company; Allen Mattson, M&I Corp.; Todd Taves, Ehlers

Solving Non-Performance of TIDs

As the competition goes on, the course can get icy which reduces performance. What do you do when your TID can't perform? What are the strategies other municipalities have employed when faced with revenue short-fails, failed developers, etc. What other remedies on the horizon might help you out.

Speakers – Lynda Templen, Whyte Hirschboeck Dudek S.C.; Steve Apfelbacher, Ehlers

2:15 p.m. Medal Ceremony - Break

2:30 p.m. NORDIC SKIING (CHOOSE ONE)

Financial Management Plans

The course is long and grueling, how do you prepare? Making sure your training involves a financial management plan ensures that you will be in the race for the long haul and be better prepared to deal with the uphill battles that the annual budget can sometimes present. What does a plan include and what are the outcomes that you should look for.

Speaker – Jim Mann, Ehlers

Utility District & Non-Districts

When you hit the long flat straightaways, what strategies can be employed to ease the impact? Other revenue type districts can be a benefit for different types of projects. What are characteristics of a utility district and why might they be of benefit to you.

Speakers – Jeff Mazanec, R.A. Smith; Dave Wagner, Ehlers

3:30 p.m. Medal Ceremony - Break

4:00 p.m. THE LUGE

Credit and Real Estate Market Update and its Impact on Municipalities

As the economy continues to slide downhill, will there be an eventual turn that changes the course of the economy. Twists and turns in the credit and real estate markets will keep municipalities on edge. Learn about recent trends in both the real estate and credit markets and what affects the depressed real estate market will have on Wisconsin Municipalities.

Moderator – Phil Cosson, Ehlers

Speakers – Rogier V. Kamerling, Economist & Portfolio Strategist, M&I Capital Markets; J. Michael Mooney, Chairman, MLG

5:15 p.m. Celebrating Gold – Ehlers Style

6:45 p.m. Dinner on Your Own

DAY TWO - Friday, February 12

8:00 a.m. Continental Breakfast

GENERAL SESSION – BOBSLEIGH

8:30 a.m. State of Banking in Wisconsin

Rocketing down a tub of ice – should you be afraid? What is the current state of banking in the nation, in Wisconsin and in your local community. Where is the money and what does it take to get development moving again. What criteria do banks need to lend you the money? Credit Quality Assessment for your Community.

Moderator – Dave Wagner, Ehlers

Speakers – John Hazod, Senior VP/CFO, Foundations Bank; Lorrie Keating Heinemann, Secretary of Department of Financial Institutions; John Collins, Deputy Secretary of Department of Financial Institutions

10:00 a.m. Medal Ceremony - Break

GENERAL SESSION – SKELETON

10:30 a.m. Consolidation of Services

When jumping on your skeleton, its you and the course. Jumping into a discussion about consolidating/sharing of services can be just as daunting. Hear from and discuss case histories of consolidated/sharing of services. Hear from the Villages of Bellevue and Howard on their success with the Brown County Sheriff Department, contrast with Village/City of Pewaukee and City of Delafield with similar discussions.

Moderator – Mike Harrigan, Ehlers

Speakers – Stan Riffle, Attorney, Arenz, Molter, Macy & Riffle, S.C., Ed Henschel, Senior Consultant, RW Management Group; Joshua Smith, Administrator, Village of Howard; Aaron Oppenheimer, Administrator, Village of Bellevue

11:45 a.m. Closing Ceremonies

Mike Harrigan, Chairman of the Board, Ehlers

About the Workshops

Ehlers & Associates, Inc. conducts seminars and educational programs on topics of interest in the area of public finance and acts as a financial consultant to the public sector for bond issuance and housing, economic development and redevelopment projects. This seminar is for state and local public officials and staff, developers, public and private attorneys and others who want to develop a greater understanding of public finance. The presenters at this workshop have worked directly on a number of projects and have a vast knowledge of how public finance works and how to prevent mistakes.

A comprehensive source book of reference materials will be distributed to each registrant. This book includes samples and reference materials for TIF, bond issuance and project development. If you are unable to attend the seminar, the reference book is available for purchase for \$85 (price includes tax).

The following Continuing Education Credits have been applied for:

WMCA, MTAW, State Bar of Wisconsin

SEMINAR LOCATION AND INFORMATION

Kalahari Waterpark Resort & Convention Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965
1-877-525-2427

Fees and Payment Policy:

Registration Fee: \$185 for Ehlers & Associates 2010 Public Finance Seminar (includes breaks and lunch)

Registrations must be received by **Tuesday, February 2, 2010**

Please make checks payable to **Ehlers**.

Cancellation Policy:

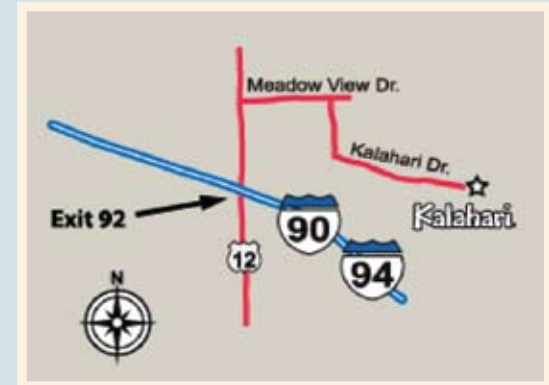
Registration fee is fully refundable for cancellations made prior to 4:00 p.m. **Tuesday, February 2, 2010**. Full refunds will be made should the seminar be cancelled.

Hotel Information

For your convenience, a block of rooms has been reserved at the Kalahari Waterpark Resort. The Kalahari will be providing a discounted room rate of \$99. Space is limited, so please call the Kalahari at 1-877-525-2427 and tell them you are with the Ehlers Public Finance Seminar. **Reservation deadline is Monday, January 25, 2010.**

From Madison:

I-90 westbound to exit #92, Hwy 12 (Lake Delton/Wisconsin Dells). Turn north (right) at the bottom of the exit ramp onto Hwy 12. At the first stoplight (Meadowview Drive), turn right to Kalahari Drive.



From Milwaukee:

I-94 westbound to exit #92, Hwy 12 (Lake Delton/Wisconsin Dells). Turn north (right) at the bottom of the exit ramp onto Hwy 12. At the first stoplight (Meadowview Drive), turn right to Kalahari Drive.

From Green Bay/Appleton:

US 41 southbound to Hwy 44 west. Hwy 44 west to Hwy 23 west. (Hwy 23 merges with I-39), exit #100 Hwy 23 west to Wisconsin Dells. Hwy 23 (Broadway Street) through downtown Wisconsin Dells. Once over the bridge, at the 2nd stoplight, Hwy 23/12, Wisconsin Dells Parkway, turn left. In three stoplights, turn left onto Hwy 12. In two stoplights (Meadowview Drive), turn left to Kalahari Drive.

From Minneapolis:

I-94 eastbound, exit #92 Hwy 12 (Lake Delton/Wisconsin Dells). Turn north (left) at the bottom of the exit ramp onto Hwy 12. At the second stoplight (Meadowview Drive), turn right to Kalahari Drive.

From Chicago:

I-90 westbound to exit #92, Hwy 12 (Lake Delton/Wisconsin Dells). Turn north (right) at the bottom of the exit ramp onto Hwy 12. At the first stoplight (Meadowview Drive), turn right to Kalahari Drive.



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ONLINE RESERVATIONS**

For access, enter: Group ID: 14340, Password: 37004336

Please complete registration
at right, and send to:

2010 PUBLIC FINANCE SEMINAR

c/o Ehlers
375 Bishops Way
Corporate Woods, Suite 225
Brookfield, WI 53005-6202
Phone: (262) 785-1520
Fax: (262) 785-1810

**REGISTER ONLINE BY
CLICKING HERE**

EHLERS PUBLIC FINANCE SEMINAR REGISTRATION

Registrations must be received by Tuesday, February 2, 2010. You may register online now, or complete the interactive form below. After completing this form, you may print the registration page and fax to (262) 785-1810, or mail to Ehlers, ATTN: Sue Porter, 375 Bishops Way, Corporate Woods, Suite 225, Brookfield, WI 53005-6202.

I am registering for the Public Finance Seminar (\$185.00)

I am unable to attend, but would like to order a reference book (\$85.00 – includes tax)

NAME: _____

ORGANIZATION: _____

ADDRESS: _____

CITY/STATE: _____

ZIP: _____

PHONE: _____

FAX: _____

E-MAIL ADDRESS: _____

Please indicate below, which program you are interested in attending.
You may only select one topic per session:

SKI JUMPING Thursday, 9:00 a.m	<input type="checkbox"/> Debt Financing	<input type="checkbox"/> TIF Accounting
ICE HOCKEY Thursday, 10:15 a.m	<input type="checkbox"/> EMMA & Arbitrage	<input type="checkbox"/> TIF Policy & Security
CURLING Thursday, 11:15 a.m.	<input type="checkbox"/> Revolving Loan Funds	<input type="checkbox"/> Deposit Protection and Collateralization
DOWNHILL SKIING Thursday, 1:15 p.m.	<input type="checkbox"/> Rating Agencies	<input type="checkbox"/> Solving Non-Performance of TIDs
NORDIC SKIING Thursday, 2:30 p.m	<input type="checkbox"/> Financial Management Plans	<input type="checkbox"/> Utility Districts & Non-Districts