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**Ehlers
Public Finance
Seminar
February 3 & 4, 2011**

NORTHLAND INN
7025 Northland Drive
Brooklyn Park, Minnesota 55428

www.ehlers-inc.com



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7025 Northland Drive
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(763) 971-5573 or (800) 441-6422

International Speaker, Trainer and Consultant Patrick Kuhse is one of the most in-demand motivational speakers on business ethics and critical thinking skills in America today. His presentations have entertained, enlightened and inspired over one million participants both domestically and internationally. As an appointed Ethics Fellow for both the University of Florida and Suffolk University in Boston, he works with major universities and organizations in the development and education of their students and staff on how to recognize ethical dilemmas and implement effective critical thinking skills.

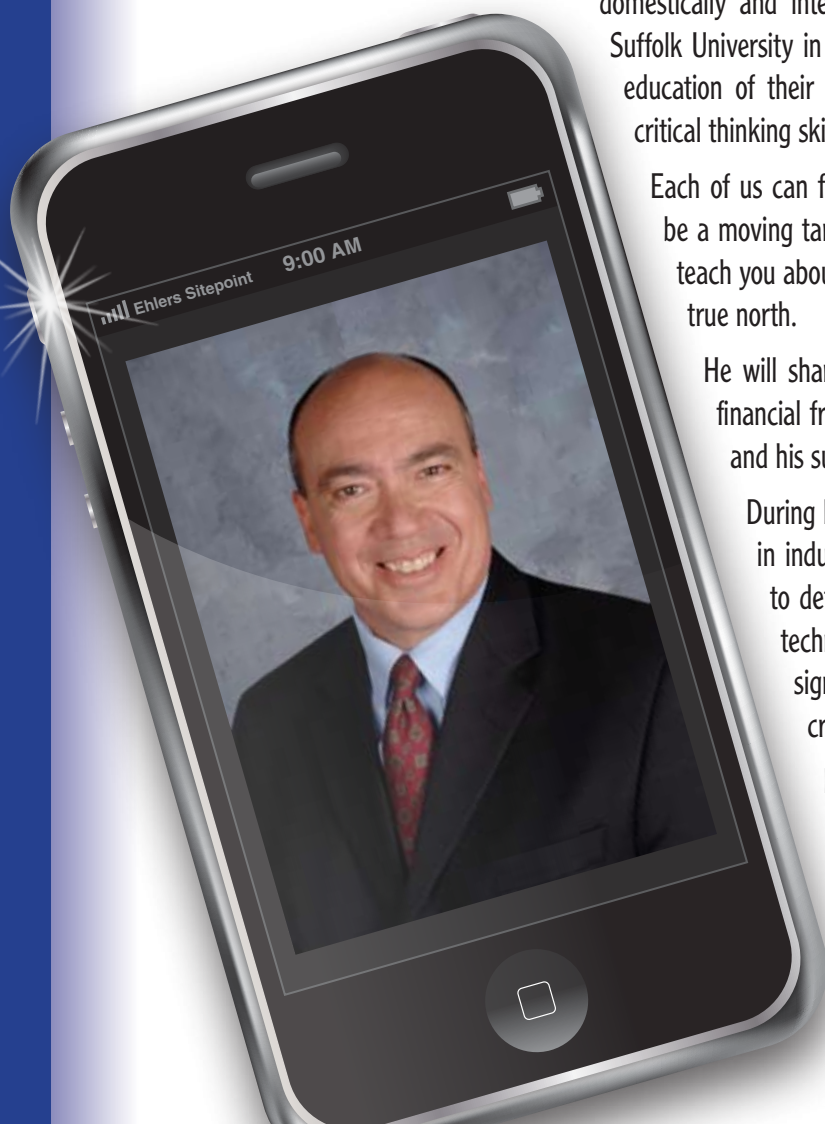
Each of us can find ourselves faced with moral and ethical dilemmas every day. At times, ethics can be a moving target that hides behind the seductive siren of greed. Patrick Kuhse's personal story will teach you about the warning signs and preventive techniques to keep your moral compass pointing to true north.

He will share his journey from prominence as a successful stockbroker to his involvement in a financial fraud scheme, flight from the U.S. to avoid prosecution, life as an international fugitive and his subsequent self-surrender and incarceration in both a foreign jail and U.S. prisons.

During Patrick's presentation, he will define business ethics, discuss common ethical dilemmas in industry and why people make the ethical decisions they do, and provide insight on how to define, develop and control our own ethical behaviors. He is uniquely qualified to share techniques on dealing with moral and ethical dilemmas as well as recognizing key warning signs and the critical thinking errors that lead to all forms of unethical behavior and criminal activity.

His personal experiences, observations and reflections about the causes and preventions of white-collar crime will entertain and provoke you to think more deeply about your own behaviors.

KEYNOTE SPEAKER – PATRICK KUHSE
www.speakingofethics.com





DAY ONE – Thursday, February 3

7:30 a.m. Registration and Continental Breakfast
8:30 a.m. Welcome & General Opening Session
Mark Ruff, Webmaster, Ehlers; Steve Apfelbacher, Ehlers – “FA Regulation”

9:00 a.m. Logging In
Patrick Kuhse – “Speaking Of Ethics”

10:15 a.m. Break

10:30 a.m. Homepage (CHOOSE ONE)

■ **TIF and Abatement Shuffle: Playlists for Successful Development – TIF 1.0.** When reviewing new projects that need financing assistance, one of the first questions developers ask is whether TIF or abatement assistance is available. As part of the discussion, communities need to determine which tool is most beneficial, not only for the project but also for the community. This session will provide an overview of TIF and tax abatement: the pros and cons of each, how to read TIF and abatement cashflows, and the legal requirements for establishing districts.
Speakers: Jessica Cook & Rebecca Kurtz, Ehlers; Bob Toftey, Fryberger, Buchanan

■ **Google: Using Your Preferred Search Engine – Bonds 1.0.** Successful debt planning and issuance depend on issuers having a clear understanding of their financial options, how these tools can be structured to meet fiscal and policy objectives, and the ways in which debt can be sold to investors. This session will introduce the different types of debt and the statutory authority required to issue debt, and explain why we’ve been seeing bond rating upgrades in this economic downturn.
Speakers: Todd Hagen, Dave Callister & Jon North, Ehlers; Mary Ippel, Briggs and Morgan

■ **Internet: Unable To Make Network Connection – Dealing With Vacant and Obsolete Commercial/Industrial Properties.** Many cities have vacant commercial or obsolete industrial properties in their community and aren’t sure what will ever become of them. Is demolition the only answer, is there an available reuse, why isn’t it being sold, renovated or redeveloped? Come hear from the developer, owner and banking perspective what the future for some of these properties are and the surprising issues as to why some of them sit vacant so long.
Speakers: Kent Carlson, Ryan; Murray Kornberg, CBRE Capital Markets; Tim McShane, McShane Development

11:45 a.m. LinkedIn: Professional Networking
Lunch in the restaurant

1:15 p.m. Creating Your Profile (CHOOSE ONE)

■ **mpTIF: Making your own Playlist – TIF 2.0.** The art of TIF is getting the development you want, with the lowest amount of TIF assistance. We will give you the building blocks in this session: developer agreements; interfund loans; and PAYGO Notes. We will address key tools for administering existing districts, such as pooling and early decertification. The session will end with tips on how to talk about TIF and abatement with your council and the public.
Speakers: Rebecca Kurtz & Jessica Cook, Ehlers; Bob Deike, Bradley and Deike, P.A.

■ **eHow: Bonds Online – Bonds 2.0.** The bond market upheaval has changed the way market participants – issuers, advisors, attorneys, underwriters, and investors – look at bond issuance, including alternatives to general obligation debt and competitive bond sales. This session will examine the recent changes in interest rates and what the future holds. In addition it will explore the current environment for refunding existing debt and issues to be aware of, lease purchase and revenue financings, negotiated transactions, and what an issuer should consider in weighing these options.
Speakers: Bruce Kimmel & Brian Reilly, Ehlers; Paul Rebholz, Wells Fargo Securities; Stefanie Galey, Faegre & Benson

■ **Facebook: Making Friends & Building New Relationships – Developer Roundtable, Part I.** Do you have a site in your community that you think is ripe for development or redevelopment? Do you know if the market will build what you want or what it will take to get them to? This two-part session will overview real life sites that are common in many cities: vacant big box; failing retail strip or mall; new and existing industrial parks/sites; downtown areas; transit oriented developments; and mixed-use redevelopment sites. Seasoned developers will provide their thoughts on each of the sites for their market feasibility, what is needed to attract a development, whether the city’s vision for the development/redevelopment is realistic, and what the barriers are that the city needs to overcome.
Speakers: Rick Collins, Ryan; Bob Cunningham, Told Development; Mark Moorhouse, Dominion; Frank Dunbar, Dunbar Development; Arne Cook, Montgomery Realty Advisors

2:30 p.m. Break



2:45 p.m. Discussion Thread (CHOOSE ONE)

■ **Foursquare: Checking In – JOBS Bill Case Studies.** The 2010 State JOBS Bill opened up huge opportunities for new TIF districts and for pooling from older TIF districts. However, the use of these tools has been limited due to the almost non-existent real estate market. Hear from two communities that have utilized the JOBS Bill provisions. Baxter established a nine year economic development district for a high priority development. New Brighton plans to pool over \$1 million to a new market rate apartment project in a key redevelopment area of the City. Find out what other cities are utilizing pooling and how they are spreading the word to the development community. **Speakers:** Mark Ruff, Ehlers; Dean Lotter & Grant Fernelius, City of New Brighton; Jeremy Vacinek, City of Baxter

■ **Blog Role: Daily Check In – New Regulation of Issuers and Financial Advisors.** Did you know that the Dodd-Frank Wall Street Reform and Consumer Protection Act passed last summer will dramatically change the federal government's role in overseeing the municipal bond market? Did you further know that the Securities and Exchange Commission (SEC) would like to directly regulate the issuers of municipal bonds? Hear GFOA's perspective on the potential for the SEC to oversee and sanction local

governments like corporations. Attend this session to learn more about the power that the Dodd-Frank Act gave to the Municipal Securities Rulemaking Board and the SEC, and see a sample of the new transparency in the market offered by a website known as EMMA. Finally, learn the difference between a municipal advisor, a financial advisor, and an underwriter. **Speakers:** Steve Apfelbacher, Ehlers; Alan Polsky, MSRB Board Member; Pat Born, City of Minneapolis

■ **E-Vite: How To Get a Response – Developer Roundtable, Part II.** This session will overview the real life sites not covered in Part I. In addition, the developers will be available to talk informally after the session, so bring specifics on your sites of interest in your community. **Speakers:** Rick Collins, Ryan; Bob Cunningham, Told Development; Mark Moorhouse, Dominion; Frank Dunbar, Dunbar Development; Arne Cook, Montgomery Realty Advisors

4:00 p.m. Reception

DAY TWO – Friday, February 4

8:00 a.m. Continental Breakfast

8:15 a.m. Recap of Day One

Mark Ruff, Webmaster, Ehlers

8:30 a.m. General Opening Session – Legislative Update

Gary Carlson, League of MN Cities

9:15 a.m. Checking Your E-Mail (CHOOSE ONE)

■ **Downloading: Zip File Format – Advanced TIF.** Now that you have a TIF district established, there is so much more to know and understand. Come learn about the various nuances of a TIF District, including changes to base value, impacts of fiscal disparities election, what happens in year six of a district, reconciling TIF to multiple district obligations to assure you pay them correctly, how tax petitions affect bonds and PAYGO notes and legislative changes that impact how you prepare your TIF budget. In addition, this session will review the provisions of the 2010 JOBS bill and commonly asked questions. **Speakers:** Stacie Kvilvang & Shelly Eldridge, Ehlers; Steve Bubul, Kennedy & Graven

■ **Wikipedia: Don't Let Your Wiki Leak – How to Respond to an IRS Inquiry or Audit.** Tax-exempt obligations, Build America Bonds, Recovery Zone Development Bonds and various "Tax Credit" Bonds are all subject to the federal arbitrage laws. The Internal Revenue Service enforces these laws and often uses questionnaires and examinations to gage compliance. This session will summarize current IRS initiatives underway with a special focus on conduit borrowings and Build America Bonds. **Speakers:** Steve Apfelbacher and Gail Robertson, Ehlers; Lynn Endorf, Dorsey & Whitney

■ **Developing the Next Killer App: Who Will Test The Prototype – Development Finance.** Remember the good old days when developers could provide 100% letters of credit for public improvements, pay substantial amounts for sewer, water, and storm water fees in cash, and build out their developments in a few years? Those days were only four years ago, but many in the real estate industry say those days are not likely to reappear. The financing requirements for private equity and the slower absorption of the market mean that cities will likely need to change expectations if cities want to see longer planning commission agendas



again. How can cities encourage growth without taking unreasonable risks? Should cities issue G.O. Improvement Bonds for developer infrastructure? Should fees be paid over time rather than up-front? What types of security are viable? Hear answers to these questions and how rating agencies view cities taking on more debt to finance development.

Speakers: Mark Ruff, Ehlers; Bret Weiss, WSB; Tami Diehm, Winthrop & Weinstine; Soo Chun, Moody's

10:30 a.m. Break

10:45 a.m. Logging Off (CHOOSE ONE)

■ **Install Update: Getting Restarted – How to Be a Change Agent.**

Do you embrace change or do you dread it? Not everybody handles change in the same way, but learning to recognize and work through the change process is essential to moving forward. This session will introduce the subject of Change Management, and what it means to your role within your community, with the payoff of each attendee having a personal understanding of Change Management, and how it applies to their job function.

Speakers: Tim Schram, Ehlers

■ **Must Have Investment Apps; Which One to Choose – Investment Strategies For Today.**

With operating budgets stressed and the need for fiscal prudence at its highest, communities are asking whether their current investments are providing the best possible mix of security, liquidity and earnings. It seems likely that interest rates will remain low for the foreseeable future, but there are investment instruments and strategies available to local governments that can vastly improve earnings over current money market options. Specifically, this session will discuss cash forecasting, permissible investments, and specific strategies to increase investment income and minimize risk. In addition, learn why investment policies are increasingly important to credit quality.

Speakers: Brian Mann & Ken Herdeman, Community Investment Partners; Bruce Kimmel, Ehlers

■ **Mapquest: Finding Your Destination – Trends Affecting Retail.**

Cities all want new retail to develop in their community but may not know what retailers look at when determining where to locate, what trends affect their decision making, or what they can do to attract certain stores. Come learn how demographic trends are affecting retail, what criteria retailers look for to locate and what, if anything, cities can do to attract retail development.

Speakers: Jay Demma, Bonestroo; Carol Nielsen, Retail Development Consultant

12:00 p.m. Seminar Evaluation and Closing

ABOUT THE WORKSHOPS

Ehlers conducts seminars and educational programs on topics of interest in the area of public finance and acts as an independent financial consultant to the public sector for debt 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 help communities grow.

A comprehensive source book of reference materials will be distributed to each registrant. This book includes samples and reference materials for TIF, debt issuance and project development. If you are unable to attend the seminar, the reference book is available for purchase for \$95 (price includes tax).

The following Continuing Education Credits have been applied for: CLE and BEU

SEMINAR LOCATION AND INFORMATION

Northland Inn
7025 Northland Drive
Brooklyn Park, Minnesota 55428
(763) 971-5573 or (800) 441-6422

Fees and Payment Policy:

Registration Fee: **\$255.00** for Ehlers 2011 Public Finance Seminar (includes breaks and lunch) Registrations must be received by **Tuesday, January 25, 2011**. Discount of 10% for four or more attendees from one organization. [REGISTER ONLINE](#) or by mail. Please make checks payable to **Ehlers**.

Cancellation Policy: Registration fee is fully refundable for cancellations made prior to 4:00 p.m. **Tuesday, January 25, 2011**. Full refunds will be made should the seminar be canceled.

HOTEL INFORMATION

For your convenience a block of rooms has been reserved at the Northland Inn. The Northland Inn will be providing a discounted room rate (\$129 standard room, single occupancy and \$139 standard room, double occupancy). **Space is limited** so please call the Northland Inn at (763) 536-8300 and tell them you are with the Ehlers Public Finance Seminar.

Reservation deadline is January 19, 2011. Reservations made after this date will pay at a higher rate (\$149 standard room, single occupancy and \$159 standard room, double occupancy).

From the West

(Plymouth, Maple Grove and St. Cloud)... Take I-94 East to I-694/94 East. Exit at Boone Avenue. Go left at top of exit back over freeway. Take left at second stop light into Northland Inn.

From the East

(Minneapolis & St. Paul)...Take I-94 West until it merges with I-694/94 West. Exit at Boone Avenue. Cross Boone Avenue (the first stoplight). Hotel is on the left.

From the South

(Airport, Bloomington, Richfield)...Take I-494 West to Hwy 169 North, to I-694/I-94 East. Exit at Boone Avenue. Take a right on Boone Avenue over the highway. Take a left on Northland Drive (the first traffic light).

From the North

(Duluth, Forest Lake)...Take I-35 South to I-694 West. Exit at Boone Avenue. Cross Boone Avenue (the first stoplight). Hotel is on the left.





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CLICK HERE FOR
ONLINE RESERVATIONS

Please complete registration
at right, and send to:

2011 PUBLIC FINANCE SEMINAR

c/o Ehlers
3060 Centre Pointe Drive
Roseville, Minnesota 55113-1105
Phone: (651) 697-8500
Fax: (651) 697-8555

REGISTER ONLINE BY
CLICKING HERE

EHLERS PUBLIC FINANCE SEMINAR REGISTRATION

Registrations must be received by Tuesday, January 25, 2011. You may [REGISTER ONLINE](#) now, or complete the interactive form below. After completing this form, you may print the registration page and fax to (651) 697-8555, or mail to Ehlers, ATTN: Robin Broen, 3060 Centre Pointe Drive, Roseville, MN 55113. Make checks payable to **Ehlers**.

I am registering for the Public Finance Seminar (\$255.00)

I am unable to attend, but would like to order a reference book (\$95.00 – includes tax)

NAME: _____

TITLE: _____

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:**

HOMEPAGE	<input type="checkbox"/> TIF 1.0	<input type="checkbox"/> Bonds 1.0	<input type="checkbox"/> Deal With Comm/Ind Properties
CREATING YOUR PROFILE	<input type="checkbox"/> TIF 2.0	<input type="checkbox"/> Bonds 2.0	<input type="checkbox"/> Developer Roundtable Part I
DISCUSSION THREAD	<input type="checkbox"/> JOBS Bill Case Studies	<input type="checkbox"/> New Regulation of Issuers & Advisors	<input type="checkbox"/> Developer Roundtable Part II
CHECKING E-MAIL	<input type="checkbox"/> Advanced TIF	<input type="checkbox"/> How To Respond To IRS Audit/Inquiry	<input type="checkbox"/> Development Finance
LOGGING OFF	<input type="checkbox"/> How to be a Change Agent	<input type="checkbox"/> Investment Strategies For Today	<input type="checkbox"/> Trends Affecting Retail

