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**Ehlers
Public Finance
Seminar
February 10 & 11, 2011**

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



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& Convention Center**

1305 Kalahari Drive,
Wisconsin Dells, WI 53965

Thursday, February 10



Indicates sessions school district employees may be interested in.

8:00 REGISTRATION

8:45 WELCOME & INTRODUCTIONS

Financial Reform – what does it mean for you the client/issuer?

Speaker: Steve Apfelbacher, Ehlers

9:00 TID Valuation Changes

In 2010, the Department of Revenue communicated to local governments that a formulaic change was on the horizon regarding how TIDs are valued. Many local governments did not grasp the significance of the formula change until values were received in August. This session will focus on the formula change, errors in annual valuations and what you should look for annually when evaluating your TID.

Moderator: Mike Harrigan, Ehlers

Speaker: Jean Adler, Deputy Administrator, Department of Revenue State and Local Government; Michael Procknow, Assessor, City of Fitchburg

Debt Financing

Most local governments finance a variety of projects through debt. What are the fundamentals of debt issuance, what best practices exist, what changes have occurred in debt issuance, and what is on the horizon for local government debt issuance in the future?

Speakers: Phil Cosson, Ehlers; Greg Johnson, Ehlers

10:00 BREAK

10:15 Struggling TIDs

With economic pressures and changes in DOR valuation formulas, a number of communities have experienced TIDs that under perform. When faced with an under performing TID, what options do you have? This session will focus on TID extensions, distressed TIDs, impacts that under performing TIDs have on local government, and will present case studies of how Waterford and West Bend have addressed and planned for their under performing TIDs.

Speakers: Todd Taves, Ehlers; Rebecca Ewald, Administrator, Village of Waterford; John Capelle, Community Development Director, West Bend

Investment Strategies for Today



To say local governments have experienced a decline in investment earnings since the recession began is an understatement. Many communities have seen investment income decline over 90% since 2007. Local banks have few lending opportunities, are overwhelmed with deposits and in some instances are refusing to accept local government deposits. What are the investment instruments and strategies available to local governments that can vastly improve investment earnings? This session will provide information on:

- Cash Forecasting
- Permissible Investments
- Strategies
- Assessing Portfolio Risk/Return

Speakers: Ken Herdeman, BBE CIP; Brian Mann, BBE CIP, Bankers Bank Banker TBD

11:15 Financing Economic Development Projects – taxable vs. tax exempt

One of the more frequent questions that arise during a discussion regarding financing an economic development project is what makes the financing taxable vs. tax exempt. This session will focus on the distinction between the two through examples and discuss the trade off between security and tax exempt financing.

Speakers: Sean Lentz, Ehlers; Jeff Peelen, Partner, Quarles & Brady LLP

GASB Changes & Policies



Time for another change to how local governments report their financial position. Not only is it important for your accountant to understand the changes, you should as well. This session will focus on the new reporting rules; how fund balance is to be treated and managed; policies to consider and how to guide you through the classifications.

Speakers: Dawn Gunderson, Ehlers; Jack Vig, Principal, Vig & Associates



12:15 LUNCH

1:15 **TID Perspective from JRB Point of View** 

When creating or amending a TID an integral part of the process is the deliberation of the Joint Review Board. This panel discussion will focus on how the other taxing jurisdictions view their role in evaluating the merits of a TID creation and/or amendment.

Moderator: Brian Reilly, Ehlers

Speakers: Jim Blumreich, CFO, NWTC; Dave Geertsen, Director of Finance, Kenosha County; James Long, Director of Business Services, Baraboo SD; John Capelle, Community Development Director, West Bend

Practical Solutions for Arbitrage Compliance 

Tax-exempt obligations, Build America Bonds, Recovery Zone Development Bonds and various "Tax Credit" Bonds are all subject to the federal arbitrage laws. Due to the complexity of the arbitrage rules, compliance, while mandatory, can be very time consuming and expensive. This session will provide tips on how to manage your arbitrage responsibilities and make the most out of the dollars budgeted for arbitrage reporting and consultation.

Speakers: Gail Robertson, Ehlers; Steve Apfelbacher, Ehlers

2:15 BREAK

2:30 **Communities & Schools working together** 

As budgets tighten, we all look for ways to meet the needs of our various communities. This session will focus on ways that local governments and school districts can work together to provide services more efficiently. From

coordinated capital planning to fund investing this session will look to give ideas on how to work more closely with each other.


Speakers: Kristin Hanson, Ehlers; Jeff Seeley, Ehlers; Barb Wickman, Clerk/Treasurer, Bonduel; Pete Petrie, CDA Chair, Shorewood

Utility Rate Studies

Utility margins are ever changing and need constant attention to ensure that the utility is meeting its obligations on an annual basis. This session will focus on the basics of the process involved in undertaking a utility rate study and illustrate some of the pitfalls that you may encounter.

Speakers: Jessica Cook, Ehlers; Dave Wagner, Ehlers

3:45 **E-commerce – It’s no longer our internet!**

The electronic age has truly hit local governments in a big way. No longer are local governments simply able to just have a generic website. This session will focus on the rise of social media (Facebook & LinkedIn), what information should be included on your website, and will have a case study of how the Village of Bayside has embraced technology  to efficiently operate.

Speakers: Jim Mann, Ehlers; Tim Schram, Ehlers; Andy Pederson, Manager, Village of Bayside

5:00 RECEPTION

6:30 DINNER ON YOUR OWN

Friday, February 11

8:00 BREAKFAST

8:30 **Open for Business**

Governor Elect Walker has said that he wants it to be known that "Wisconsin is open for business." Hear Speaker Fitzgerald's take on what is in store for local governments in the coming budget and legislative sessions.

Moderator: Mike Harrigan, Ehlers

Speakers: Jeff Fitzgerald, Speaker of the Assembly

10:00 BREAK & CHECK-OUT

10:30 **Biennial Budget Outlook**

What is in store for the 2011/2012 Biennial Budget and what other legislative initiatives are seen on the horizon.

Moderator: Mike Harrigan, Ehlers

Speakers: Curt Witynski, Assistant Director, LWM; Mike Theo, VP Public Affairs, WI Realtors; Mark O'Connell, Executive Director, WI Counties Association

11:45 CLOSING

Speaker: Mike Harrigan, Ehlers

12:00 ADJOURN

About the Workshops

Ehlers 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 Fees: \$195 for first two registrants from your community/organization; If three or more register from the same community/organization, a \$15 discount will be applied to all registrations from that community/organization (includes breaks and lunch).

Registrations must be received by **Tuesday, February 1, 2011**

NEW FOR 2011 – You can now pay online using PayPal when you register online. Or, if you prefer, you can send a check payable to Ehlers to:

2011 Public Finance Seminar
c/o EHLERS
375 Bishops Way, Suite 225
Brookfield, WI 53005

Cancellation Policy:

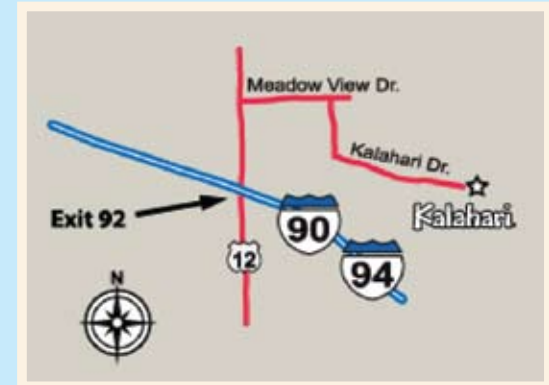
Registration fee is fully refundable for cancellations made prior to 4:00 p.m. **Tuesday, February 1, 2011**. Full refunds will be made should the seminar be cancelled.

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 24, 2011.**

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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[CLICK HERE FOR
ONLINE RESERVATIONS](#)

For access, enter: **Group ID: 14342, Password: 37004336**

**Please complete registration
at right, and send to:**

2011 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 1, 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 (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 (\$195.00) – If first or second registrant from your community/organization. If three or more register from the same community/organization, a \$15 discount will apply to all registrations from that community/organization.

I am unable to attend, but would like to order a reference book (\$85.00 – 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:**

Thursday, 9:00 a.m.	<input type="checkbox"/> TID Valuation Changes	<input type="checkbox"/> Debt Financing
Thursday, 10:15 a.m.	<input type="checkbox"/> Struggling TIDs	<input type="checkbox"/> Investment Strategies for Today
Thursday, 11:15 a.m.	<input type="checkbox"/> Financing Economic Development Projects	<input type="checkbox"/> GASB Changes & Policies
Thursday, 1:15 p.m.	<input type="checkbox"/> TID Perspective from JRB Point of View	<input type="checkbox"/> Practical Solutions for Arbitrage Compliance
Thursday, 2:30 p.m.	<input type="checkbox"/> Communities & Schools Working Together	<input type="checkbox"/> Utility Rate Studies

