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# **Believe It, Or...**

*Interesting Facts From Wisconsin Communities*

***Ehlers Public Finance Seminar  
February 16 & 17, 2012***

**Kalahari Waterpark  
Resort & Convention Center  
1305 Kalahari Drive  
Wisconsin Dells, WI 53965  
[www.ehlers-inc.com](http://www.ehlers-inc.com)**



# Day One – Thursday, February 16

**7:45 a.m. – Registration/Continental Breakfast**

**8:45 a.m. – Welcome & Introductions: Steve Apfelbacher, Ehlers**

**9:00 a.m. – Joint Session**

## Debt Issuance in 2012

Now that we have the Dodd/Frank Financial Regulatory Law, what is on the horizon for changes now and into the future for you, the municipal issuer? Who are the players, what role do they play and who do they represent?

**Moderator: Steve Apfelbacher, Ehlers; Speaker: Jeff Peelen, Quarles & Brady, LLP**

**10:00 a.m. – Break**

**10:15 a.m. – Sessions (PLEASE CHOOSE ONE)**

## They Won't Take My Deposit...Now What?

What happens when your local bank says they no longer want your deposits? What are your options to place the funds and how do you go about doing it?

**Speakers: Ken Herdeman/Brian Mann, Ehlers Investment Partners; Tom Underkofler, Bankers Bank**

## Basics of Issuing Debt

What are the various debt instruments that are available to the Wisconsin Municipal Issuer and what are the rules that you must follow? Discussion will also include the increasing important rules pertaining to Arbitrage and Continuing Disclosure.

**Speakers: Dawn Gunderson and Gail Robertson, Ehlers**

**11:15 a.m. – Sessions (PLEASE CHOOSE ONE)**

## Grant & Funding Sources

One of the typical first questions asked when funding a project is whether there is any "free" money out there. This session will focus on the funds that are available through state and federal programs.

**Moderator: Phil Cosson, Ehlers; Speakers: Ron Van Straten, Graef; Chuck Sulik, MSA; Dave Carlson, SEH**

*(11:15 a.m. Sessions continued on next page)*

## Tax Increment Districts Now and Into the Future

In tough economic times is it right to take the risks of investing in tax increment districts? Learn the basics of TID and how it should be employed in your community.

**Speaker: Sean Lentz, Ehlers**

**12:15 p.m. – Lunch**

**1:15 p.m. – Sessions (PLEASE CHOOSE ONE)**

## Economic Development Financing

In today's financial environment how does PAYGO fit in with current market trends? What are the costs of spreading the security and how should it be managed.

**Moderator: Brian Reilly, Ehlers; Speakers: Community Banker (TBD); Rebecca Speckard, Quarles & Brady, LLP**

## Market Studies: If You Build It, Will They Come?

Determining the market need for a proposed development or redevelopment project is an essential part of planning for a successful project. Learn what a typical market study entails, and how it can be used by local government officials to make sound decisions in the development approval processes.

**Moderator: Todd Taves, Ehlers; Speaker: Pete Moegenburg, President, Moegenburg Research, Inc.**

**2:15 p.m. – Break**

**2:30 p.m. – Sessions (PLEASE CHOOSE ONE)**

## Developer Agreements

Learn what tough economic times have meant for both public and private investors. What is the security you should demand, what are the costs of security and how do you collect if you need to?

**Moderator: Phil Cosson, Ehlers; Speakers: Scott Langlois, Quarles & Brady, LLP; Lynda Templen, Whyte Hirshboeck, Dudek SC**

## Risk Assessment - When is a project too much for a community?

When looking at major infrastructure improvements or economic development initiatives, what risks should be evaluated in the process?

**Speaker: Jim Mann, Ehlers**

**3:30 p.m. – Break**

**3:45 p.m. – Joint Session**

### **Administrative Role in Property Valuations – A look at errors that can be easily corrected.**

What review should you as a municipal official be doing annually? How do you address an error when it is discovered?

**Moderator: Greg Johnson, Ehlers; Speaker: Reed Johnson, WI Department of Revenue**

**5:00 p.m. – Reception**

**6:30 p.m. – Dinner on your own**

## **Day Two – Friday, February 17**

**7:45 a.m. – Continental Breakfast**

**8:30 a.m. – Joint Session**

### **Tough Economic Development Times?**

Not so for Bayside, Fitchburg and Wausau. Listen to three case studies of growth and development in what some have called the toughest economic times in modern history and listen to their plans for the future in a panel discussion of where we go from here.

**Moderator: Jim Mann, Ehlers; Speakers: Andy Pederson, Bayside; Mike Zimmerman, Fitchburg; Ann Werth, Wausau**

**10:00 a.m. – Break & Check-out**

**10:30 a.m. – Joint Session**

### **State Department of Economic Development (former DOC)**

It has been a year since Wisconsin has been "Open for Business." In that time, the former Wisconsin Dept. of Commerce has been reorganized as the Wisconsin Economic Development Corporation (WEDC). Hear from WEDC Secretary Paul Jadin about the Corporation's efforts to promote economic development and job growth, and how local governments can play a role in implementing the strategy. A subsequent panel discussion will further explore the State of Wisconsin's economic development climate, and the challenges associated with growing business in a struggling economy.

**Moderator: Mike Harrigan, Ehlers; Speakers: Paul Jadin, WEDC; Peter Thillman, Lakeshore Technical College; Todd Battle, KABA**

**11:45 a.m. – Closing Speaker: Mike Harrigan, Ehlers**

# 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 \$95 (price includes tax).

**The following Continuing Education Credits have been applied for: WMCA, MTAW, State Bar of Wisconsin**

## Seminar Location & Information:

### Kalahari Waterpark Resort & Convention Center

1305 Kalahari Drive  
Wisconsin Dells, WI 53965  
1-877-525-2427

### Fees and Payment Policy:

Registration Fees: \$200 (Public entities)/\$230 (Private entities) 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 (fee includes all breaks, lunch and reception).

**Registrations must be received by Friday, February 3, 2012**

**AGAIN FOR 2012** – You can pay online using PayPal when you register online. Or, if you prefer, you can send a check payable to **Ehlers** to:

### 2012 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. **Friday, February 3, 2012**. 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 23, 2012**. Reservations can be made online until January 23. *After January 23, room reservations will be available by phone only.*

### 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:

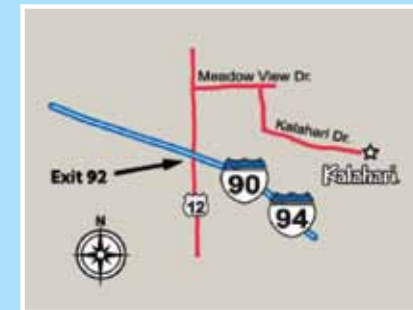
US 41 southbound to Hwy 44 west. Hwy 44 west to Hwy 23 west. (Hwy 23 merges with I-39), exit #100 Hwy 23 west to Wisconsin Dells. Hwy 23 (Broadway Street) through downtown Wisconsin Dells. Once over the bridge, at the 2nd stoplight, Hwy 23/12, Wisconsin Dells Parkway, turn left. In three stoplights, 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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1-877-525-2427  
-OR-

[CLICK HERE FOR  
HOTEL RESERVATIONS](#)

Group ID: **17442**  
Password: **37004336**

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

**2012 PUBLIC FINANCE SEMINAR**  
c/o EHLERS  
375 Bishops Way, Suite 225  
Brookfield, WI 53005  
Phone: 262-785-1520 Fax: 262-785-1810  
-OR-

[REGISTER ONLINE BY  
CLICKING HERE](#)

## EHLERS PUBLIC FINANCE SEMINAR REGISTRATION

Registrations must be received by **Friday, February 3, 2012**. 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, Suite 225 Brookfield, WI 53005. Make checks payable to **Ehlers**.

- I am registering for the Public Finance Seminar (\$200.00-Public Entities/\$230.00-Private Entities) – Fee for 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 (\$95.00 – includes tax)

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

**Please indicated below which program you are interested in attending. You may only select on topic per session:**

<b>Thursday, 10:15 a.m.</b>	<input type="checkbox"/> <b>They Won't Take My Money—Now What?</b>	<input type="checkbox"/> <b>Basics of Issuing Debt</b>
<b>Thursday, 11:15 a.m.</b>	<input type="checkbox"/> <b>Grant &amp; Funding Sources</b>	<input type="checkbox"/> <b>Tax Increment District Now and Into the Future</b>
<b>Thursday, 1:15 p.m.</b>	<input type="checkbox"/> <b>Economic Development Financing</b>	<input type="checkbox"/> <b>Market Studies: If You Build It, Will They Come?</b>
<b>Thursday, 2:30 p.m.</b>	<input type="checkbox"/> <b>Developer Agreements</b>	<input type="checkbox"/> <b>Risk Assessment</b>