Keeping Up with the Rhythm of GOVERNMENT FINANCE

October 28–30, 2015  The Westin Galleria, Houston

Tentative Agenda
Topics and speakers are subject to change.
**Wednesday, October 28**

**8:00 A.M.**
BRUCE TESTA SEMI-ANNUAL GOLF OUTING
Hermann Park Golf Course
2155 N MacGregor Way, Houston, TX 77030

**8:30 A.M.-1:00 P.M.**
UTILITY RATE MAKING AND CUSTOMER SERVICE WORKSHOP: DAY TWO (4.5 CGFO/CPE)

**10:00 A.M.-NOON**
CERTIFIED GOVERNMENT FINANCE OFFICER’S (CGFO) EXAM STUDY GROUP

**NOON-1:30 P.M.**
COMMITTEE MEETINGS
Show YOUR commitment to GFOAT and your career; attend a committee meeting and GET INVOLVED. The informal nature of these meetings allows you to experience more than one committee. You can pick the committee that suits you best.

- CGFO Committee (restricted to CGFO members only)

**1:00-3:00 P.M.**
- Conference Planning Committee

**1:30-3:00 P.M.**
- Ethics Committee
- FRRR Committee
- Membership Committee
- Legislative Committee
- Communications Committee
- Scholarship, Fellowship, and Foundation Committee

**1:30-6:00 P.M.**
REGISTRATION

**8:30 P.M.-MIDNIGHT**
TEXAS HOLD’EM!
A donation of $25 dollars to the GFOAT Foundation will be taken at the door.
7:00–8:00 A.M.
NETWORKING BREAKFAST (0.0 CGFO/CPA)
This breakfast buffet is for all conference attendees.

7:00 A.M.–5:00 P.M.
REGISTRATION

8:15–9:30 A.M.
WELCOME AND OPENING GENERAL SESSION (1.5 CGFO/CPE)
- Legislative Update
  Bennett Sandlin, Executive Director, TML and The Honorable Ed Emmett, Judge, Harris County

9:45–10:40 A.M.
CONCURRENT WORKSHOPS (1.0 CGFO/CPE)
- GASB Update (repeated at 4:00 p.m.)
- Self Insurance Funds
- The Transition: Centralizing a Decentralized Procurement Function

10:40–11:00 A.M.
REFRESHMENT BREAK/SPONSOR NETWORKING

11:00–11:55 A.M.
CONCURRENT WORKSHOPS (1.0 CGFO/CPE)
- Paperless Finance Operations
- Financial Transparency You Can Understand (repeated Friday at 9:20 a.m.)
- Basics of Long Range Financial Planning for Small Organizations

12:05–1:00 P.M.
LUNCH, BUSINESS MEETING, AND AWARDS
Presiding: GFOAT President Mike Rodgers, Director of Finance, City of Webster

1:15–2:10 P.M.
GENERAL SESSION (1.0 CGFO/CPE)
Moderator: GFOAT President Mike Rodgers, Director of Finance, City of Webster
- Replenish Your Passion: Your Personal CEO
  Patrick Ibarra, Co-founder and Partner, The Mejorando Group

2:25–3:40 P.M.
CONCURRENT WORKSHOPS (1.5 CGFO/CPE)
- Creativity and Cooking: A Recipe for Success
- Water Financing and Conservation (repeated on Friday at 9:20 a.m.)

3:40–4:00 P.M.
REFRESHMENT BREAK/SPONSOR NETWORKING

4:00–5:00 P.M.
CONCURRENT WORKSHOPS (1.0 CGFO/CPE)
- Economic Development-Lessons Learned
- GASB Update (repeated from 9:45 a.m.)
- HOT Topics for Small Cities

5:30–7:30 P.M.
NETWORKING EVENT
Join us for an interactive presentation from Drum Café located in the Monarch room on the 24th floor of the Westin Galleria Hotel. Hear and feel the beat of the drums creating music with your colleagues by Keeping Up with the Rhythm of Government Finance! Light hors d’oeuvres will be provided.
7:00–8:00 A.M.
NETWORKING BREAKFAST (0.0 CGFO/CPA)
This breakfast buffet is for all conference attendees

8:10–9:05 A.M.
CONCURRENT WORKSHOPS (1.0 CGFO/CPE)
- Ethics Committee Presentation
- Investing Basics
- Educational Session (TBD)

9:20–10:35 A.M.
CONCURRENT WORKSHOPS (1.5 CGFO/CPE)
- Water Financing and Conservation (repeated from Thursday at 2:30 p.m.)
- Fleet Management
- Financial Transparency You Can Understand (repeated from Thursday at 11:00 a.m.)

10:35–11:00 A.M.
REFRESHMENT BREAK/SPONSOR NETWORKING

11:00 A.M.–NOON
CLOSING SESSION (1.0 CGFO/CPE)
- Advice from the Other Side: Former Finance Directors Share Their Perspective
  Laurie Brewer, CGFO, Assistant City Manager, City of Georgetown; Roger C. Roecker, City Manager, City of Friendswood; and Steve Parker, Assistant City Manager, City of San Marcos

NOON
DRAWING FOR DOOR PRIZES
(Must Be Present to Win)
Utility Rate Making and Customer Service Workshop
THE WESTIN GALLERIA HOTEL

(SEPARATE FEE, $160 with full conference registration and $180 for pre-conference workshop only). Includes Days One and Two, as well as a bag lunch on Tuesday and a continental breakfast on Wednesday.

DAY ONE • TUESDAY, OCTOBER 27
12:30–5:00 P.M.

UTILITY RATES—WHAT THEY MEAN, HOW TO CALCULATE, AND IMPACTS ON CITIES AND CUSTOMERS

This workshop will provide training in rate strategies that coincide with your city’s philosophy, how to determine what you need during the budget process to operate efficiently, how to decide where you are at any given time, and the impacts of implementing conservation rates.

- Rate Structures—How to Determine What is Best for Your City
- Revenue Requirements—What is Included
- Revenues from Current Rates—Where You Are Now
- Conservation Rates—Impacts of Implementing

DAY TWO • WEDNESDAY, OCTOBER 28
8:30 A.M.–1:00 P.M.

HOW OUTSIDE ENTITIES IMPACT UTILITIES

Day two will provide information on how State & Local laws impact each utility. In addition, who and what will impact the level of operations and customer service you provide.

- Legislative Issues
- PUC
- Ground Water Conservation District
- Operations, CIP, and Customer Service

Presented By

**Chris Ekrut**, Partner and Director, Environmental Practice-Dallas Office, NewGen Strategies & Solutions, LLC

Chris has been providing financial and management consulting services to the public and private utility industry since 2004. He assists clients in pricing services and developing rates and fees for their water, wastewater, reuse, drainage, natural gas and electric utilities. Chris works actively before the rate regulatory agencies of the state including the Public Utility Commission and Texas Commission on Environmental Quality, assisting clients and customer groups with regulatory filings and proceedings. He also specializes in assisting utilities in business and implementation planning, focusing on long-term strategy and policy. Prior to joining NewGen, Chris was employed by R.W. Beck and NewGen's predecessor company, J. Stowe & Co.

**Matthew Garrett**, MBA, CGFO, CPM, Senior Consultant, NewGen Strategies & Solutions, LLC

Matthew joined NewGen Strategies & Solutions as a Senior Consultant in October 2013. Prior to joining NewGen, he served as the Finance Director for the city of Prosper, Texas for over five years. In that capacity, Matthew oversaw not only the budget and accounting functions, but also managed Human Resources, Utility Billing and Information Technology. Before his time in municipal government, he was employed by Collin County for five years holding the titles of Senior Financial Analyst, HR Supervisor and HRIS Analyst. Matthew’s diverse experience enhances each project with a depth of pragmatic management perspectives. Matthew earned his undergraduate in Management from Texas A&M in College Station and holds a Master of Business Administration from the University of Texas at Dallas.

**Carolyn M. Marshall**, CPA

Carolyn is owner of Carolyn M. Marshall CPA. She has been a consultant to Texas cities and counties since 2001. She has over 26 years of governmental accounting experience providing utility cost of service and rate design studies along with all other functions of a governmental finance office. She provides governmental finance training across the State, as well as serving in an interim capacity when needed by municipal governments. She has a bachelor's degree in Business Administration with an emphasis in accounting.

**Robert McLain**, Project Manager and Cost of Service and Rate Design Specialist

Robert is a senior-level expert in utility cost of service and rate design studies. He brings to this engagement over 25 years of experience with utility cost of service and rate design experience, particularly in Texas. He has performed over 200 rate studies during this time. He has a bachelor's degree in Business Administration with an emphasis in finance and accounting.

**David Yanke**, President - Environmental Practice, NewGen Strategies & Solutions, LLC

David brings 21 years of financial consulting insight to his public sector water, wastewater, and solid waste clients. His experience includes the conduct of operational reviews, system valuations, feasibility and privatization analyses, and cost of service and rate design studies for water, wastewater and solid waste utilities. Having effectively guided numerous repeat clients through a wide variety of operational and financial challenges, he serves as a trusted advisor in an ever-changing marketplace. In addition, he has conducted numerous water, wastewater and solid waste related research projects on such topics as regionalization and Texas-Mexico border infrastructure needs.
General Information

REGISTRATION FEES

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Will you be attending the Drum Café Networking Event? □ YES □ NO

PRE-CONFERENCE WORKSHOP • Utility Rate Making and Customer Service

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*Membership must be completed by October 9 to take advantage of member and first-time attendee rate.

**For members who have not attended any GFOAT Spring Institute or Fall Conference.

SCHOLARSHIP

GFOAT awards two scholarships annually to current governmental employees in the financial area who intend to continue to progress professionally in the field of governmental finance. One scholarship is for attendance to the GFOAT Spring Institute, and the other is for attendance to the GFOAT Fall Conference. GFOAT pays the registration fee and travel expenses to these two conferences. To apply visit [GFOAT Scholarship](#).

HOTEL INFORMATION:

The [Westin Galleria](#) is the site for the 2015 GFOAT Fall Conference. The hotel, located at 5060 West Alabama, Houston, Texas 77056, has extended a [Government Services Administration](#) (GSA) room rate currently at $132 single/$132 double+$40. Please note: This is a floating rate and it is subject to change. The reservation rate you make at the time of booking is not a confirmed rate. The final rate is equal to the prevailing GSA per diem rate on the day you check in.

In order to receive this special rate, your reservation must be made by Monday, October 5. To make a reservation, visit [GFOAT Hotel Reservations](#) or call reservations at 1-888-627-8514 and mention that you are registered for the GFOAT Fall Conference. Complimentary covered self-parking is available at the Westin Galleria Hotel.

CANCELLATION AND SUBSTITUTION POLICY

If you are registered and cannot attend, we encourage you to send a substitute. If you cannot send a substitute, a $45 cancellation fee will be assessed if written cancellation is e-mailed to acct@tml.org by October 13. No refunds will be honored after that date.

NETWORKING EVENT

(Guest tickets cannot be refunded after October 13)

Join us for an interactive presentation from [Drum Café](#), located in the Monarch room on the 24th floor of the Westin Galleria Hotel. Hear and feel the beat of the drums creating music with your colleagues by Keeping Up with the Rhythm of Government Finance! Light hors d ’œuvres will be provided.
CONTINUING EDUCATION
An application has been submitted to the State Board of Accountancy for CEU/CPE continuing education units. CGFO credits will also be offered. No prerequisites are required for any session.

CONFIRMATIONS/BADGES
Conference badges will be mailed in advance. If you do not receive your packet in the mail, you can pick up your registration materials on site.

CGFO TESTING
The Certified Government Finance Officer’s exam will be offered from 3:00–5:30 p.m. on Wednesday, October 28, at the Westin Galleria Hotel. If you are interested in sitting for an exam during this time, please register online at www.gfoat.org. For additional questions, please e-mail cgfo@gfoat.org and a CGFO study group will be held at the Westin Galleria Hotel on October 28 from 10:00 a.m. until Noon.

SPECIAL ACCOMMODATIONS
Let us know on the registration form if you need special assistance of any kind. WE WANT TO HELP! In order to respond to any special requests, we would appreciate as much advance notice as possible.

GOLF
The Bruce Testa Semi Annual Golf Outing is scheduled for Wednesday, October 28 at Hermann Park Golf Course, located at 2155 N MacGregor Way, Houston, TX 77030. The cost is $50.00 per person for a Four-Person Scramble, which includes green, cart, and range fees plus lunch. Our Shot Gun Start will begin at 8:00 a.m. with a Par is your Friend and Four Closest to the Pin Contests. The golf outing is limited to 40 golfers so sign up right away by emailing David Schuler, dschuler@ci.garland.tx.us – or – Tony Sekaly tds@coastalsecurities.com!

For further information, please contact Tony Sekaly with Coastal Securities at 800-681-4121, tds@coastalsecurities.com; or David Schuler with City of Garland 972-205-2355, dschuler@ci.garland.tx.us

QUESTIONS:
Contact the TML Affiliate Services Department at 512-231-7400 or tavern@tml.org
Your registration will not be processed until payment is received.

TWO WAYS TO REGISTER

1. Register online with credit card payment at:
   www.tml.org (click on “Training”) –or–
   www.gfoatfallconference.org

2. Mail this form and your payment to:
   TML Administrative Services
   1821 Rutherford Lane, Suite 400
   Austin, TX 78754-5101

If you are registered and cannot attend, we encourage you to send a substitute. If you cannot send a substitute, a $45 cancellation fee will be assessed if written cancellation is received by October 13. No telephone cancellations will be accepted, and refunds are available for registration fees only. No refunds will be honored after October 13.

PLEASE TYPE OR PRINT BELOW.

Full Name ___________________________________________ Badge Name ___________________________________________
Title __________________________________________ City/Organization ___________________________________________
Address __________________________________________ City __________ State __ Zip ___________
Phone __________________ Fax __________________ Email ___________________

I require the following special accommodations: ____________________________________________________________

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PLEASE SELECT THE CONCURRENT SESSIONS YOU PLAN TO ATTEND:

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FRIDAY, OCTOBER 30

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