PLAYING BY THE BOOK
A PUBLIC FINANCE GAME STRATEGY
THURSDAY AND FRIDAY • OCTOBER 27-28, 2016
— ARLINGTON, TEXAS —

FINAL PROGRAM
Building a Legacy of Trust & Leadership in Texas through our Distinctive Service & Unique Design focused entirely on Audits of Governments.
Thursday, October 27

7:00–8:00 a.m. ° Salon B
NETWORKING BREAKFAST • 0.0 CGFO/CPA
This breakfast buffet is for all conference attendees.

7:00 a.m.–5:00 p.m. ° Gallery
REGISTRATION

8:15–9:30 a.m. ° Salon A
WELCOME AND OPENING GENERAL SESSION • 1.5 CGFO/CPE
Moderator: GFOAT President Clifford Blackwell III, Director of Administrative Services, City of Bedford

CURBSIDE CHAT
SALON A
This presentation will focus on the financial health of our cities.
Why are our cities and towns so short of resources despite decades of robust growth?
  ❖ Why do we struggle at the local level just to maintain our basic infrastructure?
  ❖ What do we do now that the economy has changed so dramatically?
The answers are in the way we have developed the financial productivity of our communities.
This presentation is a game-changer for communities looking to grow more resilient and obtain true prosperity during changing times.

Charles Marohn, Founder and President, Strong Towns

9:45-10:40 a.m.
CONCURRENT WORKSHOPS • 1.0 CGFO/CPE
TRANSPORTATION IN THE NEXT AMERICAN CITY
MEETING ROOMS 5-6
For more than six decades, local governments have been accustomed to building new transportation infrastructure and expanding existing systems in addition to constructing completely new facilities. While liabilities have grown, transportation funding has not kept up. Now there is a desperate need for local governments to shift from building to maintaining, from an approach that emphasizes expansion to one where we mature our use of existing investments. In difficult economic times, this is a scary, but necessary, realignment. Topics covered include: centralization vs. local decision-making; roads and streets; congestion and safety; the role of state and federal funding; transit; walkability; and bike options.

Charles Marohn, Founder and President, Strong Towns; and Kevin Shepherd, PE, ENV-SP, Founding Principal, VERDUNITY
9:45-10:40 a.m.
CONCURRENT WORKSHOPS, continued • 1.0 CGFO/CPE
FINANCIAL POLICIES: GETTING EVERYONE ON THE SAME PAGE
(Instant Replay at 4:00 p.m.)
SALON A

This session is based on GFOA's recommended best practices for documenting accounting policies and procedures as well as presentations made at the 2015 GFOA national conference. Instead of diving deep into individual policies, the session will focus on the creation, implementation, and revision of financial policies as a whole. Also included will be some lessons learned as Irving begins the review and revision of existing policies.

Bret Starr, Budget Administrator, City of Irving

AFFECTIVE COMMUNICATION TRAINING (Instant Replay at 11:00 a.m.)
MEETING ROOMS 7-8

Do you have coworkers or family that you just can’t seem to connect with? You can’t seem to get your message across and don’t understand them? Come to this session and learn the gentle art of helping others see things your way…and maybe understanding things their way. This session will help you get their attention, maintain their attention, and get their commitment.

Jean Knight, ACT System Training

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

11:00-11:55 a.m.
CONCURRENT WORKSHOPS • 1.0 CGFO/CPE
MONEYHALL – BALANCING DREAMS WITH DOLLARS IN YOUR COMPREHENSIVE PLAN
MEETING ROOMS 5-6

Many cities are struggling to address growing infrastructure and amenity demands with limited resources. How can cities close this gap? In this session, a consultant and CFO will discuss how they are integrating financial analysis and policy into the city’s comprehensive plan.

Kevin Shepherd, PE, ENV-SP, Founding Principal, VERDUNITY

BANKING CHANGES – WHY AND WHAT
SALON A

Big changes in bank regulations are causing major changes in how the public sector is perceived by the banks and how it will affect bank bids and collateral going forward. This session will detail the changes and why they came about. Then it will examine how this affects the public sector and what public sector entities must do to adjust.

Linda T. Patterson, President, Patterson & Associates
Coastal Securities, Inc. is a FINRA member broker-dealer that serves the needs of institutional investors through several strategic specialties:

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- Consulting clients in the strategic management of assets through our Financial Strategies Department.
Thursday, October 27

11:00-11:55 a.m. 
CONCURRENT WORKSHOPS, continued • 1.0 CGFO/CPE

AFFECTIVE COMMUNICATION TRAINING (Instant Replay from 9:45 a.m.)
MEETING ROOMS 7-8
Do you have coworkers or family that you just can’t seem to connect with? You can’t seem to get your message across and don’t understand them? Come to this session and learn the gentle art of helping others see things your way…and maybe understanding things their way. This session will help you get their attention, maintain their attention, and get their commitment.

Jean Knight, ACT System Training

INTRODUCTION TO THE MUNICIPAL BOND MARKET (Instant Replay Friday at 8:10 a.m.)
MEETING ROOMS 1-4
This is designed to introduce the procedures of bond issuance in Texas, types of debt, who is involved, their role, and the more important legal aspects of a bond sale. The attendee will leave with a basic understanding of the complexities behind the issuance of municipal bonds.

Jason Hughes, Managing Director, FirstSouthwest, A Division of HilltopSecurities; and Jeff Gulbas, Associate Attorney, McCall, Parkhurst & Horton LLP

12:05-1:00 P.M. • SALON B
LUNCH, BUSINESS MEETING, AND AWARDS
Presiding: GFOAT President Clifford Blackwell III, Director of Administrative Services, City of Bedford

1:15-2:10 P.M. • SALON A
GENERAL SESSION • 1.0 CGFO/CPE
Moderator: GFOAT President Clifford Blackwell III, Director of Administrative Services, City of Bedford

LEGISLATIVE UPDATE
Bennett Sandlin, Executive Director, Texas Municipal League

— and —

PROPERTY TAX LEGISLATION
Laura Hill, Mayor, City of Southlake

2:10-2:30 P.M.
REFRESHMENT BREAK/SPONSOR NETWORKING
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Bob Hart, ICMA-CM, City Manager, City of Kennedale; Gerry Wolting, CA, CPA, CFO and General Manager of Financial Planning & Strategic Alliances, Public Sector Digest; Matthew Van Dommelen, General Manager, Business Development and Implementation Public Sector Digest; and Krystal Crump, Finance Director, City of Kennedale

**MILLENIALS IN LOCAL GOVERNMENT FINANCE**
MEETING ROOMS 5-6

According to Pew Research and the U.S. Census Bureau, millennials are now the largest represented generational group in the American workforce. The panelists involved in this session are all millennials who have a range of experience in government finance. They will be sharing insights, challenges, and opportunities that are ahead as the generational makeup of the local government workforce continues to change.

Panelists: Adrienne Lothery, Strategic Services Manager, City of Colleyville; Trevor Minyard, MBA, CGFO, Senior Financial Analyst, City of McKinney; Ryan P. Patterson, Strategic Services Auditor, City of Allen; and Caitlan Smelley, Assistant to the City Manager, Town of Addison

**OFFICIAL RULING 74 & 75**
MEETING ROOMS 7-8

The new OPEB standards are just around the corner. This session will discuss the specific requirements of the standards and steps that can be taken now to ensure a smooth implementation.

Robert B. Scott, ACM/Chief Financial Officer, City of Carrollton

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April 9-11, 2017
Renaissance Austin Hotel
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• Responding to regulatory pressures and complexities
• Finding new ways to operate more effectively and efficiently
• Planning and restructuring to accommodate changing citizen needs

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Thursday, October 27

4:00-5:00 p.m.
CONCURRENT WORKSHOPS · 1.0 CGFO/CPE

WORKING WITH THE MEDIA
MEETING ROOMS 5-6

Learn tips for dealing with the media from a 30-year veteran reporter. This session will provide an overview on how to deal with all types of media used in the finance profession.

Steve Stoler, Director of Media Relations, City of Plano

INSPIRATION OR INSTRUCTION – HOW TO FIND BALANCE IN EFFECTIVE CONTROL SYSTEMS
SALON A

From years of training and practical experience, we all know that internal control processes are important to our organization’s rating agencies, auditors, and many other stakeholders. Even though we often focus on the specific, practical control steps, we don’t often focus on the people involved—leaders, supervisors, managers, and employees—and their impact of those processes. Let’s briefly explore the importance of people in their respective roles—you included—for impactful and effective internal controls.

Calvin E. Webb III, Risk Advisory Director, Gradient Solutions Corporation; and Monte C. Mercer, CPA, Deputy Executive Director, North Central Texas Council of Governments

HOT TOPICS
MEETING ROOMS 1-4

A conference favorite, this session gives you a chance to pick the topic and get your issues on the table. We use this time to exchange ideas, discuss emerging issues and trends, and generally just hear from you.

Moderators: Martie Simpson, Director of Finance, City of New Braunfels; and Courtney Sladek, Finance Director, City of El Campo

FINANCIAL POLICIES: GETTING EVERYONE ON THE SAME PAGE
(Instant Replay from 9:45 a.m.)
MEETING ROOMS 7-8

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Bret Starr, Budget Administrator, City of Irving

6:00–8:30 p.m.
AT&T STADIUM DINNER AND VIP TOUR

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TERRI MAYLE, DIRECTOR OF FINANCE
Friday, October 28

7:00–8:00 a.m. • SALON B
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
HOW TO PLAY BY THE RULES OF THE GAME
MEETING ROOMS 5-6

Do your business dealings resemble a game? Is it a competition mixed with “fairness” and “good sportsmanship”? Join us as we pose questions to our panel of team coaches who will share strategies and their position on how to play by the rule book.

Miykael Reeve, Finance Director, City of Red Oak; and Monette Fisher, Senior Accountant, City of Decatur

LATEST TRENDS IN ELECTRONIC RECEIVABLES
SALON A

In today’s omni-channel payments environment, organizations are challenged to support multiple payment technologies and channels while adapting to evolving customer payment preferences. This session will highlight trends in payment systems and how the systems address the requirements of data security and straight-through processing.

Chichi S. Ogbuagu, Vice President, Wholesale eReceivables Consultant, Wells Fargo

INTRODUCTION TO THE MUNICIPAL BOND MARKET
(Instant Replay from Thursday at 11:00 a.m.)
MEETING ROOMS 7-8

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Jason Hughes, Managing Director, FirstSouthwest, A Division of HilltopSecurities; and Jeff Gulbas, Associate Attorney, McCall, Parkhurst & Horton LLP

9:20-10:35 a.m.
CONCURRENT WORKSHOPS • 1.5 CGFO/CPE
MARKET UPDATE – OVERVIEW OF THE ECONOMY AND FEDERAL RESERVE
MEETING ROOMS 5-6

Learn how to view the economy through the eyes of the Fed and how it impacts monetary policy and fixed income markets. The presentation will include discussion of several key economic indicators and their potential impact on the fixed income investment landscape as we head into 2017.

Michael Varano, Managing Director, PFM Asset Management LLC
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9:20-10:35 a.m.
CONCURRENT WORKSHOPS, continued • 1.5 CGFO/CPE
CAPITAL IMPROVEMENT PLANNING AND BUDGETING
SALON A

This session expands on utilizing multi-year planning for development and funding your CIP (Capital Improvement Program) from the perspective of two cities. Hear from the Town of Highland Park on how they developed and manage their pay-as-you-go program, and from the City of New Braunfels, which created an $86 million bond program.

Steven J. Alexander, Director of Administrative Services & CFO, Town of Highland Park; and Robert Camarena, City Manager, City of New Braunfels

RULEBOOK CHANGES
MEETING ROOMS 7-8

This session will provide a high level overview of GASB Standards issued in the last two years including current projects being deliberated. Topics will include new pension statements, fair value accounting, tax rebate disclosures, the GAAP hierarchy, and more.

Robert B. Scott, ACM/Chief Financial Officer, City of Carrollton

10:35–11:00 a.m.
REFRESHMENT BREAK/SPONSOR NETWORKING

11:00 a.m.–Noon • SALON A
CLOSING SESSION • 1.0 CGFO/CPE
Moderator: GFOAT President Clifford Blackwell III, Director of Administrative Services, City of Bedford

PUTTING THE PLAN INTO ACTION: CFO AS PART OF THE TEAM

Tom joins us again for his colorful and insightful messages and thoughts. As a veteran city manager of many years, he shares his perspective on the role of the CFO on the executive team. His tips and suggestions are sure to leave you with ideas on how to implement some of the content learned in this fall’s program and how to more effectively engage as a leader on your organization’s management team.

Tom Hart, City Manager, City of Grand Prairie

CONFERENCE ADJOURNS AT NOON

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GFOAT Spring Institute
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Tim Kelley
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timothy.h.kelley@pjc.com

Kit Caldwell
Managing Director
Houston
+1 505 563-5860
c.w.caldwell@pjc.com

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Austin
9600 Great Hills Trail, Suite 150W
Austin, Texas 78759

Jim Stewart
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