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60 YEARS

Strengthening
Communities
Together

Σ EHLERS

WI Public Finance Seminar • February 12-13, 2015

AT THE KALAHARI RESORT
1305 Kalahari Drive Wisconsin Dells, WI 53965

DAY ONE: Thursday, February 12

8:00 a.m. — REGISTRATION/BREAKFAST

8:45 a.m.

Welcoming Remarks

SPEAKER: Steve Apfelbacher

9:00 a.m.
(Choose One)

Debt 101 – Players & Process

This session will introduce you to the basics of debt issuance. You will learn about different types of debt options, key legal considerations, who you will work with at each step, and the process from beginning to end including authorization, bond ratings, day of sale, closing, and post-issuance compliance.

SPEAKERS: Patrick Malloy and Sean Lentz

Who are the parties to an investment transaction: What are their roles, Who do they serve, How are they paid?

This session will discuss investments permitted for local governments and the roles of the parties involved in obtaining them. Specifically we will discuss the roles of banks, broker/dealers, advisers and custodians. And although there are many similarities between the parties there are also significant differences which will be outlined.

SPEAKERS: Ken Herdeman and Jack Fay

10:00 a.m. – BREAK

10:15 a.m.
(Choose One)

Debt 201 – Planning & Managing

The debt is issued and closed, so now what? This session will cover best practices for record keeping, debt administration, complying with disclosure requirements, maintaining your bond rating, what to consider when refinancing debt, use of debt policies, and long-term planning to ensure a debt management strategy that meets your municipality's needs.

SPEAKERS: Sean Lentz and Patrick Malloy

TIF 101

Wisconsin's flagship economic development tool may be in store for a significant rework in 2015, however, the underlying premise remains the same. This session will focus on the basics of creating, amending and managing tax increment districts.

SPEAKER: Dave Wagner

11:15 a.m.
(Choose One)

Alternative Financing Solutions

A public offering of debt is not always the best option for a municipality. This session will discuss alternative forms of financing, including private placements and direct purchases. We will cover pros, cons, and special considerations for these financing options from both the issuers' and purchasers' perspectives.

SPEAKER: Brian Reilly

Solutions to Struggling TIDs

This session will focus on several case studies of Struggling TIDs (Warrens, Kewaskum, Ripon) and the creative ways the communities have dealt with the struggles.

SPEAKERS: Tim Fenner, Axley & Brinson, LLP; and Phil Cosson

12:15 p.m. – LUNCH

1:15 p.m.
(Choose One)

Current Issues in Utility Rate Management

This session will provide an overview and insight on current issues facing utilities including declining water usage and revenues, dealing with one large customer in smaller utilities, aging infrastructure, and regulatory requirements that may require large capital expenditures for water and sewer utilities. The session will then focus on two recent case studies that dealt with the issues highlighted above.

SPEAKERS: Jon Cameron and Greg Johnson

Development Incentives

When dealing with incentivizing development, the most common questions are when, why and how much? This session will focus on ways to arrive at answering the above questions in a manner that provides your elected officials the decision making basis to support the offering of incentives.

SPEAKERS: John Dugan, Senior Vice President, The Concord Group; and Dawn Gunderson

2:15 p.m. - BREAK

2:30 p.m.
(Choose One)

Financial Management Planning

One of the key factors of keeping your municipality healthy is a financial management plan. This session will focus on the key components included in a financial management plan and the process to develop a comprehensive plan.

SPEAKER: Mike Harrigan

TIF Management & Certification

This session will discuss issues management must address annually with TIF's including accurately reporting value, providing meaningful annual reports on TIF performance, and preparing for a TIF closure. Also, the DOR will discuss some of the common problems that cause issues with TIF certification.

SPEAKERS: Mary Lou Clayton, DOR TIF Czar; and Greg Johnson

3:30 p.m. - BREAK

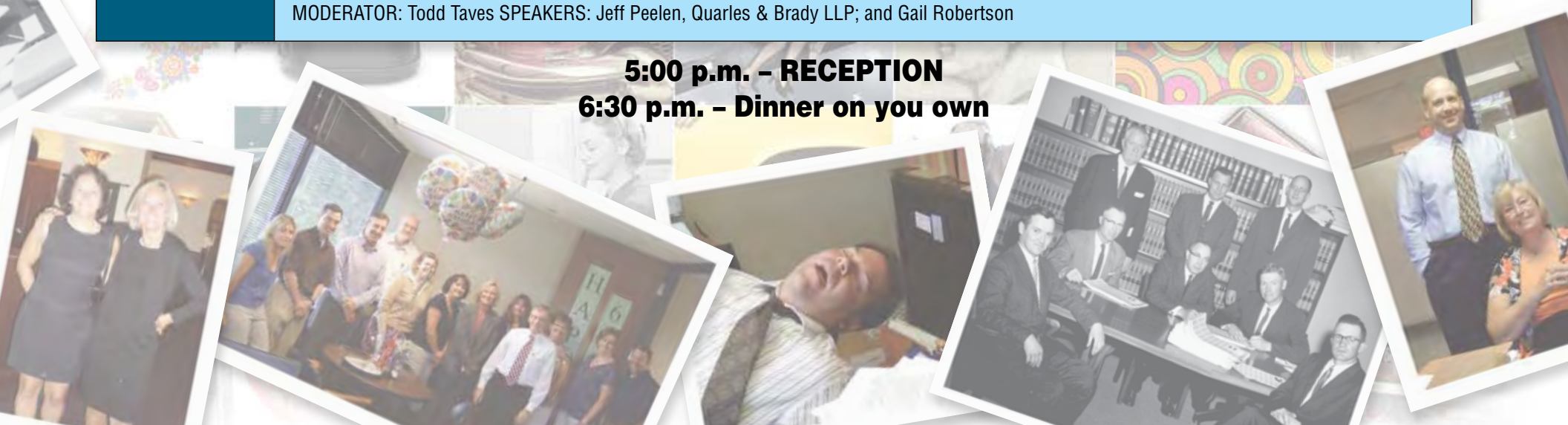
3:45 p.m.

Post Issuance Compliance

The days of not worrying about post issuance compliance issues are well behind us. This session will focus on addressing arbitrage and continuing disclosure post issuance. What are the essential action items to ensure that you and your municipality are protected if the SEC or the IRS comes knocking on your door.

MODERATOR: Todd Taves SPEAKERS: Jeff Peelen, Quarles & Brady LLP; and Gail Robertson

5:00 p.m. - RECEPTION
6:30 p.m. - Dinner on you own



DAY TWO: Friday, February 13

7:45 a.m. — BREAKFAST

8:30 a.m.

What is in store for the 2015 legislative session?

Hear from the League of Wisconsin Municipalities about what they see coming down the pike in 2015 for municipalities.

MODERATOR: Jim Mann SPEAKER: Jerry Deschane, Executive Director, LWM

9:15 a.m.

Muni Market Update

With the conclusion of QE2, Republican control of Congress, high profile defaults (Detroit), MCDC, changes to the classification of High Quality Liquid Assets, voluntary disclosure of private placements and Municipal Advisor Regulation, what is in store for the broader markets? This panel discussion will attempt to give insight on the impacts that we may see resultant from the wide variety of market factors.

MODERATOR: Jim Mann SPEAKERS: Steve Apfelbacher, MSRB; Alan Polsky, Dougherty & Company; and Jeff Peelen, Quarles & Brady LLP

10:15 a.m. — BREAK and CHECK-OUT

10:45 a.m.

TIF Legislative Workgroup

Now that the TIF Workgroup has concluded its work, hear from the group's Chair, Senator Gudex, group members Peter Thillman and Mike Harrigan on where the legislative changes may be headed as it pertains to TID.

MODERATOR: Todd Taves SPEAKERS: Senator Gudex; Peter Thillman; and Mike Harrigan

11:45 a.m.

Closing Remarks

SPEAKER: Mike Harrigan



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.

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

Fees and Payment Policy:

Registration Fees: \$210 (Public entities)/\$260 (Private entities). For public entities only, if sending three or more registrants a \$15 discount per registrant will be applied. Registration fee includes seminar materials, continental breakfast, breaks, lunch and reception.

Registrations must be received by Tuesday, February 3, 2015

AGAIN FOR 2015 – You can pay online using PayPal when you register online. Or, if you prefer, you can send a check payable to Ehlers:

2015 Public Finance Seminar
c/o EHLERS
N21W23350 Ridgeview Parkway West, Suite 100
Waukesha WI 53188-1015

Cancellation Policy: Registration fee is fully refundable for cancellations made prior to 4:00 p.m. Tuesday, February 3, 2015. Full refunds will be made should the seminar be cancelled.

Seminar Location & Information:

Kalahari Waterpark Resort & Convention Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965
1-877-525-2427

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 \$104. Space is limited, so please call the Kalahari at 1-877-525-2427 and tell them you are with the Ehlers Public Finance Seminar. The room reservation deadline online is January 19. After January 19, the Kalahari will take phone reservations until the block is full.

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:

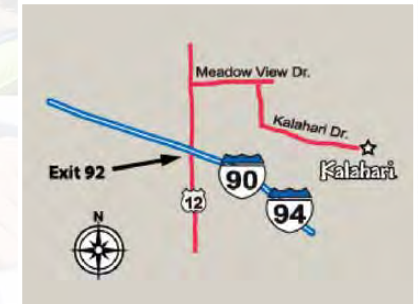
US 41 southbound to Hwy 44 west. Hwy 44 west to Hwy 23 west. (Hwy 23 merges with I-39), exit #100 Hwy 23 west to Wisconsin Dells. Hwy 23 (Broadway Street) through downtown Wisconsin Dells. Once over the bridge, at the 2nd stoplight, Hwy 23/12, Wisconsin Dells Parkway, turn left. In three stoplights,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



Through
the Decades with
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**WI Public Finance Seminar
February 12-13, 2015**

Please complete registration at right, and send to:

2015 WI PUBLIC FINANCE SEMINAR
c/o Ehlers
N21W23350 Ridgeview Parkway West, Suite 100
Waukesha WI 53188-1015
Phone: 262-785-1520 • Fax: 262-785-1810

**REGISTER ONLINE BY
CLICKING HERE**

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Kalahari Waterpark Resort & Convention Center
1305 Kalahari Drive • Wisconsin Dells, WI 53965
1-877-525-2427

**BOOK ONLINE BY
CLICKING HERE**



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EHLERS PUBLIC FINANCE SEMINAR REGISTRATION

Registrations must be received by Tuesday, February 3, 2015. 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, N21W23350 Ridgeview Parkway West, Suite 100, Waukesha WI 53188-1015. Make checks payable to *Ehlers*.

- I am registering for the Public Finance Seminar – \$210 (Public entities)/\$260 (Private entities).
For public entities only, if sending three or more registrants a \$15 discount per registrant will be applied. Registration fee includes seminar materials, continental breakfast, breaks, lunch and reception.
- I am unable to attend, but I would like to subscribe to the online materials (\$100.00 – 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"/> Debt 101 – Players & Process	<input type="checkbox"/> Parties in an investment transaction
Thursday, 10:15 a.m.	<input type="checkbox"/> Debt 201 – Planning & Managing	<input type="checkbox"/> TIF 101
Thursday, 11:15 a.m.	<input type="checkbox"/> Alternative Financing Solutions	<input type="checkbox"/> Solutions to Struggling TIDs
Thursday, 1:15 p.m.	<input type="checkbox"/> Current Issues in Utility Rate Management	<input type="checkbox"/> Development Incentives
Thursday, 2:30 p.m.	<input type="checkbox"/> Financial Management Planning	<input type="checkbox"/> TIF Management & Certification