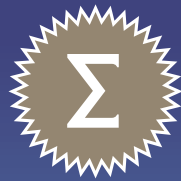


TRENDING



# What's Trending in Public Finance

## #Ehlers WI Public Finance Seminar

February 11-12, 2016

**At the Kalahari Resort**

1305 Kalahari Drive  
Wisconsin Dells, WI 53965

#Groundbreaking

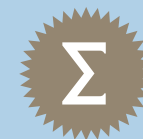
#NerdHeaven

FinancialSolutions

#AmortizingFun

#FunWithNumbers

#Solutions



**EHLERS**

LEADERS IN PUBLIC FINANCE

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#Value

# AGENDA



# Day One - Thursday, February 11

8:45 a.m.

## Welcoming Remarks

SPEAKER: Steve Apfelbacher, Ehlers

9:00 a.m.  
(Choose One)

## Issuing Debt in Wisconsin

Learn what the basics are to issuing debt in Wisconsin. This session will cover the planning for, and process involved in, issuing debt.

SPEAKER: Patrick Malloy, Ehlers

## Tax Increment Financing

What are the basics and what do the recent changes have in store for Wisconsin municipalities who employ the economic development tool.

SPEAKER: Maureen Schiel, Ehlers

10:00 a.m. – BREAK

10:15 a.m.  
(Choose One)

## The increasing importance of Primary and Secondary Disclosure

Following the SEC's MCDC initiative, primary and secondary disclosure has become much more than an afterthought when it comes to issuing debt. Learn your responsibilities, your role, the role of your municipal advisor and disclosure counsel.

MODERATOR: Phil Cosson, Ehlers

SPEAKERS: Sara Beecher, Ehlers; Jeff Peelen, Q&B; John Mehan, Baird

## Municipal Bond Ratings

Obtaining a credit rating is typically an important part of the debt issuance process. Our panel will provide answers to some of the most frequent questions posed by issuers relative to the process and outcomes, and will also provide perspective on current topics of interest impacting local government ratings.

MODERATOR: Todd Taves, Ehlers

SPEAKERS: Katie Gregory, Moodys; John Kenward, S&P

11:15 a.m.  
(Choose One)

## Best Practices for Issuers

Debt management is an integral component of the finance function and spans a broad spectrum from planning to post-issuance compliance. This session will focus on the key aspects of debt management, including essential elements of a debt management policy, best practices for issuers, and interaction with governing bodies.

SPEAKERS: Brian Reilly, Ehlers; Dave Geertsen, Kenosha County

## What Attracts Development to a Community

One of the most frequent questions we hear is "how do we get development". This panel discussion will focus on what are the key factors developers look at when deciding where to focus their development efforts.

MODERATOR: Sean Lentz, Ehlers

PANEL: SR Mills, Bear Commercial, LLC; Richard W. Lincoln, Mandel Group, Inc.

12:15 p.m. – LUNCH

# AGENDA



# Day One - Thursday, February 11

**1:15 p.m.**  
**(Choose One)**

## **Debt Case Studies**

Hear how the Village of Bayside utilized Special Assessment B Bonds to create a water system and how the Town of Brookfield structured the financing for the Corners Development.

SPEAKERS: Jim Mann and Mike Harrigan, Ehlers

## **Financial Management Plans**

Learn the importance of, and the general basics of, developing a financial management plan for your community.

SPEAKER: Greg Johnson, Ehlers

**2:15 p.m. - BREAK**

**2:30 p.m.**  
**(Choose One)**

## **Financial Statements**

This session will walk you through your financial statement and the key components of that statement.

MODERATOR: Dawn Gunderson-Schiel, Ehlers

SPEAKER: Dave Maccoux, Schenck

## **Five Subjects for Implementing an Effective Investment Program Today**

This session will focus on 5 things necessary to implement an effective investment program that is simple to administrator and adheres to the principals of Safety, Liquidity and Yield. The areas of focus will be 1) Investment Policies, 2) Cash Flow Forecasts 3) Banking Services Evaluation 4) Safety/Collateral and 5) Evaluation of Permissible Investments

SPEAKER: Ken Herdeman, Jack Fay, Dawn Lawson, EIP

**3:30 p.m. - BREAK**

**3:45 p.m.**  
**(Choose One)**

## **Water Utilities – Current Trends and Successful Rate Cases**

Sit back and hear from the PSC of the issues water utilities are facing in Wisconsin and how to position your utility for its next rate adjustment.

MODERATOR: Jon Cameron, Ehlers

SPEAKERS: Jeff Stone, Administrator, Division of Water, Compliance & Consumer Affairs, PSC, Anne Waymouth, PSC

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

#ChangingEconomy

#FunWithNumbers  
#FinancialStatements

#AmortizingFun  
#Tiferrific  
#Wisconsin

# AGENDA



# Day Two - Friday, February 12

## 8:00 a.m. — BREAKFAST

8:30 a.m.

### Unique Application of Municipal Debt Instruments

Learn about the issuance of Industrial Revenue Bonds and the application of WEDA Tax Credits to projects.

MODERATOR: Phil Cosson, Ehlers

SPEAKERS: Lynda Templen, Whyte Hirschboeck Dudek and SR Mills, Bear Commercial, LLC

9:45 a.m.

### How MSRB Rule G-42 Will Impact You, The Issuer

In June, 2016, Municipal Advisors will be subject to a new federal regulation which details standards of conduit that municipal advisors owe to their municipal clients. This session will help you understand what these provisions will require and the duties owed.

SPEAKERS: Steve Apfelbacher, Ehlers

## 10:00 a.m. – BREAK and CHECK-OUT

10:30 a.m.

### Minnesota vs. Wisconsin – Who's winning the Economic Development Game and Why!

When it comes to Packers vs. Vikings or Badgers vs. Gophers, Wisconsin has often had the upper hand, however in the Economic development arena, it's been a different story. The two economies, once similar, have been diverging for a long time. The Wisconsin Taxpayers Alliance has published a new Study entitled "Two Economies, One Rare Metro" comparing the two states in various categories including job growth and the mix of industries in each State. Todd Berry, the Executive Director of the Alliance will present this report and discuss the things that Wisconsin might consider to help improve its prospects going forward.

SPEAKER: Todd Berry, Wisconsin Taxpayers Alliance

MODERATOR: Mike Harrigan, Ehlers

11:45 a.m.

### Closing Remarks

SPEAKER: Mike Harrigan, Ehlers



# What's Trending in Public Finance

## #Ehlers WI Public Finance Seminar



# EHLERS

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### Kalahari Waterpark Resort & Convention Center

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

#### 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**

#### Continuing Education Credits for Attorneys and Assessors

Continuing education credits for CLE and BEU have been applied for. Information for documenting credits earned will be available at the seminar.

#### Fees and Payment Policy:

Registration Fees: \$220 (Public entities)/\$270 (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 breakfasts, breaks, lunch and reception.

**Registrations must be received by February 2, 2016.**

AGAIN FOR 2016 – You can pay online using PayPal when you register online. Or, if you prefer, you can send a check payable to Ehlers to:

2016 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. February 5, 2016. 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 \$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.



# REGISTRATION



## What's Trending in Public Finance

#Ehlers WI Public Finance Seminar



# EHLERS

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**Registrations must be received  
by February 2, 2016**

**Please complete registration at right, and send to:  
2016 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**

LOCATION:

**Kalahari Waterpark Resort & Convention Center**

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

**BOOK HOTEL ONLINE  
BY CLICKING HERE**

Group ID: 25622 | Group Contact Password: 37004336

**Registrations must be received by February 2, 2016.** 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 – \$220 (Public entities)/\$270 (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 breakfasts, 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:**

<b>Thursday, 9:00 a.m.</b>	<input type="checkbox"/> <b>Issuing Debt in Wisconsin</b>	<input type="checkbox"/> <b>Tax Increment Financing</b>
<b>Thursday, 10:15 a.m.</b>	<input type="checkbox"/> <b>The Increasing Importance of Primary and Secondary Disclosure</b>	<input type="checkbox"/> <b>Municipal Bond Ratings</b>
<b>Thursday, 11:15 a.m.</b>	<input type="checkbox"/> <b>Best Practices for Issuers</b>	<input type="checkbox"/> <b>What Attracts Development to a Community</b>
<b>Thursday, 1:15 p.m.</b>	<input type="checkbox"/> <b>Debt Case Studies</b>	<input type="checkbox"/> <b>Financial Management Plans</b>
<b>Thursday, 2:30 p.m.</b>	<input type="checkbox"/> <b>Financial Statements</b>	<input type="checkbox"/> <b>Five Subjects for Implementing an Effective Investment Program Today</b>