

# HARMONIZING THE ROLE OF PUBLIC FINANCE

A decorative graphic consisting of a white, wavy staff line that curves across the lower half of the page. Various musical notes in different colors (yellow, pink, green, blue, purple, red) are scattered along and around the staff line.

**GOVERNMENT FINANCE OFFICERS ASSOCIATION OF TEXAS  
RENAISSANCE DALLAS RICHARDSON HOTEL  
RICHARDSON, TEXAS  
OCTOBER 22-25, 2013**

# ATTENTION

If you are a public finance official for a city, county, agency, or special district who is:  
... trying to tune in to the latest news in public finance  
... looking for the lost notes in fiscal leadership  
... wanting to stay on key with all the current financial standards

## ...THEN THIS MEETING IS FOR YOU!

### PRELIMINARY AGENDA



#### TUESDAY, OCTOBER 22

1:15 – 5:00 p.m.

**Pre-Conference Workshop** (4.0 CGFO/CPE)

**Conducting a Symphony: Understanding Leadership Styles to Orchestrate Success**

*Part One: Understanding Leadership Styles*

(Seating is limited. The pre-conference workshop requires a separate fee: \$125 with full conference registration, or \$150 for pre-conference workshop only. Homework assignments required and deadline strictly enforced)

#### WEDNESDAY, OCTOBER 23

7:30 a.m.

**Bruce Testa Annual Golf Outing**

Firewheel Golf Club (1535 E. Brand Road, Garland, TX 75044)

8:30 a.m. – Noon

**Pre-Conference Workshop** (3.5 CGFO/CPE)

**Conducting a Symphony: Understanding Leadership Styles to Orchestrate Success**

*Part Two: Now What?*

1:30 – 6:00 p.m.

**Registration Open**

1:30 – 3:00 p.m.

**Committee Meetings**

- Ethics Committee
- FRRR Committee
- Membership Committee
- Legislative Committee
- Communications Committee
- CGFO Committee
- Conference Planning Committee
- Scholarship, Fellowship, and Foundation Committee

3:00 – 5:00 p.m.

**GFOAT Executive Board Meeting**

3:00 – 5:30 p.m.

**CGFO Testing**

5:00 – 6:30 p.m.

**Welcome Reception**

8:30 p.m. – Midnight

**Texas Hold'em**

A donation of \$25 dollars to the GFOAT Foundation will be taken at the door.

## THURSDAY, OCTOBER 24

6:30 – 7:50 a.m.

**Networking Regional Breakfast** (0.5 CGFO/0 CPE)

GFOAT Board members will host breakfast discussions by region to provide networking, training, and development options.

(NOTE: Unlike prior come-and-go breakfasts, board members will be leading discussions that start at 7:15 a.m. for certain regions. Please be considerate of your arrival and departure times. Watch final program for regions participating and room assignments)

7:00 a.m. – 5:00 p.m.

**Registration Open**

8:00 – 9:15 a.m.

**Welcome and Opening General Session** (1.5 CGFO/CPE)

Moderator: GFOAT President **Don Jennings**, Director of Finance, City of Perryton

*Orchestrating the Finance Function and Its Role in the Organization*

**Daniel A. Johnson**, City Manager, City of Richardson

9:30 – 10.45 a.m.

**Concurrent Workshops** (1.5 CGFO/CPE)

*Changes in the Bond Market PART 1: How do I Protect my Organization?*

“Change ain’t looking for friends... change calls the tune we dance to” - Al Swearengen, Deadwood, Season 3, Episode 2. This session features a panel discussion on the evolving regulatory oversight of the municipal bond industry and its players, including the Municipal Securities Rulemaking Board (MSRB), the Securities and Exchange Commission (SEC), and the IRS.

*Pricing Internal Services: GFOA Best Practices*

Are you paying box seat prices for floor level services? In this session you will learn the proper way to calculate a department’s value and determine the best manner to charge your customers.

*Personnel Costs PART 1: Controlling the Escalating Scale of Employee Health Care Costs*

Strike a different note for the melody of benefits for your city with a discussion of cooperative alliances, clinics, and up and coming new benefit programs. This session will inform you how others have promoted change with new and alternative benefit programs to lower health costs and keep premiums in line.

10:45 – 11:00 a.m.

**Refreshment Break and Sponsor Networking**

11:00 a.m. – 12:15 p.m.

### Concurrent Workshops (1.5 CGFO/CPE)

#### *Changes in the Bond Market PART 2: The Issuers' Perspective in Managing Through Constant Change*

This session focuses on internal operations of the issuer's debt administration function, from dealing with the increased emphasis in the bond market on disclosure to managing the use of external resources and experts.

#### *Three Part Harmony: Convenience Fees, Service Fees, and Surcharging*

This session will focus on merchant card changes in convenience fees, services fees, and surcharging. Presented by representatives from the banking industry.

#### *Personnel Costs PART 2: Pay Plans and Compensation Programs*

As Beethoven would say, 'Don't turn a deaf ear to your employees.' Learn why a structured pay plan is necessary in your organization.

12:15 – 2:00 p.m.

### Lunch, Business Meeting, and Awards

Presiding: GFOAT President **Don Jennings**, Director of Finance, City of Perryton

2:15 – 3:30 p.m.

### General Session (1.5 CGFO/CPE)

#### *Back to Basics: The Importance of Ethics in Everyday Decisions*

Dr. Raymond Clay, an expert in the field of ethics, will present a lively discussion on the importance of ethics in your personal and professional life.

**Raymond J. Clay, Jr.**, DBA, Internal Audit Professorship, and Professor of Accounting, University of North Texas

3:30 – 3:45 p.m.

### Refreshment Break and Sponsor Networking

3:45 – 5:00 p.m.

### General Session (1.5 CGFO/CPE)

#### *2013 Legislative Session in Brief: Finance Implications and Beyond*

**Bennett Sandlin**, Executive Director, Texas Municipal League

5:00 – 8:00 p.m.

### Networking Event

Wait out the traffic and join your peers for an early evening of heavy hors d'oeuvres, networking and light entertainment. Located at the Charles W. Eisemann Center for Performing Arts and Corporate Presentations, 2351 Performance Drive, Richardson, Texas 75082 (directly across the street from the Renaissance Dallas Richardson Hotel).

## FRIDAY, OCTOBER 25

6:30 – 7:45 a.m.

### Networking Breakfast (0.00 CGFO/0.00 CPE)

Breakfast will be in Maestro's Restaurant in the hotel lobby.

8:00 – 9:15 a.m.

### Concurrent Workshops (1.5 CGFO/CPE)

#### *CGFO Treasury Training*

You asked for it; you've got it. CGFO candidates and any interested parties are welcome to attend this session, which rolls out the new CGFO Treasury Exam Study Guide.

#### *GASB Implementation In Action*

This is the year for implementation of the new standard on deferred inflows and outflows. Come participate in a discussion of what common implementation issues we anticipate and possible resolution ideas.

9:30 – 10:45 a.m.

### Concurrent Workshops (1.5 CGFO/CPE)

#### *GASB Refrain*

In our most popular topic we have a new voice in the choir. We are pleased to host GFOA's **Stephen Gauthier**, who will walk us through some of the most misunderstood areas of governmental accounting and how we can stay in tune with GAAP.

#### *CGFO Budget Training*

In its maiden debut, we offer another CGFO training opportunity for anyone interested in taking the Budget exam.

10:45 – 11:00 a.m.

### Refreshment Break and Sponsor Networking

11:00 a.m. – 12:15 p.m.

### Closing Finale (1.5 CGFO/CPE)

*You're So Vain, You Probably Think This Session's About You?*

Does your organization follow all Government Finance Officers Association (GFOA) Best Practices? If so, this session IS about you! If not, hear GFOA's own **Stephen Gauthier** describe what best practices are out there and how they can help you better manage your government.

**Stephen J. Gauthier**, Director of Technical Services Center, Government Finance Officers Association of the United States and Canada

12:15 p.m.

### Drawing For Door Prizes (Must Be Present To Win)

## GENERAL INFORMATION: REGISTRATION FEES

GFOAT Member	By Oct 4: \$325	After Oct 4: \$400
Non GFOAT Member	By Oct 4: \$400	After Oct 4: \$475
First-Time Attendee	\$200	
Student	\$85	
Networking Event Guest	\$50	

### Pre-Conference Workshop

Conducting a Symphony: Understanding Leadership Styles to Orchestrate Success Part One and Two  
\$125 (if attending full conference)      \$150 (if attending only pre-conference)

## GENERAL INFORMATION

### Hotel Information

The Renaissance Dallas Richardson is the site of the 2013 GFOAT Fall Conference. The hotel, located at 900 E. Lookout Drive, Richardson has extended a room rate of \$107 single/double. Self-parking is \$9 and valet parking is \$14 per night for overnight guests. In order to receive this special rate, your **reservation must be made by Tuesday, October 1** or until the block is full. To make a reservation, please call the hotel at 972-367-2000 or 1-800-468-3571 and mention you are registered for the GFOAT Fall Conference. You can reserve online at [www.renaissancehotels.com/dalrd](http://www.renaissancehotels.com/dalrd). For attendees not staying at the hotel, parking will be \$5 per day.

### 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 emailed to [acct@tml.org](mailto:acct@tml.org) by **Friday, October 4. No refunds will be honored after that date.**

### Networking Event

Wait out the traffic and join your peers for an early evening of heavy hors d'oeuvres, networking and light entertainment. Located at the Charles W. Eisemann Center for Performing Arts and Corporate Presentations, 2351 Performance Drive, Richardson, Texas 75082 (directly across the street from the Renaissance Dallas Richardson Hotel). Guest tickets cannot be refunded after Friday, October 4.

### 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 and 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. **Remember to bring your badge!**

### CGFO Testing

The Certified Government Finance Officer's exam will be offered from 3:00 – 5:30 p.m. on Wednesday, October 23, at the Renaissance Dallas Richardson Hotel. If you are interested in sitting for an exam during this time, please register online at <http://www.gfoat.org/CGFOEXAMDATES.html>. **If you do not register online you are not registered for an exam.**

### Special Accommodations

We want to help! Let us know on the registration form if you need special assistance of any kind. 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 23, at the Firewheel Golf Club, located at 1535 E. Brand Road, Garland TX 75044. There will be a Shotgun Start at 8:00 a.m. The cost is \$64.00 plus tax per person, which includes the green fee, cart, a small bucket range balls, GPS, BBQ lunch, and prize fund.

The golf outing is limited to 50 golfers. For further information, please contact Tony Sekaly with Coastal Securities at 800-681-4121 or [tds@coastalsecurities.com](mailto:tds@coastalsecurities.com); or David Schuler with City of Garland at 972-205-2355 or [dschuler@ci.garland.tx.us](mailto:dschuler@ci.garland.tx.us)

### Questions

Contact the TML Affiliate Services Department at 512-231-7400 or [fallconference@tml.org](mailto:fallconference@tml.org).

# GFOAT PRE-CONFERENCE WORKSHOP

Renaissance Dallas Richardson Hotel  
October 22 - 23

## TUESDAY, OCTOBER 22

1:15 – 5:00 p.m.

**Pre-Conference Workshop** (4.0 CGFO/CPE)

### **Conducting a Symphony: Understanding Leadership Styles to Orchestrate Success**

*Part One: Understanding Leadership Styles*

**Ron Holifield**, Strategic Government Resources

Today's government finance professionals are faced with a changing workplace; in turn, the skill sets required to be a successful manager are also changing. On top of that, learning how to manage an office full of various personalities, working styles, and generational perspectives can be difficult. This innovative session will begin by detailing the changes that are taking place, and examine data collected from over 6,000 city managers and corporate executives to understand how managers can play off the strengths of each employee to create a melodious masterpiece!

Those who register for this session will be asked to complete a free Advanced Leadership Assessment by Friday, October 18, which will be discussed during the session. This assessment takes only 15 minutes to complete, and is a quantitative tool to shed light on your leadership style, how you interact with other leadership styles, and how you can use your style to be successful in the workplace. Once you complete the assessment, it will be evaluated and you will receive a customized Career Report and Change Management Report (\$150 value). This session will also be an opportunity to analyze your individual assessment results and understand the practical implications for your desired career path through interactive breakout exercises. You won't want to miss this exciting, outside-of-the-box session!

## WEDNESDAY, OCTOBER 23

8:30 a.m. – Noon

**Pre-Conference Workshop** (3.5 CGFO/CPE)

### **Conducting a Symphony: Understanding Leadership Styles to Orchestrate Success**

*Part Two: Now What?*

After gaining insight into your own leadership style, day two offers an opportunity to learn from experienced finance and budget professionals that have navigated their own career paths to top leadership positions in prominent organizations. Hear them talk about how their successes were influenced by their distinct leadership styles, and pass along advice you can take toward the personal career goals you have set. Plan to relive some pivotal decisions, difficult situations, and memorable mistakes as we learn how some well-known executives:

- Moved from technical experts to organizational leaders;
- Honed their communication skills to better reach all levels of their organizations;
- Fostered community and teamwork among diverse workforces;
- Balanced dependability, adaptability, and flexibility in their positions; and
- Developed goals and strategies to meet the challenges of their cities.

(Seating is limited. The pre-conference workshop requires a separate fee: \$125 with full conference registration, or \$150 for pre-conference workshop only. Fee includes days one and two, as well as refreshment breaks and a continental breakfast on Wednesday.)

# REGISTRATION

HARMONIZING THE ROLE OF PUBLIC FINANCE  
 GOVERNMENT FINANCE OFFICERS ASSOCIATION OF TEXAS FALL CONFERENCE  
 RENAISSANCE DALLAS RICHARDSON HOTEL • RICHARDSON, TEXAS • OCTOBER 22-25, 2013

**Two Ways to Register: Your registration will not be processed until payment is received.**

1. Register online with a credit card  
 www.tml.org (under "Training Calendar")  
 www.gfoatconference.org
2. Mail this form with payment to  
 TML Administrative Services  
 1821 Rutherford Lane, Ste 400  
 Austin, TX 78754

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 emailed to [acct@tml.org](mailto:acct@tml.org) by **Friday, October 4**. No telephone cancellations will be accepted, and refunds are available for registration fees only. **No refunds will be honored after October 4.**

**Please Print**

Full Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

City/Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

I require the following special accommodations: \_\_\_\_\_

**Registration Fees**

- GFOAT Active Members\*
- GFOAT Non-Members
- First-Time Attendees\*\*
- Faculty and Student Members
- Networking Event Guests

	By October 4	After October 4
GFOAT Active Members*	\$325	\$400
GFOAT Non-Members	\$400	\$475
First-Time Attendees**	\$200	\$200
Faculty and Student Members	\$85	\$85
Networking Event Guests	\$50	\$50
Leadership (Tuesday and Wednesday) <i>if attending full conference</i>	\$125	
Leadership (Tuesday and Wednesday) <i>if only attending pre-conference</i>	\$150	

**Pre-Conference Events**

- Leadership (Tuesday and Wednesday) *if attending full conference*
- Leadership (Tuesday and Wednesday) *if only attending pre-conference*

\*Membership must be completed by September 30 to take advantage of the member rate.  
 \*\*For GFOAT members who have never attended a GFOAT Spring Institute or Fall Conference.

**Will you attend the Networking Event on Thursday evening?**  Yes  No **TOTAL \$** \_\_\_\_\_

Please select the concurrent sessions you plan to attend.

**Thursday, October 24**

9:30 – 10:45 a.m.

- Changes in the Bond Market PART 1: How do I Protect my Organization?
- Pricing Internal Services: GFOAT Best Practices
- Personnel Costs PART 1: Controlling the Escalating Scale of Employee Health Care Costs

11:00 a.m. – 12:15 p.m.

- Changes in the Bond Market PART 2: The Issuers' Perspective in Managing Through Constant Change
- Three Part Harmony: Convenience Fees, Service Fees, and Surcharging
- Personnel Costs PART 2: Pay Plans and Compensation Programs

**Friday, October 25**

8:00 – 9:15 a.m.

- CGFO Treasury Training
- GASB Implementation In Action

9:30 – 10:45 a.m.

- GASB Refrain
- CGFO Budget Training