Wednesday, February 21, 2018
11:15 am – 12:30 pm

Economic Update with Jim Glassman
(Financial Management) (T – Technical subject areas)

As managing director with JPMorgan Chase and head economist for J.P. Morgan Chase Commercial Banking, James Glassman provides market insights to help clients better understand the changing national, state, and regional economy and its impact on their organizations. Mr. Glassman also works closely with the firm’s Corporate Sector, including the Chief Investment Office and Investor Relations, as well as the Investment Bank and Government Relations groups, providing financial analysis and research. A publisher of independent research on the principal forces shaping the economy and financial markets, Mr. Glassman is regularly cited in the financial media, where he is also a frequent commentator on economic policy issues. Additionally, he is a long-standing participant in the widely followed Federal Reserve Bank of Philadelphia Survey of Professional Forecasters and the National Association of Business Economists’ panel of macro-economic forecasters.

Surviving a CalPERS Audit
(Financial Management) (T – Technical subject area)

To ensure that public agencies correctly enroll members in CalPERS and accurately report compensation, CalPERS’ Office of Audit Services regularly conducts audits of public agencies. You will leave this session with the tools you need to prepare for, respond to, and redress audit findings, if appropriate. With specific examples from recent audits, you will learn about the key compliance issues that result in the most common findings and how to address them, including (1) salary schedules, (2) special compensation, (3) retired annuitants, (4) part-time/temporary employees, (5) unused sick leave, and (6) independent contractors and affiliate agencies. You will also learn about the key phases of the audit process and how to successfully navigate each phase to best position your agency to either avoid an audit finding, minimize the impact of an audit finding, or, if appropriate, challenge a finding.
Succeeding Through and With CSMFO
(Leadership and Management) (N – Non-technical subject area)

You have come to the annual conference to learn and network with your peers. Perhaps you have even attended a chapter luncheon to do the same. But have you taken full advantage of all that CSMFO has to offer? Over the years, CSMFO has offered its members high quality training and professional development through the annual conference, onsite training, and webinars, not to mention its award recognition programs for budgets and CAFRs. However, CSMFO has a wide array of opportunities for you to collaborate, innovate, and achieve on a personal and professional level through one’s own engagement with CSMFO.

Have you considered what is involved in the course development for onsite training and webinars? Have you wondered how to engage with the next generation of leaders? Have you thought – I have something to share, so how do I become a speaker at the annual conference or share through the list serve? How do I get involved to collaborate and develop some best practices from which our finance community can benefit? And how can I find the resources or vendor to identify the solution to help us achieve at work? Find out how CSMFO has helped the panelists grow personally and develop professionally through their engagement with CSMFO.

Capital Asset Headaches: Common Deficiencies and How to Avoid Them
(Accounting and Financial Reporting) (A – Accounting and Auditing, G – Government)

For many organizations, capital asset accounting can be one of the most challenging – not only do the complexities of capital assets present unique challenges, but obtaining information necessary to properly record asset values requires coordination from across the organization and often between multiple systems. Construction projects, software, joint ownership, improvement vs. maintenance – there is no need to persuade public-sector accountants and auditors of the need for an effective capital asset system. Unfortunately, even the best designed systems run into challenges. This session examines the most common challenges to capital asset systems, and how to solve them.

The Future of IT and Smart Cities
(Innovation and IT) (T – Technical subject areas)

As cities evolve and search for new ways to deliver services more efficiently, Information Technology (IT) must evolve, too. The moves toward cloud-based applications and Smart City services are accelerating the pace of change. The concurrent evolution of analytics and Geographic Information Systems (GIS), plus the desire to provide additional services to residents, also impact the mission of technology for all agencies.

In this session, we will cover the following:

- Smart Cities and the use of analytics to unravel key issues and find unique solutions
- Smart City successes – The City of Riverside as a case study
- The Internet of Things and the importance of security
- Key ways to prepare to become a Smart City
- Important ways IT can help in the drive toward efficient, economical delivery of Smart City services.

We will discuss how elected officials and residents view Smart City services, and what they really want from them. We will further discuss Smart City initiatives, their benefits, and the delivery of additional intelligent services to residents.

**Common Water and Wastewater Rate Study Challenges**
(Financial Management) (T – Technical subject areas)

Water and wastewater rates are under increased scrutiny. Besides the increased legal requirements, elected officials and the public are demanding to understand the rationale behind the rates. This panel will discuss how to develop a defensible rate study and address the common challenges encountered. One important aspect of a rate study is the policy objectives a community wants to achieve. These objectives guide rate structure selection. It is important to get input from elected officials and the public regarding the goals and objective of the rate structure, explain them, and explain how the rate structure achieves these objectives. Besides addressing the policy objectives, it is also important to have an administrative record that clearly shows the derivation of the rates. The administrative record has gained importance due to the recent San Juan Capistrano ruling. This record should enable the reader to walk through the calculation, starting with the budget and how it is allocated to users through the rates. This panel will assist city and district staff in tackling the most common rate study challenges and developing a sound rate structure that both explains the rationality behind the rate structure and the math behind the rates.

**Federal and State Legislative and Regulatory Update**
(Budget and Financial Planning) (T – Technical subject areas)

Calendar 2017 has proven to be an exciting year both in Sacramento and in Washington, D.C. We knew to expect change, but we did not expect such significant adverse impact to local governments’ ability to raise revenue and issue debt. This session will include discussion of proposals to limit the tax-exemption on municipal bond interest and the deductibility of state and local taxes, attempts to roll back the Affordable Care and Dodd-Frank Acts, comprehensive tax reform efforts, and anticipated Securities and Exchange Commission (SEC) and Internal Revenue Service (IRS) activity. Speakers include Carolyn Coleman, the new Executive Director of the League of California Cities, and Emily Swenson Brock, Director of GFOA’s Federal Liaison Center.
Wednesday, February 21, 2018
2:00 pm – 3:15 pm

**The Coleman Report**
(Budget and Financial Planning) (T – Technical subject areas)

In his annual update on local municipal financial conditions and issues, Michael Coleman will discuss the latest hot legislative and budget issues in the Capitol, important legal developments, current trends and issues in key local revenues, including sales tax, property tax, highway users tax, and their related flips and swaps, and the latest on municipal financial health and bankruptcy.

**Actuarial Information/Valuations 101**
(Budget and Financial Planning) (T – Technical subject areas)

With the recent attention on pension reform and new GASB reporting requirements for pensions, finance practitioners need to become well versed in how to read actuarial reports, including basic terms, methodology, and information essential to determining your pension plan contribution and funded status. The more you understand actuarial terminology and CalPERS-specific methods, the better you will be able to work with your valuation reports. Here is your chance to learn about basic principles and how results are determined. Session topics will include contribution rates, funded status, recent trends, and risk factors. This session will explain what you need to know in clear terms, and will help you translate this complex information for decision makers, employees, bargaining units, and the public.

**GASB 75 Case Study: San Diego County Water Authority**
(Accounting and Financial Reporting) (A – Accounting and Auditing, G – Government)

Are you ready for your June 30, 2018 Governmental Accounting Standards Board (GASB) Statement 75 other postemployment benefits (OPEB) implementation? This session will walk you through each stage of the early implementation of GASB 75 for the San Diego County Water Authority from the perspective of the Finance Department, the actuary, and the auditor. Topics will include determining the components of the OPEB plan, picking the actuarial valuation and measurement dates that make sense for your agency, considerations for engaging an actuary, actuarial considerations, the employer responsibilities, the OPEB journal entry, new required footnotes and RSI, and funding considerations.

**Risk Management: What Finance Professionals Need to Know**
(Financial Management) (T – Technical subject areas)

Local governments face significant property and tort-related risks with often-serious financial consequences. Whether you are responsible for risk management or deal with the results, this is an important area for finance professionals to understand. This session will
cover the major areas of risk that California public entities face, how to analyze the opportunities and develop strategies to manage the cost of risk, and how to collaborate with others to achieve workable solutions.

**Cannabis Regulatory and Tax Compliance in California**  
(Financial Management) (T – Technical subject areas)

As we move into 2018, many municipalities have numerous questions regarding the State’s Medical Cannabis Regulation and Safety Act (MCRSA) and Proposition 64 (Adult Use of Marijuana Act) regulations, and how the State cannabis laws and tax revenues may impact them. Hear the latest updates and talk to regulatory and legislative experts on California’s cannabis laws and regulations. Do not miss this interactive session and open dialogue on the challenges, solutions, and issues municipalities will be facing regarding cannabis regulations and tax collection provisions, as well as lessons learned. The panel will discuss the various aspects of the new cannabis laws and regulations municipalities will face for years to come.

**Getting the Most out of Your ERP System Implementation**  
(Innovation and IT) (T – Technical subject areas)

So you have gotten approval to purchase a new finance system – congratulations! Now what? Contemporary Enterprise Resource Planning (ERP) systems are sophisticated and complex, and implementing these systems requires hundreds of decisions along the way. Making sure you get the most out of your significant investment is a critical measure of the success of a new system implementation. This session will provide attendees with the practical realities of implementing a new ERP system, and will provide important “lessons learned” from past experience. We will provide important factors to consider and help attendees prepare for taking on their implementation projects.

**Using Teams to Make Better Decisions and Build Trust Along the Way**  
(Financial Management) (N – Non-technical subject areas)

Financial sustainability requires open communication and trust between people in order to reach decisions that are in the long-term interest of everyone. Teams are one of the most important places where people interact. When teams are at their best, they make high quality decisions that everyone is committed to supporting. This makes the finance officer’s job much easier. However, teams often do not live up to their full potential. For example, people may not feel safe to participate, or a few people may dominate conversations. At this session, you will learn about best practices to manage teams in a way that bring together diverse perspectives and stakeholders to make good decisions that people support.
Wednesday, February 21, 2018
3:30 pm – 4:45 pm

Important Developments and Trends Affecting Public Sector Pensions, OPEB, and Other Benefits
(Financial Management) (T – Technical subject areas)

This session will cover timely developments regarding CalPERS, 1937 Act, and independent public retirement plans, pending pension and retiree health care legislation, vested rights, recent court cases, and other employee benefits “news” of importance to municipal finance officers. Amy Brown and Jeff Chang will also discuss benefits trends and developments that need to be on your radar.

Déjà vu All Over Again – Budget Stress
(Budget and Financial Planning) (T – Technical subject areas)

As CalPERS rate increases ramp up, and expectations for expenditure growth by labor, policymakers, and the community outpace revenue growth, things are feeling very familiar. Many jurisdictions find themselves facing worsening structural budget deficits. In the Great Recession, the Government Finance Officers Association (GFOA) produced a valuable guide for Fiscal First Aid and Financial Recovery, as well as a Financial Sustainability Framework for communicating plans to manage and adapt to financial change. This session will review the GFOA models and share strategies and actions other cities and agencies have used to make orderly transitions to what has become “The Forever Budget” world. If your forecasts show trouble on the horizon, this information can help you find the path that works for your organization and community.

Telling Your Fiscal Story: Making Effective Presentations
(Financial Management) (N – Non-technical subject areas)

An important part of an effective finance officer’s job is communicating complex numbers to elected officials, senior managers, the organization, and the community. The secret to success is simple: do not try to communicate complex numbers; instead, communicate what they mean. This program will present “8 Tips” in making more effective presentations.

Avoiding the Pitfalls: Common Financial Reporting Deficiencies and the Latest GASB Implementation Guidance
(Accounting and Financial Reporting) (A – Accounting and Auditing, G – Government)

Every year, reviewers for the Government Finance Officers Association’s (GFOA) Certificate of Achievement for Excellence in Financial Reporting Program (Certificate Program) encounter various deficiencies in the thousands of comprehensive annual financial reports (CAFRs) submitted to the Certificate Program. Likewise, each year the Governmental Accounting Standards Board (GASB) updates its implementation guidance to address
various issues that have arisen in practice. This session uses information from both sources to offer practical advice on how to avoid common financial reporting misunderstandings and deficiencies.

**Are you Managing Risks and Monitoring your City’s Finances?**
*(Financial Management) (T – Technical subject areas)*

Local government’s responsibility to achieve its objectives, including financial reporting, encounters many challenges and risks in today’s environment. A number of significant frauds have been reported in local governments in recent years, in addition to a complex and changing environment that leaves many finance officers feeling ill-equipped and vulnerable to effectively manage these risks. This session will explore a framework for organizational efforts to better manage these risks, including specific tools and ideas to implement in the organization. The presentation will review key financial and organizational controls, risk assessment, and monitoring responsibilities for finance officers, management, and governing bodies.

**Clearing the Clouds – Important Considerations**
*(Innovation & IT) (T – Technical subject areas)*

This session will spend a few minutes defining the “cloud” in layman’s terms, including terms such as Software-as-a-Service (SaaS), Infrastructure-as-a-Service (IaaS), Hosted Solution, Managed Services, etc. This understanding provides a foundation upon which to explore key business agreement terms and conditions of which financial leaders should be aware if you are considering using a cloud solution. While the IT professionals may be looking at technical requirements of a cloud agreement, it is just as critical that the business leaders weigh in on a number of key business and operational areas.

**Telling Your Story – From Resume to Interview to Results**
*(Leadership and Management) (N – Non-technical subject areas)*

Learn how to present yourself effectively so that you can attract and enjoy desired career opportunities. Observe live examples with candidates for Finance Director and Accounting Manager as they present to an interview panel with a recruiter and CSMFO member interview panelists. Gain feedback from interview panelists that you can use for your own career growth.
Thursday, February 22, 2018
8:30 am – 9:45 am

Engage and Energize Your Team Today by Focusing on People, Process, and Productivity
(Leadership and Management) (N – Non-technical subject areas)

Successful teams display high levels of responsibility, ownership, and accountability. Team members who are engaged and enthused about the work they do add significant value to the organization. In this highly interactive session, we will focus on maximizing the contributions and engagement of your team members, examining and updating your team processes, and value added actions all team members can take to increase productivity. Emphasis will be placed on a four-pronged team-building model – goals, roles and responsibilities, processes and procedures, and relationships – that will help you take your team to the next level of performance.

Actuarial Information/Valuations 101 (REPEAT)
(Budget and Financial Planning) (T – Technical subject areas)

With the recent attention on pension reform and new GASB reporting requirements for pensions, finance practitioners need to become well versed in how to read actuarial reports, including basic terms, methodology, and information essential to determining your pension plan contribution and funded status. The more you understand actuarial terminology and CalPERS-specific methods, the better you will be able to work with your valuation reports. Here is your chance to learn about basic principles and how results are determined. Session topics will include contribution rates, funded status, recent trends, and risk factors. This session will explain what you need to know in clear terms, and will help you translate this complex information for decision makers, employees, bargaining units, and the public.

Debt 101: Fundamentals of Debt Issuance
(Treasury and Debt Management) (T – Technical subject areas)

Municipal bonds, including certificates of participation (COPs), are utilized to finance a wide variety of capital projects in California, as well as to support working capital and cash flow requirements, with total California debt issuance typically between $60 and $70 billion annually. Before issuing debt, there are many factors that municipal finance officers should consider. This session will provide an overview of the authority to issue municipal debt; key elements of the market and structure of municipal debt; outline the debt-issuance process, roles, and responsibilities of financing team participants; and cover some practical tips for current and future issuers of municipal debt.
**Informed Decision-Making Through Revenue Analysis**  
(Budget and Financial Planning) (T – Technical subject areas)

An effective forecast is one that is used to improve real-life decisions. To do so, it must not only be accurate, but it must resonate with its intended audience. At this session, based on GFOA’s new publication, *Informed Decision-Making Through Forecasting*, attendees will learn how to integrate forecasting information into the financial decision-making process. Speakers will cover how to develop quality forecasts and how to present them in a compelling way.

**Cannabis – Is it a Solution to your General Fund Deficit?**  
(Financial Management) (T – Technical subject areas)

The passage of the Adult Use of Marijuana Act (Proposition 64) in 2016 opened the door to what is expected to be a multi-billion dollar industry in California. Local jurisdictions that choose to allow cannabis sales, cultivation, manufacturing, and other activities are projected to potentially receive millions of dollars annually that can fill General Fund coffers at a time when an overwhelming number of cities and counties are facing budget deficits. The cannabis industry is expected to have a huge impact on the California economy – increasing economic output and generating jobs, as well as generating revenue for services. But cannabis is a relatively new phenomenon in California and is a sensitive subject that causes concern for residents, businesses, and city officials. How can jurisdictions start the conversation about cannabis and whether it is an option that should be evaluated? The City of Bellflower faced this same conversation that led to a successful ballot measure in March 2017, followed by public outreach, a comprehensive fiscal and economic impact analysis to determine the costs and revenues, an ordinance establishing a structure for local regulation, and a transparent and thorough application process. This session will also provide an update on State regulations and case studies from Colorado, Washington, and Oregon on the structuring and implementation of revenue collection.

**Integrated Point Solutions: The Key to Leveraging your ERP?**  
(Innovation and IT) (T – Technical subject areas)

Are there gaps in your current or legacy Enterprise Resource Planning (ERP) system? Maybe it is missing some modern functionality or not quite meeting your business needs. Many organizations are turning to point solutions that deliver the “best-of-breed” functionality they have been missing. These point solutions include payment portals, performance management tools, forecasting tools, and open data portals. A point solution can significantly enhance your service delivery and streamline your business processes, but only if it effectively interfaces with your ERP. We will outline some recommended steps you can take to ensure this when supplementing your ERP with one of these solutions. You may find that an integrated point solution is the key to leveraging and extending the life of your current ERP.
GASB Update – OPEB and So Much More  
(Accounting and Financial Reporting) (A – Accounting and Auditing, G – Government)  

The waiting is over; the implementation of other postemployment benefits has come. GASB Statement 75 will be the main attraction of this session, with an emphasis on what is required to be reported and how this information can be communicated. At the same time, there are other key GASB Statements that should not be overlooked by California governments. New pronouncements that will be highlighted include fiduciary fund reporting, debt disclosures, leases, and the omni-present implementation guides.

*Thursday, February 22, 2018*  
**10:15 am – 11:30 am**

The Coleman Report (REPEAT)  
(Budget and Financial Planning) (T – Technical subject areas)  

In his annual update on local municipal financial conditions and issues, Michael Coleman will discuss the latest hot legislative and budget issues in the Capitol, important legal developments, current trends and issues in key local revenues, including sales tax, property tax, highway users tax, and their related flips and swaps, and the latest on municipal financial health and bankruptcy.

Mentoring and Active Succession Planning in Practice  
(Leadership and Management) (N – Non-technical subject areas)  

Learn about motivating, retaining, successfully cross training, and active succession planning in your organization. This session will share how the City of La Quinta has successfully implemented several internal programs that have resulted in internal promotions, increased employee morale, better communication among departments, and active succession planning opportunities. Presenters include employees from Finance and Human Resources who have witnessed and been a part of transforming the City’s culture from massive layoffs in 2012 to a vibrant, progressive, and efficient staff in 2018, and the City’s Finance Director, who was drawn to the organization because of its culture. The session will include an overview of the programs implemented, including their focus, goals, evolution, costs, and how staff is taking ownership of future programs.

District 9! Risk and Compliance in Special Districts  
(Financial Management) (T – Technical subject areas)  

Should you be worried about your swamp of maintenance and taxing districts? As developer-formed districts age, they become obsolete and, if not managed well, they cannot meet your objectives or will pose political and financial risks. Usually administrative issues are routine, but not always. This session will provide an overview of districts and alert you to administrative, legal, and compliance matters. In addition, you will hear examples of
how re-engineering districts can help solve operational, financial, and equity issues and increase citizen satisfaction.

**Better Matchmaking: RFPs for Financial Advisors and Underwriters**  
(Treasury and Debt Management) (T – Technical subject areas)

Cities commonly use a request for proposal (RFP) process to select their financial advisors and bond underwriters. And, in drafting RFPs, they often rely on a document that was previously used by another agency. But how good are these forms of procurement documents that are commonly recycled at teasing out the information you need to make an informed decision? Frankly, in the opinion of the people who respond to these RFPs – not very. This panel will assemble several veteran finance professionals to discuss what, in their opinion, you should be asking in your RFPs so that you get the most useful information to inform your selection, better enabling you to make the appointments that are best suited to your needs.

**Rumor Has It: Successfully Engaging Residents and Building Trust**  
(Leadership and Management) (N – Non-Technical subject areas)

With more competing sources of information than ever, governments face unique challenges around building trust among numerous stakeholders – residents, council members, and staff. Consequently, proactive information sharing and meaningful engagement are more essential than ever. In this session, local government leaders will demonstrate how they leverage transparency initiatives to provide greater access to information online and build trust within their community.

**The Art of Public Speaking for Government Officials: Can you Hear Me Now? (PART 1 OF A 2-PART SESSION)**  
(Leadership and Management) (N – Non-technical subject areas)

This workshop will consist of two back-to-back sessions that outline the aspects of how to become a successful public speaker. Finance Officers are looked upon as leaders due to their management and involvement in every aspect of government service. Leaders must have the ability to communicate effectively, including speaking in public on numerous occasions. These back-to-back sessions will address attendees’ fears and learn what is needed to accept the incredible adrenalin rush so as to successfully relay an informative message to any audience. The workshop will also utilize a multi-media approach to share examples from the incredible speaking talent around the world. The goal of this workshop is to have attendees leave with real world skills that will enhance their ability to be a great communicator. Come join us for a fun, interactive back-to-back speaking experience!

**GASB Update – What will the Future Hold?**  
(Accounting and Financial Reporting) (A – Accounting and Auditing, G – Government)

The big three (financial reporting model, revenue and expense recognition, and note disclosures) continue to attract the attention of both the GASB and its stakeholders. While
the financial reporting model will take center stage in another session, the other two primary efforts also deserve to be followed closely as they make their way through due process. However, the GASB’s agenda does not end with the big three. There are several other important efforts, including cloud computing and public-private partnerships, that also are worth watching. Learn more about how the future of governmental accounting and financial reporting may unfold.

Thursday, February 22, 2018
12:45 pm – 2:00 pm

Fraud: A Story of Embezzlement, Response, and Resilience
(Financial Management) (F – Fraud)

Hear a real life story about a large embezzlement in the City of Placentia and how the City responded diligently with strategic measures to ensure a strong recovery to regain the public’s trust. Learn how to establish the critical partnerships, team, and internal controls necessary to build transparency and confidence in the City’s finances, both internally and externally. Obtain a better understanding of lessons learned and best practices to ensure your city is safeguarded from fraud.

Investment Policy: A Real Necessity
(Treasury and Debt Management) (T – Technical subject areas)

A well-written investment policy describes the parameters for investing as well as identifies your agency’s investment objectives. An effective investment policy defines your investment program by identifying legal and permitted activities and investments, while defining your primary objectives of safety, liquidity, and yield. Key elements of a well-written policy include best practices and describe authorized staff, address performance measurement, and your agency’s relationships with counterparties. This session will provide insight on how an effective policy provides protection for your agency and addresses the dynamic nature of the investment process. It will include a review of statutes governing investing and depositing of public funds.

The Seven Deadly Sins: Control over Cash Collections
(Accounting and Financial Reporting) (F – Fraud)

The cash collections of several California governments have been embezzled in the last few years. In each case, the defrauded government committed one or more of the “seven deadly sins” of cash handling. The seven deadly sins are as follows:

1. Failure to Immediately Prepare the Initial Accounting Record
2. Failure to Perform Complete and Timely Bank Reconciliations
3. Lack of Accountability for Cash
4. Failure to Make Deposits Intact
5. Lack of Responsible Environment
6. Lack of Immediate Restrictive Endorsement of Checks
7. Inadequate Segregation of Billing Duties

Each of these sins will be explored and real-life examples of California governments that have been victims will be discussed.

**Differences of Opinion**
(Treasury and Debt Management) (T – Technical subject areas)

A panel comprised of representatives from the 4 ratings agencies active in California Public Finance – Fitch Ratings, Kroll, Moody’s and S&P – will present their individual agency’s updated tax-supported criteria. Each panelist will discuss how his/her agency distinguishes itself from the others. Issuers should gain a greater understanding of rating differences, risk points, and areas where they could make changes that may affect a rating outcome. This panel will also address changes made to pension and other post employment benefits (OPEB) analyses and the recent court decisions – the so-called “California Rule.”

**In 115 We Trust**
(Financial Management) (T – Technical subject areas)

The Internal Revenue Code (IRC) of the Internal Revenue Service (IRS) established Section 115 irrevocable trusts, which have been used by California local governments for the funding of other postemployment obligations (OPEB) for the last decade. Within the last year, these trusts have become increasingly popular amongst public agencies as supplemental funding mechanisms for pension obligations. As public pension contribution rates continue to ramp up, in some cases potentially exponentially over the next several years, many local governments have entered into or are considering participation in Section 115 retirement trust programs. The Section 115 retirement trust option is viewed as a strategy for pension rate stabilization by a number of participating local governments. Some agencies view retirement trusts as a diversification tool to accelerate pension funding outside of the agency’s retirement system. Still others are moving into irrevocable retirement trusts to send a strong signal to their constituents that the public pension crisis dictates a decisive call to action.

Whatever your agency’s facts and circumstances, Section 115 retirement trusts offer a viable path forward to accelerate local government pension funding outside of your retirement system. This session will provide insight into local government strategies for participating in a Section 115 retirement trust, exploring single and multiple employer trust models, as well as many of the related legal and accounting issues associated with local government irrevocable retirement trust participation.
The Art of Public Speaking for Government Officials: Can you Hear Me Now? (PART 2 OF A 2-PART SESSION)
(Leadership and Management) (N – Non-technical subject areas)

This workshop will consist of two back-to-back sessions that outline the aspects of how to become a successful public speaker. Finance Officers are looked upon as leaders due to their management and involvement in every aspect of government service. Leaders must have the ability to communicate effectively, including speaking in public on numerous occasions. These back-to-back sessions will address attendees' fears and learn what is needed to accept the incredible adrenalin rush so as to successfully relay an informative message to any audience. The workshop will also utilize a multi-media approach to share examples from the incredible speaking talent around the world. The goal of this workshop is to have attendees leave with real world skills that will enhance their ability to be a great communicator. Come join us for a fun, interactive back-to-back speaking experience!

CalPERS Health Update
(Financial Management) (N – Non-technical subject areas)

Description to come

Thursday, February 22, 2018
2:45 pm – 4:00 pm

The Leadership Checklist: 20 Actions You can take to Maximize Your Leadership Effectiveness and Success
(Leadership and Management) (N – Non-technical subject areas)

It is too simple to say that effective leaders need both technical and people-oriented skills. We are all defined by our actions, and leaders must possess more than good intentions, advanced degrees, or so called "soft skills" to be effective. This session focuses on twenty specific actions you must take to maximize your success. The checklist contains several actions based directly on employee and team feedback. We will explore each action, how to set up an action plan, and how to engage and communicate with team members on each item. This is a process that both task and process-oriented leaders will love and be able to use immediately.

Déjà Vu All Over Again! GASB Revisits the Financial Reporting Model
(Accounting and Financial Reporting) (A – Accounting and Auditing, G – Government)

The Governmental Accounting Standards Board (GASB) has undertaken a major reassessment of the governmental financial reporting model now in use. As part of that reassessment, GASB released an Invitation To Comment (ITC) document last year that suggested major changes in how balances and transactions are reported and measured in governmental funds. GASB also plans to explore other important changes to the financial
reporting model in future due-process documents. This session will provide a review of
the various alternatives set forth in the ITC document, as well as a summary of the most
important tentative conclusions GASB has reached on other aspects of the financial
reporting model project. Come learn more about this important project – as well as what is
next, and how you can make your views heard.

**Don't Wait: Planning for the Long-Term in Your Annual Budget**
(Budget and Financial Planning) (T – Technical subject areas)

Come to this informative session to hear about the “tricks of the budget” trade! Panelists
will discuss how to prepare effective annual budgets that integrate long-term planning and
strategic priorities. An overview of the fiscal environment and challenges the panelists’
cities face will be discussed and outlined, as well as an approach to determine future
revenues, build reserves, and begin tackling pressing long-term issues such as CalPERS,
healthcare, deferred maintenance, public safety, and more as part of the budget process.
Challenges and solutions to long-term planning, including political considerations, revenue
limitations, and taxation will be discussed.

**Public Finance Tools to Fund Infrastructure**
(Financial Management) (T – Technical subject areas)

This session will focus on public finance tools available to California public agencies to fund
capital needs, including deferred maintenance and infrastructure for new development.
Hear from an issuer and typical financing team members about the pros and cons of
various tools, including those that generate new revenues and those that leverage existing
revenues, such as sales taxes, property taxes, special taxes, and enterprise revenues.

**How to Effectively Benchmark an Investment Portfolio**
(Treasury and Debt Management) (T – Technical subject areas)

Many cities have a created a formal investment policy. It tells you all of the permissible
investment options you have at your disposal. One thing it does not tell you, though, is how
your portfolio is performing according to the expressed expectations of your policy. In this
session, you will learn critical indicators that you should monitor in order to effectively
gauge your portfolio’s performance. You will learn when it is necessary to modify your
strategy according to market conditions...remembering your primary objective is
preservation of assets as you consider safety, liquidity and yield, in that order.

**Cyber Security and Fraud Protection – Securing Your Organization**
(Innovation and IT) (T – Technical subject areas)

Cyber threats are the new normal and, as recent events have identified, no institution is
immune. Fostering a cyber-aware culture and implementing safeguards to protect against
threats are imperative in today’s environment. Managing against these risks is critical to
running a successful treasury operation. The session will provide you with information to
effectively manage your cyber security exposures in this rapidly changing environment.
The upcoming effective date for GASB Statement 75, “Accounting and Financial Reporting for Postemployment Benefits Other Than Pensions,” governing employer reporting for retiree healthcare benefits (OPEB), will further increase focus on the cost of retiree healthcare benefits. This session will provide background on Statement 75 and its impact on financial statements, why this matters in the bargaining process, and what options you have to negotiate alternatives. Through a case study of one government agency’s experience, we will cover topics such as the following:

- What agencies have done in negotiating retiree healthcare benefits
- Limits facing CalPERS Public Employees’ Medical & Hospital Care Act (PEMHCA) agencies in negotiating alternative benefits and/or establishing new benefit tiers
- Other alternatives that can limit the OPEB liability

**Thursday, February 22, 2018**
**4:15 pm – 5:30 pm**

The Raging Storm: Funding Storm Water Needs in California  
(Financial Management) (T – Technical subject areas)

Virtually every community in California is facing significant and unfunded needs within the spectrum of storm water. The problem is no longer maintaining a permit and providing basic services to comply with the National Pollutant Discharge Elimination System (NPDES). It has evolved into a veritable raging financial storm, which can engulf the general fund. It is imperative that you review your needs, develop a storm water master plan, and consider the tools in your financial toolbox. This effort must be broad-based, across virtually all departments, and include a healthy dialogue within your community. A ten-step funding program will be part of the discussion.

**Speed Coaching – Find the Answers You Need**  
(Leadership and Management) (N – Non-technical subject areas)

Back by popular demand, this session gives you a lively and engaging way to tap multiple perspectives and instantly broaden your network. CSMFO has a great team of talented volunteer senior professionals who are pleased to help colleagues and rising stars find resources to answer their questions and enjoy their careers. In the course of the session, you will have opportunities to rotate from one coach to another in segments of about 15 minutes each. Learn what you can do to address key issues and grow.
Business Continuity – Stay Connected When Disaster Strikes  
(Innovation and IT) (T – Technical subject areas)

Disaster can occur at any time, in any way, shape and form. This session will address the various types of disasters, from earthquakes to floods, how best to prepare for them, and how to continue to operate through the disaster. Some of the questions we will help answer are the following:

- How will you pay your employees? How will you pay the employees who do not have checking accounts?
- How much of a line of credit do you need in case you are unable to make deposits to cover your disbursements?
- How will you process your ACH and wire transfers to pay your vendors?
- How will your employees pay for emergency needs?
- How will you access your online reports and determine your working capital?

Sales Tax Life-Support in a Changing Economic Environment  
(Financial Management) (T – Technical subject areas)

One-fourth of all malls are expected to close within five years. Retailers are culling and downsizing stores while investing heavily in mobile shopping platforms, delivery systems, and new retail concepts. Industry is becoming a key component of the new retail sales tax base, while revenue gains are becoming more concentrated, and sales tax growth is not expected to keep up with increases in inflation and population. This session will review how shopping center owners and local governments are altering their economic development strategies to cope with this accelerating transition and discuss what is working and what is not.

The Ins and Outs: Multiple Investment Options  
(Treasury and Debt Management) (T – Technical subject areas)

Description to come

Who is balancing the Balance Sheet?  
(Accounting and Financial Reporting) (A – Accounting and Auditing, G – Government)

Balancing the balance sheet is a core part of preparing for the annual audit, but as years go by and changes in your organization occur, when was the last time you traced all the transactions in your balance sheets? Accounting software changes, staffing and management changes, and auditor changes can impact some of the core functions and reconciling processes you have established in your department. Accruals, adjusting journal entries, beginning balances, and post-close transactions all contribute to balance sheet entries that, over time, may lead to misstatements. Each year that goes by makes it more difficult for you to reconcile your balances, which could lead to material variances in your financial reporting. This session will go over roles and responsibilities of the agency (both
Pension costs are among the most pressing concerns for municipalities in California. Balancing the need to honor pension obligations to employees while at the same time ensuring adequate funding to perform core services for communities is a frequent topic of conversation at city council meetings. In this session, CalPERS leadership will provide updates on recent policy decisions stemming from the four-year Asset Liability Management cycle and the CalPERS experience study; discuss projected employer cost projections and funding levels, including additional unfunded actuarial liability payments and shortening amortization periods; hot topics in the actuarial world that will impact future contribution rates; and plan terminations, and lay out opportunities for engagement and communication as policy is shaped and implemented. This is a session not to be missed.

How do you put a Price on the Cost of Wasting Water?

Upon its issuance, the findings and conclusions of the 4th District Court of Appeals of California in Capistrano Taxpayers Association v. San Juan Capistrano sent shockwaves throughout the water utility sector in California. The court found that the basis for the City’s water rate structure, which is a relatively common type of rate structure, was not rigorous enough to meet the cost-of-service requirements of Proposition 218. Many water utilities within California that rely on a tiered rate structure to send a “price signal” to wasteful users wondered if a conservation tool had just been removed from their toolbox. And all water utilities should wonder if their water rates would stand up to a similar challenge.

While robust cost-of-service principles have long been the norm for allocating costs between customer classes, the same rigor has not often been applied to rate design. For many utilities, the historical approach to designing inclining block rate structures has incorporated non-cost factors, such as desired conservation pricing signals, customer impacts, conformance to local practices, stakeholder input, political will, etc. Interestingly, there is not much industry guidance on how to design conservation rates that are strictly based on the cost to provide service. Ultimately, the topic also raises the issue of transparency and the ability to specify to stakeholders the types of costs that are captured by each discreet element of a water rate structure. This presentation will educate
attendees on how we got to this point and provide a few examples of how California utilities have designed inclining block water rates that wholly comply with the proportionality requirements of Prop 218. Each example provides a compelling and interesting solution and, even more interesting, each solution is unique. Participants will gain information regarding key rate design principles, challenges, and specific approaches that could be used by utilities to meet the new rate setting standards in California.

**Transaction and Use Taxes – From Ballot to Coffers and Beyond**
(Budget and Financial Planning) (T – Technical subject areas)

In November 2016, nearly 90 agencies asked voters to establish, increase, or extend a transaction and use tax (TUT, also referred to as a district or add-on tax) to provide necessary fiscal stability. Of those, 66 were approved – a 73% passage rate! There are now approximately 260 TUTs in place statewide, some designated for a specific purpose like transportation projects, while others are available for general use. Although the thought of additional taxes on a community may seem like a tall hill to climb, many agencies have worked with consultants and their local communities to demonstrate and explain the need for more resources. This session will provide examples of the timelines, workflow, and approaches taken by successful agencies to pass and implement a TUT. If your agency is considering a November 2018 ballot measure, now is the time to plan.

**Bean Bag Chairs and Budgeting**
(Leadership and Management) (N – Non-technical subject areas)

Integrating millennials into a finance department’s “Baby Boomer” culture can be a big challenge. However, they are the future leaders of the organization...of city management and even of city councils. Millennials tend to display an abundance of self-confidence and believe they are highly valuable to the organization from day one. Stereotypically, millennials are great multi-taskers, they are team-oriented, and they thrive on learning new job skills. That being said, this group grew up with instant messaging, texting and Facebook. As a result, they are less aware of non-verbal cues and experience more instances of miscommunication, especially when working with non-millenials. For these colleagues, creativity and open communication are crucial for a thriving workplace, as are flexible schedules, mentorship and transparency. This panel will discuss workplace culture for finance departments and why it benefits the organization to adopt (at least some of the) millennial values.

**Debt Disclosure Policies, Practices, and (Potential) Pitfalls**
(Treasury and Debt Management) (T – Technical subject areas)

This session will provide of overview of issuer best practices related to disclosure of financial and other material information to investors in an issuer’s public debt. It will cover both disclosures in the initial offering document (the official statement), as well as continuing disclosure mandated by Securities and Exchange Commission (SEC) Rule 15c2-12. An overview of applicable federal securities laws (such as Rule 15c2-12 and Rule 10b-5) will be covered. In addition, best practices related to disclosure by public entities will be
addressed. The session will also cover certain other post-issuance compliance requirements under State and federal law (e.g., arbitrage rebate compliance, CDIAC reporting requirements) that public agency issuers need to know. This will hopefully help the issuers in the room avoid pitfalls that previous public agencies have faced in the past.