

## Public Finance Officer Training Program

### Course Description Quick Guide

Course Name	Course Description
<p><b>Problem Solving in the Economic Development Context</b></p> <p>Rebecca C. Princehorn, Esq., Partner, Bricker &amp; Eckler LLP, J. Caleb Bell, Partner, Bricker &amp; Eckler</p>	<p>The Great Recession spawned an economic development juggernaut, affecting property valuation and taxation statewide. Hear how multiple local governments – county, municipal, township, school – simultaneously handled valuation and taxation issues coming their way via TIF, JEDD, JEDZ, CRA, EZ and NCA, balancing competing objectives. Outlet mall shopping, anyone?</p> <p>Participants will first learn the primary economic development incentives Ohio law provides: TIF, JEDD, JEDZ, CRA, EZ and NCA. We will then explore the impacts and nuances of such incentives on property tax valuation and taxation and what it means for financial forecasting and levy planning for local governments. Finally, we will discuss tax collection issues inherent in the economic development context, with an emphasis on recent legislation.</p>
<p><b>Fraud Prevention and Detection Techniques</b></p> <p>David E. Sems, CPA, CITP, CFF, Director of Communications &amp; Technology, City of Strongsville</p>	<p>Unfortunately, all organizations face the risk of fraud, government is no exception. This course is designed to introduce how and why fraud is committed, how to prevent and detect common fraud schemes and how to best be prepared to conduct a fraud investigation if needed. Concrete analytic procedures will be discussed interspersed with real world fraud investigation war stories.</p> <p>This course will enhance the participant’s working knowledge of fraud, how it is committed and how to prevent it in their organization.</p>
<p><b>Principals of Public Finance – a look at the theory behind public finance with detail regarding revenue and expenditures</b></p> <p>Alyssa Kerker, Adjunct Professor, Franciscan University of Steubenville</p>	<p>Although public money being received and spent seems to somewhat mimic that of general business, there are different in many ways. Revenues could be derived from alternative sources have restrictions uncommon to those in regular business. “Public money” require additional spending procedures that need followed.</p> <p>This course will touch on the inflows and outflows of the government office. An overview will be provided to define various types of revenues and collection of public funds, as well as the different types of expenditures. Detailed processes will be illustrated to show the importance of public money’s security and reliability.</p>
<p><b>Debt Management and Issuing Debt in Ohio in 2017</b></p> <p>Harold Babbit, Adjunct Professor of Local Government, Cleveland State University, Michael G. Sudsina, Managing Partner, Sudsina &amp; Associates, LLC, Stephen Szanto, Sudsina &amp; Associates, LLC</p>	<p>Fundamentals of Debt Management Discussion of Markets rates since the Election of 2016 – The Federal Reserve Policy, MMD and Bond Buyer Indexes; Debt Management Plans, Best Practices, Financial Management Assessment, Rating Agency Strategy; Update on the MA regulations/Implementation Interest rates change almost daily. The effects of the Presidential election, Federal Reserve Actions, Proposed tax rule changes, supply all affect the tax-exempt market. A better understanding of these components can help issuers plan their debt issues; The second component assists the issuers in preparing a foundation under which they will issue debt and under what circumstances; and The new MA regulations are still being implemented, revised and explained. Consequently, an update will further define the responsibilities of the different parties involved in issuing debt for local governments in Ohio. Key fundamentals of debt management</p>
<p><b>Financial Reporting</b></p> <p>Chad Welty, Principal, Rea &amp; Associates, Inc.</p>	<p>Participants will walk away with an understanding of the different accounting basis of accounting that can be reported on. In addition, participants will learn about some of the key concepts within each basis of accounting. Finally, we will cover some best practices and common deficiencies in financial reporting.</p> <p>The course will be geared towards understanding the various financial reporting framework options available to governmental entities. In addition, best practices and common deficiencies will be covered to help provide the tools to ensure accurate and complete financial reporting.</p> <p>Accurate and complete financial reporting is critical to government entities in order to ensure they are “auditable” (per AOS) and in compliance with the Ohio Revised Code (as applicable). This course will provide the background needed to ensure both are achieved.</p>

<p><b>Principles of Public Finance</b> Mindee Johnson, CPA, Senior Manager, Rea &amp; Associates, Inc.</p>	<p>This course will cover the differences between public finance and private finance and an overview of typical duties of fiscal officers. There will be more in-depth discussions on more complex areas of public finance, including new debt, debt refundings, bank reconciliations, direct vendor payments and budgets. We will also discuss the fiscal officer role in preparing annual financial statements for audit and preventing common audit deficiencies.</p> <p>This course will enhance participant's general knowledge of public finance. Common duties, including accounting for debt issuances, cash reconciliations and budgets will be covered. Participants will also receive information that will help them prepare their annual financial statements as well as prepare for their annual audits.</p>
<p><b>Cash Management/Banking Relations/Cyber Security</b> Steve Broerman, Vice President, Government Banking Division, US Bank, Tess Terry, Treasury Management &amp; Payments Consultant, US Bank, Elyse Trout, Commercial Treasury Management Sales, AVP, US Bank</p>	<p>Discussion of the following topics:• Cyber Security• Collection strategies• Lending vs leasing• Banking relationships• Investment strategies• Discussion of various investment vehicles available for the public treasurers</p> <p>Increase the knowledge and understanding of the changing economic factors which will have a direct effect on budgets and projections for both long &amp; short term planning purposes. A look at new technologies and how the Finance Director landscape has change. An in depth look into Cyber Security how it occurs and ways to prevent. A look into the ever changing collateral debate and what the future holds.</p>
<p><b>Principles of Investment Accounting</b> Dennis Yacobozzi, President &amp; CEO, United American Capital Corporation (UACC)</p>	<p>The session will provide an overview of the components of an investment accounting system, including required reporting information as specified under certain sections of the Ohio Revised Code. The course will define and illustrate how the official records of a public entity should account for investments, the treatment of income, and other records reflecting investment activity. Key components in the reconciliation process will be reviewed.</p> <ul style="list-style-type: none"> <li>- Understanding the minimum reporting requirements of an investment program.</li> <li>- Understanding the duties and responsibilities of the public official as the Investing Authority.</li> <li>- Understanding the major components of an annual audit of your investment program.</li> <li>- Understanding the functions of the custodian bank, broker/dealers, investment advisors, and the interaction with the public entity.</li> <li>- Understanding the importance of the separation of duties and responsibilities.</li> </ul>
<p><b>Maximizing Yield and Maintaining Liquidity</b> Dennis Yacobozzi, President &amp; CEO, United American Capital Corporation (UACC)</p>	<p>This course will concentrate on the objective(s) of maintaining full investment in the bond market while structuring the portfolio to meet operating needs. Emphasis will be placed upon implementing an effective cash management program, without overly compromising income (yield). A review of market yields over the past several years will illustrate how a public entity's investment program may be affected in terms of principal market value and the importance of maintaining a measure of liquidity.</p> <ul style="list-style-type: none"> <li>- Calculating an adequate liquidity position without overly compromising portfolio income; methods to consider when determining adequate cash flow and liquidity.</li> <li>- Understanding the interest rate environment and the shape of the yield curve when structuring your investment portfolio to meet liquidity needs.</li> <li>- Understanding the factors of both declining and rising interest rate markets and how such interest rate markets may affect the portfolio's ability to provide liquidity. The course will focus on today's rising interest rate market.</li> </ul>