



13th Annual Governmental GAAP Update

Group-Live Satellite Training

Thursday, November 6, 2008

1:00 p.m. – 5:00 p.m. Eastern Time Zone

Please adjust time to your time zone



First-Time Sites

What is satellite training? Satellite training is a learning tool that offers a unique opportunity to provide training to organizations and individuals, regardless of their geographical location. The live program takes place in a television studio in Chicago, Illinois, and is transmitted via satellite to the host downlink site. Participants are able to attend the training and earn 4 continuing professional education credits without having to travel to Chicago. The only travel required of the participants is to the nearest downlink site.

When is the program? The *GAAP Update* is scheduled so that attendees across the United States can participate during normal business hours. The program will be broadcast on Thursday, November 6, 2008, during the following times:

- Eastern Time Zone 1:00 p.m. – 5:00 p.m.
- Central Time Zone 12:00 noon – 4:00 p.m.
- Mountain Time Zone 11:00 a.m. – 3:00 p.m.
- Pacific time Zone 10:00 a.m. – 2:00 p.m.
- Alaska Time Zone 9:00 a.m. – 1:00 p.m.

What equipment is required?

- Satellite dish
- Television set or video projector
- Receiver

Where to look:

- City/County buildings
- Cooperative extension offices
- School districts/High schools
- Colleges/Universities
- Libraries
- Police/Fire departments
- Hospitals and health care facilities
- Local television station

What are the costs to host a downlink site? There are no direct costs to the host organization. However, if you have to rent a facility and/or equipment or decided to

provide food/refreshments for the participants, these are considered out-of-pocket expenses and will not be reimbursed by the GFOA. To offset any out-of-pocket expenses, the GFOA offers a revenue sharing program. Organizations will earn a percentage of their site's net revenue based on the total number of paid attendees.

If your site has:

- 10 or more paid participants
- 20 or more paid participants
- 30 or more paid participants
- 50 or more paid participants

Your organization will earn:

- 10% of the net revenue for the site
- 15% of the net revenue for the site
- 20% of the net revenue for the site
- 25% of the net revenue for the site

Revenue sharing checks are mailed four to six weeks after the conclusion of the program.

What to look for in a facility: You can participate in the teleconference from any facility with a steerable satellite dish having C-Band or KU-Band (analog) capabilities and a knowledgeable technical staff. The program is not available via the Internet.

- The facility should have a technical coordinator who will be available before and during the broadcast to set up the satellite equipment and address any technical difficulties. *This is the most important thing you can do to ensure a successful event.*
- A viewing room with sufficient space to accommodate your anticipated number of participants.
- Seating that can be arranged so that all participants can view the presentation.
- Writing surface for participants to take notes.
- A fax machine for participants to submit questions during the Q & A portion of the broadcast.

I've located a facility – now how do I register my downlink site? Download a host application from the GFOA's Web page at **www.gfoa.org**. Every organization that submits an application will be accepted whether you have two or two thousand attendees. There is no deadline to submit a host application. However, the earlier you register your downlink site, the earlier the GFOA can begin to market your site to interested participants.

How many downlink sites should a state have? The number of downlink sites per state will vary due to the state size and population. Our goal is for every state to have 5-10 sites. What's important is that the program is available in multiple locations throughout your state so individuals do not have to travel far to participate.

Who is the site coordinator and what are their responsibilities? The site coordinator is the primary person responsible for managing the program at your location. Most correspondence with this person will be via e-mail. Responsibilities include:

- Locate, examine, and reserve a facility with satellite capability.
- Register the downlink site with the GFOA.
- Identify and work with the facility's technical coordinator.
- Promote the program locally.
- Participate in the broadcast test signal.
- Be on site the day of the broadcast to facilitate the program.

- Manage attendee check in.
- Mail all necessary documents back to the GFOA at the conclusion of the program.

The GFOA will prepare a Site Coordinator Manual. The manual will be available on the GFOA's Web page at www.gfoa.org. The manual will provide coordinators with detailed information on all of the pre, day of, and post program responsibilities.

Will the GFOA conduct a signal test prior to the broadcast? The GFOA will arrange for two signal tests prior to the broadcast, as well as a technical support hotline for the test signal and broadcast date. It is extremely important that you and your technical coordinator participate in one or both of these tests to ensure that the equipment at your facility is working properly. The test dates, times, and coordinates will be e-mailed to the site coordinators.