

Government Finance Officers Association

12th Annual Governmental GAAP Update

Group-Live Satellite Training

Thursday, November 8, 2007

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

Please adjust time to your time zone



Frequently Asked Questions on Satellite Training

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 CPE credits without having to travel to Chicago. The only travel required of the participants is to the nearest downlink site.

What equipment is required?

- Satellite dish
- Television set or video projector
- Receiver

What are the satellite's coordinates?

The GFOA typically receives the satellite coordinates two to three weeks prior to the broadcast. Coordinates will be e-mailed to the site coordinators.

Will the GFOA conduct a signal test prior to the broadcast?

The GFOA will arrange for two signal tests prior to the broadcast. 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 and times will be e-mailed to the site coordinators.

Will the GFOA provide technical support?

The GFOA will arrange a technical support hotline for the test signal and broadcast.

What should I 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.

What to look for in a facility:

- 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

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

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.

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.

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.

What is the GFOA revenue sharing program?

To offset any out-of-pocket expenses, the GFOA offers a revenue sharing program. The program is open to state associations and government entities. The program is not open to private sector organizations. Organizations will earn a percentage of their site's net revenue based on the total number of paid attendees.

If you 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.

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.

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 8, 2007, 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.

Who is responsible for marketing the program?

As a host downlink site, you are not responsible for the marketing of the program. The GFOA will plan, organize, and market the program for you at the national level. However, your participation and anything you can do to help promote the program at a local level is always welcomed.

Suggestions include:

- Invite local public and private leaders and representatives to attend
- Announce your organization's participation in your weekly/monthly newsletter and/or other forms of media
- Work with your state GFOA organization

What are the attendee registration fees?

All attendees are required to register and submit payment to the GFOA. In recognition of your support, your organization will receive two complimentary registrations. Registration fees are as follows:

Early Registration *(Registration and payment received before 10/5/07)*

- Active Member \$125
- Associate Member/Nonmember Public Sector \$145
- Nonmember Private Sector \$175

Full Registration *(Registration and payment received after 10/5/07)*

- Active Member \$175
- Associate Member/Nonmember Public Sector \$195
- Nonmember Private Sector \$225

Group Discount

- Register and pay for 3-9 participants and receive 15 percent off the total cost of the registrations.
- Register and pay for 10 or more participants and receive 20 percent off the total cost of the registrations.

To qualify for the group discount, registrations must be submitted together. Individual registrations submitted separately or after the original group is submitted will not qualify for the group discounts.

How and when will the handout material be available?

The program materials will be available in advance through a secured site on the GFOA's Web site (www.gfoa.org). Attendees will receive directions on how to download and print the materials with their registration confirmation. Attendees are responsible for printing their own materials prior to the broadcast.

How many continuing professional education (CPE) credits are awarded?

Participants attending the *GAAP Update* will be awarded 4 CPE credits. CPE certificates will be mailed to the individual attendee three – four weeks after the conclusion of the program.

Who can I contact if I have a question?

Please contact Catlin Phillips, Senior Meeting Manager at satellite@gfoa.org or at (312) 578-4402.