



Government Finance Officers Association

FIRST ANNUAL

# BETTER BUDGETING

WEB-STREAMING EVENT

- Identifying practical tools for setting budget policy
- Establishing budget priorities
- Using the budget to improve the effectiveness and efficiency of operations
- Using the budget to ensure both financial and programmatic accountability

**Earn 2 CPE credits**  
with your participation

Two offerings available

- **OCTOBER 6, 2016**
- **JANUARY 12, 2017**

2:00–4:00 p.m. (Eastern)

# FIRST ANNUAL BETTER BUDGETING WEB-STREAMING EVENT

Two offerings are available.

The Government Finance Officers Association (GFOA) will offer its First Annual *Better Budgeting* web-streaming event on October 6, 2016, and again on January 12, 2017, using the latest video and audio streaming technology. Budgeting is at the very core of local government finance, where it functions as a practical tool for setting policy, establishing priorities, promoting effectiveness and efficiency in operations, and ensuring both financial and programmatic accountability. Budgeting can only be as effective as the budget professionals who make it all happen. This web-streaming event is designed to equip those on the front lines of local budgeting to do an even better job meeting the many practical challenges they must face from day to day and from year to year.

## ■ COVERAGE

This year's First Annual *Better Budgeting* web-streaming event will offer practical advice on how to:

- Improve the process of **budgeting for salaries and wages**;
- Better assess the **potential impact of changes** in service levels;
- Make better decisions on the **appropriate levels of fees and charges**;
- Create a truly **effective capital budgeting process**;
- Design more effective **measures of performance**; and
- Setting up a **long-term planning** process.

This two-hour course combines lecture, panel discussion, and examples to communicate and reinforce the key policies and critical procedures presented.

## SIGN UP TODAY



by submitting the enclosed registration form or registering online using GFOA's e-store. Take advantage of group discounts and save! (Group discounts cannot be applied to online registrations.)

## ■ PRESENTERS



**John Fishbein** is a Senior Program Manager in the GFOA's Technical Services Center. He is responsible for the day-to-day operation of GFOA's Distinguished Budget

Presentation Awards Program and is the author of GFOA's recent publication *Building a Better Budget Document*. He serves as staff to GFOA's standing Committee on Governmental Budgeting and Fiscal Policy. John has almost thirty years of governmental budgeting experience.

**Mike Bailey** has worked in local government finance since 1980 and is currently the Finance Director with the City of Redmond. He has served as president of the Washington Finance Officers Association and the state representative for the Government Finance Officers Association. Mike was on GFOA's Executive Board from 2009 to 2011. He is a CPA and has been a GFOA budget reviewer for almost two decades.

## INTENDED OUTCOMES

Participants should:

- Be familiar with the various factors that go into salary and wage forecasts;
- Be aware of the potential ramifications of changes in service levels;
- Be better prepared to make informed decisions when setting fees and charges;
- Be able to identify the different steps in the capital budgeting process;
- Be equipped to make more effective use of performance measures; and
- Be persuaded of the need to combine projections and discussion to arrive at meaningful long-range financial planning.

## REMINDER



You will receive instructions on how to access the program and a link to the program from [announcements@gfoa.org](mailto:announcements@gfoa.org) on October 4, 2016, for the first offering and on January 10, 2017, for the encore presentation. Watch GFOA's website for information on how to test the technology that will be used prior to the event.

- The presentation will run from 2:00 p.m. – 4:00 p.m. (Eastern) on both October 6, 2016, and January 12, 2017. Please adjust to your local time zone.
- All individuals, whether in a group setting or on their own, must be registered to view the program.

## REGISTER NOW AND SAVE!

Whether watching on your own or in a group setting, each individual must be registered—including those who may not intend to claim continuing professional education (CPE) credit.

**Save with group discounts!** Multiple participants from the same location are encouraged to view the presentation together to enhance streaming quality. In order to receive the group price, all registrations must be submitted together.

**Save with GFOA member pricing!** GFOA members receive a discount on all GFOA training events. Not a member? Join now and receive \$25 off your *Better Budgeting* registration fee with a paid new membership. Add the new membership fee directly to the registration form. Visit [www.gfoa.org](http://www.gfoa.org) to view the fee schedule. For questions, please e-mail [membership@gfoa.org](mailto:membership@gfoa.org).

## REGISTRATION FEES

The following fees are PER PERSON/INDIVIDUAL REGISTRANT.

	Active Government Member	Member Private Sector	Non-member Government	Non-member Private Sector
1 or 2 people	\$70	\$80	\$140	\$165
3–10	\$65	\$75	\$135	\$160
11–20	\$60	\$70	\$130	\$155
21–40	\$55	\$65	\$125	\$150
41–75	\$50	\$60	\$120	\$145
76–100	\$45	\$55	\$115	\$140

**100+ PEOPLE?** Call GFOA at 312-977-9700 for special pricing or e-mail [training@gfoa.org](mailto:training@gfoa.org).



# REGISTRATION FORM

To include additional participants, please e-mail an Excel sheet to **training@gfoa.org** that includes the following information for each registrant: **name, title, organization, and e-mail address**. To download an Excel template to submit, go to **www.gfoa.org**. (Group discounts cannot be applied to online registrations.)

**Program Information** (Please check one)  October 6, 2016  January 12, 2017

Check here if you are faxing this form. Fax accepted only with credit card payment or purchase orders. **If faxing, do not mail the original.**

Please print or type (or register online at [www.gfoa.org](http://www.gfoa.org)).

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

Employer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail (mandatory): \_\_\_\_\_

GFOA Membership # (if available): \_\_\_\_\_

Check box to indicate if you are substituting for an active member.

Active Member #: \_\_\_\_\_

Active Member Name: \_\_\_\_\_

## Registration Fees

All fees must be paid in full before the event date. Registration fee is per person, not per group.

**Registration Fee** \_\_\_\_\_ x \$ \_\_\_\_\_ = \$ \_\_\_\_\_

**New member fee:** Visit [www.gfoa.org](http://www.gfoa.org) or call GFOA at (312) 977-9700 for fee \_\_\_\_\_

**Discount for paid new member (\$25.00)** \_\_\_\_\_

**REGISTRATION TOTAL** \_\_\_\_\_

## Payment Information

 (Please check one)

Fees must be paid in U.S. dollars by check, credit card, or purchase order.

**Please do not submit duplicate copies.**

**Payment by credit card.**

Scan and e-mail this form to [training@gfoa.org](mailto:training@gfoa.org);  
fax to (312) 977-4806;  
or send to GFOA  
203 N. LaSalle St., Suite 2700  
Chicago, IL 60601-1210

**Payment by check.**

Make payable to  
"Government Finance  
Officers Association"  
Send to: GFOA  
203 N. LaSalle St., Suite 2700  
Chicago, IL 60601-1210

**Bill Me.** Scan and e-mail this form to [training@gfoa.org](mailto:training@gfoa.org) or fax to (312) 977-4806. You must include a purchase order number. Payment must be received for all registrations prior to the event date.

Amex  Discover

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P.O. No: \_\_\_\_\_

GFOA Tax ID Number:

36-2167796

Name on Card: \_\_\_\_\_

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ (Mandatory)

Signature: \_\_\_\_\_

**A copy of the invoice will be sent as a PDF attachment via e-mail from [training@gfoa.org](mailto:training@gfoa.org). Please add this address to your allowed senders list.**

**PLEASE NOTE: All cancellation requests** must be made in writing to the GFOA. **October offering:** All cancellations received by September 23, 2016, will incur a \$20 administrative fee. No refunds will be issued after that date. **January offering:** All cancellations received by December 29, 2016, will incur a \$20 administrative fee. No refunds will be issued after that date.

**Substitutions (government entities only):** A one-for-one substitution of a nonmember for an active member is allowed. If your organization has a current GFOA member on staff who is not participating in these training seminars, a nonmember may attend in his/her place at the member rate. You must provide the member number and/or name of the GFOA member on the registration form.

**Inquiries:** For information regarding administrative policies such as complaints or refunds, please contact the GFOA at [training@gfoa.org](mailto:training@gfoa.org) or at 312-977-9700.

**All individuals, whether in a group setting or on their own, must be registered to view the program.**



# PUBLICATIONS

GFOA Publications	Unit Price	Quantity	Total
Building a Better Budget Document (second edition)	\$45 members \$70 nonmembers		
Preparing High Quality Budget Documents for School Districts	\$45 members \$70 nonmembers		
<b>For information on quantity discounts, e-mail publications@gfoa.org</b>	Add handling charge (for all billed orders)		8.00
	Add shipping charge, if applicable		
	Publication Total		

Participants are encouraged to become familiar with GFOA's best practices in budgeting at [www.gfoa.org/best-practices](http://www.gfoa.org/best-practices).

### Publications Shipping

Unless otherwise specified, all merchandise will be shipped via UPS Ground at no additional charge to the purchaser. Please allow 5-10 business days for delivery. The following alternative shipping methods are available on request and will be billed to the purchaser:

- Next-day UPS
- 2-day UPS
- 3-day UPS Select
- Other (please specify) \_\_\_\_\_

### Publications Payment

(Please check one.) Fees must be paid in U.S. dollars by check, credit card, or purchase order.

**Please do not submit duplicate copies.**

- Payment by check.** Make payable to "Government Finance Officers Association"  
Send to: GFOA • 203 N. LaSalle St., Suite 2700 • Chicago, IL 60601-1210
- Payment by credit card.** Scan and e-mail this form to [publications@gfoa.org](mailto:publications@gfoa.org); fax to (312) 977-4806;  
or send to GFOA • 203 N. LaSalle St., Suite 2700 • Chicago, IL 60601-1210
  - Amex
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Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ (Mandatory)

Signature: \_\_\_\_\_

- Bill Me. (Scan and e-mail this form to [publications@gfoa.org](mailto:publications@gfoa.org) or fax to (312) 977-4806.)**

You must include a purchase order number.

P.O. No: \_\_\_\_\_

GFOA Tax ID Number: 36-2167796

# TECHNICAL REQUIREMENTS



## IMPORTANT



Watch [www.gfoa.org](http://www.gfoa.org) for updates on tools and demonstrations to help make this year's streaming event run as smoothly as possible. An instructional video will be available in the fall to help you become familiar with all the features available in the new technology.

## HARDWARE REQUIREMENTS

Component	Minimum Requirements
<b>Processor (CPU)</b>	2.0 GHz or faster
<b>RAM</b>	512 MB of RAM (1GB recommended)
<b>Monitor and Video Card</b>	64k color
<b>Internet Connection</b>	We recommend viewing the presentation on a wired Internet connection with a minimum connection speed of 1Mbps. Please contact your IT department and notify them you will be streaming both audio and video and to allow for enough bandwidth usage during that period of time.

## SOFTWARE REQUIREMENTS

Component	Minimum Requirements
<b>Operating System</b>	Window XP or later, Mac OS X 10.5 or later
<b>Browser Version</b>	IE 7 or later, Firefox 3.0 or later, Safari 3.0 or later, Google Chrome
<b>Flash Player</b>	Adobe Flash Player 10.2 or later (Download at <a href="http://get.adobe.com/flashplayer/">http://get.adobe.com/flashplayer/</a> )

## OTHER RECOMMENDATIONS

- High bandwidth is recommended and will ensure you can view the web-streaming event without delay and the picture/sound coming and going. We recommend having a wired Internet connection with a minimum connection speed of 1 Mbps.
- It is recommended that you use a PC with Windows and Internet Explorer 7.0 or higher. If you are using a Mac, please use the Safari web browser with a high speed/broadband Internet connection.
- Make sure you have pop-ups disabled in your Internet browser settings.
- Make sure that your Internet browser is Active X enabled.
- WiFi is not recommended. The problem with WiFi is that the signal strength can vary, causing bandwidth to increase and decrease.
- We recommend using a wired connection. A wired connection gives a consistent signal and consistent bandwidth. A wired connection provides a better experience.
- It is better for organizations with low bandwidth to only have the session running on 1 computer in a conference room than to have 10 individual people running the session on 10 computers at their desks.
- Audio (sound) is projected through your computer speakers. Be sure your computer is equipped with speakers so you can hear the presenters.



**Government Finance Officers Association**

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312.977.9700 | fax 312.977.4806 | [www.gfoa.org](http://www.gfoa.org)