



Government Finance Officers Association

SECOND ANNUAL

BETTER BUDGETING



WEB-STREAMING EVENT

- Develop strategies for accurate budget forecasting
- Learn effective strategies for aligning spending with community priorities
- Develop strategies for budgeting with uncertainty
- Facilitate necessary budget discussions
- Find out how to present the budget and communicate your budget message

EARN 4 CPE CREDITS
WITH YOUR PARTICIPATION
BASED ON A 50-MINUTE HOUR

Two offerings available

- **OCTOBER 5, 2017**
- **JANUARY 11, 2018**

1:00–5:00 p.m. (Eastern)

SECOND ANNUAL BETTER BUDGETING WEB-STREAMING EVENT

Two offerings are available.

Government Finance Officers Association (GFOA) will offer its Second Annual *Better Budgeting* web-streaming event on October 5, 2017, and again on January 11, 2018, using the latest video and audio streaming technology so you can train from the comfort of your home or office. This session will present a “mini conference” of budget topics. Speakers representing leading governments from across the United States will present best practice strategies, communicate lessons learned, debate budget approaches, and identify trends that all governments should be aware of in the budget process. The session will present practical strategies for implementing GFOA’s best practices in budgeting from a variety of perspectives including elected officials, the budget office, departments, and the public.

COVERAGE

Topics will include:

- Developing and understanding **forecast information**
- **Aligning spending** with public preferences and strategic goals
- **Developing clear budget proposals** and recommendations
- Navigating a complex and dynamic **political environment**
- **Communicating the budget**

For most in government, including those in the finance office, the budget process is something to endure or survive. Budget adoption signals the budget process is over and is cause for celebration. The budget process, however, is not only essential to planning operations and allocating resources for the next year; it also provides the framework and structure for creating a financially strong, resilient, accountable, and well-run government.

SIGN UP TODAY



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

PRESENTERS



Mike Bailey, Finance Director,
City of Redmond, Washington

Lisa Bracken, Executive Director,
Finance, Atlanta Public Schools,
Georgia

Ann M. Carbone, Budget Director, City of Boston –
Public Works Department, Massachusetts

John Fishbein, Senior Program Manager,
Government Finance Officers Association,
Chicago, Illinois

Chris Morrill, Executive Director/CEO,
Government Finance Officers Association,
Chicago, Illinois

Mike Mucha, Deputy Director and Director of
Research and Consulting, Government Finance
Officers Association, Chicago, Illinois

David Schmiedicke, Finance Director,
City of Madison, Wisconsin

Ebony Shelton, Director, Office of Financial Policy &
Planning, County of San Diego, California

**A TENTATIVE AGENDA IS AVAILABLE
AT WWW.GFOA.ORG.**

INTENDED OUTCOMES

Those completing this seminar will be able to:

- Learn effective (and practical) strategies for aligning spending with community priorities
- Develop strategies for accurate budget forecasting and effective decision making
- Identify strategies for budgeting with uncertainty
- Structure the budget process to best leverage the various players in the process
- Facilitate necessary budget discussion between departments and among policy makers
- Learn how to present the budget and communicate your budget message to various audiences
- Utilize technology to assist in facilitating the budget process

COURSE LEVEL Intermediate

FIELD OF STUDY Finance

PREREQUISITE

Working knowledge of public-sector budgeting processes from role of budget analyst, budget manager, department head, chief executive, or policy maker.

WHO WILL BENEFIT

This training is intended for all participants in a government's budget process. Instructors will discuss and debate current trends, best practices, implementation strategies, and lessons learned for governments of all sizes and types.

REGISTER NOW AND SAVE!

Sign up by September 1, 2017, to take advantage of the early registration fee. 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.

January offering: The early registration fee deadline is December 8, 2017.

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 registration fee with a paid new membership. Add the new membership fee directly to the registration form. Visit www.gfoa.org to view the fee schedule. For questions, please e-mail membership@gfoa.org.

GFOA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.

REMINDER



You will receive instructions on how to access the program and a link to the program from announcements@gfoa.org on October 3, 2017, for the first offering and on January 9, 2018, 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 1:00 p.m.–5:00 p.m. (Eastern) on both October 5, 2017, and January 11, 2018. 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.

EARLY REGISTRATION FEES

Postmarked and paid **by** September 1, 2017
(or December 8, 2017, for the January offering)

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	\$135	\$155	\$150	\$185
3–10	\$125	\$145	\$140	\$175
11–20	\$120	\$140	\$135	\$170
21–40	\$115	\$135	\$130	\$165
41–75	\$110	\$130	\$125	\$160
76–100	\$ 95	\$115	\$110	\$145

FULL REGISTRATION FEES

Postmarked and paid **after** September 1, 2017
(or December 8, 2017, for the January offering)

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	\$180	\$215	\$195	\$245
3–10	\$170	\$205	\$185	\$235
11–20	\$160	\$195	\$175	\$225
21–40	\$155	\$190	\$170	\$220
41–75	\$145	\$180	\$160	\$210
76–100	\$110	\$145	\$125	\$175

100+ PEOPLE? Call GFOA at 312-977-9700 for special pricing or e-mail training@gfoa.org.



National Registry of CPE Sponsors
150 4th Ave. N., Suite 700
Nashville, TN
37219-2417
www.nasba.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 5, 2017 January 11, 2018

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).

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 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;
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 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

MasterCard VISA

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. Please add this address to your allowed senders list.

PLEASE NOTE: All cancellation requests must be made in writing to GFOA. **October offering:** All cancellations received by September 28, 2017, will incur a \$20 administrative fee. No refunds will be issued after that date.

January offering: All cancellations received by January 4, 2018, 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 GFOA at 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.

TECHNICAL REQUIREMENTS



HARDWARE REQUIREMENTS

Component	Minimum Requirements
Processor (CPU)	2.0 GHz or faster
RAM	512 MB of RAM (1GB recommended)
Monitor and Video Card	64k color
Internet Connection	We recommend viewing the presentation on a wired Internet connection with a minimum connection speed of 2 Mbps. 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
Operating System	Window XP or later, Mac OS X 10.5 or later
Browser Version	IE 7 or later, Firefox 3.0 or later, Safari 3.0 or later, Google Chrome
Flash Player	Adobe Flash Player 10.2 or later (Download at http://get.adobe.com/flashplayer/)

IMPORTANT



Watch 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.

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 2 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.

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@chrisgfoa



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GFOA on LinkedIn



Government Finance Officers Association

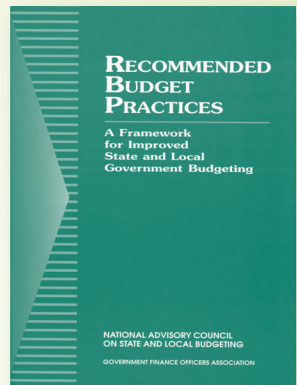
203 North LaSalle Street, Suite 2700 | Chicago, Illinois 60601-1210
312.977.9700 | fax 312.977.4806 | www.gfoa.org



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FOR FURTHER STUDY, PARTICIPANTS ARE ENCOURAGED TO BECOME FAMILIAR WITH THE FOLLOWING COMPLIMENTARY RESOURCES:

1. GFOA Budgeting Best Practices at www.gfoa.org/best-practices
2. NACSLB: Recommended Budget Practices: A Framework for Improved State and Local Government Budgeting
www.gfoa.org/services/nacslb



SAVE THE DATE

GFOA's 112th Annual Conference will take place **May 6–9, 2018, at America's Center Convention Complex in St. Louis, Missouri.** Registration will open on November 6 on GFOA's website. The call for topics is available at www.gfoa.org/call-for-topics.