The GFOA’s Internet training is delivered to attendees via a secure website and audio conferencing service. A computer with a web browser to view the presentation. If you have speakers for your computer, you will be able to listen to the training. If you do not have speakers for your computer, you will need a phone to listen to the presentation. (Speaker phone recommended, but not required.) To join the event more quickly, you can set up Event Manager before the event starts. Go to: https://gfoa.webex.com/gfoa/ecsetup.php?frommail=1.

**Who Will Benefit**
Finance staff, new chief financial officers, and those who are responsible for their entity’s debt management.

**Program Overview**
Participants will be provided with information about the municipal bond market and the issues that they need to be aware of when issuing debt and managing their jurisdiction’s debt management program.

- **Introduction to Debt – July 9, 2014 – NEW**
  This session will provide an overview of the basic issues finance officers need to address when considering whether to issue debt and ongoing management of the debt issuance. The role of the finance officer, including the responsibilities to manage outside professionals, will be discussed. GFOA’s Best Practices will be highlighted, as well as how to develop appropriate debt management program policies and procedures.

- **The Issuer’s Disclosure Responsibilities – September 24, 2014 – REPEAT OFFERING**
  Issuers are accountable for providing numerous disclosures to the public and investors related to their bond transaction. This session will cover the information issuers need to provide to the market when they prepare the official statement and issue debt, as well as the ongoing continuing disclosure responsibilities that must be undertaken for the lifetime of the bond. The webinar will review GFOA’s Best Practices on these issues, recent SEC activities in this area, and information about the MSRB’s Electronic Municipal Access (EMMA) system – where all disclosure documents must be submitted.

- **Credit Ratings and Credit Enhancements – January 14, 2015 – REPEAT OFFERING**
  It is essential for members of a government’s finance office to be aware of the credit rating process and have a clear understanding of the criteria used when an agency produces a rating for your entity. This course will discuss the relationship between issuers and rating agencies, an overview of the criteria used to determine a credit rating, and tips on making the best rating agency presentations. The course will also include the use of credit enhancements, including letters of credit and bond insurance.

- **Types of Debt Instruments and Understanding Refunding – April 22, 2015 – REPEAT OFFERING**
  An overview of the types of debt instruments available (tax-exempt/taxable; fixed/variable rate), pledging responsibilities, IRS regulations, and the use of market data will be addressed. Additionally, the course will review the opportunities for refunding, and how to determine when refunding makes the most economic sense for your entity.

**Seminar Objectives:**
- Understand the debt financing options available to governments
- Overview of the responsibilities the government must undertake when issuing debt, including those after the bonds are sold
- Discuss how to develop appropriate debt management procedures
- Understand the roles of outside professionals in a bond transaction
- Provide a roadmap to GFOA’s Debt Management Best Practices
- Provide a general overview of the debt market and the components that should comprise your debt management program
- Help governments understand best practices in various segments of debt management
- Review the roles and responsibilities of internal and external staffs
- Understand issuer disclosure responsibilities
- Recognize the criteria used by rating agencies and how to develop appropriate presentations

**Faculty**
Please check www.gfoa.org for the faculty listing of GFOA staff and/or practitioners as it becomes available.

**It’s Easy to Participate**
- The GFOA’s Internet training is delivered to attendees via a secure website and audio conferencing service.
- **Equipment Needed**
  - A computer with a Web browser to view the presentation. If you have speakers for your computer, you will be able to listen to the training using your computer speakers.
  - If you do not have speakers for your computer, you will need a phone to listen to the presentation. (Speaker phone recommended, but not required.)
- **How It Works**
  - Participants will receive an e-mail invitation containing a link with instructions at the beginning of the week. The course will be taking place from the e-mail address: mezaenger@webex.com. (Please add this e-mail address to your “allowed senders list.”)
  - View materials on secure Internet site.
  - Ask questions at any time during the course and test your mastery of the material with interactive exercises.
  - To join the event more quickly, you can set up Event Manager before the event starts. Go to: https://gfoa.webex.com/gfoa/ecsetup.php?frommail=1.

**Recommended Reading**
- GFOA Best Practices and Advisories on Debt Issues, including the document, Small Government/New Issuer – Debt Issuance Checklist: Considerations When Issuing Bonds and GFOA Best Practice, Governmental Debt Management (Go to www.gfoa.org and click on the “Best Practices and Advisories” link.)
- Debt Issuance and Management: A Guide for Smaller Governments
- A Guide for Preparing a Debt Policy
- Tax-Exempt Financing: A Primer, revised edition

To learn more, order online, or register for this event, visit www.gfoa.org.
Fundamentals of Debt Series

Introduction to Debt – July 9, 2014 – NEW
The Issuer’s Disclosure Responsibilities – September 24, 2014 – REPEAT OFFERING
Credit Ratings and Credit Enhancements – January 14, 2015 – REPEAT OFFERING
Types of Debt Instruments and Understanding Refunding – April 22, 2015 – REPEAT OFFERING

2:00 p.m. – 4:00 p.m. ET
Course Level: Basic • Prerequisites: None

Program Information
- Introduction to Debt – July 9, 2014
- The Issuer’s Disclosure Responsibilities – September 24, 2014
- Credit Ratings and Credit Enhancements – January 14, 2015
- Types of Debt Instruments and Understanding Refunding – April 22, 2015

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Publications
- Quantity
  - Debt Issuance and Management: A Guide for Smaller Governments (Members $18/Nonmembers $24)
  - An Elected Official’s Guide: Debt Issuance, second edition (Members $20/Nonmembers $30)
  - A Guide for Preparing a Debt Policy (Members $15/Nonmembers $20)
  - Tax-Exempt Financing: A Primer, revised edition (Members $10/Nonmembers $15)
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The program fee is in U.S. dollars by check, credit card, or purchase order. If you require a purchase order number, you must include it with your payment. To register online, visit www.gfoa.org.

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