

2007
FINANCIAL
MANAGEMENT
SEMINAR
&
MINI EXPO

Wednesday, December 5 – Friday, December 7, 2007
Monterey Conference Center, Monterey, California

Register at www.cacities.org/events

**Registration and Housing Deadline:
Tuesday, November 13, 2007**

Wednesday, December 5

Registration 10:00 a.m. – 5:00 p.m.

CityBooks Open 10:00 a.m. – 5:00 p.m.

General Session: 1:30 p.m. - 3:00 p.m.

Department Briefing and Legislative Update

- League of California Cities Goals for 2008
- Department Goals for 2008
- New Laws and Regulations for 2008

Speakers:

Dan Carrigg, Legislative Director, League of California Cities, Sacramento

Michael Coleman, Fiscal Policy Consultant, League of California Cities, Sacramento

Breakout Sessions: 3:30 p.m. - 4:45 p.m.

City Finance News (Repeated on Thursday)

The latest on booking fees, property tax administration fees and city revenues in a post Prop. 1A world.

Speaker:

Michael Coleman, Fiscal Policy Advisor, League of California Cities, Sacramento

The Downtown Financial Toolbox: BIDs, PBIDs, CFDs, Assessments, and Taxes

Fund improved services and capital expenditures in your Downtown or Focused Business area. Revenue tools covered in this session will include

- Business improvement districts (BIDs)
- Property-based business improvement districts (PBIDs)
- Community facilities districts (CFDs)
- Special assessments and taxes.

Speaker:

Tim Seufert, Managing Director, NBS, San Francisco

Renewing or Winning Your Special Assessment Measure

The A-Z's of how to win your special assessment including the typical funding uses, how to engage and inform your public, and the logistics of a weighted ballot.

Moderator:

Karen McNamara, Director of Public Services, City of San Ramon

Speakers:

Jessica Reynolds, Senior Vice President, The Lew Edwards Group

Dave Metz, Senior Vice President, Fairbank, Maslin, Maullin & Associates

Mini-Expo/Light Reception: 5:00 p.m. - 7:00 p.m.

(Financial Management Attendees Only)

It's a one-stop shop! Meet the vendors who can provide products and services for your financial planning needs. Included are companies who provide investment programs, economic services, computer systems/software, emergency response programs, retirement planning and more.

Dinner on Own

Thursday, December 6

Registration

7:30 a.m. – noon

CityBooks Open

7:30 a.m. – 4:30 p.m.

Networking Breakfast

7:45 a.m. - 8:45 a.m.

General Session:

9:00 a.m. - 10:30 a.m.

Trends in the State and National Economy

See what the future holds for California cities and be provided with predictions about what is in store both locally and nationally.

Speaker:

John W. Mitchell, Western Region Economist, U.S. Bancorp, Portland, Oregon



Breakout Sessions:

10:45 a.m. - Noon

Better than Bake Sales: Running a Successful Tax Campaign

Discover the pros and cons of going to ballot for a utility user's tax, sales and parcel taxes or bond measures. Gain information on planning campaign strategies, effective polling and lessons learned from past successes and failures.

Moderator:

Rod Gould, City Manager, City of Poway

Speakers:

Lloyd de Llamas, President, HdL Companies, San Jose

Larry Tramutola, President and CEO, Tramutola, LLC, Oakland

City Finance News (Duplicate from Wednesday)

The latest on booking fees, property tax administration fees and city revenues in a post Prop. 1A world.

Speaker:

Michael Coleman, Fiscal Policy Advisor, League of California Cities, Sacramento

Alternatives to CalPERS Enhancements

Attract, retain, and reward employees through locally controlled retirement programs by enhancing existing CalPERS or '37 Act Programs.

Speaker:

Kevin Murphy, Executive Vice-President, PARS, Irvine

General Luncheon and Keynote Address

Noon - 1:45 p.m.

Management Quality Control (Joint lunch with Fire Chiefs and Clerks)

Increases in public scrutiny, regulatory complexity, and demands for service are common to local government. Use the seven rules that will involve all of your co-workers in managing risks and raising standards. Explore lessons learned in an environment not usually associated with local government activities.

Speaker:

Gordon Graham, Graham Research Consultants, Long Beach



Thursday, December 6, Continued

General Session:

2:00 p.m. - 3:30 p.m.

PERS PARTY

Update with the latest information on the status of retiree medical trusts, trusts to fund employee portions of the co-pay, and information on potential actuarial treatment of PERS adjustment gains.

Speakers:

Ken Marzion, Assistant Executive Officer, Actuarial & Employer Services, CalPERS, Sacramento

Breakout Sessions:

3:45 p.m. – 5:00 p.m.

Beyond the Bond

Explore key issues involved with arbitrage rebate and continuing disclosure reporting compliance in order to establish robust policies and procedures that will stand the test of time. Discover how to implement an effective reporting program and how to calculate the liability while describing its relevancy in today's planning environment.

Speakers:

Anne Pelej, Vice President and Division Manager, MuniFinancial, Temecula
Scott Ferguson, Attorney, Jones Hall, Sunnyvale

The Future of Fees

Study the history and challenges of fee setting in local governments given the current legal environment. Review Attorney General opinions and suggestions for alternative methods of fee calculations.

Speakers:

Brian Foster, Senior Manager, MAXIMUS, Sacramento
Greta Davis, Senior Manager, MAXIMUS, Irvine
Michael Colantuono, Partner, Colantuono & Levin, P.C., Penn Valley, City Attorney, Cities of Auburn, Calabasas and Sierra Madre

Payments in the IT Age

Modernize the way you accept payments with up-to-date ways to do web-based and electronic payments. Explore the benefits and costs of accepting credit cards and how to do automated payments and consolidated billings.

Speaker:

Glen Everroad, Revenue Manager, City of Newport Beach

Dinner at the Monterey Bay Aquarium

7:30 a.m. - 9:30 p.m.

Enjoy one of the most unique settings in northern California. Feast on a delicious buffet dinner while walking around and experiencing the aquarium. Shuttle buses will start loading in front of the Monterey Conference Center at 7 p.m., first bus will depart at approximately 7:15 p.m. The aquarium doors will open at 7:30 p.m. The last bus leaves the aquarium at 9:30 p.m.

[NOTE: Spouse/guest fee for the entire meeting is \$200 and includes this dinner. Single Monterey Bay Aquarium dinner fee is \$100. Guest/spouse badge must be purchased in advance and will not be available at the aquarium door. Please refer to the General Information page for details.]

Friday, December 7

CityBooks Open

8:00 a.m. - 10:30 a.m.

Networking Breakfast

7:30 a.m. - 8:30 a.m.

General Session:

8:45 a.m. – 10:00 a.m.

Guest Speaker:

The State Controller is the Chief Fiscal Officer of California, the eighth largest economy in the world. As the state's independent fiscal watchdog, the Controller provides sound fiscal control over more than \$100 billion in annual receipts and disbursements of public funds. He uses his audit authority to uncover fraud and abuse of taxpayer dollars and provides fiscal guidance to our local governments.

Speaker:

John Chiang, Controller, State of California



Closing General Session:

10:15 a.m. - 11:45 a.m.

Leadership and 30 Ways to Motivate Your Employees

Maximize individual and team success with strategies and characteristics that are a must have for financial leaders. Emphasis will be placed on leadership, communication and motivational techniques for finance directors, managers, leaders and team members in order to maintain high performance teams.

Speaker:

Neil Kupchin, Kupchin Training Associates, Long Beach



Adjourn

11:45 a.m.

GENERAL INFORMATION

Registration/Events

The full registration fee includes program materials, reception/mini expo on Wednesday, breakfast buffet on Thursday and Friday, lunch on Thursday, and Monterey Bay Aquarium reception/dinner on Thursday.

Registrations **completed online** at www.cacities.org/events before **Tuesday, November 13, 2007**, will also receive a \$20 discount coupon to be used at the **CityBooks** bookstore. CityBooks can help increase your leadership skills and professional knowledge in vital areas. Don't miss this great way to expand and share your learning with colleagues at city hall!

One day registration is not available

City Officials/Staff	\$440.00
MMANC and/or SC Members	\$390.00
All Others	\$600.00

NOTE: All cancellations must be submitted **in writing** and are subject to a \$50 processing fee. No refunds will be given for cancellation requests received after **Tuesday, November 20, 2007**. Substitutions can be made on site.

Guest/Spouses

The guest badge is required to allow attendance at all sessions and meal functions.

Guest/Spouse (includes aquarium dinner)	\$200.00
Aquarium dinner only	\$100.00

Note: It is inadvisable to use city funds to pay for spouse registration. See 75 Ops. Cal. Atty. Gen. 20 (1992). Consult with your city attorney for more information.

Directions

From Northern California: Take Highway 101 South to Highway 156 West to Highway 1 South exit at Pacific Grove/Del Monte Avenue. Stay to the left (not going through the tunnel). The conference center is two blocks up on the right side in Portola Plaza

From Southern California: Traveling on 101 North take Monterey Peninsula exit, to Highway 1 South. Take the first Monterey exit. Turn right at the first stop light (Camino Aguajito) and continue. Turn left on Del Monte Avenue and stay to the left (not going through the tunnel). The conference center is two blocks up on the right side in Portola Plaza

Airlines

We invite you to visit www.cacities.org/travel for the new Enhanced Local Government Airfare Program.

Hotel Information and Reservations

STEP 1: Register for the Conference

All attendees must register for the conference directly with the League of California Cities, online at www.cacities.org/events prior to reserving the hotel room. Once your event registration is complete, you will be led to the housing registration page.

If you need to send a check or money order, please e-mail klofte@cacities.org to request the registration form.

STEP 2: Secure Your Hotel

OPTION A (credit card): The online conference registration link, will take you directly to the online housing reservation for each property currently available on your selected dates. For immediate hotel reservations and confirmation, please book your required rooming needs online after registering for the conference.

OPTION B (check or money order): After the League of California Cities receives and processes your registration for the conference, you will be sent an e-mail with an online link (URL) for hotel reservations and/or a housing request form. If you elect to mail the housing form with hotel deposit, please fill out the hotel reservations form completely and mail it with your check or money order to the Monterey County Convention and Visitors Bureau.

Please make checks payable to MCCVB and mail to: MCCVB, Attn: Dominic Gregorio, P.O. Box 1770, Monterey, California 93942.

STEP 3: Hotel Changes or Hotel Cancellations

Hotel reservation changes, date modifications, early check-outs, or cancellations must be communicated directly with the Monterey County Convention and Visitors Bureau at (831) 657-6420, by each individual, on or before November 13. After November 13, hotel cancellations must be made directly with each hotel and may incur a financial penalty or minimum one night room charge.

Monterey Conference Hotels

Portola Plaza Hotel

2 Portola Plaza, Monterey, CA 93940
\$170.00 single/double (plus 10.05% hotel tax)
Valet parking \$17/day, nearby self-parking \$15/day

Monterey Marriott Hotel

350 Calle Principal, Monterey, CA 93940
\$169.00 single/double (plus 10.06% hotel tax)
Valet parking \$18/day, nearby self-parking \$15/day