



SOUTHERN
WISCONSIN
CHAPTER

FORTIETH ACCOUNTING AND FINANCIAL MANAGEMENT CONFERENCE

May 10, 2017

University of Wisconsin
Union South
1308 West Dayton Street
Madison, WI 53715
(608) 890-3000

The Association of
Government Accountants

Advancing Government Accountability

Wednesday, May 10, 2017

7:30 a.m. Registration
8:00 a.m. – 4:00 p.m. Conference
Varsity Hall 2, UW Union South

Please note: All general sessions will be held at the Union South building.

Objective: The intended audience is financial managers, controllers, treasurers, auditors and IT personnel whose responsibilities involve governmental accountability and financial management. This conference is designed to enhance understanding of some of the problems encountered today in the public sector, inform of public policies and emerging issues, and provide managerial techniques to affect positive changes. The 40th Annual Accounting and Financial Management Conference continues the Association of Government Accountant's commitment to a planned program of professional education and development for public sector financial managers.

Format: Lecture, question and answer

Level: Update/Overview

CPE Credits: 7.0 hours

Fee: AGA Member \$37
Non-Member \$75
Retired AGA Member \$25

Registration deadline: April 27, 2017

Note: Fees include breakfast rolls, beverage, luncheon with dessert, and afternoon refreshments.

No refunds or cancellations will be accepted after April 27, 2017.

Substitutions are permitted.

****SPACE IS LIMITED TO 185
PEOPLE****

GENERAL SESSIONS

**7:30-8:00 Registration – Varsity Hall 2,
Union South**

8:00-8:05 Opening Remarks/Welcome
Mary Laufenberg, Chapter President

**8:05-8:55 Keeping the WI Retirement
System on the Road to Success**
Shirley Eckes CPA, Chief Operating Officer,
State of Wisconsin Investment Board

8:55-9:10 Break

**9:10-10:25 Healthcare Reform, the
ACA & Medicaid, What's Next at
the Federal Level and in Wisconsin**
Donna Friedsam, Health Policy Programs
Director, UW Population Health Inst.

10:25-10:40 Break

**10:40-11:30 Economic Impact and
Calculation of Visitor Spending**
Deb Archer, President & CEO, Greater
Madison Convention & Visitors Bureau

11:30-12:25 Lunch – Varsity Hall 3

**12:25-1:15 A Couple of Thoughts on
Leadership from One Who Has
Made a Few Laps Around the Track**
Marcia Anderson, Major General (Retired)

1:15-1:30 Break

**1:30-2:20 Enterprise Risk
Management, What Comes Next,
and How the State Might Prepare**
Hugh Smith, CGFM, CFE, CPA, Practice
Lead, BrookWeiner, LLC

2:20-2:35 Break

**2:35-3:55 Protecting You from Cyber
Threat in America's Dairyland**
Byron Franz, Special Agent, Federal
Bureau of Investigation

3:55-4:00 Closing Remarks

*See session information under
biographies*

BIOGRAPHIES

Mary Laufenberg, CGFM, CPA, started working for the State of WI in 1972. She has worked at DOR, DPI, and DNR in a variety of roles. An AGA member since 2005, Mary passed the CGFM exam in 2007. She joined the board in 2008. She is currently the chapter president and education chair for the Southern WI AGA chapter.

Shirley Eckes, CPA joined the Investment Board in 2012 as assistant director of investment operations and fund accounting and was named chief operating officer in 2016. Prior to joining SWIB, Shirley held several positions in state government. She started her career at the Wisconsin Legislative Audit Bureau and was deputy secretary Wisconsin Department of Revenue. She also worked in the private sector as a real estate investor and a business and information technology business leader.

Session information: A discussion of the WI Retirement System financial budgeting and goals.

Donna Friedsam, is the Health Policy Programs Director for the UW Population Health Institute. Ms. Friedsam works on access to and financing of health care and the organization of delivery systems. She consults widely in the public and private sectors on state government programs and on reform initiatives.

Session information: Review of Health Reform at the federal and Wisconsin level.

Deb Archer, President and CEO of the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC), oversees a combined staff of 30 with budget of \$5 million. Former Professional Positions include Associate Director of Sales at the Kansas City CVB (now KCCVA) and Executive Director of the Park City

(Utah) Convention & Visitors Bureau and Chamber of Commerce.

Session information: A discussion of calculating the economic impact of tourism in Dane County.

Marcia Anderson served for over thirty-six years in the military. Prior to her retirement in 2016, she served as the Deputy Chief, Army Reserve, at the Pentagon, from 2011 thru 2014 and was responsible for the development and execution of program and policy initiatives that affected 205,000 Soldiers and 13,000 civilian employees.

Major General Anderson received her commission as an officer in the U.S. Army through the Reserve Officers Training Corps from Creighton University in 1979.

Session information: An overview on leadership lessons learned for the next generation.

Hugh Smith, CGFM, CFE, CPA, Practice Lead for Assurance & Attestation Services at BrookWeiner, LLC, has over thirty years of public accounting experience. He started his career with Deloitte, spending six years in the assurance division servicing Fortune 500 and large closely-held entities. He is a frequent speaker and consultant on assurance and attestation related subjects. He is the AGA RVP for our region.

Session information: An overview of enterprise risk management principles.

Byron Franz is a Special Agent of the Federal Bureau of Investigation (FBI) and has worked national security investigations for over 16 years. He currently serves as the Strategic Partnership Coordinator for the FBI's Milwaukee Division, where his job is to form partnerships with corporations, colleges, and universities to better protect intellectual property and trade secrets. Special Agent Franz has a B.A. in International Relations and Russian from the University of Wisconsin-Madison and a J.D. from the University of Wisconsin Law School.

Session information: A discussion of how to protect against cyber threats.

REGISTRATION FORM AGA Southern Wisconsin Chapter Symposium Wednesday, May 10, 2017

Name _____

Employer _____

Street _____

City _____

State _____

Zip _____

Phone _____

E-mail Address _____

CPE Credits: 7.0 hours

Fee - Mark Appropriate Line:
AGA Member - \$37 _____
Non-Member - \$75 _____
Retired AGA Member - \$25 _____

____ Fee Enclosed (make check payable to Association of Government Accountants or AGA)

____ Purchase order forthcoming.
Please contact us for the AGA Vendor ID number if it is needed to process payment or purchase order

Credit card payments can be done through PayPal invoices. Please note on registration if you want PayPal processing.

Registration should be received by April 27, 2017.

Mail to:
Association of Government Accountants
PO Box 1454
Madison, WI 53701-1454

Registration Contact:
Sherri Voigt at 608-266-2814 or
sherri2.voigt@dot.wi.gov.

For Symposium content questions and specific dietary requests, contact:
Mary Laufenberg at 608-438-8338
fredmary6998@gmail.com.

Space is limited to 185 people.
Once we reach 185 registrations, a waiting list will be created

Location Information

The training event will be held at the UW-Madison Union South



The University of Wisconsin Union South is located at 1308 West Dayton Street, marked by the sun ☀ and red circle on the above map. Limited parking under the building is available for \$2 for each of the first two hours and \$1 for each additional hour (3 hours=\$5.) The next closest parking ramp is located in Lot 17 on Engineering Drive, across Randall Avenue (red arrow). Rates are based on a daily fee of \$12.

NEARBY LODGING CHOICES

A list of nearby lodging is available upon request from Sherri Voigt,
sherri2.voigt@dot.wi.gov.

We recommend that you dress in layers and bring a sweater or jacket to the conference in case the room temperature is not comfortable for you.

Membership

If you are not currently a member and you would like to join AGA to take advantage of the member rate for this training, visit the National AGA web site and include a copy of your membership application with your registration to help speed our processing.
<http://www.agacgfm.org/Membership/overview.aspx>

Remember, membership benefits include not only a reduced price for this training, but also national publications, discounts on other chapter and national training events, and a free luncheon meeting from the chapter at the time of joining.

Membership dues are as follows:

- **Full Government**—\$100/year—available to individuals with three or more years of government experience.
- **Private Sector**—\$160/year —available to individuals working for private companies, corporations, partnerships and sole proprietors.
- **Early Career**—\$45/year—available to individuals with less than three years of government experience.
- **Student**—\$30/year—available to full-time college/university students that are not gainfully employed.

Please note that these are the dues charged by AGA national, and that the Southern Wisconsin Chapter does not charge any additional chapter dues.

