

## 2017 Conference Sessions – June 2017

Presentation Title	Session Description	Presenters	Topic Stream
<p><b>Keynote Speaker</b></p> <p><b>“Financial Strategy in Sports”</b></p>	<p>Here is a CPA who was successful as the CFO of the most commercially successful football team in Canada. Craig Reynolds didn’t limit himself to just reporting on the finances (keeping score) he looked for ways of making the organization successful (scoring touchdowns) himself and was rewarded by being trusted to run the organization (made the MVP).</p> <p>Craig will share his experience, learnings and insights with us about how measuring results from a finance perspective can truly impact on the success of an organization whether it is in local government, in business or in the sporting industry.</p>	<p><b>Craig Reynolds</b>  <b>CEO &amp; President</b>  <b>Saskatchewan Roughriders</b></p>	<p><b>Role of the Finance Officer</b></p>
<p><b>Keynote Speaker</b></p> <p><b>"Performance Measurement – The Academic Perspective"</b></p>	<p>As one of Canada’s leading public administration scholars in the fields of program evaluation, performance measurement and management, Dr. Jim McDavid from the School of Public Administration, University of Victoria will come and share his views on performance measurement.</p> <p>This session will discuss the use of performance measurement in Canadian municipalities and how it is used in decision making plus the importance of trust in the evaluation process.</p>	<p><b>Jim McDavid</b>  <b>Professor Emeritus of Economics</b>  <b>University of Victoria</b></p>	<p><b>Measuring Success</b></p>
<p><b>Keynote Speaker</b></p> <p><b>“Live Life Purposefully”</b></p>	<p>Karina Leblanc played soccer for Canada for nearly 18 years culminating in a Bronze Medal at the London Olympics in 2012. Soccer has been her platform to realizing her greater purpose in life starting from her humble beginnings on Dominica.</p> <p>Now Karina is a proud UNICEF Canada Ambassador – ready to inspire young girls to live their own dreams. As she says, “Soccer is more than just a game; it is more than just a sport. Soccer can change children’s lives; can save</p>	<p><b>Karina Leblanc</b>  <b>UNICEF Canada Ambassador</b></p>	<p><b>Measuring Success</b></p>

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	children’s lives.” During this session, the speaker will discuss her role with UNICEF and will challenge us about our purpose in life.		
<b>Keynote Speaker</b>  <b>“The Future of the Finance Officer”</b>	<p>Ed Harrington served as Controller for the City and County of San Francisco for 17 years. He was also the General Manager of the San Francisco Public Utilities Commission which operates water, power and wastewater agencies in the San Francisco Bay Area. During that time, he also volunteered with GFOA of US and Canada, serving as President in 2004.</p> <p>Upon retirement he became an adjunct professor at the University of San Francisco. He also is an advisor on accounting topics to Earth Economics and Water Now—two non-profits working on natural resource sustainability issues and is a board member and Treasurer of both Greenpeace Inter-national and SPUR, a Bay Area urban policy think-tank and civic group.</p> <p>During this session, Ed will discuss his work and show us that finance can be used to make a difference in many areas.</p>	<b>Ed Harrington,</b> <b>Treasurer, Greenpeace</b>	<b>Role of the Finance Officer</b>
<b>PSAB Annual Update</b>  <b>“The Latest in Public Sector Accounting Standards”</b>	<p>Michael Puskaric brings to the Public Sector a broad base of experience based on more than 15 years working in public, private and not-for-profit sector organizations in adopting the PSAB standards.</p> <p>He will provide our annual PSAB update which has become one of the mainstays of our conference and he will discuss issues that we should be fully aware of in local government including PSAB’s impact on First Nations.</p>	<b>Michael Puskaric</b> <b>Public Sector Accounting Board</b>	<b>Accounting / Budgeting</b>
<b>Canadian Economic Update</b>	<p>This session will provide an update on Canada’s economy and outline what we can expect for the coming year.</p>	<b>TBD</b> <b>TD Bank</b>	<b>The Economy</b>

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<b>Asset Retirement Obligations</b>	This session will outline the details and steps for retiring assets within the Asset Management process.	<b>TBD</b>	<b>Role of the Finance Officer</b>
<b>Using Caseware for Financial Reporting</b>	This session will demonstrate how Caseware can improve financial reporting within an organization.	<b>Jamie Black F.H. Black</b>	<b>The Role of the Finance Officer</b>
<b>Are measures for outcomes really necessary? – A Practical Approach</b>	<p>The Municipal Benchmarking Network was formed in Ontario with a number of municipalities who wanted to share and improve their work in measuring service performance.</p> <p>During this session, the speaker will provide background on performance measures and will discuss the necessity for them for improving service to our citizens.</p>	<b>Dawn Martin, City of Regina, and a member of the Municipal Benchmarking Network Canada</b>	<b>Measuring Success</b>
<b>PSAB 101 PSAB for New Finance Officers</b>	<p>If you are new to or are wondering why PSAB is different from private sector standards, you need to come to this session.</p> <p>The speaker will discuss the basics of public sector accounting to finance officers who are new to local government and will highlight the major differences, deal with those things that are unique to governments, and explain why PSAB has done what it has.</p>	<b>Michael Puskarik Public Sector Accounting Board</b>	<b>Accounting / Budgeting</b>
<b>How Urban Planning can help the bottom line</b>	<p>For municipalities to move into the future with a growing population and a changing economy, urban planning is a necessity for Councils in order to plan and manage urban growth within fixed budgets.</p> <p>Ed will bring his expertise to this session by discussing the challenges of the San Francisco Bay area for planning infrastructure and zoning and the impact on the 'bottom</p>	<b>Ed Harrington SPUR</b>	<b>The Economy</b>

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	line' for the municipality.		
<b>The Trump Effect</b>	<p>Since the conference in Kelowna, the market has begun softening in the West, but with the surprise election of Donald Trump, there is suddenly more uncertainty added to the mix. He signals protectionist policies, greater deficits, tax cuts and massive infrastructure spending.</p> <p>Bob will review and discuss this new dynamic and other factors and how they affect municipalities at our conference.</p>	<b>Bob Thompson</b> <b>Canaccord Genuity Wealth Management</b>	<b>The Economy</b>
<b>Performance Measures – a panel discussion</b>	This session will have a panel of speakers who will share their experiences with using performance measures within their organizations. What are the learnings? What are the challenges?	<b>Panelists - TBD</b>	<b>Measuring success</b>
<b>Infrastructure Asset Management: Optimize decision making for capital program planning and delivery</b>	<p>Public sector organizations including Cities and Municipalities are dealing with aging infrastructure, growing demands for service and changing operating conditions. These organizations are challenged to “do more with less”, and continually demonstrate results to the public.</p> <p>During this session, the speaker will present a leading practice approach for asset management that establishes line of sight over decision-making for capital programs that helps municipalities get the most out of their investment dollars.</p>	<b>Jameel Ahamed</b> <b>KPMG</b>	<b>The Role of the Finance Officer</b>
<b>The Role of the Finance Officer – what kind of financial information is important to share with Council</b>	This session will explore and outline the need for the 'right' information to be shared with Council at the 'right' time.	<b>Bill Cox</b> <b>BDO</b>	<b>The Role of the Finance Officer</b>

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<p><b>The Implementation Challenge: Why Asset Management Plans Sit on the Shelf</b></p>	<p>As awareness grows of the importance of asset management in sustainable service delivery, many local governments have or are in the process of developing asset management policies, strategies and plans. However, local governments often struggle to implement them, and many strategic documents end up sitting on the shelf. Years later, they are revisited, a gap analysis is conducted, new recommendations are made, and the implementation challenge continues. The question is: Why?</p> <p>In this interactive session, the speaker will explore the relevancy of organizational culture to the implementation of asset management in local government.</p>	<p><b>Clayton Drewlo Scott Shepherd Urban Systems</b></p>	<p><b>Measuring success</b></p>
<p><b>Tenders and RFP's - do it right - avoid a lawsuit!</b></p>	<p>In the process of procurement, there are all sorts of rules and practices that bring rigor to a bureaucratic process that needs to be fair and equitable within our business society. And if a Finance Officer does not pay attention, things can happen that may result in a lawsuit over a tender or RFP.</p> <p>In addition, there have been recent developments in procurement law which Finance Officer should really be aware of. This session will review these judgements and provide an interactive discussion on this municipal process.</p>	<p><b>Lindsay A. Parcels Lidstone &amp; Company</b></p>	<p><b>The Role of the Finance Officer</b></p>
<p><b>Leadership in Municipalities</b></p>	<p>Leadership is a key factor in any organization but it is extremely important within a municipality at all levels in order to serve our citizens.</p> <p>This speaker will provide a motivational discussion on leadership.</p>	<p><b>Chief of Police, City of Regina</b></p>	<p><b>Measuring success</b></p>

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<b>Budget Director Forum</b>	Finance officers have the opportunity to share topics of interest in a relaxed setting.	<b>Forum Coordinator - TBD</b>	<b>The Role of the Finance Officer</b>
<b>The Great Debate</b>	TBD	<b>TBD</b>	<b>Measuring success</b>
<b>Investment Manager Forum</b>	Finance officers have the opportunity to share topics of interest in a relaxed setting.	<b>Forum Coordinator - TBD</b>	<b>The Role of the Finance Officer</b>