

CPIM
CENTER FOR PUBLIC
INVESTMENT MANAGEMENT



BROUGHT TO YOU BY
TREASURER OF OHIO
JOSH MANDEL

CPIM ACADEMY



**2015 COURSE CATALOG &
REGISTRATION INFORMATION**

A MESSAGE FROM TREASURER MANDEL



Welcome to the 2015 Center for Public Investment Management (CPIM) conference season. As public funds managers, we share a common goal of collecting, protecting and investing Ohioan's hard earned dollars. CPIM is designed to offer relevant and timely educational opportunities so that we may better safeguard public funds.

As Ohio's Treasurer, the safety of taxpayer dollars is my top priority. It is with this mission in mind that the Treasurer's Office is proud to offer public funds managers continuing education in the areas of finance, investments, cash management, debt issuance, debt management and ethics.

We are also pleased to continue to offer online courses to those public funds managers that wish to complete their educational requirement online. For new public funds managers, we will also offer three CPIM Boot Camps throughout the state to help you get off the ground and running.

With the growing threat of cyber-attacks, it is as imperative as ever to stay up to date on how to protect your organization from security threats both inside and outside your entity. Our CPIM course offerings will help you keep your tax dollars safe.

Our office also recently launched OhioCheckbook.com - a website that sets a new national standard for transparency which allows Ohioans to search and share more than \$400 billion in checkbook-level state spending spanning the past seven years. We will present the online checkbook, highlight some its key capabilities and outline ways that local governments can voluntarily partner to host, post and display their spending on OhioCheckbook.com

CPIM gives public funds managers the opportunity to come together and sharpen your tool kits. We are excited about the upcoming conference season and all that it has to offer. I hope that you will connect with my office so we can work to better serve you. Together, we have an important mission of safeguarding public funds across Ohio.

Sincerely,


Josh Mandel
Treasurer of Ohio

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○ Academy

★ Boot Camp



PUBLIC FUNDS MANAGER BOOT CAMP

NEW TO PUBLIC FUNDS MANAGEMENT? BOOT CAMP IS FOR YOU

For 2015, CPIM will again offer three Boot Camps that are specifically designed for public funds managers that have less than three years of experience in public finance. These one-day workshops will combine a traditional lecture format with practical application exercises. Each course will contain an interactive hands-on activity or case study that encourages participation from the attendees.

While the Boot Camps are designed for those public funds managers with less than three years of experience, participants seeking a refresher or who are unable to attend a CPIM Academy conference are welcome to attend provided space is available.

BOOT CAMP SCHEDULE

April 22, 2015

Cuyahoga Valley Career Center
Brecksville, Ohio

August 6, 2015

Miami University Hamilton
Hamilton, Ohio

October 15, 2015

Ohio Fire Academy
Reynoldsburg, Ohio

**REGISTER FOR THE CPIM
BOOT CAMP ON PAGE 6**

BOOT CAMP AGENDA

8:30 - 8:45	Opening Comments and Introductions	
8:45 - 10:15	FIN 102: Basic Cash and Debt Management	
10:30 - 12:00	CASH 105: Basic Treasury Management	
12:00 - 12:45	Lunch: OhioCheckbook.com Presentation	
12:45 - 2:15	INV 104: Basic Accounting and Reporting	
2:30 - 4:00	SEC 110: Internal Controls Fundamentals	

BOOT CAMP COURSE DESCRIPTIONS

FIN 102: BASIC CASH AND DEBT MANAGEMENT

This course addresses cash flow management, including investing and borrowing basics.

CASH 105: BASIC TREASURY MANAGEMENT

This introductory course provides an overview of treasury management for public funds managers. The course covers the following topics: the fiscal office structure, receipts, disbursements and bank selection and management.

INV 104: BASIC ACCOUNTING AND REPORTING

This course covers government-wide financial statements and basic reporting.

SEC 110: INTERNAL CONTROLS FUNDAMENTALS

This course identifies ways in which public funds managers can take a proactive approach to implementing fraud prevention and cyber security measures. Participants will learn how to assess their entity's risk of threat in various areas and best practices for implementing necessary internal controls to help reduce the threat of fraud.

SCHOOL OF:	 CASH MANAGEMENT
	 FINANCE
	 INVESTMENTS
	 FINANCIAL SECURITY

CPIM ONLINE COURSES

www.ohiotreasurer.gov/cpimhome



Online courses are available to public funds managers with three or more years of experience. View the courses through the State Treasurer's website at www.ohiotreasurer.gov/cpimhome.

CASH 200: CASH POSITIONING – 1.25 HOURS

Each day, the cash manager faces a variety of tasks to determine a liquid cash position. Funds should be disbursed from this liquid position to avoid overdrafts or finance charges at the bank. Maintaining the bank balances will depend on timely reporting, internal knowledge, timely collections of cash, and efficient measurements of liquidity. Using simulated bank reports and daily operations tools, participants will determine a liquid cash position for proper liquidity management.

CASH 210: BANKING IN THE 21ST CENTURY – 1.25 HOURS

Gone are the days of reconciling your bank accounts using paper statements and issuing physical payroll checks. Banking in today's world involves the use of electronic tools that provide a faster, more efficient way of managing and accounting for your entity's money. This course will discuss new and future trends in the banking industry in the areas of receivables, payables management, and purchasing.

CASH 236: COLLATERALIZED DEPOSITS – 1.25 HOURS

This course will cover the basics of collateralization and safeguarding your entity's deposits in the event of a bank failure. Discussion will cover the statutory requirements, various types of collateral, and best practices.

CASH 240: FINANCIAL FRAUD – A CASE STUDY – 1.0 HOUR

It's hard to find a person who hasn't been the victim of identity theft and suffered a negative financial impact. Don't think that your public entity is immune, because it is not an individual. With the increased use of electronic banking and fiscal transactions, the risk of financial security breaches is great. This course will discuss the steps that a public entity should take if there is a security breach, as well as best practices to guard against fraud. It will also discuss other types of fraud that can occur from the inside that can result in the loss of public funds.

ETH 305: OHIO ETHICS LAW & REAL LIFE – 1.25 HOURS

Conflicts of Interest, Public Contracts, Misuse of Authority, Supplemental Compensation...you've read the definitions and you've heard the explanations, but how does the Ethics Law actually apply to real life? Join this interactive dialogue exploring how issues under the Ethics Law can arise in our daily work activities.

FIN 201: DEBT ADMINISTRATION – 1.0 HOUR

This course is a survey of the ongoing administration of debt after issuance and is designed to help public funds managers prepare for and anticipate audits, internal controls, record keeping, post-issuance compliance and continuing disclosure, refunding opportunity monitoring, debt service payments, monitoring, arbitrage and rebate monitoring. This course will also cover reporting, debt policies, and rating evaluations.

FIN 235: MUNICIPAL FINANCE ADVISORS – 1.25 HOURS

Federal Securities Law has an ever increasing influence on municipal bond transactions. In 2014, the Securities & Exchange Commission adopted rules regarding how a financial advisor and underwriter can interact with government issuers. This course is designed to provide an overview of the professionals involved in the process surrounding the issuance and administration of municipal securities and address how these new rules affect local government issuers.

FIN 301: IN-DEPTH LOOK AT DEBT STRUCTURING – 1.25 HOURS

This advanced offering of debt structuring will discuss yield curve, pricing, and timing considerations. Term vs. serial and fixed rate vs. variable rate debt structuring will be explained. In addition, there will be discussion on the administration and accounting of outstanding debt and debt policies – such as analyzing goals and debt limits, federal regulations and continuing disclosure, arbitrage, and rating agencies.

FIN 310: UNDERSTANDING THE FINER DETAILS OF DEBT STRUCTURING – 1.25 HOURS

This course will discuss the impact of coupon structuring within a bond issuance and the cost advantages or disadvantages of issuing discount or premium bonds. Participants will review how bonds are priced on a “yield-to-maturity” or “yield-to-call” basis and the implications they have on your debt service. This course will also discuss the benefits of utilizing notes in a debt structure to maximize structuring flexibility and reduce overall financing costs.

FIN 315: STRUCTURING ECONOMIC DEVELOPMENT TRANSACTIONS – 1.25 HOURS

This course will review various economic development financing sources and structuring techniques that are available to Ohio political subdivisions for financing high impact and/or job creation business expansions and retentions in your community. We will discuss the impact of using a port authority as the borrower/owner and/or conduit vehicles for quarterbacking the project; what and when the various sources of state funds might apply to a certain project; what and when local funds or tax incentives might apply; what are the estimated timeframes and delivery processes of the resources; what is the first step when completing this process and who to contact.

CPIM ONLINE COURSES

www.ohiotreasurer.gov/cpimhome

INV 225: MANAGING INVESTMENT PROFESSIONALS – 1.25 HOURS

Many public funds managers engage the services of investment professionals to assist with the management of their portfolios in order to enhance returns, manage risk and to ensure appropriate internal controls of the investment process. With multiple types of service providers and products available, this course will describe the differences as well as the advantages and disadvantages of using an advisor, broker/dealer and manager.

INV 240: PRINCIPLES OF INVESTMENT ACCOUNTING – 1.5 HOURS

This session will provide an overview of the components of an investment accounting system, including required reporting information as specified under certain sections of the Ohio Revised Code. It will also define and illustrate how the official records of a public entity should account for investments, the treatment of income, and other records reflecting investment activity. The use of internal source documents will be discussed as well as other related documents to support and verify investment transactions.

INV 315: INVESTING IN TODAY'S INTEREST RATE ENVIRONMENT – 1.25 HOURS

Through a discussion of the current economic climate, participants will gain an understanding of today's interest rate environment. By identifying the potential reinvestment and interest rate risks, participants will learn how to forecast short-term and long-term investment needs.

INV 320: COMMERCIAL PAPER & BANKERS ACCEPTANCES – 2.5 HOURS

This course will focus on commercial paper and bankers acceptances as eligible short-term investment alternatives. Emphasis will be placed upon statutory and policy considerations, credit risk, price and yield comparisons relative to other short-term investments, and various methods of purchasing commercial paper direct from the issuers and through the secondary market. Commercial paper and bankers acceptances will be reviewed from historical and current market perspectives. This course has been approved by the Treasurer of State's Office to fulfill the one-time additional training requirement found in ORC 135.14 and 135.35.

STAR PLUS FOR PUBLIC FUNDS MANAGERS – 1.0 HOUR

Learn about STAR Plus – an innovative program for Ohio's public funds managers that leverages the safety of Federal Deposit Insurance Corporation (FDIC) in participating Ohio banks. Modeled after established private sector banking and financial practices, STAR Plus enables public entities to generate a competitive yield on cash deposits in a network of FDIC-insured banks via a single account.

TO REGISTER FOR A CONFERENCE OR PAY THE CERTIFICATION FEE

Visit our website at www.ohiotreasurer.gov/cpimhome

Mail registration forms and checks to:

Ohio Treasurer Josh Mandel
ATTN: Center for Public Investment Management
30 East Broad Street, 10th Floor
Columbus, Ohio 43215

Fax or email registration forms to:
(614) 752-8972 or cpim@tos.ohio.gov

Questions? Call (614) 728-4236 or (800) 228-1102

THE REGISTRATION FORM IS TWO-SIDED →

SIDE 1 - BOOT CAMP REGISTRATION
SIDE 2 - CPIM ACADEMY REGISTRATION

CPIM ACADEMY

The goal of the State Treasurer's Center for Public Investment Management (CPIM) is to provide educational opportunities that allow Ohio's public funds managers to increase their financial competencies in managing and safeguarding tax dollars.

CPIM offers a variety of courses in the areas of finance, investments, cash management (including debt issuance and management), ethics, tax collection and those that are "reasonably related to the duties of the treasurer."

For 2015, CPIM will again offer three Beginner Boot Camps that are specifically designed for public funds managers that have less than three years of experience in public finance. These one-day workshops combine the traditional lecture format with practical application exercises. Each course will contain an interactive hands-on activity or case study that encourages participation from the participants.

There will also be six CPIM Academy conferences where local government finance officers with more than two years of experience can select from a variety of course offerings, taught by leading professionals in their fields of expertise. Please note that the CPIM Academy conferences are open to those public funds managers with less than three years of experience who are unable to attend one of the Boot Camp offerings.

The courses are structured to meet the various levels of education and experience of Ohio's public funds managers. Modeled after the traditional collegiate structure, the course numbering series is designed to address fundamentals (100-level classes), as well as the more advanced topic areas (200 to 400-level classes).

CONFERENCE SCHEDULE

April 8, 2015

Sharonville Convention Center
Cincinnati, Ohio

May 20, 2015

Embassy Suites
Independence, Ohio

June 25, 2015

Bowling Green State University
Bowling Green, Ohio

July 16, 2015

Columbus State Community College
Columbus, Ohio

August 27, 2015

Sinclair Community College
Dayton, Ohio

September 17, 2015

University of Akron
Akron, Ohio

CONFERENCE AGENDA

8:30 - 9:00	OPENING SESSION - MARKET UPDATE		
9:00 - 10:00	SESSION 1		
	INV 210: Investing for Small Governments	CASH 257: Merchant Services & Revenue Collection	INV 404: Municipal Securities Part 1
10:15 - 11:15	SESSION 2		
	FIN 202: Borrowing for Small Governments	ETH 225: Hot Topics in the Ohio Ethics Laws	INV 405: Municipal Securities Part 2
11:30 - 12:30	SESSION 3		
	FIN 205: Private Placement vs. Public Offering	ETH 225: Hot Topics in the Ohio Ethics Laws	CASH 236: Collateralized Deposits
12:30 - 1:30	LUNCH (PROVIDED)		
	<p>There will be a presentation on the Treasurer's new transparency initiative, OhioCheckbook.com.</p>		
1:30 - 2:30	SESSION 4		
	SEC 115: Cyber Security & Data Protection	CASH 120: Internal Controls/ Fraud Prevention	
2:45 - 3:45	SESSION 5		
	SEC 120: Disaster Recovery & Business Continuity	INV 315: Investment Positioning	CASH 216: Grants Management

SCHOOL OF:

■	CASH MANAGEMENT
■	ETHICS
■	FINANCE
■	INVESTMENTS
■	FINANCIAL SECURITY

Participants must select one course per session.

2015 CPIM CONFERENCE COURSE DESCRIPTIONS

SCHOOL OF CASH MANAGEMENT

CASH 120: INTERNAL CONTROLS/FRAUD PREVENTION

Fraud is a real threat to local governments. This course reviews the fundamentals of internal controls: an overview, objectives, types of internal controls, management responsibilities, examples, benefits of implementation and consequences for lack of implementation. It also discusses other types of fraud that can occur from the inside that can result in the loss of public funds.

CASH 216: GRANTS MANAGEMENT

This course provides the basics for administering and managing grant funds.

CASH 236: COLLATERALIZED DEPOSITS

This course covers the basics of collateralized bank deposits and how to safeguard your entity's deposits in the event of a bank failure. Discussion will cover the statutory requirements, various types of collateral and best practices.

CASH 257: MERCHANT SERVICES & REVENUE COLLECTION

Revenue collection methods have undergone changes in the last several years. These range from rapid technological advances that affect how money is received to finding alternative sources of revenue. This course assists public funds managers with understanding these changes, identifying new strategies for funding sources and highlighting new collection methods, such as credit cards, checks, cash, PayPal and Apple Pay.

SCHOOL OF ETHICS

ETH 225: HOT TOPICS IN THE OHIO ETHICS LAWS

This course highlights ethical hot button issues facing public funds managers today. Discussion will focus on those areas of the Ohio Ethics Laws that are most relevant to participants whether it be gifts, conflict of interest questions, public contract issues or post-employment restrictions.

SCHOOL OF FINANCE

FIN 202: BORROWING FOR SMALL GOVERNMENTS

This course identifies issues that a small government should consider when borrowing money. The class generally describes the legal, financial budgeting and timing considerations and will also describe the roles involved in borrowing.

FIN 205: PRIVATE PLACEMENT VS. PUBLIC OFFERING

This course contrasts the differences between a private debt placement and a public debt offering and explores the pros and cons of each and when each type of borrowing might be appropriate.

2015 CPIM CONFERENCE COURSE DESCRIPTIONS (CONT.)

SCHOOL OF INVESTMENTS

INV 210: INVESTING FOR SMALL GOVERNMENTS

This course covers relevant considerations for small government investors. The course will discuss eligible investments, investment strategies, investment accounting and reporting, roles of vendors and performance evaluations.

INV 315: INVESTMENT POSITIONING

This course covers various investment strategies, performance analytics and other considerations for investing in today's interest rate environment.

INV 404: MUNICIPAL SECURITIES PART 1

This course covers issues relating to purchasing municipal securities as an investment. It will address topics including statutorily permissible investments, credit risk and evaluations, portfolio reallocation and diverse and typical structures of municipal securities and the municipal marketplace. Completion of both Part 1 and Part 2 satisfies the statutory requirements necessary for certain local governments to purchase municipal securities.

INV 405: MUNICIPAL SECURITIES PART 2

This course is the second part of a two-part series that focuses on purchasing municipal securities as an investment and is necessary to satisfy the statutory requirements for certain local governments to purchase municipal securities.

SCHOOL OF FINANCIAL SECURITY

SEC 115: CYBER SECURITY & DATA PROTECTION

With the growing advancements in information technology and the increased use of technology in financial transactions, it's critical that local governments and organizations keep current on how to better protect their critical infrastructure and data from potential cyber threats or attacks. This course covers cyber security best practices and how to implement policies and protective measures for keeping your data safe. The course also discusses the best practices around security and steps a public entity should take if there is a breach.

SEC 120: DISASTER RECOVERY & BUSINESS CONTINUITY

This course provides an overview of best practices on how to better prepare your organization's treasury and technology functions should disaster strike. The session also covers how to uncover risks faced by your place of business, how to plan for IT disaster recovery in physical and virtual server environments and how to implement measures for sustaining business continuity.

CONFERENCE FEES & POLICIES

Attendee/Participant	Fee Includes	Cost
All Public Funds Managers (Required Training by ORC 135.22/321.46)	One-Time Annual Certification Fee* <i>Includes: Certification; Unlimited Access to CPIM Conferences & Online Courses</i>	\$100
Non-Certification Attendees**	CPIM Conference <i>Per Conference</i>	\$100
Non-Certification Attendees**	CPIM Online Course <i>Fee Per Course</i>	\$25

*The annual certification fee is also required to receive credit for hours obtained from association-sponsored conferences.

**Non-Certification Attendees are individuals who wish to attend the conferences or online courses, but are not seeking CPIM certification to be in compliance with the Ohio Revised Code.

PLEASE MAKE CHECKS PAYABLE TO: TREASURER EDUCATION FUND

The certification fee can also be paid online using a credit card by visiting our website at www.ohiotreasurer.gov/cpimhome.

REFUND & CANCELLATION POLICY

Annual certification fees are non-refundable. Individuals not seeking certification who pay a conference registration fee will receive a refund of their conference registration fee, less a 25% service fee, ONLY if cancellations are received no later than seven (7) days prior to the conference date. No refunds will be given if cancellations are received six (6) or less days prior to the conference.

CONTINUING EDUCATION REQUIREMENTS

WHO MUST COMPLETE CONTINUING EDUCATION?

Ohio Revised Code 135.22 provides that **all treasurers** (any person whose duties include making investment decisions with respect to the investment or deposit of interim monies) complete at least six (6) hours of continuing education annually in order to receive a certificate of program completion from the State Treasurer's Office. This does not apply to county treasurers.

Pursuant Ohio Revised Code 321.46, **newly elected county treasurers** must complete at least thirteen (13) hours of initial education courses in the subject areas of investments and cash management before taking office. Ohio Revised Code 321.46 also provides that **county treasurers** must complete at least twenty-four (24) hours of continuing education biennially from the State Treasurer's Office and the State Auditor's Office in order to receive a certificate of program completion.

Noncompliance with State Treasurer's CPIM Continuing Education Requirements

Treasurers who do not complete the continuing education requirement or do not file an Annual Notice of Exemption shall be subject to the guidelines of the State Auditor's Office upon audit (www.auditor.state.oh.us).

County Treasurers who do not complete continuing education shall be restricted to making investments in the State Treasury Asset Reserve of Ohio (STAROhio) fund, STAR Plus, no-load money market mutual funds, and interim deposits with eligible public depositories. County treasurers violating this provision may lose their county investment authority (ORC 321.46).

EXEMPTIONS

Treasurers, excluding county treasurers who invest only interim deposits with eligible public depositories, no-load money market mutual funds, STAROhio, or STAR Plus may annually file for exemption with the State Treasurer's Office pursuant to ORC 135.22(E).

For questions regarding exemption eligibility, contact your legal advisor, city attorney, and/or county prosecutor for a legal opinion to determine exemption eligibility.

The Annual Notice of Exemption form may be obtained by calling (614) 728-4236 or online at www.ohiotreasurer.gov/cpimhome. Exemption forms must be submitted on an annual basis.

NOTE: Exemption Forms postmarked, emailed, or faxed after December 31, 2015 will not be in compliance with ORC 135.22(E).

CONTINUING EDUCATION REPORT

Visit www.ohiotreasurer.gov/cpimhome and select "Hours & Records" to search and view records dating back to 2006 indicating the number of continuing education hours earned.

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30 East Broad Street, 9th Floor
Columbus, Ohio 43215

TO REGISTER FOR A CONFERENCE OR PAY THE CERTIFICATION FEE

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