



# 2024 FALL CONFERENCE

Boyne Mountain • September 22-25

Reaching New Heights In Treasury Management

## MiCPT and CPFA-ACPFA POINT TALLY SHEET

MiCPT - Michigan Certified Professional Treasurer

CPFA - Certified Public Finance Administrator and ACPFA – Advanced Certified Public Finance Administrator;

*Use this sheet to keep track of education points from sessions you attended at the Conference.*

*There are a possible 7.0 MiCPT Points; 7.0 CPFA points; 6.0 ACPFA points.*

Instruction Time	Speaker & Topic	Description	MiCPT Points	CPFA Points	ACPFA Points
<b>Monday, September 23, 2024</b>					
8:45-9:45 am	Rock N' Roll Leadership	As the Rolling Stones said, "It's only rock and roll, but I like it"! The focus of Jon's presentation is how the principles of leadership are intertwined with entertainment and rock & roll music. The emotional and physical connection to music is so powerful that it has produced leaders who have influenced generations. This highly interactive and lively discussion will address how you can develop your own individual leadership skills in both your work and personal lives. Be prepared to participate, and if you are brave enough, you may get to make some music of your own!	.5	.5	
10:00 am-Noon	Artificial Intelligence: Practical Applications for Treasurers	This presentation will explore the practical applications of artificial intelligence (AI) within the Treasurer's office. It will cover at a high level how AI can enhance efficiency, improve decision-making processes, and provide real-time insights. Attendees will gain a better understanding of ways to explore integrating AI tools into daily operations.	1	1	2
1:30-3:00 pm	How to Keep Constituents in their Homes	The probate court can be a powerful ally, resource, and tool for treasurers to avoid tax foreclosure. Learn about the basics of the probate court, the handling of guardianships, conservatorships, and decedent's estates. This presentation is meant to provide a background understanding of the probate process.	.75	.75	
3:30-4:30 pm	Economic Update	The Federal Reserve (Fed) increased the target rate by 5% between March 2022 and May 2023 in response to prevalent inflation amid a tight labor market. The economic and market environment continues to be clouded with uncertainty as market participants grapple with questions regarding the Fed's path forward and its potential impact on both the economy and interest rates. During this session, we will explore the current state of the economy, market considerations going forward, and the potential impact on the investment landscape.	.5	.5	1.0
<b>Tuesday, September 24, 2024</b>					
8:30-10:00 am	How to Work with Elected Officials	Building a successful working relationship between elected and appointed officials can be challenging due to their differing roles, responsibilities, and levels of accountability. We will offer suggestions for understanding these differences and strategies for thriving in potentially difficult environments while remaining focused on serving the community and constituents.	.75	.75	



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Tuesday, September 24, 2024 Continued					
10:30 am-Noon	Fraud in Government	Hear first-hand from the FBI Agent who led the investigation on James Warner, a supervisor at the Detroit Wayne County Airport (DTW), who steered Airport contracts to companies and helped them to overbill on those contracts in exchange for kickbacks. He will share details on how James Warner played a role in this fraud and what led to him getting caught.	.75	.75	
1:00-2:00 pm	Importance of Regional Banks to Local Economy	The presentation begins with a review of the research on the important role that regional banks and other financial institutions play in local economies. We will also review the critical Michigan municipal infrastructure needs, which will include a review of alternative methods of financing these needs. Specifically, we will lay out the trade-offs between traditional bond financing versus borrowing through regional financial institutions. Interest on municipal bonds receives favorable federal tax treatment and thus interest rates may be lower as compared to borrowing from financial institutions. However, the multiplier effect from new money creation via lending by regional financial institutions generates an extra boost to regional economies, which creates additional local tax revenue that may be large enough to offset the interest savings from the favorable tax treatment for bonds.	.5	.5	1.0
2:15-3:15 pm	Breaking Down Banking: What matters and are they all the same?	Diving into the important things to consider when you're looking at your banking, lending, and investment needs. A guide from the point of view of three different sized financial institutions to help you make the most informed decisions.	.5	.5	1.0
3:30-4:30 pm	Practical Ways to Combat Cyber Security Threats	Organizations often lack context to understand what their security maturity is, and which practical steps they could take to harden their systems. This talk will cover recent cyber security incidents, the methodologies the attackers used, and how they were ultimately discovered. We will provide the audience with actionable investigative exercises to assess how they would have done in the same situations. Lastly, as no talk is complete without mentioning Artificial Intelligence, we will also describe what AI is in the context of cyber security, and how to understand whether the hair-on-fire headlines are accurate.	.5	.5	1.0



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Wednesday, September 25, 2024					
9:00-11:30 am	10 Principles of Leadership	This inspiring class presents a unique look at the principles of municipal leadership through the experiences of the 101st Airborne Division's Easy Company during World War II. Using Easy Company commander Major Richard Winters' 10 Principles of Leadership, the class discusses a multi-faceted approach to leadership, based on character and leading by example. History shows that leadership is not determined by rank or position, but by attitude and action.	1.25	1.25	