



2018 Utility University

October 17, 2018
Wisconsin Dells, WI

Registration opens August 1 at bakertilly.com/uu

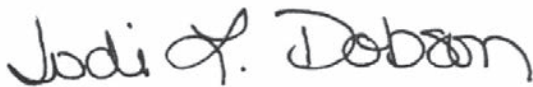
AN INVITATION FROM OUR CONFERENCE CHAIR

It's a pleasure to invite you to Wisconsin Dells, Wisconsin for the fifth annual Utility University, the must-attend conference for Midwestern municipal utilities and public utility districts.

Each year Utility University explores timely issues that affect the day-to-day financial and business operations of public utilities. **Through informative general sessions and engaging breakouts**, attendees find unparalleled opportunities for sharpening skills, sharing solutions with and learning from peer utilities' experiences, and receiving resources to maximize operations and performance. You will rest easier as you learn how to confront the challenges that keep you awake at night. And you will return to your community inspired with ideas and practices you can begin implementing right away.

I'm proud to announce our 2018 Utility University **keynote speaker will be Dan Aschenbach, Senior Vice President of Moody's Investors Service**. Dan has served as a credit analyst at Moody's for 30 years and is the lead analyst on some of the largest utilities in the United States. His insights and experience will offer a new perspective on the importance of financial benchmarks, proactive planning and focused policies to the overall financial health and stability of your utility and shed light on how you can manage your utility to enhance its image in the financial marketplace.

Please join us in the Dells on October 17, 2018 and share this invitation with interest colleagues at your organization. I look forward to seeing you there!



Jodi Dobson

Utility University Conference Chair
Partner, Energy and Utilities Practice - Baker Tilly

REGISTER TODAY

Registration for the 2018 Utility University is online!

Go to bakertilly.com/uu and click on the Register Now button.

After registering, you will receive a confirmation email with an invoice including payment instructions.

For questions, contact Utility University at anna.nelson@bakertilly.com or 608 240 2615.

PROGRAM OVERVIEW

REASONS TO ATTEND

- ❖ Stay up to date on the latest financial and business topics and trends affecting municipal utilities and public utility districts
- ❖ Gain knowledge from informative general sessions and engaging breakout sessions
- ❖ Earn continuing education credit
- ❖ Network with fellow public utility professionals from around the Midwest
- ❖ Learn how to confront the challenges that keep you awake at night
- ❖ Return to your community inspired with ideas and practices you can start implementing right away

LEARNING OBJECTIVES

Utility University focuses on business and financial topics and trends for municipal utilities and public utility districts. Attendees will gain the knowledge and tools to enhance the day-to-day financial and business operations of utility organizations.

TOPICS WE'LL EXPLORE

- ❖ Behind the credit agency's rating
- ❖ Building a community of advocates
- ❖ Cybersecurity and attack surface prevention
- ❖ Financials your governing body needs to know
- ❖ Governmental accounting standards
- ❖ Communicating your way to a successful project
- ❖ Workforce development and succession planning
- ❖ Funding lead lateral replacement
- ❖ Community solar
- ❖ Budgeting

WHO SHOULD ATTEND

Financial and management professionals who work in Midwestern municipal utilities and public utility districts in these positions are encouraged to attend:

- ❖ Chief financial officers, finance directors, comptrollers and accountants
- ❖ Chief executive officers, general managers and assistant general managers
- ❖ Clerks and treasurers
- ❖ City administrators, managers and assistants
- ❖ Vice presidents and directors of operations
- ❖ Management analysts and assistants
- ❖ Members of governing bodies including board members and other elected officials
- ❖ Public works and utilities superintendents, administrators, directors and managers

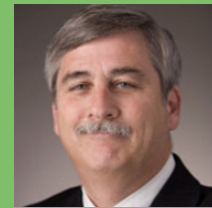
PROGRAM

KEYNOTE SPEAKER

Dan Aschenbach, a credit analyst at Moody's for 30 years, is lead analyst on some of the largest utilities in the United States. Prior assignments include serving as a lead analyst for Canadian ratings and as a generalist of public finance ratings in the U.S. southern and Great Plains regions.

Dan has also worked as a legislative assistant for a U.S. Congressman on matters before the Interstate and Foreign Commerce Committee and the Health and Environment Subcommittee. He served on his community's governing board for 18 years and served four terms as mayor of Cranford Township, New Jersey.

Dan holds a bachelor's degree from Boston University and an MPA from Rutgers University. He completed the Leadership for the 21st Century Program at the Kennedy School of Government.



Dan Aschenbach

Moody's Investor Services

Senior Vice President,
Global Project and Infrastructure
Finance Group

- 8:00 am - 8:30 am Check-in and networking with light breakfast
- 8:30 am - 8:35 am **Welcome and introduction**
Jodi Dobson, Utility University Conference Chair and Baker Tilly
- 8:35 am - 9:55 am Keynote session
Behind the rating: A rating agency's perspective into the financial health of a municipal utility
Dan Aschenbach, Moody's Investors Service
- 9:55 am - 10:05 am Morning break
- 10:05 am - 10:55 am General session
Meeting new governmental accounting standards
Bethany Ryers, Baker Tilly
- 10:55 am - 11:45 am General session
Building a community of advocates
Amy Barrilleaux, Madison Water Utility
- 11:45 am - 12:20 pm Lunch
- 12:20 pm - 1:10 pm Breakout sessions series 1
1A: Communicating your way to a successful project
Sarah Nunn, CTW Corporation
- 1B: Budgeting 101 for utilities**
Dan La Haye, Baker Tilly
- 1:15 pm - 2:05 pm Breakout sessions series 2
2A: PSCW process for implementing a customer-side LSL replacement program
Denise Schmidt, Wisconsin Public Service Commission
- 2B: Workforce development and succession planning: it's less work than you think**
Allison LeMay, Baker Tilly
- 2:05 pm - 2:15 pm Afternoon break
- 2:15 pm - 3:05 pm Breakout sessions series 3
3A: Are we okay? What do the numbers say?
John Andres, Sun Prairie Utility Commission
- 3B: Community solar 101 and the water-energy nexus**
Chris Urchell, Baker Tilly
- 3:10 pm - 4:00 pm General session
Using cybersecurity attack and breach simulations to manage your attack surface
Dan Argynov, Baker Tilly
- 4:00 pm Conference adjourns
Jodi Dobson, Utility University Conference Chair and Baker Tilly



SESSION DESCRIPTIONS

(Alphabetical order)

Are we okay? What do the numbers say?

We all understand the importance of finances to governing your utility. However for elected and appointed officials, the complexity of these financials can be a challenge to understand. As a 34-year auditor and current utility commissioner, John Andres will illuminate the numbers and other information that matters so you can answer the question “Are we okay?” and provide the perspective your governing body needs. (CPE: FI - 1 credit)

Behind the rating: A rating agency's perspective into the financial health of a municipal utility

Financial benchmarks, proactive planning and focused policies are vital to the financial health and stability of your utility. Moody's Investors Service offers perspective as a large credit rating agency to shed light on how to enhance utility's image in the financial marketplace. (CPE: ACG - 1.5 credits)

Budgeting 101 for utilities

Utility rates are designed to recover costs but this inherently requires a good understanding of the costs associated with operations, maintenance, administration, debt service and capital investment. You'll receive practical tips for budgeting which will result in a document that can be an essential management tool. (CPE: FI - 1 credit)

Building a community of advocates

How can people value something they never see? Hundreds of miles of water main, buried reservoirs, massive aquifers, transmission and distribution lines, meters, generation plants – the critical components of our water systems and electrical utility networks – are largely out of sight and out of mind. It's time to reveal the enormous effort that goes into providing safe, reliable and affordable water and power for every person in the community. We'll examine strategies to educate and engage a public that has long taken utility services for granted. (CPE: COM - 1 credit)

Communicating your way to a successful project

Communication can often be the difference between public perception of a successful or poor project. Learn about simple communication methods that have been used throughout the planning, design, bidding and construction phases of projects to keep all stakeholders informed. (CPE: COM - 1 credit)

Community solar 101 and the water-energy nexus

Community solar projects offer a practical and affordable alternative source of energy. Through a collaborative partnership with local governments, citizens, utilities and developers, these trending projects make solar energy financially viable for entire communities by capitalizing on efficiencies of scale. Learn the basics including benefits and drawbacks, ownership structure options and the project development process. The synergy of energy requirements and ownership structure for municipal water utilities will also be discussed. (CPE: FI - 1 credit)

Meeting new governmental accounting standards

Governmental accounting standards have been issued at a rapid pace in recent years — many with a significant impact on utility statements. Each new GASB standard requires you to review accounting structures for proper implementation and financial statements for transparent reporting. Learn what new standards will affect your utility in the next few years and what you need to do now to prepare for the change. (CPE: ACG - 1 credit)

PSCW process for implementing a customer-side LSL replacement program

Under the Wisconsin “Leading on Lead Act” (Act 137), a public water utility can use rate revenue to provide property owners with financial assistance to assist with replacing customer-side lead service lines (LSL). Learn from the Public Service Commission of Wisconsin how the funding and approval process works and steps your utility should take if you're interested in establishing a customer-side LSL replacement program. (CPE: ACG - 1 credit)

Using cybersecurity attack and breach simulations to manage your attack surface

In today's world, organizations are constantly probed by external and internal threat sources for exploitable security weaknesses that could result in a cybersecurity attack and/or data breach. It's prudent to assume that at some point your systems will be compromised and a data loss event will occur. Through realistic scenarios, this session explores how to test your organization's cyberattack prevention, detection and response capabilities through cyberattack and cyberbreach simulations. (CPE: MAS - 1 credit)

Workforce development and succession planning: it's less work than you think

Are your seasoned employees near retirement age? Do other forms of worker attrition and talent gaps keep you awake at night? If so, implementing a workforce development and succession plan will put your mind at rest. We will take a look at what's involved in the succession planning cycle, including identifying critical positions within your organization and integrating ongoing staff evaluation and development into existing operations, and which teams drive the process. (CPE: PHR - 1 credit)

CONFERENCE INFORMATION

CONFERENCE SITE

Kalahari Resorts & Conventions | Convention Center
1305 Kalahari Dr.
Wisconsin Dells, WI 53965

HOTEL ACCOMMODATIONS

Room block cut-off date: Sunday, Sept. 16

A block of rooms at the Kalahari Resort has been reserved for conference registrants at the rate of \$112 plus tax for the night of Tuesday, Oct. 16.

Upon completing the conference registration form, attendees will receive a confirmation email with the information for making hotel reservations.

Please be aware that attendees are responsible for their own hotel and travel arrangements and that Utility University does not contract with third parties for such arrangements.

REGISTRATION, CANCELLATION AND REFUND POLICIES

Registrations are accepted on a first-come, first-serve basis, and **advanced registration and payment is required by Friday, Oct. 5**. If you are no longer able to attend, you may send a substitute from your organization. If you must cancel, please do so in writing; a \$25 cancellation fee will be applied for cancellations up to Friday, Sept. 28, 2018. Cancellations after Friday, Sept. 28, 2018 and no-shows are responsible for the full registration fee. Utility University reserves the right to modify the agenda and/or speakers, cancel the conference due to low enrollment or close registration if full. For substitutions, cancellations and questions, contact Utility University at anna.nelson@bakertilly.com or 608 240 2615.

CONFERENCE ATTIRE

The attire is business casual. Please dress in layers as conference room temperatures vary.

CONTINUING EDUCATION CREDIT

By attending all of the general sessions and one breakout session per each of the three breakout session series, attendees can earn up to 7.5 hours of continuing professional education (CPE) credits. Fields of study represented in the entire program include: Accounting (Governmental) (ACG), Communications (COM), Finance (FI), Management Advisory Services (MAS) and Personnel/HR (PHR). Refer to the Program on page 4 to view the fields of study that pertain to your desired breakout sessions. There are no prerequisites for this Group/Live conference, and advance preparation is not required. A certificate of completion will be emailed to eligible attendees four to six weeks following the event.

For more information regarding administrative policies such as complaint and refund policies, contact Heather Eggers at 608 240 2522. Baker Tilly Virchow Krause, LLP is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

QUESTIONS

Answers to many frequently asked questions can be found at bakertilly.com/uu.

For additional questions, contact Utility University at anna.nelson@bakertilly.com or 608 240 2615.