



Big Data: Turning Insight Into Action
September 21 - 23, 2016
Sheraton on the Falls, Niagara Falls

Municipal Financial Officers' Association
Annual Conference & AGM
September 21 - 23, 2016

CONFERENCE HIGHLIGHTS:

- 100% Canadian Content 
- Memorable Keynote Speakers
- Leading Edge Case Studies
- Industry Experts
- Invaluable Networking
- ...And much more!



MFOA's 2016 Annual Conference and AGM is *Open for Registration!*

Message From Our President...

Dear Colleagues,

I invite you to join myself and the many other professionals who work in the Municipal Finance sector to attend the MFOA Annual Conference.

This year's conference is being held once again at the Sheraton-on-the-Falls in Niagara Falls. The theme will be "Big Data – Turning Insight into Action". Big Data analytics examines large amounts of data to uncover hidden patterns, correlations and other insights. With today's technology, it's possible to analyze your data, get answers and make strategic decisions from it almost immediately. There are classroom settings and open forum discussions that we encourage you to participate in. You will have the opportunity to "shop" for Municipal Finance Services by becoming acquainted with our many expert exhibitors.

Over the years I have found that it is very important and useful to meet and learn from colleagues in different municipalities, or sectors that deliver services for municipalities. Team work takes place both inside the workplace and in the expanded dynamic workplace with external contacts. Whether you are learning from others or passing on knowledge that you have acquired in your municipality, the result is an overall improved professionalism for Municipal Financial Officers, which we invite you to be a part of.

You'll recoup the cost to attend many times over through the wealth of learning, connections, and immediate solutions gained over 3 jam-packed and inspiring days that will assist you in making decisions and providing guidance for municipalities to become financially sustainable in the long term.

I look forward to seeing you in Niagara.

Shelley Stedall,



President
MFOA



2015 Delegate Feedback

"MFOA is THE voice of municipal finance professionals and by attending the conference it becomes MY voice as well."

John I, County of Lambton

"I definitely feel there is good value for the money at this conference."

Sandra I, Town of Kingsville

"It has been about 5 years since I attended the conference and I was glad to come back. I noticed a significant improvement in the quality of the speakers, variety of topics and as always the networking opportunities were great."

Danna M, Town of Ajax

"I found the workshops to be relevant and up to date. I look for opportunities to stay up to date while working in a small rural township..."

Paul D, Township of Wellington North

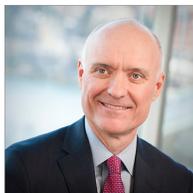
"Best one in 20 years! Every speaker was top notch, and the content was excellent."

Cathy B, City of Brantford



Keynote Presentation & Location Highlights:

Opening Keynote Speaker: **Paul Macmillan** | “**Becoming an Insight Driven Organization**”



The phrase "Big Data" is used in everyday conversation. Big Data proponents promise better decision-making, improved productivity, and innovation. But what does Big Data actually mean for municipalities that are on the front lines of providing infrastructure, public safety, social services, and other community-based programming to citizens? Join Deloitte’s Paul Macmillan for a conversation that will cut through the hype and provide real insights for municipal finance officers looking to adopt Big Data into their business operations.

Paul Macmillan is Deloitte's Strategy and Operations Consulting Leader, and has served as the firm's Global Public Sector Leader. He is the co-author of *The Solution Revolution: How Business, Government and Social Enterprises are Teaming Up to Solve Society's Toughest Problems*. Paul has spoken to governments around the world on topics including big data, delivering digital, and social innovation. Join Paul as he shares his insights on how government officials are embracing the digital age in pursuit of better social outcomes.

Closing Keynote Speaker: **Paul Huschilt** | “**Expect Anything Everything**”



It’s the end of the conference. It’s the closing session. And it’s the one you can’t miss. At this year’s MFOA Conference we’re offering something completely different. This one session is a summary of everything you’ve seen and heard over the last 2 days. But it’s not your average recap of facts.

Paul Huschilt brings you “The Ultimate Ending / Paul’s World Famous Conference Ending Summary”. Created specifically for MFOA, Paul gathers material as the program unfolds. He weaves his notes into a one-of-a-kind comic summary. With his razor-sharp wit, pizzazz, and a sense of fun, all of the key learnings and events are presented as an insightful and hilarious outsider’s take on what we experienced at the conference.

Paul believes strongly that laughter helps people remember. His mission is to send you home thinking about everything that happened at the conference, and laughing. A lot.

It’s one of the highlight events of the conference. Yes, it’s at the end, so book your travel calendars accordingly.

Location & Hotel Highlights

Niagara Falls is a destination unlike any other, it is an awe-inspiring vacation destination. The Falls give off a round-the-clock roar, a refreshing – and surprisingly far-reaching – mist, and a reminder of just how wondrous our natural world is.

Niagara Falls is a bustling destination full of activities for most everyone – vineyards and world-class golf courses, kid fun at Clifton Hill, fine dining and casual eateries, casinos and live Niagara entertainment, spas and leisurely country drives to Niagara-on-the-Lake, cycling adventures and hiking trails.





Pre-Conference Program

Wednesday, September 21, 2016

Workshop Session: ISO 55000 - Latest Best Practices International Asset Management Standard - What Does it Mean for My Municipality ●

Central to the ISO55000 asset management standards is that they enable an organization to work collectively and more effectively in realizing value from their assets and in turn achieve their organizational objectives. The Standards are focused on ensuring all parts of the organization are aligned to achieve common objectives, consistently and sustainably, over time. As a minimum every organization should be aware of these new standards and should be looking at opportunities to align with and embed the principles of the standards within their organization. Doing so will help bring structure and consistency to the practice of asset management which will make asset management processes stronger and more sustainable over time.

Key Takeaways:

- ⊕ Understanding of the potential benefits of implementing ISO55000 within your municipality
- ⊕ Reduced risk and improved business assurance
- ⊕ Enhanced investment planning process
- ⊕ Better understanding of owned assets and the associated costs and risks of ownership
- ⊕ Improved information and robust decision making process

Updates Session

You spoke and we listened. Last year we received feedback that many attendees prefer the opportunity to hear all the updates rather than having to choose between the updates.

So once again, we've put together a session where you can hear the latest and greatest updates pertaining to the topics of significant interest to municipal finance officers. We will provide updates on key changes that occurred in 2015, as well as current developments and what's coming down the pipe in the near future. Don't miss this one-stop session for your sector-relevant updates.

- ① Gas Tax Update
- ② PSAB Update
- ③ Development Charges Update
- ④ Taxation & Assessment Update
- ⑤ and more!





Free Time Activities & Exhibitor Tradeshow

Free Time Activities

Check out all that Niagara Falls has to offer! <http://www.niagarafallstourism.com/>

Exclusive Two-Day Adventure Pass

Discover the Ultimate Falls Experience with your **Niagara Falls Adventure Pass**. You'll save 25% with the pass which includes admission to four incredible Niagara attractions. The attractions include: Hornblower Niagara Cruises, Journey Behind the Falls, Niagara's Fury and White Water Walk. You'll also receive two days on the WEGO transportation service, a hop-on, hop-off service connecting Niagara Parks attractions with your hotel.

Cost: \$49.46 + HST for 2-day access for adults (13+ years or older)
\$33.26 + HST for 2-day access for children (6-12 years)
*Kids 5 and under – **FREE**

Visit the online page at: **Niagara Parks** and use PROMO Code: **MFOA**

For additional information you can contact conference@niagaraparks.com



Opening Welcome Reception & Exhibitor Tradeshow

The Opening Reception and Exhibitors Showcase will be held in the Great Room A/B Tradeshow area. Enjoy a wide variety of food and drink, and have an opportunity to meet the Sponsors and Exhibitors that make this event possible.

Exhibitor Tradeshow Hours:

Wednesday 12:00 pm - 5:00 pm **☉ EXTENDED TIME!**
7:00 pm - 9:00 pm

Thursday 8:00 am - 3:00 pm





Conference at a Glance

Thursday, September 22, 2016

Companions All Day Tour - Deluxe Niagara Wine Tasting All Day Tour

This tour includes:

- ⊕ A delicious lunch at the Elegant Bacchus Lounge at Queen's Landing in Niagara-on-the-Lake with a panoramic view of the harbour.
- ⊕ Your tour starts with, Chateau des Charmes Winery for a full guided tour with wine tastings.
- ⊕ Our second winery is a founding Niagara Winery, Inniskillin.
- ⊕ You will enjoy tastings of both Red and White wines and the featured ICE WINE.
- ⊕ After Inniskillin we journey via the historic Niagara Parkway to the charming town of Niagara on the Lake.
- ⊕ Free time is provided to shop and browse this "Pretty" Town, the original Capital of Upper Canada.



Cost Per Guest: \$108.00 + HST + gratuity

Meet in Lobby: 10:15 am

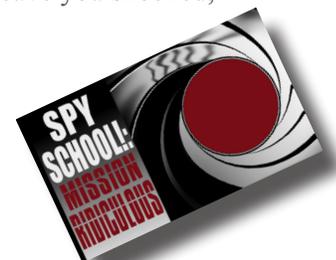
Tour: 10:30 am - 3:30pm (door to door pick up and drop off at hotel)

- ⊕ MFOA's Annual General Meeting
- ⊕ Exhibitor's Tradeshow open Thursday 8:00 am – 3:00 pm
- ⊕ OPENING KEYNOTE SPEAKER
- ⊕ Young Professionals' Networking Social
- ⊕ One Investment Program – Wine & Cheese
- ⊕ MFOA's Awards Dinner & Entertainment



Mysteriously Yours: Murder Mystery – Who Dunit?

Delegates can participate in this interactive, comedic murder mystery performance. The show will specifically involve some of your “better known” guests, incorporating them into the plot as hilarious witnesses, lawyers or suspects. This mesmerizing show and performance will leave you shocked, laughing, and wanting more!





Pre-Conference Program

MFOA is continuing with our 6 learning themes to help you target your learning needs.

- Accounting, Auditing, Financial Reporting
- Performance Management/Measurement
- Budgeting, Revenue Sources
- Risk Management
- Long Term Financial Planning, Asset Management
- Strategic Management/Leadership

Please select your concurrent sessions below:

Concurrent Sessions: 11:15 am – 12:15 pm
● ● Session A: Linking Your Reserves to your AMP
● Session B: FIR Modernization
● ● ● Session C: Public Engagement - Raising the Bar on Accountability and Transparency
● ● Session D: Turning Strategy into Action: Moving From Planning to Execution
Concurrent Sessions: 1:30 pm – 2:30 pm
● ● Session E: HST For Municipalities
● Session F: Stormwater user rate/charge as a Revenue Source
● ● ● Session G: Communicating to Council
● ● ● Session H: Dashboards & KPIs
Concurrent Sessions: 3:00 pm – 4:00 pm
● ● Session I: How to Write a Budget that Council Will Actually Read, Understand & Use to Make Decisions
● ● Session J: Shared Services
● ● Session K: Taxation & Assessment
● ● Session L: Big Data and the Cloud: Legal Compliance Through Due Diligence

Friday, September 23, 2016

- ⊕ Economic Update
- ⊕ CLOSING KEYNOTE SPEAKER
- ⊕ Discussion Forums

Concurrent Sessions: 10:30 am – 11:30 am
● ● Session M: Grant Writing Process: How to Increase Your Chances Of Success
● ● Session N: Best Practices in How to Use Data & Information Effectively
● ● Session O: Tax Sales: Proposed Changes to the Municipal Act & More
● Session P: Purchasing Options and Trends





Registration

Registration will take place outside **Great Room A/B** of the Sheraton on the Falls hotel.

Wednesday, September 21, 2016 from 8:00 am - 12:00 pm AND 4:00 pm – 5:00 pm

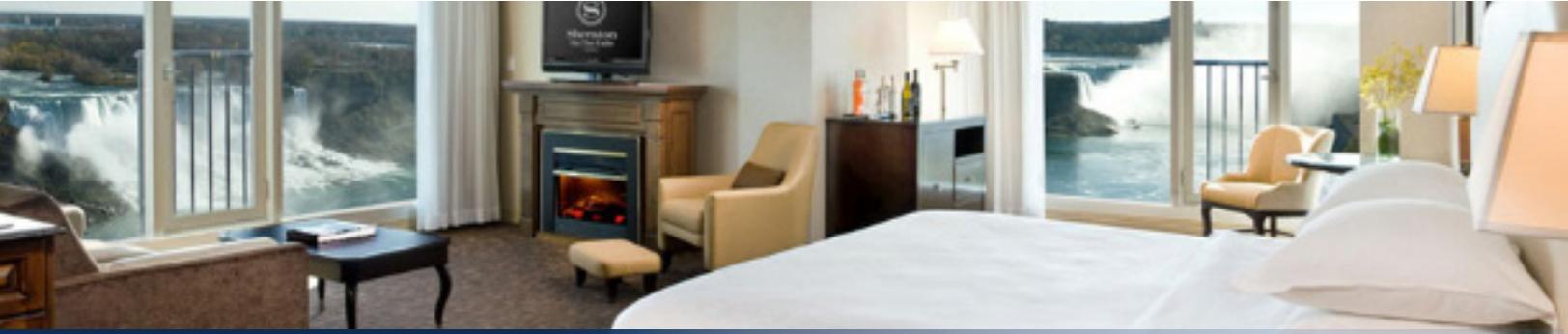
Thursday, September 22, 2016 starting at 7:00 am – 9:00 am

REGISTRATION FEE (MFOA HST Registration No. R122766876)

Registration fees include all business sessions for the two day conference, opening reception Wednesday evening, breakfast, lunch and Gala Dinner and entertainment on Thursday; breakfast and lunch on Friday. Separate charges apply for the pre-conference workshops, tour packages and hotel accommodations.

Companions are welcome to any or all meals and social events. See following registration fee schedule for details.

2015 PRICE FREEZE!	Register by June 24, 2016 and receive your <u>EARLY BIRD</u> <u>MEMBER</u> <u>DISCOUNT</u>	MFOA MEMBERS	NON MEMBERS
Package 1 Two Day Conference + 2 Half Day Workshops	\$950.00 + HST BEST VALUE	\$1,000.00 + HST	\$1,395.00 + HST
Package 2 Two Day conference + 1 Half Day Workshop	\$925.00 + HST	\$975.00 + HST	\$1,200.00 + HST
Package 3 Two Day Conference	\$725.00 + HST	\$775.00 + HST	\$925.00 + HST
Package 4 Wednesday 2 Half Day Workshops	n/a	\$315.00 + HST	\$470.00 + HST
Package 5 Wednesday 1 Half Day Workshop	n/a	\$200.00 + HST	\$275.00 + HST
COMPANION Wednesday Opening Reception		\$65.00 + HST	\$65.00 + HST
COMPANION Gala Dinner & Entertainment		\$145.00 + HST	\$145.00 + HST
COMPANION Breakfast & Lunch (per day)		\$85.00 + HST	\$85.00 + HST
COMPANION Full Day Tour		\$108.00 + HST + GRATUITY	\$108.00 + HST + GRATUITY



How to Register

Register Online @: www.mfoa.on.ca

MFOA Members can register with a valid username, password and make payments using a credit card (VISA or MasterCard only).

Non Members can register by creating a profile online and make payments using a credit card (VISA or MasterCard only).

Please make your concurrent selections when registering, as spaces fill quickly! If you have any questions, please contact our Office Administrator **Julie Turcsanyi** at **416-362-9001 #224** or office@mfoa.on.ca

Accommodation

This year the conference will be held at the beautiful Sheraton on the Falls Hotel in Niagara Falls, ON. **Conference registration DOES NOT include accommodation.** MFOA has secured preferred rates at Sheraton on the Falls Hotel **starting from \$139.00**. You either can call the reservations line at **1-800-519-9911 (toll free)** and clearly state that you are part of the MFOA Annual Conference event and identify yourself as a “delegate”. Or you can directly reserve online below:

For MFOA Conference Delegates:

Click Here: <https://www.starwoodmeeting.com/Book/MFOA2016>

Please reserve by **Friday August 19, 2016** to ensure rate availability.

Hotel rooms fill up quickly, so book early!



Pre-Conference Extended Stay Hotel: SPECIAL OFFER:

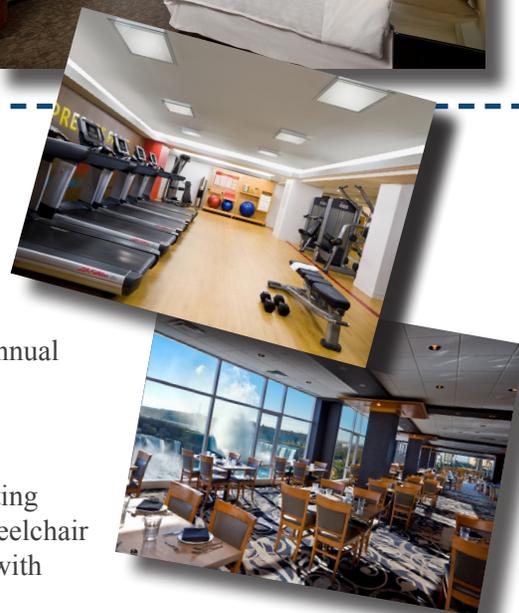
Sheraton on the Falls is pleased to extend to you this special delegate rate 2 days prior to your conference dates! From **\$139* per night** valid for stays on **Monday, September 19** and **Tuesday, September 20, 2016**

*Rate is per room, per night, based on double occupancy in select accommodation, subject to availability and advance reservation. Tax extra.

To reserve, call 1-800-519-9911 and advise that you are part of the MFOA Annual Conference event.

Accessibility

At Sheraton On The Falls, the entire facility, including the garage to the meeting space, is completely accessible, either by ramp or elevator. There are two wheelchair accessible hotel rooms with roll in showers, providing easy access for those with limited mobility.





Directions & Transportation

Parking

The parking garage is located behind the Crowne Plaza. Upon check in, you will be given a parking voucher that allows for the discounted self-parking rate of **\$15.00 per day**, with in/out privileges.

Directions

Toronto: Take 401 to Highway 403 south to the Queen Elizabeth Way (QEW). From south Toronto, take the Gardiner Expressway to the Queen Elizabeth Way (QEW). Follow Q.E.W. Niagara to Hwy. 420 into Niagara Falls. Take 420 East to Falls Avenue.

Lester B. Pearson International Airport – Toronto: Take Highway 401 West to Highway 403 West to QEW (Queen Elizabeth Way)/Hamilton. Continue to Niagara. From QEW take Highway 420 (Falls/Bridge to USA) through three traffic lights. Proceed to Falls Avenue.



London: Highway 401 east to Highway 403 east, to the Queen Elizabeth Way (QEW). Follow Q.E.W. Niagara to Hwy. 420 into Niagara Falls. Take 420 East to Falls Avenue

Ottawa: Highway 417 (southwest) to Highway 16 to the south. Follow Highway 16 to Highway 401 west. Take the 401 to Highway 403 south which connects to the Queen Elizabeth Way (QEW). Follow Q.E.W. Niagara to Hwy. 420 into Niagara Falls. Take 420 East to Falls Avenue.

GPS Coordinates & Address: If you plan on finding your way to the Sheraton on the Falls with a Satellite Navigation (GPS) device, the coordinates to enter into your device to find us are **43.09055,-79.07304**. Alternatively, if your device requires that you enter an address we are located at:

5875 Falls Avenue, Niagara Falls, Ontario, Canada, L2G 3K7

Transportation

In addition to driving to Sheraton on the Falls hotel, please click the following website link for details on booking your travel arrangements:

Niagara Airbus – discounted busing from Toronto Pearson and other nearby airports. To make an online shuttle reservation, simply go to www.niagaraairbus.com and enter in Conference/Promo Code 361 at the beginning of the booking page under **Conference/Promo Code** and your discount will automatically be calculated.

You can also call **905-374-8111** or email airsales@niagaraairbus.com, for reservations, inquires or questions regarding bookings. Be sure to provide the code to the staff when making a reservation.

Rate: Guest fare for Pearson Airport is \$90 + HST round trip or \$68 one way per person for Toronto Pearson.