



Certified Public Funds Investment Manager

providing the proper education

APT US&C
962 Wayne Avenue, Suite 910
Silver Spring, MD 20910
Phone (301) 495-5560
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This summer I was lucky enough to take the CPFIM class and exam in Spokane, WA. The content of the class was based upon the book "Public Fund Investing For Dummies" by Jim Koetting. Along with Douglas Gasher, a valuable presentation and discussion of the principles, issues, and environment surrounding public fund investing in today's economy ensued. There are very few professions out there with the diversity of backgrounds similar to those you have in public service and government. This diversity led to a great learning environment.

The content of the course is important for all of us to know in order to carry out our duties. The class also provides the foundation for some very intriguing and important discussions. The most valuable theme of these discussions was identifying hidden investment risks. There are many opportunities to improve yield in portfolios while continuing to satisfy our primary goals of safety and liquidity. We should not allow our own lack of knowledge prevent us from taking advantage of these opportunities.

Mike Pettigrew
Deputy Treasurer, City of Ann Arbor





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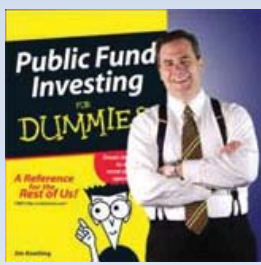
What is the CPFIM?

Certified Public Funds Investment Manager program is a nationally recognized accreditation offered by the Association of Public Treasurers of the United States and Canada (APT US&C). The program was launched in 2007 and has been well received over the last three years. Today there is a strong demand to offer this program across the country.

In today's challenging financial times with banks failing, A1 rated investments becoming worthless overnight and dismal interest rates, there has never been a greater need for education in managing taxpayer money.

Financial officers and public entities, in general, have minimal training in the arena of fixed income investing. Often times they are left to the guidance and expertise of the bank or brokerage who is selling them their investments. While most banks and brokerages offer good advice and have become trusted allies in your investing concerns, having the CPFIM accreditation gives you the confidence and the knowledge to manage your investments better.

About The Presenters



Jim Koetting is a nationally known author on the subject of public fund investing. With his technical expertise of video presentation, Mr. Koetting has an edge when it comes to presenting complex financial materials,

while keeping the interest of the audience. His experience in Toastmasters, and his past membership in the National Speakers Association, makes him a very effective communicator.

The CPFIM program has adopted the investment philosophy of Jim Koetting's book, "Public Fund Investing For Dummies". Mr. Koetting works with public institutions to minimize and expose investment risks that are often missed, implement investment strategies with reporting systems, and find hidden money in portfolios. His most appreciated service is reducing often-overlooked negative arbitrage in bond issues. Inspired by an "epidemic" of investment and portfolio management ignorance in the public sector, Mr. Koetting wrote "Public Fund Investing For Dummies", introducing it in May, 2007. "Public Fund Investing For Dummies" emphasizes writing a plan, building a strategy, and finding competent help in order to maximize opportunities in a public budget, as well as picking investments to match that strategy.

Douglas Gasher has over 24 years experience in institutional fixed income. His comprehensive knowledge of fixed income and other products has come from managing the sales and distribution of securities to municipalities and asset managers with firms such as, Dain Rausher, First Tennessee Capital Markets, Morgan Keegan and most recently, Finacorp Securities. Finacorp Securities is a 16 year old Certified Minority-Owned Hispanic Broker/ Dealer headquartered in Irvine, California. The firm is focused exclusively on delivering value-added diversity solutions to treasury and investment supply chain of public agencies, asset managers, corporations and foundations nationwide. Doug Gasher attended California State University of Long Beach and currently holds NASD Securities licenses Series 7, 24 & 63. He is a member of many leading governmental associations including Association of Public Treasurers of the United States and Canada, National Association of State Treasurers and Government Finance Officers Association to name a few.

I entered the CPFIM program solely for self-enrichment purposes. I wanted to be one of the first to earn this certification. The CPFIM program truly offers a unique opportunity to learn from treasury management experts, to build lasting relationships with your peers and to help build careers. I strongly urge anyone interested in developing professional relationships and advancing their career and knowledge to participate in the program.

Scott Simpson
 Miami Parking Authority



What is the Cost?

MEMBER / NONMEMBER	FEES
Active APT US&C Member	\$175.00
Non-APT US&C Member (includes 1 yr. membership)	\$260.00

8 Hours Investing CPE Credits

The Program Details

Before attending the course, the 50-page book, "Public Fund Investing For Dummies" will be provided for pre-study. The author of the book worked with the APT US&C to improve their existing program. The new CPFIM program has adopted the investment philosophy from Jim Koetting's book "Public Fund Investing for Dummies". There are six modules to the CPFIM Program Agenda:



Investment Instruments

- Investment Options and Characteristics
- Bond Lingo
- Your Investment Comfort Zone

Banks, Brokers and Advisors

- Where can you buy investments?
- Where do you keep your investments?
- Due Diligence
- Purchasing
- Specific Investment Details

Governance and Your Investment Policy

- The Investment Policy
- Internal Controls
- Developing Procedures

Safety, Liquidity and Yield

- Identifying and Mitigating Risks
- Quantifying and Reporting Safety
- Understanding Liquidity Needs
- Yield Calculations

Cash Flow

- Bank Accounts and Investment Accounts
- Creating a Reserve Account
- Determining How Much You Have to Invest
- Cash Flow Forecasting

Your Strategy

- Elements of a Good Strategy
- Terms
- Laddering
- Bar Bell
- Matching
- Investment Choices

Why Become a CPFIM?

- **Recognition** - You will be recognized for your accomplishment at the Awards Luncheon during the annual APT US&C conference. You will also receive a plaque and have your photo taken. The plaque shows your public entity the importance of the CPFIM program and may then be displayed in your office.
- **Accreditation** - You can proudly display the initials "CPFIM" after your name to indicate your accreditation to other business associates and professionals.
- **Professionalism** - By enrolling in the CPFIM program and obtaining the accreditation, you are demonstrating to your community and your employer that you are a qualified investment manager. In today's economic climate, you are providing your community with the confidence in your leadership and management skills.

Have No Travel Budget?

You are instilled with the mandate of safeguarding taxpayers' money while getting the best rate of return. In today's economic climate, it is more important than ever to have the tools necessary to protect your entity's investments while improving interest earnings. Therefore, it is most important to attend this critical program and learn how to manage your portfolio more efficiently and safely. By doing so, you could increase your interest earnings and offset any travel costs incurred.

If you already have formalized training in investing public funds you understand the value of investing your time and money in training. If you haven't had any formalized training in public funds, then it is more important than ever to attend this program and learn how to improve your investment portfolio.





Association of Public Treasurers of the United States & Canada

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membership@aptusc.org

Registration Form - Fax to (301) 495-5561

Registrant Information (Please print clearly) *INDICATES A REQUIRED FIELD

Organization Name:*

Position Title:

Address:*

Contact First Name: *

Home Telephone:

City:*

Contact Middle Name:

Business Telephone: *

State:*

Contact Last Name: *

Fax:

Zip Code: *

Emergency Contact: *

Contact Email: *

Country:*

Current APT US&C Member:

Do you have any special needs?

- Wheelchair Audio
 Vegetarian Visual Other:

Circle one, where applicable

CITY	DATES	HOTEL (cpfim.org reserve online)	Active APT US&C Member	Non-APT US&C Member (Includes 1 yr. membership)
Kansas City, MO	October 19-20, 2009	Westin Crown Center	\$175.00	\$260.00
St. Louis, MO	November 9-10, 2009	St. Louis Westin	\$175.00	\$260.00
Ft. Lauderdale, FL	December 14-15, 2009	Diplomat SPA/Resort	\$175.00	\$260.00
San Diego, CA	January 18-19, 2010	US Grant	\$175.00	\$260.00
Houston, TX	February 22-23, 2010	TBA	\$175.00	\$260.00
Chicago, IL	March 22-23, 2010	TBA	\$175.00	\$260.00
New York, NY	TBA	TBA	\$175.00	\$260.00
Denver, CO	TBA	TBA	\$175.00	\$260.00
Charleston, SC	July 25-26, 2010	The Charleston Place	\$175.00	\$260.00

Payment:

Payment Type:

Expiration Date:

Your Signature: