



ALBUQUERQUE CHAPTER

Albuquerque AGA April/May Newsletter 2016

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President's Message

It is with my final President's Message for the program year that I express my gratitude to our members, volunteers, and sponsors for the last twelve months' accomplishments. During this program year our organization did more than conduct several successful training events. We held community service events and donation drives to assist those in need in our local community, assisted members in obtaining their CGFM certification, and supported local colleges and universities in developing the next generation of government professionals. None of these things would have been possible without the support and contributions you provided.

A new Chapter President and Chapter Executive Committee have already been selected for the upcoming program year. As these individuals transition into their new roles and responsibilities, I am confident in their ability to succeed knowing you will show them the same level of dedication, support, and professionalism you displayed during my year as President. It has been an honor working with all of you in advancing AGA's goals and objectives. I wish all of you continued success in the future, and look forward to seeing you at future AGA events.

Sincerely,

Jeffrey Brown, CPA, CGFM

President

AGA Albuquerque Chapter



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[https://www.facebook.com/
groups/AGAABQ/](https://www.facebook.com/groups/AGAABQ/)



Look for our Special Edition newsletter in June/July showcasing the accomplishments and awards of the 2015-2016 program year!

Welcome New Members!

- ♦ Mr. Morgan Browning - RPC CPAs + Consultants, LLP
- ♦ Ms. Pamela A. Moon - Bernalillo County Government
 - ♦ Ms. Erica Perrine - NM Metropolitan Court
- ♦ Ms. Sophia C. Ulibarri-Trujillo - Aging & Long Term Services

2016-2017 Program Year ABQ AGA Chapter CEC

Please join us in welcoming our new slate of officers and chairs for the upcoming program year!

Position	Chair
President	Matt Bone
President-Elect	Javier Machuca
Past President	Jeff Brown
Treasurer	Victor Kraft
Secretary	Amy Carter
Education Chair	Marla Gorena
Membership Chair	Chris Gregory
Early Careers Chair	Tisha Hudetz
Accountability Chair	Donna Sandoval
Awards Chair	Bryan Maestas
CGFM Chair	Jeff Brown
Webmaster	Heather Prudhomme
Newsletter	Jennifer Baca
Historian	Krista Ganes-Chavez
Community Service	Chris Schmitz

Speakers for 2016-2017 program year

We are making our education event calendar for the 2016-2017 program year! Do you have a special area of interest you would like to present? Do you want to present at a future luncheon or seminar, and just need a topic to go with? Please contact our Education Chair for schedule openings and topic ideas! Marla Gorena, mgorena@rpcllp.com, 505-883-2727

2016 PDT Review

On behalf of the New Mexico and Albuquerque AGA Chapters, we extend our appreciation for the support of attendees and sponsors at the 2016 PDT! The event was marked with quality education sessions provided by some of the key members of the government finance profession. We observed many insightful questions, perceptive audiences, and educated professionals! The planning committee debriefed the event, and compiled the following review of our best selections and areas for improvement in the future.

HIGHLIGHTS

- 11 professional sponsors
- 38 hours of CPE topics offered by 34 presenters
 - 2nd CGFM Exam Prep day, led by 9 instructors
 - Fun St. Patrick's Day networking reception
- Increased attendance from NM local government professionals
 - Strong knowledge and ideas within planning committee
- Increased focus on AGA National conference structure and delivery
- Education opportunities for federal, state, and local government professionals
 - High energy keynote speakers for opening sessions
 - Increased time and space for networking opportunities

LESSONS LEARNED

- * Modification of schedule to include segregated time for lunch proved more effective
 - * Large venue significantly more efficient for size of PDT
- * Communications regarding event schedule and themes could be improved
 - * Attendees interested in handouts/access to presentations
- * Marketing materials effective in advertising to outlying areas and drawing new interest
- * Timing with other trainings and budget constraints contributed to decreased attendance over prior years
- * Provided more technical information at CGFM day to help candidates review pertinent topics

CONSIDERATIONS FOR 2017 PDT

- ♦ Planning team can solicit more feedback regarding timing, topics, and attendance projections
- ♦ Continue effective marketing, and increase communications about schedule and information
 - ♦ Continue to improve CGFM day to provide quality review to certification candidates
 - ♦ Communicate with presenters for access to presentation and requests for handouts

CGFM Intensive Review Course & Exams

Sign up for AGA's Intensive Review Course with CGFM examinations *included* – it's a great opportunity to review the course material with a knowledgeable instructor and complete your CGFM!

The Intensive Review Course (IRC), offering up to 18 CPEs, will be held in Anaheim, Calif., July 15–16, 2016. The class will run 8 a.m. – 5 p.m. both days. The cost of the course for qualified participants is as follows:

- \$375 for AGA members
\$425 for non-members

SPECIAL BONUS: The CGFM examinations are offered at no additional cost to course attendees — a \$375 savings!

The CGFM examinations can be taken by appointment only at Pearson Professional Testing Centers from **July 17, 2016 – Nov. 30, 2016**, using vouchers provided by AGA.

Before You Register, Please Read

- ***What is the Intensive Review Course?*** It is a special, limited enrollment opportunity for those individuals who have already been studying for the CGFM examinations and want extra reinforcement of the material. It is a review of the main topics covered on the CGFM examinations, led by a knowledgeable instructor.

What it's NOT: It is not a shortcut. It is not an exam prep course with strategies on how to pass the exams. The Intensive Review Course is not a substitute for the three AGA instructor-led training courses. It is usually not enough, by itself, to prepare for the CGFM examinations – advance preparation is strongly recommended.

Registration

To participate in this event, individuals must:

1. Be accepted into the CGFM program (see Eligibility section at www.agacgfm.com).

Pre-register for this event. **Note:** Only current CGFM candidates will be able to register for this event.

Walk-ins will not be accepted.

Registration Deadline: Registrations will be accepted on a first come, first-served basis. Space is limited, and the event may fill up and close before the registration deadline, so we encourage you to sign up early. **Registrations will not be accepted after July 1.**

DON'T WAIT – GET CERTIFIED IN CALIFORNIA!!

SLM Report

On May 5-7th, Albuquerque Chapter representatives Marla Gorena and Christopher Schmitz, and incoming Southwest Regional Vice President Heather Prudhomme, traveled to Salt Lake City, UT to attend the 2016 Sectional Leadership Meeting. During the first day, presentations were given by various members of the National Office staff to introduce plans and initiatives for the 2016-2017 program year, and incoming National President Doug Glenn introduced his theme for the year, "*Leadership in Times of Transition*". A big push at the National level is going to focus on establishing chapter continuity and streamlining communications to find efficiencies and growth. Chapters will be encouraged to think broadly about ways to connect and engage with members and non-members at a variety of events.



A few major items of note are:

Consolidation of all Chapter websites under one hosting and storage address will get underway during the year, with template type site capabilities for update. Each Chapter is planned for one of four phases in which the Webmaster will work with the National Director of Information Systems to transition site

Regional Coordinator positions have been eliminated. Each Chapter will work in closer connection with their RVP to get ideas, assistance, and feedback. The RVPs are able to select one or two individuals that can serve as Regional Advisors to the Region for a variety of areas.

Additional trainings will be available for streaming this year to help chapters/members take advantage of education opportunities.



On the second day, each RVP met with the chapters in their region to discuss ideas, questions, and best practices currently being used. The Albuquerque team gained some great insight into some practices of other chapters that will be integrated into our yearly planning. Some great ideas were passed to other chapters in the Southwest Region as well, which includes New Mexico, Denver, Southern Arizona, and Phoenix. We look forward to collaborating with them during the year!

The SLM is a great opportunity to meet and get to know AGA leadership at various levels, while getting to visit a fun place. It was a very quick trip, but some great knowledge was gained, ideas were hatched, and networks were forged!

AGA Membership Anniversaries

25 Years

Cynthia M. Handfield, CPA

20 Years

Patrick J. Wagner, CGFM

10 Years

James Hartogenesis, CGFM, CPA
Ted H. Webber, CGFM, CGMA
Robi Gonzales
Barbara Palmier
Raul Joseph Anaya, CGFM, CPA
Javier Machuca, CGFM, CPA

5 Years

Suzette Longfellow, CPA
Lee Adams Baldwin, CGFM
Kelly Jo Muniz
Jeffrey A. Brown, CGFM

Membership Renewal

May 31st is the official cutoff for renewal of your membership. AGA allows a grace window for renewal before membership suspension – use the steps below! Our Chapter currently has **81%** renewed, but let's make that number 100%!

Renew your membership and CGFM online today:

- Log in with your User Name and password at www.agacgfm.org
- Select the "Proceed to Checkout" at the bottom of the invoice to renew online.

Event Recap

by Christopher Schmitz, Community Service Chair

On Friday, April 29th, the Albuquerque AGA Chapter held our member appreciation picnic at the Heimat House Restaurant. Approximately 15 members enjoyed some wonderful bratwurst, sauerkraut, fries and assorted desserts. We provided this picnic to members free of charge, and attendees participated in a donation drive for El Ranchito de los Ninos. We received several items highlighted by a nice Crock-Pot, rake, cleaning supplies, weed killer, school supplies, cups, several other items, and monetary donations. These items were given to their Executive Director to share with those in need at their location.

We want to thank everyone who donated and hope to see all of our members at our next Community Service Event!



Citizen-Centric Reporting: Informing the Public Is the Government's Responsibility

By Ann M. Ebberts and Eveanna B. Barry,
Special to Route Fifty

Here's why a 'less is more' approach to government transparency leads to a better informed citizenry.

Editor's Note: *This article originally appeared in "Budgeting Challenges and Opportunities for State, County and Municipal Governments," a new Route Fifty ebook.*

Get a group of people together for a discussion and eventually the subject turns to government: "What do we get for our tax dollars?" "There is so much waste, fraud and abuse in government spending." In general, governmental entities do an abysmal job communicating to the public the business of government and leave the bulk of status reporting to media outlets, which often do not paint a positive or representative picture.

Surveys conducted by a variety of non-profit organizations, past and present, show many citizens are inclined to mistrust federal, state and local government. Citizens, in general, cannot grasp the immense volume of technical information produced and, because governments do not communicate well, this leaves the public confused and uninformed. In the 1967 film "Cool Hand Luke," the Captain famously announces to the prisoners: "Now what we've got here, is a failure to communicate." Financial reports the size of phone books, while informative for a specific audience, are not an effective means of communicating with the public in today's data-on-demand-driven society. Effectively and efficiently communicating the business and value of government to the public is an ongoing challenge.

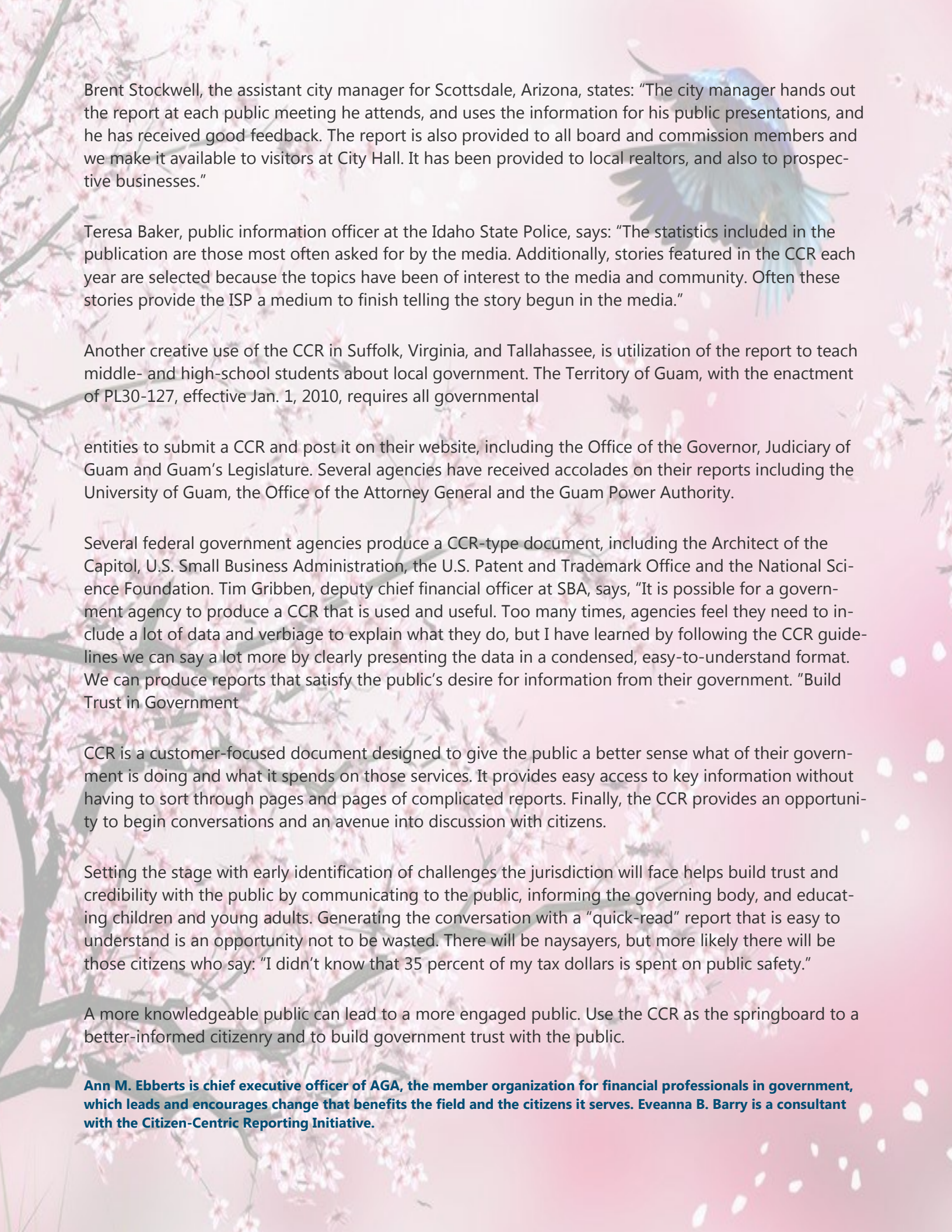
One solution to providing citizens something they can use and understand is to develop a report that is non-technical and succinct, and provides web links that can be checked for reliability and more detailed information. AGA created such a document—a four-page Citizen-Centric Report (CCR) that exemplifies the often repeated mantra, "less is more." "Less" is achieved by the four-page structure of the CCR, and "more" is the broad-based information that provides easy-to-digest content about an entity's revenues, spending, achievements and challenges as well as priorities for the future.

The CCR can be an answer to the reporting dilemma because it helps the reader answer the question "are we better off today than we were last year?" in plain language. It is a snapshot—or "Reader's Digest" version—look into an entity's financial and program performance.

Page one of a CCR typically displays demographics, governance structure, mission and goals of the entity while page two presents key service and activity performance information regarding achievement of specific goals. Page three provides financial information, predominately costs and revenues, while page four identifies the organization's major challenges and provides a look to the future.

So Why Produce a CCR?

Since 2008, a variety of governments and governmental entities have prepared a CCR for their constituents. Some communities such as Tallahassee, Florida; the Idaho State Police; the state of Idaho and the Massachusetts Developmental Disabilities Council, have all found value in creating the report, whether online, in paper format, or both.



Brent Stockwell, the assistant city manager for Scottsdale, Arizona, states: "The city manager hands out the report at each public meeting he attends, and uses the information for his public presentations, and he has received good feedback. The report is also provided to all board and commission members and we make it available to visitors at City Hall. It has been provided to local realtors, and also to prospective businesses."

Teresa Baker, public information officer at the Idaho State Police, says: "The statistics included in the publication are those most often asked for by the media. Additionally, stories featured in the CCR each year are selected because the topics have been of interest to the media and community. Often these stories provide the ISP a medium to finish telling the story begun in the media."

Another creative use of the CCR in Suffolk, Virginia, and Tallahassee, is utilization of the report to teach middle- and high-school students about local government. The Territory of Guam, with the enactment of PL30-127, effective Jan. 1, 2010, requires all governmental

entities to submit a CCR and post it on their website, including the Office of the Governor, Judiciary of Guam and Guam's Legislature. Several agencies have received accolades on their reports including the University of Guam, the Office of the Attorney General and the Guam Power Authority.

Several federal government agencies produce a CCR-type document, including the Architect of the Capitol, U.S. Small Business Administration, the U.S. Patent and Trademark Office and the National Science Foundation. Tim Gribben, deputy chief financial officer at SBA, says, "It is possible for a government agency to produce a CCR that is used and useful. Too many times, agencies feel they need to include a lot of data and verbiage to explain what they do, but I have learned by following the CCR guidelines we can say a lot more by clearly presenting the data in a condensed, easy-to-understand format. We can produce reports that satisfy the public's desire for information from their government. "Build Trust in Government

CCR is a customer-focused document designed to give the public a better sense what of their government is doing and what it spends on those services. It provides easy access to key information without having to sort through pages and pages of complicated reports. Finally, the CCR provides an opportunity to begin conversations and an avenue into discussion with citizens.

Setting the stage with early identification of challenges the jurisdiction will face helps build trust and credibility with the public by communicating to the public, informing the governing body, and educating children and young adults. Generating the conversation with a "quick-read" report that is easy to understand is an opportunity not to be wasted. There will be naysayers, but more likely there will be those citizens who say: "I didn't know that 35 percent of my tax dollars is spent on public safety."

A more knowledgeable public can lead to a more engaged public. Use the CCR as the springboard to a better-informed citizenry and to build government trust with the public.

Ann M. Ebberts is chief executive officer of AGA, the member organization for financial professionals in government, which leads and encourages change that benefits the field and the citizens it serves. Eveanna B. Barry is a consultant with the Citizen-Centric Reporting Initiative.

AGA National Training:

Dates & Deadlines

13
may

CFO/CIO Summit

24
may

Forensic Accounting

26
may

Data Coalition DATA Act Summit

1
june

Journal Article Submission Deadline

1
june

The Importance of Change Management in Federal Shared Services

1
june

CGFM Intensive Review Course

View registration information for the following training at
<https://www.agacgfm.org/Training-and-Events>

MISSION STATEMENT

Albuquerque AGA serves government accountability professionals by providing quality education, fostering professional development and certification, and supporting standards and research to advance government accountability.

www.agacgfm.org

AGA CORE VALUES

Service, Accounta-
bility, Integrity,
Leadership



ALBUQUERQUE CHAPTER

2015-2016 AGA Albuquerque Chapter Executive Committee

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EVERYONE'S TALKING ABOUT...

PDT2016

July 17–20
Anaheim, CA or virtual
24 CPEs