




Shayne Kavanagh

Shayne is the Senior Manager of Research for GFOA and has been a leader in developing the practice and technique of long-term financial planning and policies for local government. He started GFOA's long-term financial planning and policy consulting offering in 2002 and has been working with governments on financial planning and policies ever since. Shayne has worked with many governments of different sizes and types on financial planning and policies across the United States and Canada. Shayne's financial planning experience also drives his research at GFOA. He is the author of a number of influential publications on financial planning, including:

- The leading and highly regarded book about long-term financial planning in local government, *Financing the Future*.
- *Financial Policies: Design and Implementation*, GFOA's flagship publication on the topic.
- *Informed Decision-Making through Forecasting: A Practitioner's Guide to Revenue Analysis*
- *Financial Foundations for Thriving Communities*, GFOA's latest and most complete guidance for how to achieve and

	<p>maintain the financial health of local governments.</p> <ul style="list-style-type: none">• A number of articles on long-term financial planning, financial policies, budget reform, using technology to improve efficiency, and other related topics for magazines including Government Finance Review, Public Management, School Business Affairs, and Public CIO. <p>Prior to joining GFOA, Shayne was the Assistant Village Manager for the Village of Palos Park, Illinois, where he was responsible for managing all aspects of financial management operations, including budgeting, utility billing, payroll, and accounting. He received his MPA degree from Northern Illinois University.</p>
 A portrait photograph of Maria Laughner, a woman with long, wavy blonde hair, wearing a dark blue blazer over a light blue collared shirt. She is smiling and looking directly at the camera. The background is an outdoor setting with a building and trees.	<p>Maria Laughner</p> <p>Maria Laughner is the Economic Development Program Manager for City of Tempe. Ms. Laughner has spent over twenty years in marketing, communications and business development management in both public and private sectors, and she has experience in various industries including biotechnology, health care, higher education, manufacturing, client services, economic development and non-profit charities. Her career highlights include working with five start-up bioscience and technology companies, establishing an Arizona campus for the College of St. Scholastica, and negotiating deals that resulted in over 2 million square feet and 5,000 new jobs at both the municipal and state level. Ms. Laughner earned a BA from Marquette University, an MS from New York University, and an MBA in International Management</p>

GFOAz January Training Speakers 2022

	<p>from the Thunderbird School of Global Management.</p>
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Katie Ludwig

Katie Ludwig currently works at the Government Finance Officers Association (GFOA) as a Senior Manager in the Research and Consulting Center. At GFOA, her work is focused on helping local governments develop policies and procedures and implement systems to improve their efficiency and effectiveness and promote financial sustainability.

Prior to joining GFOA, Katie worked for four and a half years at the Chicago Housing Authority, where she was responsible for the management and operations of the Housing Choice Voucher program. She also worked for the City of Chicago for more than 13 years, serving in a variety of roles in the Office of Budget and Management, the Department of Housing, and the Chicago Public Library. While at the Department of Housing, Katie was responsible for implementing the City's Neighborhood Stabilization Program, a \$170 million federal grant program aimed at putting vacant, foreclosed homes back into productive use.

Katie received her B.A. in English and Political Science from DePaul University. She received her Master of Public Policy from the Harris School at the University of Chicago.



Jill A. Shaw

Jill A. Shaw, CPA is managing partner of the public accounting firm HeinfeldMeech. She currently manages audit and accounting services for nonprofits, municipalities, school districts, and other local governments out of their Scottsdale office. In her role as a partner Jill also provides guidance and training on accounting and auditing issues including accounting pronouncements, auditing standards and Single Audits.



David Swindell

David Swindell is the director of the Center for Urban Innovation and an associate professor in the School of Public Affairs at Arizona State University. His work focuses primarily on community and economic development, especially public financing of sports facilities, the contribution of sports facilities to the economic development of urban space, collaborative arrangements with public, private, and nonprofit organizations for service delivery, and citizen satisfaction and performance measurement standards for public management and decision making. His forthcoming book "American Cities and the Politics of Party Conventions" (with co-authors Eric Heberlig and Suzanne Leland) arrives in 2017 from SUNY Press. His research has also been published in Public Administration

	<p>Review, Social Science Quarterly, State and Local Government Review, Economic Development Quarterly, Journal of Urban Affairs, American Review of Public Administration, Public Productivity and Management Review, Public Administration Quarterly, Journal of Sports Management, Johnson's "Minor League Baseball and Local Economic Development," Rosentraub's "Major League Losers," and The Brookings Institution's "Sports, Jobs, and Taxes." He has testified to federal, state, and local legislative bodies on a range of issues related to community and economic development. Swindell's other technical policy studies include alternative financing mechanisms for smart city investments, numerous citizen satisfaction survey reports, models for involving various nonprofits in urban service delivery, various public program evaluations, estimation methodologies for light rail ridership from special event generators, and business retention strategies for local governments.</p> <p>Swindell is an advocate of the metropolitan mission concept through which the intellectual resources of the university are focused on developing new solutions to the challenges confronting citizens in urbanized areas. Before joining ASU, he served seven years as director of the interdisciplinary doctorate in public policy degree program at the University of North Carolina. Prior to that, he was director of the UNC-Charlotte Master of Public Administration program as well as master's of public administration director at Clemson University. Swindell received his doctorate in public policy from Indiana University.</p>
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Paulina Woo

Paulina joined PFMAM in 2007 and manages client relationships for public agencies located throughout the western United States. Her responsibilities include: investment advisory and consulting services, cash flow modeling, portfolio structuring, economic research, treasury management, and investment policy evaluations. She works with a number of municipalities, institutions of higher education and non-profit organizations. Paulina is a frequent speaker at municipal conferences and seminars for clients and board members; covering such subjects as bond proceeds investment, building an investment program, permitted investments, development of investment policies and internal controls, and managing risk in public investment. She is a member of the Government Finance Officers Association (GFOA) and is an Advisor member of the GFOA Committee On Treasury and Investment Management (TIM). She is also an active participant in several additional public finance organizations, including the National Association of Counties (NACo), Government Finance Officers Association of Arizona (GFOAz), New Mexico Government Finance Officers Association (NMGFOA), the Arizona County Treasurer's Association (ACTA), and Colorado River Finance Officers Association (CR FOA). She also participates in Women in Public Finance, National Association of Hispanic County Officials, and Asian Americans in Public Finance.