

# DEFEND your RATE STRUCTURE



## Financial Management: Cost of Service Rate-Making Seminar

April 7–9, 2014 | Charleston, South Carolina

Sept. 17–19, 2014 | Indianapolis, Indiana

Financial objectives in the drinking water industry are constantly changing, making successful planning more difficult and more important than ever. This three-day seminar teaches proven strategies for capital finance planning and rate setting.

### You'll Learn How to

- ▶ Evaluate financial policies and rate impacts
- ▶ Develop defensible, fair, equitable, and objective policies
- ▶ Recover the full cost of service by obtaining the rate your utility needs
- ▶ Avoid rate shock by using proven techniques of capital budgeting and analysis

### Who Should Attend

- ▶ Water Utility Management
- ▶ Rate Analysts or Designers
- ▶ Accounting or Budget Professionals
- ▶ Utility Board Members
- ▶ Municipal or Regional Government Officials
- ▶ Water Resources Professionals



**FINANCIAL  
MANAGEMENT**  
*Seminar*

To learn more or to register online,  
visit [www.awwa.org/financialmgmt](http://www.awwa.org/financialmgmt)