

## Celebrating Cleveland





Time	Wednesday, May 14
10:00 – 11:00 am	<p><b>Regional Economic Outlook (1 hr CPIM)</b>            Presenter: <u>Julianne Dunn</u>, Senior Regional Officer of the Federal Reserve Cincinnati Branch</p> <p>Join Federal Reserve expert Julianne Dunn for critical insights on economic trends affecting counties across Ohio, western Pennsylvania, eastern Kentucky, and West Virginia. This session will explore economic indicators that directly impact treasury operations and property tax revenue forecasting. Treasurers will gain practical data tools to better understand their local economies.</p>
11:15 am – 12:15 pm	<p><b>Building AI Solutions with Trust, Transparency and Speed (1 hr AOS)</b>            Presenters: Margo Keeler, Principal AI Solutions Lead, IBM; Gerald Anderson, State of Ohio – Technology Sales Leader, IBM</p> <p>Artificial Intelligence, or AI, is all the rage right now from how it impacts businesses, education, and daily life. While many are excited about the possibilities for AI, others are concerned with the impact it may have, whether intentionally or unintentionally. This presentation will be about how IBM uses AI to enhance productivity while building solutions on ethical principles to foster trust and transparency. Treasurers will learn about how some of these solutions and best practices may be used in their offices to help them with their constituents and office communications.</p>
1:15 – 2:15 pm	<p><b>Escrow Payments &amp; Financial Literacy Panel (1 hr CPIM)</b>            Presenters: Ryan Coughlin, SVP, National Deposit Group, Huntington Bank; Chris McNeil, Director of Strategy and Business Management, NDG, Huntington Bank; Niko Spyridonos, CEO, AutoAgent; Michael Zuren, Lake County Treasurer</p> <p>This panel discussion will focus on best practices and offerings available to give taxpayer options, and ways to provide transparency on collections. The panel will also examine how offering financial literacy instructions to taxpayers could hopefully reduce the amount of delinquencies that are occurring.</p>
2:30 – 3:30 pm	<p><b>Delinquent Tax Collection (1 hr CPIM)</b>            Presenters: Ric Wasserman, Athens Co. Treasurer, Angie Maki-Cliff, Ashtabula Co. Treasurer, Jeannie Zurmehly, Clermont Co. Treasurer, and Adam Jutte, Assistant County Prosecutor, Cuyahoga Co.</p> <p>Over the past several years, county treasurers across the state have seen an increase in the number of tax delinquencies in their counties. This panel will examine some of the reasons this is occurring, and what are some best practices county treasurers can adopt to work with taxpayers to prevent properties from moving to foreclosure.</p>



# 2025 SPRING CONFERENCE

May 14-16 | Hilton Columbus/Polaris

Wednesday, May 14 — continued	
3:30 – 4:30 pm	<p><b>District Meetings</b> Gather with treasurers and staff from your geographic region to discuss the issues facing your offices and communities.</p>
5:00 – 6:00 pm	<p><b>Vendor-Member Mixer</b> Grab a bite to eat and a refreshing drink while getting to know our vendors and their products and services.</p>
6:00 – 8:00 pm	<p><b>Star Lanes Bowling and Dinner</b> Nothing says Cleveland like bowling! Join fellow attendees for a fun-filled evening of bowling, food, and networking at <u>Star Lanes</u>. Take a break from the conference sessions to enjoy a delicious dinner while challenging your colleagues to some friendly competition on the lanes.</p>
8:00 – 11:00 pm	<p><b>After-Hours Networking</b> Not ready to call it a night? The hotel restaurant and bar, <u>17 Arrows</u>, will be open to our attendees for drinks and light snacks after our evening activities. Each attendee will receive three drink tokens each evening. Additional drinks are on your own tab.</p>
Thursday, May 15	
9:00 – 10:00 am	<p><b>Ohio Cyber Programs &amp; Resources (1 hr AOS)</b> Presenter: Mark Bell, Cyber Security Outreach Coordinator, Ohio Adjutant General's Office</p> <p>All public officials, no matter what level of government you work in, must be constantly aware of Cyber Threats in their daily operations. Mr. Bell coordinates a wide range of cyber partners throughout Ohio, organized into the Ohio Cyber Collaboration Committee (OC3,) to improve the cyber security posture of the state through education and workforce development, the creation of the Ohio Cyber Range, the development of cyber response teams for Ohio, cyber exercises, and the sharing of best cyber practices and policies throughout the state. Mr. Bell will share his knowledge of the threats, types of attacks, what county treasurers can do to prevent them, protect your data, and steps to better protect your county from attacks.</p>

Thursday, May 15 — continued	
10:15 – 11:15 am	<p><b>Property Tax Update (1 hr CPIM)</b> Presenters: Brian Perera and Steve Hall, ZHF Consulting LLC</p> <p>Following up on their Fall Conference session "Concerns About Property Taxation From Taxpayers – and Possible Solutions," ZHF Consulting LLC will provide participants with the latest updates from the Ohio Statehouse on pending tax reform proposals. The 136th General Assembly has multiple bills and an operating budget that may significantly alter the property tax landscape in Ohio.</p>
11:30 am – 12:00 pm	<p><b>Legislative Update</b> Presenters: Alex Zumbar &amp; Dan Talarek, Legislative Committee Co-Chairs, and CTAO Executive Director Kevin Futryk.</p> <p>Gain a working knowledge of the bills that are currently pending before the Ohio General Assembly that may impact County Treasurers' offices and operations.</p>
1:00 – 2:00 pm	<p><b>The Ohio Ethics Law: Think Twice, Act Once (and those who didn't!) (1 hr AOS)</b> Presenter: Susan Willeke, Training &amp; Communications Manager, Ohio Ethics Commission</p> <p>This high-energy interactive course uses actual ethics investigations from across the United States to demonstrate potential ethical dilemmas that could occur under the Ohio Ethics Law. Attendees will discuss how Ohio's statute could have been applied had that investigation occurred in our state. The course also provides useful information regarding how public employees and officials should legally respond in similar situations at their own public entity.</p>
2:15 – 3:15 pm	<p><b>Crisis Communications: Ways to Prepare and Respond to a Crisis in Your Office (1 hr AOS)</b> Presenter: Kelly Arledge, KWA Public Relations</p> <p>As elected county officials, county treasurers are always looking for ways to communicate with their constituents, either face-to-face, over the phone, and more recently via social media. Indirectly, they are also responsible for the communication of their staff with the public. However, there are times when this communication can take a turn for the worse and they find themselves dealing with a "communication crisis". Ms. Arledge has 40 years of experience providing strategic communications services to local, regional, and national organizations. She will share her knowledge to help county treasurers: understand how crises happen; ways to prevent a communication crisis; how to immediately respond and deal with any aftermath; dealing with news media; dealing with social media; how to work with staff; and what to do when it's over.</p>

## Thursday, May 15 – continued

	<h2 style="text-align: center;">Thursday, May 15 – continued</h2>
<p>3:30 – 4:30 pm</p>	<p><b>A Primer on Manufactured Homes (1 hr CPIM)</b>  Presenters: Tim Williams, Executive Director, Ohio Manufactured Homes Association; Angie Maki-Cliff, Ashtabula County Treasurer; Jane Spoerl, Wood County Treasurer</p> <p>This session will provide county treasurers with an overview, by the Ohio Manufactured Homes Association, of what manufactured homes are, some of the issues the industry faces relative to abandoned, damaged, or destroyed homes, and how to return non-productive lots in manufactured home communities back to tax paying homes. There will also be a panel discussion by two county treasurers who have had to deal with a rather significant problem of collecting taxes on manufactured homes, and how they've developed some "Best Practices" to go about doing this.</p>
<p>5:00 – 6:00</p>	<p><b>Reception</b></p>
<p>5:00 – 6:00 pm</p>	<p><b>Cleveland-Themed Celebration &amp; Entertainment</b>  Cap off the conference with a lively Cleveland-themed dinner and entertainment extravaganza at the Hilton Polaris. Join CTAO President Brad Cromes in celebrating all things Cuyahoga County while enjoying regional favorites and great entertainment. The <u>Route 161 Happy Wanderers</u> polka trio will get the party started with traditional toe-tapping tunes, followed by an interactive dueling pianos performance that will have everyone singing along.</p>
<p>7:30 – 9:30 pm</p>	<p><b>Dueling Pianos – Howl2Go</b>  Following our Cleveland-themed dinner, experience the excitement of Howl2Go Dueling Pianos! This traveling version of the famous Howl at the Moon show features two talented pianists performing your requested songs across all genres and decades. Join fellow attendees for an interactive, high-energy musical experience where you help create the playlist. Get ready to sing along, make requests, and enjoy an unforgettable evening of entertainment that will have everyone talking long after the conference ends.</p>
<p>9:30 – 11:00 pm</p>	<p><b>After-Hours Networking</b>  Not ready to call it a night? The hotel restaurant and bar, <u>17 Arrows</u>, will be open to our attendees for drinks and light snacks after our evening activities. Each attendee will receive three drink tokens each evening. Additional drinks are on your own tab.</p>



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Friday, May 16th	
9:00 – 10:00 am	<p><b>Treasurer Roundtable Discussions (1 hr AOS)</b>            Treasurers will gather based on county population to discuss issues facing their offices and share advice and best practices with their peers &amp; colleagues. We will once again be offering the opportunity for similar sized counties to gather and discuss issues &amp; topics of concern. We'll provide some questions for all groups to discuss.</p> <p>Group 1 – 1-35,000 people Jeff McIntosh            Group 2 – 35,001 – 55,000 Dave Wolters            Group 3 – 55,001 – 95,000 Bill Ogg            Group 4 – 95,001 – 200,000 John Burke            Group 5 – 200,000+ Dan Talarek</p>
10:30 – 11:30 am	<p><b>Roundtable Recap</b>            Regroup from your roundtable discussions to share what your group discussed and exchange ideas with your colleagues.</p>
11:30 am – 12:30 pm	<p><b>Grab &amp; Go (Or Stay!) Lunches</b>            The Deli buffet will allow guests to build their own to-go box or eat your lunch with colleagues before you travel home.</p>

Save the Date: 2025 Fall Conference  
**November 12 - 14, 2025**  
 Hilton Polaris