



Speer Financial, Inc.

**Independent Public Finance Consultants
Chicago, Illinois**

Presents

Referendum Planning A Systems Approach

**An Interactive Working Day
To Plan A Referendum For Your Community**

**December 12, 2011
Referendum Planning Seminar --7:30 a.m. to 12:00 p.m.**

**Glen Ellyn Park District Spring Avenue Center
185 Spring Avenue
Glen Ellyn, Illinois 60137
Phone (630) 858-2462**

To Assure Your Productive Value, the Day's Activities Will Include:

- A **step-by-step analysis** of the essential components for referenda; the sales of securities & working with architects
- A guided review of **specific options and examples** for each component
- **Exercise workbook** for beginning your community's actual plan
- Organized sharing and **question & answer** opportunities

CO-SPONSORS

Illinois Association of School Administrators

IASA



Illinois Park and Recreation Association

Illinois Association of Park Districts

IAPD



Illinois Library Association

A Word about Public-Private Cooperation In Continuing Education

The Association Co-Sponsors are jointly committed to serving their members education needs with high quality/reasonably priced services. Speer Financial believes that an informed consumer is a wise purchaser of financial advisory services. This convergence of mutual interests benefits all parties, principally you who serve in local government.

The Co-Sponsors' initiative, cooperation and leadership is appreciated by the team at Speer Financial, Inc.

REFERENDUM PLANNING--A SYSTEMS APPROACH

Dr. Bud DesCarpentrie
Mr. Robert Gerry
Referendum Consultants

Mr. Jim Ferolo, Esq.
Mr. Donald Renner, Esq.
Klein, Thorpe & Jenkins
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Mr. David Phillips
Senior Vice President
Speer Financial, Inc.
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THE FOOD
7:15 to 7:30

Coffee, Rolls and Conversation. Materials distributed.

THE VOTE
BOB
7:30 to 8:00

Setting the background for the glorious enterprise of public questions.

THE MINDSET
BUD
8:00 to 9:00

Establishing the comprehensive planning perspective.

THE SPECIFICS
BOB
9:00 to 9:45

Identifying steps to implement a highly organized referendum SYSTEM.

THE QUICK BREAK
9:45 to 9:50

Stretch, food, drink, facilities.

THE LAWS
JIM & DON
9:50 to 10:30

Legal issues.

THE EXPERIENCE
CHUCK, RITA & DAVE

War stories from 2 recent referenda - both winners:
Channahon Park District – Limiting Rate – Chuck Szoke, Executive Director
Bartlett Park District – General Obligation – Rita Fletcher, Executive Director

10:30 to 11:15

THE TRENDS & POLICY
ISSUES - DAVE
11:15 to 12:00

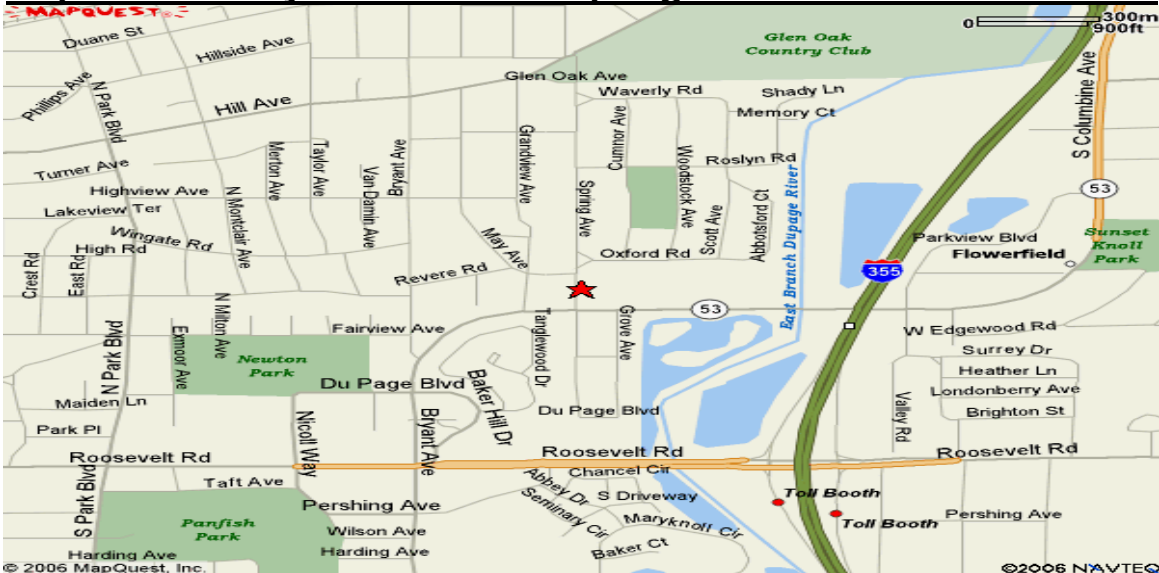
What's happened before? What do I learn from that?

THE CONCLUSION
12:00 to ____

Wrapping-up the session by sharing questions and suggestions.

By the end of the session, each participant will have a workbook filled with specific action steps to guide the implementation of an individual referendum.

Map To Glen Ellyn Park District Spring Avenue Recreation Center



Please contact Dave Phillips at Speer Financial, Inc. by phone at 312-780-2280 or by e-mail at dphillips@speerfinancial.com with any questions you may have.

Please register online for this seminar at www.speerfinancial.com by December 7, 2011

Organization Name:
Address:
City, State, ZIP:
Telephone: ()
E-Mail address:

Registration Form

Name	Title	Refereendum Seminar Registration	CEU's @ \$5.00 (Parks only)	Total \$
		1 @ \$75 =	\$	\$
		1 @ \$75 =	\$	\$
		1 @ \$75 =	\$	\$
		1 @ \$75 =	\$	\$
		1 @ \$75 =	\$	\$
Total			\$	\$

Anticipated Referendum: ___ Spring 2012 ___ Fall 2012 ___ Spring 2013 ___ Future
 Referendum Purpose: ___ Capital ___ Operating ___ Both ___ Other

I am unable to attend, but please have a representative from Speer Financial, Inc. contact me regarding a future referendum/bond issue.

Membership: IASA ___ IPRA ___ Each Association receives a rebate for
 Please check one IAPD ___ ILA ___ each member attending each workshop

Would video of the seminar be of interest? Yes ___ No ___ Maybe ___