



Illinois Chapter National School Public Relations Association

Tips & Tactics | Jan. 20, 2012

Financial Forecasting and Planning for a Referendum in Challenging Financial Times

Presenters: Linda Matkowski, Managing Director/ Public Finance,
Raymond James

Fenil J. Patel, Vice President/Sr. Relationship Office, PMA Financial Network

Rod Wright, President, UNICOM ARC

Why should you care if Springfield and Washington can't balance their budgets? Learn the answer from school finance experts who will also walk you through the process of long- and short-term financial planning, the impact of state and federal finances on the local level, declining EAVs, and more. In addition to forecasting, you'll also learn how to win at the polls before you start your campaign by using a community engagement approach for planning that can build a strong foundation of support for an eventual referendum AND the capacity to develop an effective campaign committee.



All Tips & Tactics sessions are held at:

ARAMARK, 2300 Warrenville Road, Downers Grove, IL

9:00 a.m. -- Networking and continental breakfast

9:30 - 11:30 a.m. -- Tips & Tactics workshop

In addition to learning from school communication professionals, each session includes networking opportunities and a chance to have your toughest challenges brainstormed by INSpra members.

Participants will receive any/all materials prepared by presenters; either pick them up when you check in or receive them via e-mail if you cannot attend. Register for the full series and receive a discount price of only \$150 (that's one session free!), or individual sessions for \$30 each for current INSpra members (\$50 for prospective members).

NEW! School administrators may earn CPDUs for attending Tips & Tactics sessions.

STUDENTS & RETIREES: INSpra student members and retirees can register at a special rate of only \$15 for each session or the entire series for \$75.

Two easy ways to register: Visit www.inspra.org to register and pay with a credit card, or mail a check to INSpra, PO Box 47, Frankfort, IL 60423.

