



# **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**

**February 12, 2014  
Referendum Planning Seminar –6:30 p.m. to 9:00 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



Illinois Park and Recreation Association

Illinois Association of Park Districts



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

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## **THE INTRODUCTION**

**DAVE**  
**6:30**

## **THE MINDSET**

**BUD**  
**6:30 TO 7:00**

Establishing the comprehensive planning perspective

## **THE PROCESS**

**BUD**  
**7:00 to 7:30**

Identifying steps to implement a highly organized  
referendum SYSTEM

## **THE QUICK BREAK**

**7:30 to 7:35**

Stretch, drink, facilities

## **THE LAWS**

**STEVE**  
**7:35 to 8:15**

Electioneering – Do's and Don'ts  
Use of Government Employees and Resource – Rules and Examples  
Political Committees-Organizing and Reporting  
War stories from a recent referendum

## **THE FACTS**

**DAVE**  
**8:15 to 8:45**

G.O.'s vs. Limited Rates; Dates, Community Conversations, Sizing and Shaping

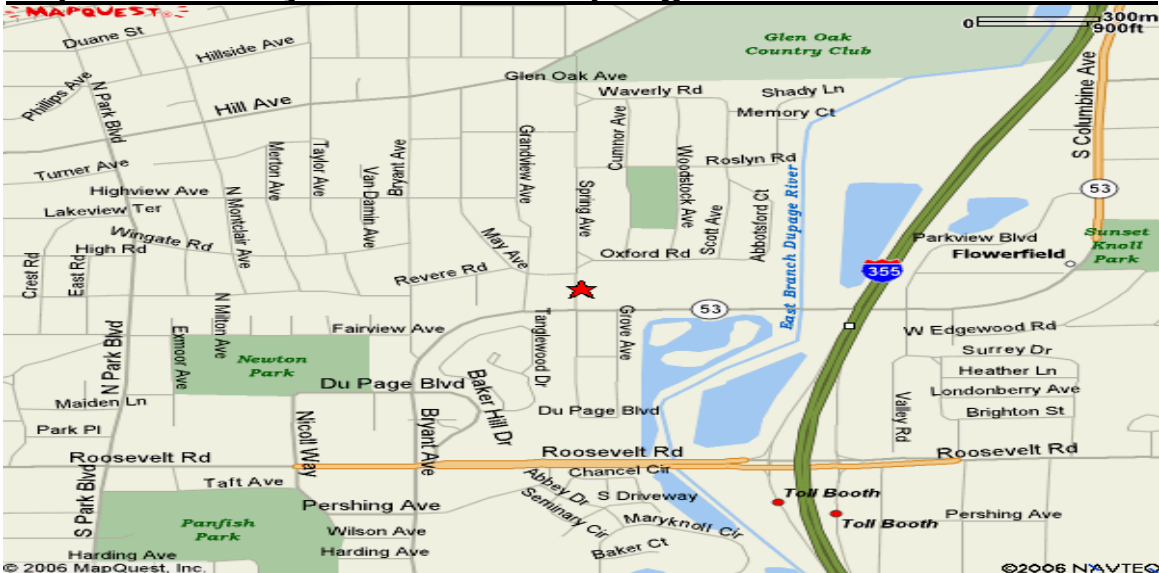
## **WHAT DID WE MISS?**

**BUD**  
**8:45 to 9:00**

Wrapping-up the session by sharing questions about added  
topics or added depth

**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



Register for these seminars by February 10<sup>th</sup>. Return this completed registration form with your registration fees to: **Speer Financial, Inc. – One North LaSalle Street - Suite 4100 – Chicago, Illinois 60602**  
 You may register online at [www.speerfinancial.com](http://www.speerfinancial.com) and click on the link for the referendum seminar or by faxing this form to **Speer at 312-346-8833** and then mailing the form with your check

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

**Note-You may also register by e-mailing this form to [mjohnson@speerfinancial.com](mailto:mjohnson@speerfinancial.com) and then mailing the form with your check.**

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 =	\$	\$
<b>Total</b>			\$	\$

Anticipated Referendum: \_\_\_ Spring 2014    \_\_\_ Fall 2014    \_\_\_ Fall 2015    \_\_\_ 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