

**CLICK TO
REGISTER
NOW!**

A smartphone is shown on the left side of the image, displaying various educational and financial icons. The icons include a lightbulb, a money bag with a dollar sign, a school bus, a water tap, a red apple, alphabet blocks (A, B, C), a car on a road, a government building, a person at a desk with a calculator, a line graph with an upward arrow, a microscope, a pencil, and a stack of books. The time 8:00 AM is visible on the phone's screen.

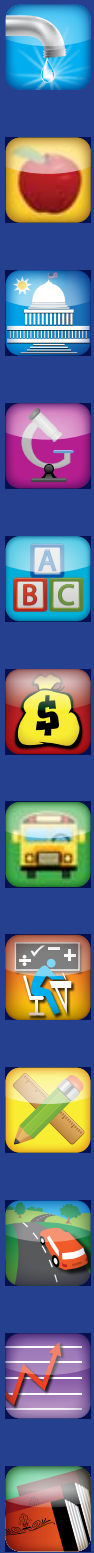
iFinance

We have an App for that!

**Ehlers
School Finance
Seminar
April 15, 2011**

Radisson Hotel – Roseville
2540 North Cleveland Avenue • Roseville, MN 55113

www.ehlers-inc.com



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In the world of smart phones and tablet computers, we have come to expect instant access to new “apps” that can entertain us and help us solve problems. The world of school finance is a bit too complex to expect instant solutions. Yet Ehlers and our partners have many ideas for strategies that can help you to manage your district’s finances. Come join us to learn about the latest ideas in school finance.

App Shop:

For most of the sessions, participants will be able to choose between two concurrent sessions. All attendees will also receive a comprehensive book of materials from all of the day’s sessions.

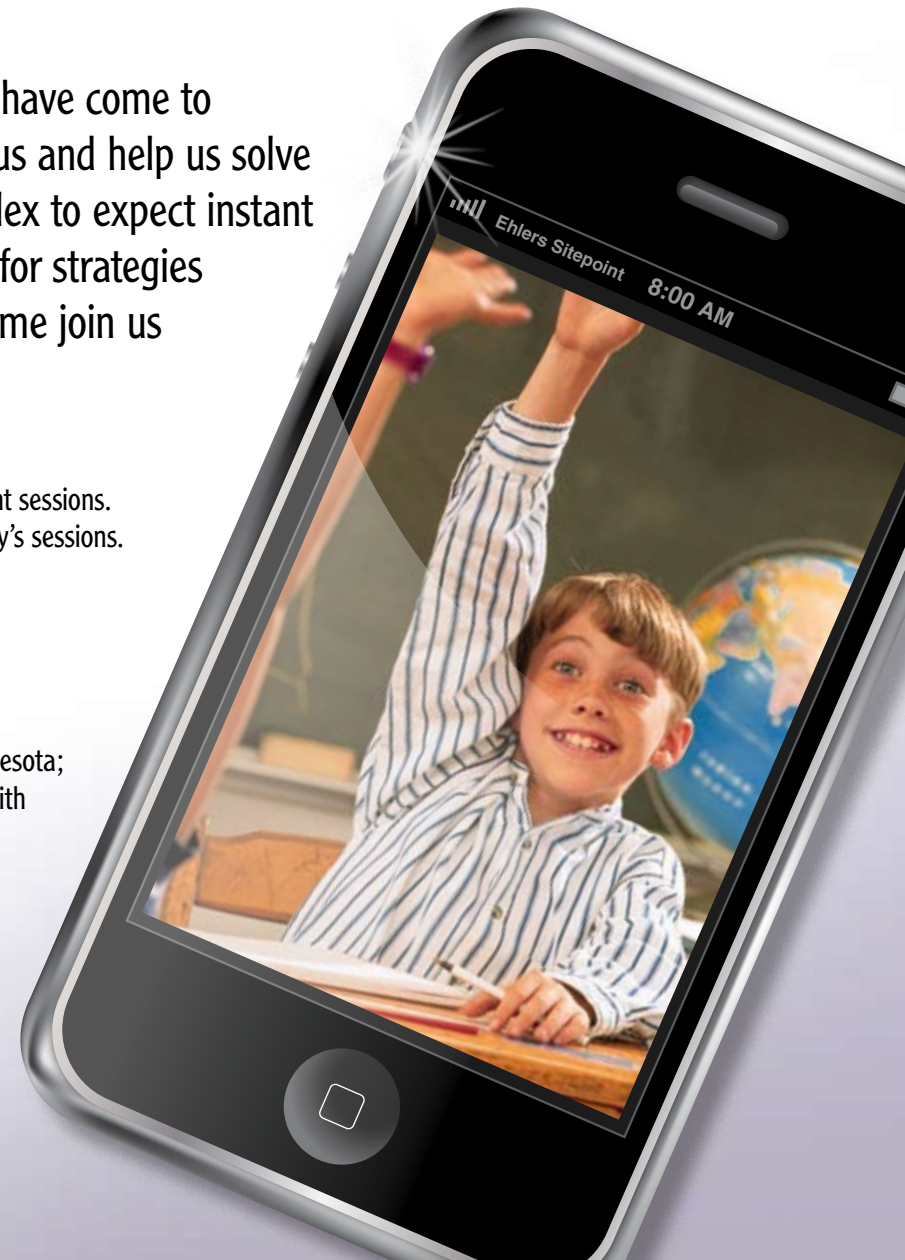
Sponsor:



Ehlers is an independent public finance advisory firm with offices in Roseville, Minnesota; Brookfield, Wisconsin; and Lisle, Illinois. Ehlers assists Minnesota school districts with the issuance of bonds and other financial consulting services.

In Cooperation With:

Malloy, Montague, Karnowski & Radosevich (MMKR)
Minnesota Department of Education
Vox Liberi
Community Investment Partners



AGENDA

8:00 a.m. REGISTRATION AND CONTINENTAL BREAKFAST

8:30 a.m. **Welcome and Logistics** – Joel Sutter, Webmaster, Ehlers

8:45 a.m. **GENERAL SESSION I**

Better Schools for a Better Minnesota

Minnesota Department of Education Commissioner Dr. Brenda Cassellius and MDE Director of Program Finance Dr. Tom Melcher will present the Governor's 7 Point Plan for Achieving Excellence by encouraging innovation and rewarding excellence. Commissioner Cassellius will also address Minnesota's challenges to close achievement gaps and support quality teachers. Dr. Melcher will join the Commissioner to discuss the recently completed work of the Governor's Education Funding Task Force and other information related to Minnesota's school finance future.

Presenters: Minnesota Department of Education Commissioner, Dr. Brenda Cassellius; Director of Program Finance, Dr. Tom Melcher

9:45 a.m. BREAK

10:00 a.m. **BREAKOUT SESSION 1 (Choose One)**

New GASB Fund Balance Standard – Preparing For Implementation

This session will discuss the new fund balance standard (GASB #54) which is effective for the year ended June 30, 2011. The session will discuss what a school district official will need to know and do when implementing the changes to your financial statements from this standard. This session will also provide information on the required elements and resulting changes to school district fund balance policies from the new standard. We will also provide some example footnote disclosures.

Presenter: Jim Eichten, MMKR

Tools for Financing Capital Projects

School districts have many options or tools that can be used to finance capital projects. Some are well known to many districts (e.g., bond issues, levy referendums), while others are more obscure (e.g., QZABs and capital projects levies). Gary and Jodie will go through a list of available tools, and for each tool, they will explain the permitted uses of funds, procedures, advantages, and disadvantages.

Presenters: Gary Olsen and Jodie Zesbaugh, Ehlers

11:00 a.m. **BREAKOUT SESSION 2 (Choose One)**

Effective Communication in the Era of the Operating Referendum

Best practice and the professional literature alike reveal that successful operating referendum elections are dependent on both how school districts shape and frame messages as well as how those same districts deliver the messages to the voting public. This session will be devoted to a review of proven methods of message-making and it will include a discussion of the fundamentals of effective communications strategies.

Presenter: Greg Vandal, Vox Liberi

Effective Budget Reduction Strategies

Minnesota school districts are faced with very difficult decisions in managing and balancing their budgets, considering and evaluating options to both increase revenues and decrease expenditures. In this presentation, the focus will be on the expenditure side, and how some districts are striving to both contain costs and reduce their expenditure budget. We will explore a number of commonly used strategies, as well as several measures that some districts are forced to consider given their very difficult financial position. As challenging as it may be, a financial crisis may be an opportunity to make the very difficult reductions necessary to insure a level of fiscal stability for future years.

Presenters: Tom Berge and Jeff Seeley, Ehlers

12:00 p.m. **SOCIAL NETWORKING: Lunch**

1:00 p.m. **BREAKOUT SESSION 3 (Choose One)**

Best Practices in School Financial Management

When you are facing chronic funding shortfalls, it is more important than ever to make sure your district's financial practices and policies are the best possible. Sound financial practices can help you to avoid surprises, survive unexpected financial changes, protect your bond rating, limit costs of borrowing, and maximize revenues from investments. Specific topics will include enrollment projections, long-term financial forecasting, timely disclosure of financial information to your Board and public, financial policies, and cash and investment management.

Presenters: Joel Sutter, Ehlers; Brian Mann, Community Investment Partners

Return on Investment Through Cost-Effective Marketing

Integrating cost-effective marketing plans is an important way for school districts to educate the general public and school boards. Is your school district taking advantage of a blended marketing approach that includes social media? Does your district have a communication plan? This interactive session will focus on how your district could increase your return on investment by using new communication tools, provide you with examples of plans, and examine how the Minnetonka Public School District has embraced technology to efficiently market to school districts.

Presenters: Janet Swiecichowski, Executive Director of Communications, Minnetonka Public Schools #276; Tim Schram, Ehlers

2:00 p.m. **GENERAL SESSION II**

Doing More with Less: Lessons from the Front Lines of the Budget Battles

Many districts will be making major budget reductions over the next two years. If a district is unable to increase its referendum revenue, it has to find other avenues to cut costs. Some districts are "ahead of the curve" on this subject because they don't currently have any referendum revenue. We have invited superintendents from three of these districts to tell us about their experiences in trying to continue providing quality education with less revenue than most other districts.

Facilitator: Betsy Knoche, Ehlers

Panel: Deb Henton, Superintendent, North Branch Area Public Schools; Mary Klamm, Superintendent, Menahga Public Schools; and Keith Lester, Superintendent of Brooklyn Center Schools

3:00 p.m. **LOGGING OFF: Seminar Evaluation and Closing**

Carolyn Drude, IT Consultant, Ehlers

After the seminar, join us for coffee and cookies. Speakers will be available for questions and consultation.



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REGISTRATION FORM

Ehlers School Finance Seminar April 15, 2011

Please complete registration at right, and send to:

2011 SCHOOL FINANCE SEMINAR

c/o Ehlers
3060 Centre Pointe Drive
Roseville, Minnesota 55113-1105
Phone: (651) 697-8500
Fax: (651) 697-8555

ONLINE SEMINAR
REGISTRATION – CLICK HERE

Radisson Hotel – Roseville

2540 North Cleveland Avenue
Roseville, MN 55113
1-800-395-7046
Local: 651-636-4567 • Fax: 651-636-7110

HOTEL INFORMATION
CLICK HERE

Registrations must be received by APRIL 8, 2011. You may [REGISTER ONLINE](#) now, or complete the interactive form below. After completing this form, you may print the registration page and fax to (651) 697-8555, or mail to Ehlers, ATTN: Betsy Knoche, 3060 Centre Pointe Drive, Roseville, MN 55113. **Registration Fee: \$95** – includes continental breakfast, lunch, breaks and Seminar materials. Please make checks payable to Ehlers.

Continuing Education Credits: Request for pre-approval of continuing education credits (clock hours) has been made with the Minnesota Board of School Administrators.

Cancellation Policy: Registration fee is fully refundable for cancellations made prior to 4:00 p.m. on Friday, April 8, 2011. A refund of 50% will be given for any cancellation made between 4:00 p.m. on April 8, 2011 and 4:00 p.m. on April 12, 2011. There will be no refund for a cancellation made after April 12. The seminar may be cancelled at the sponsor's discretion. Full refunds will be made should the seminar be cancelled.

For more information, please contact Betsy Knoche at 651-697-8537 or bknoche@ehlers-inc.com

NAME: _____

TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

CITY/STATE: _____ ZIP: _____

PHONE: _____

FAX: _____

E-MAIL ADDRESS: _____

Special accommodations needed? If yes, please specify:

Please indicate below, which program you are interested in attending. You may only select one topic per session:

BREAK OUT SESSION 1	<input type="checkbox"/> New GASB Fund Balance Standard – Preparing For Implementation	<input type="checkbox"/> Tools for Financing Capital Projects
BREAK OUT SESSION 2	<input type="checkbox"/> Effective Communication in the Era of the Operating Referendum	<input type="checkbox"/> Effective Budget Reduction Strategies
BREAK OUT SESSION 3	<input type="checkbox"/> Best Practices in School Financial Management	<input type="checkbox"/> Return on Investment Through Cost-Effective Marketing