



# NWMC Elected Officials Institute

Wednesday, July 26, & Wednesday, August 9, 2017

6:00 p.m. – 9:00 p.m.

**\*Revised Agenda\***

Northwest Municipal Conference  
1600 E. Golf Road, Suite 0700, Des Plaines, IL 60016  
(on the campus of Oakton Community College)

*The Northwest Municipal Conference Elected Officials Institute is an education program designed to enrich both the freshman and seasoned elected official. A highly interactive format allows ample opportunity for mayors/presidents, trustees/aldermen and others to exchange ideas and explore topics vital to serving as an elected official. The 2017 agenda provides informative programs, expert presenters and in-depth discussion that will complement your service as an elected official and make the Institute a valuable experience.*

## Wednesday, July 26, 2017 Agenda:

- **Welcome/Introduction to the Northwest Municipal Conference and the Elected Officials Institute**  
NWMC President and Deerfield Mayor Harriet Rosenthal and staff will review the programs scheduled for the NWMC Elected Officials Institute and outline the programs/services of the Northwest Municipal Conference.
- **Elements of Successful Elected Official/Staff Relations**  
Former Wilmette Village President Christopher Canning and Lake Forest City Manager Bob Kiely will discuss the elected official's role in policy formation, administration and the day-to-day operations of a local government. This session will also focus on the best arrangements for elected official/staff relations.
- **Government Finance Primer**  
Buffalo Grove Finance Director Scott Anderson will explore the basics of local government finance and the elected official's role in the budget process and the financial business of government.
- **Communicating and Coping with Citizens**  
NWMC Past President and Des Plaines Mayor Matt Bogusz will lead a discussion that explores elected official dealings with the public at large. He will discuss the use of social media by local governments as well as best practices for eliciting citizen input/participation, dissemination of information and dealing with negative reaction to decisions.

## Wednesday, August 9, 2017 Agenda:

- **Intergovernmental Cooperation**  
NWMC staff will discuss the mechanics of effective intergovernmental cooperation and identify local case studies of model cooperative efforts. With local government budgets under constant pressure and the citizenry demanding more and more services, many communities and agencies must work together to realize greater economies of scale, efficiencies and cost savings to achieve common goals.
- **Communicating with the Media**  
Serafin & Associates Senior Strategist Scott Burnham will discuss how to effectively deal with the media. Special emphasis will be placed on crisis management and the press. Participants will also learn how to build and maintain positive media relations as well as the power of the "bully pulpit."
- **Open Meetings Act, FOIA and Parliamentary Procedure**  
Ancel, Glink, Diamond, Bush, DiCianni & Krafthefer Associates Daniel Bolin and Erin Pell will focus on these key aspects of local government law and how to ensure that your meetings run smoothly.
- **Understanding & Influencing Springfield**  
State Senator Tom Rooney and NWMC Legislative Consultant Taylor Anderson will provide an overview of the legislative process and the importance of playing an active role in Springfield. Participants will also learn effective communication skills with legislators, how to keep tabs on the General Assembly and, more importantly, how to effectively lobby your position.

# NWMC Elected Officials Institute Registration Form



The cost of the Elected Officials Institute is \$75 per participant which includes a light dinner each evening, the NWMC Elected Officials Institute binder, all program materials and certificate of completion. There is no limit to the number of officials that can attend from any municipality/township, and please note that advance reservation is required.

First: \_\_\_\_\_ Last: \_\_\_\_\_

Title: \_\_\_\_\_ Municipality/Township: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

CANCELLATIONS WILL BE ACCEPTED ON OR BEFORE JULY 14, 2017.  
THOSE RECEIVED AFTER THAT DATE WILL BE CHARGED THE FULL PROGRAM FEE.

**Please complete the registration form and return with payment or request to be billed:**

\_\_\_\_\_ A check payable to NWMC in the amount of \$ \_\_\_\_\_ is enclosed.

\_\_\_\_\_ Please send me an invoice.

Northwest Municipal Conference  
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