



*Bonds, Building and Beyond
Academy
Online*

Day One – Bond Election Prep | Tuesday, March 26

8:45 – 9:00

Introductions & Welcome

TASBO Staff

9:00 – 10:00

Preparing for a Bond Election

This session covers the requirements for conducting a bond election from ordering the election to crafting the ballot proposition to canvassing the election.

Kristi Clark

*Chief Policy Officer
TASBO*

Rose Kanusky

*Election Lawyer
McCall, Parkhurst & Horton*

10:10 – 11:10

Effective Bond Campaign Strategies

Learn how to run an effective bond campaign while avoiding legal and ethical pitfalls as you educate and engage your community.

Kristi Clark

*Chief Policy Officer
TASBO*

Rose Kanusky

*Election Lawyer
McCall, Parkhurst & Horton*

11:20 – 12:20

Facility Assessments

Learn how a facility assessment can help you get started on the right path with reliable information for data driven decisions and powerful communication. Assess the possibilities of budget and capital planning, replacement schedules, equipment inventories, and correcting facility deficiencies.

Grady Slaydon, CTSBS

*Regional Manager, Facility
Services
Texas Association of School
Boards*

Day Two – Bond Issuance | Wednesday, March 27

8:45 – 9:00

Welcome & Sponsor Demo

TASBO Staff

9:00 – 10:30

Your Election Passed! What are the Next Steps for Bond Issuance?

This presentation covers the major legal and regulatory considerations districts will face during the bond issuance process.

Jonathan K. Frels

*Partner
Bracewell LLP*

Brian Teaff

*Partner
Bracewell LLP*

10:40 – 11:10

Turn Transparency Into Better Bond Sales

See live examples of schools that have implemented new transparency strategies to strengthen their finance departments and more confidently issue bonds. You'll leave with actionable ideas you can implement to make your existing financial data as accessible as possible, communicate your unique story, and directly engage with your important investors.

Dave Allen

Vice President of Sales
Bondlink

Colin Jacob

Director of Marketing
Bondlink

Michael Needham

Director of Treasury
Austin ISD

11:20 – 12:20

Credit Landscape

This session will give an overview and update of general credit trends and legislative updates for school districts in Texas. It will also examine Moody's role in a debt issuance transaction, what these ratings mean, and what methodology is used for school districts.

Heather Guss

Analyst
Moody's Investor Services

Day Three – Building & Bond Maintenance | Thursday, March 28

8:45 – 9:00

Welcome & Sponsor Demo

TASBO Staff

9:00 – 10:00

Debt Management Discussion

Discussion to include Bond Refinancing and Debt Management: An advanced session on managing existing bond debt, including refinancing options and optimizing debt structure.

David Webb

Director
Stifel Public Finance -
Houston

**Amanda Brownson,
Ph.D.**

Deputy Executive Director
TASBO

10:10 – 11:10

Post-Election: Implementing Bond Projects

What comes next, what comes first? How to get a bond program going; from procuring vendors to accounting for the projects and making sure you have sufficient funds to complete your projects, this session will provide practical advice on how to get started with your bond projects.

**Elaine Cogburn, RTSBA,
CPA**

Deputy Superintendent for
Finance and Operations
Dripping Springs ISD

11:20 – 12:20

Tracking, Reporting, and Communicating Bond Progress

Learn how you can track projects and communicate progress over a bond program, including methods for tracking and communicating changes to your original plan.

Kimberly Smith, CPA

Chief Finance & Strategy
Officer
Frisco ISD

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