

You are Invited to the March Not-for-Profit
Lunch and Learn Session

**Managing your Reputation –
Framing your Message with the Media**

Communicating effectively correlates with the image portrayed to the public. Being prepared with key messages about the purpose of your organization will assist you in developing positive donor relations, influencing legislative decisions, and controlling media crisis. Whether positive or not, organizations have little control over what is printed or used in the media. Teresa Morrow with Bremer Bank will present and discuss learning how to develop and communicate key messages with media, understanding the importance of positive media relationships, and discovering how to effectively respond to media crisis situations.

Date: Thursday, March 18, 2010
Time: 11:45 a.m. to 1:15 p.m.
Location: Bremer Bank
1100 West St. Germain Street
St. Cloud MN 56302

****As a courtesy towards Bremer Patrons, please park near the rear of the parking lot****

The session is free and space is limited.

Lunch is available at a cost of \$10.

**Please make check payable to LarsonAllen and return with this RSVP or at the session.
Lunch will be served by Hemsing's Deli and will include 4" sub sandwich of your choice,
cup of soup, chips and cookie.**

Please indicate your selection below.

I would like a ham sub sandwich I would like a turkey sub sandwich
 I would like a tuna sub sandwich I will attend but not purchase lunch

Name: _____

Organization: _____

Phone: _____

Please RSVP via mail, fax or email by 3:00 pm, Monday, March 15, 2010.

LarsonAllen LLP
Attn: Janelle Steil
PO Box 1067
St. Cloud, MN 56302-1067
E-mail: jsteil@larsonallen.com
Phone: 320-203-5617
Fax: 320-253-7696

Sponsored by: Initiative Foundation; LarsonAllen LLP; Bremer Bank; and Central Minnesota Community Foundation.

