Academy for Civic & Public Affairs

Emerging Topics:
- Economic Development
- Managing Personnel & Human Capital
- Municipal Finance
- Innovation

July 23-26, 2012

register today at www.uwgb.edu/govt
Tom McCarty, MPA, ICMA-CM, is the County Administrator for Eau Claire County, Wisconsin. He has worked in county planning, code administration and as a county administrator since 1978. Tom has a broad background and experience in county government operations, public policy analysis and implementation, and working knowledge of organizational structure and behavior affecting local government administration. He has been working with performance management systems in Eau Claire County for the past decade, integrating performance management concepts into the county’s planning, budgeting and program management processes.

Karl Nollenberger is an Assistant Professor at the University of Wisconsin–Oshkosh in the Masters in Public Administration. Karl is an accomplished practitioner in public administration. He has thirty years of experience in local government and five years as a consultant. His local government service includes city and county management positions in five states, as well as positions in financial management. He was President of the International City/County Management Association (ICMA). In addition, he is a Fellow in the Congressionally chartered National Academy of Public Administration (NAPA). Professor Nollenberger received his M.P.A. from the University of Colorado and Ph.D. from the University of Illinois.

Quasan Shaw is the President of Synergize Development Group LLC, a consulting firm that specializes in economic development, real estate development and community revitalization strategy. Synergize Development Group LLC provides high quality development and management advisory services to cities, counties, school districts, higher education authorities, colleges and universities, housing and economic development authorities, non-profit organizations and private real estate corporations. Quasan has worked with public and private leaders to create, expand, manage and implement financial incentives in land use and real estate to attract and retain business and increase jobs.

Brad Viegut is an investment banker in the Public Finance Department of Robert W. Baird & Co. He advises some of the largest, most sophisticated municipalities in the state including Milwaukee, Green Bay, Racine and Waukesha. His expertise includes the analysis and creation of tax increment districts, negotiation of development agreements, long term capital planning, refunding analysis and construction fund optimization.
Setting Your Community Up for Development

The day will consist of three sessions. The workshops are designed to go in sequence with each building upon the previous sessions’ topics.

7:30 Registration

8:30 Understanding Your Community
Community dynamics are constantly changing from labor trends to population shifts. This session will focus on the importance of community planning and community assessment. We will discuss the tools communities can use to plan for development and identify the right type of development for their needs. In addition, we will discuss the concepts of economic gardening and cluster development.

12:15 Developing Your Incentives and Your Story
Now more than ever communities are competing against each other for development opportunities. This session will focus on identifying available incentives for development, ranging from tax credits, cash grants and loans. In addition, we will discuss working with site selectors, identifying your target market and how to market your community for development.

2:30 Securing Development
Closing the deal on the development is becoming more complex to achieve alone. How can communities protect their assets and interests when competing for development? In this session we will focus on public-private partnerships, negotiating development agreements, clawback provisions and community benefit agreements.

Quasan Shaw is President of Synergize Development Group LLC, a consulting firm that specializes in economic development, real estate development and community revitalization strategy.
7:30  Registration

8:30  Influence Without Authority (all day program)
The ability to exercise influence without authority is one of the most important skills an individual can master. Getting things done in any organization often requires you to exercise influence to get tasks and projects accomplished even when you may not have the formal authority to mandate action. Whether you are stuck in the organizational hierarchy or on an ad hoc team, you need to be able to influence the actions of your team members to ensure the successful completion of the task at hand.

Here's what you will learn:
• Understand why it is important that you identify the working dynamics of your organization, the nature of power and influence.
• Learn the principle strategies of influence: retribution-based, rationality-based and reciprocity-based.
• Accomplish more when facing situations where you are unable to get things done without authority.
• Develop a thorough understanding of your own influencing style and the styles of others.
• Learn the formula to have the necessary crucial conversations without putting the other person on the defensive.
• Understand what happens to you as you face the difficult situations of confronting other people in your organization and how to manage both yourself and them during the process.

Eric Coryell is the Founder and President of Core Connections. He dedicates his time to helping organizations engage their employees through strategic alignment, leadership development and the creation of functional teams.

Citizen Engagement: Right Brain and the Emotional Draw
Want the right answer? Ask the Right Brain. What local governments provide in services can often be a mystery to the common resident. Here’s the issue: How do you engage the public and encourage them to learn more about and see the value of what local government offers? Engage right brain thinking. Using the Village of Bayside as the platform, you will examine real examples of successful citizen engagement. Learn to take control and shape conversations with your residents as opposed to governing in a reactive manner. Discover the “NEW” normal in Bayside.

Andy Pederson is the Village Manager for the Village of Bayside, a community of 4,400. Under Pederson’s tenure, Bayside has received innumerable awards for innovative initiatives. He is President of the Wisconsin City County Management Association. He has held positions in Brown Deer, Whitewater and Apple Valley, Minnesota.

12:45  Managing Employees in the “New” Union Environment
With the passage of Act 10, the public manager-employee relationship has changed considerably. Learn the changes to the bargaining laws, new union election procedures, the new state law on civil service/grievance procedures and how to manage employees with an employee handbook.

Nancy Pirkey is an Attorney with Buelow Vetter Buikema Olson & Vlier, LLC. Pirkey specializes in all aspects of labor and employment issues facing employers today in the public and private sector.
Wednesday, July 25

7:30 Registration

8:30 Long Term Capital Improvement Planning and Financing
Learn how to develop a long term capital improvement plan and its benefits. Discover how having a plan for infrastructure improvements and other capital expenditures results in the ability to carry out these much needed projects. This course is designed as an adult education workshop with limited lecture and extensive hands-on group exercises revolving around real world case studies. The workshop features a review of municipal financing, capital planning, and tying together the capital improvement and capital financing plan.

Brad Viegut is an investment banker in the Public Finance Department of Robert W. Baird & Co. Viegut advises some of the largest, most sophisticated municipalities in the state including Milwaukee, Green Bay, Racine and Waukesha.

Public Finance and Economic Development Update
Changes at the Federal and State level continue to impact local government finance and economic development. Learn how levy limits at the State level require a greater emphasis on long-range planning for your community. Take advantage of available economic development tools to encourage new development or address underperforming economic development initiatives in your community. At the Federal level, learn how the Dodd-Frank Wall Street Reform and Consumer Protection Act will change the relationship your community has with its public finance professionals, and how it will impact debt issuance in the future.

Greg Johnson and Dawn Gunderson are Financial Advisors/Vice Presidents for Ehlers.

12:45 Building Collaborative Relations with Your Team, Colleagues and Elected Officials
Learn the most effective approaches for establishing a collaborative environment. Create quality decision-making processes and successful implementation of decisions with your team, colleagues and elected officials. You will explore the styles and conflicts that impact team interaction in your municipality. By completing the Thomas-Kilman Conflict Mode instrument, you will better understand your personal style of dealing with conflict, as well as your colleagues’, enabling you to improve the decision-making process. You will also complete Kolb’s Learning Styles Inventory, which will help you understand your learning style and how to complement others’ styles to create collaborative relations.

Karl Nollenberger is an Assistant Professor in the Masters Program in Public Administration at the University of Wisconsin-Oshkosh and an accomplished practitioner in public administration. Nollenberger has served thirty years in local government in city and county management positions and financial management.

Thursday, July 26

8:00 Registration

8:30 Using Performance Management for Programming and Funding Decisions in Local Government
Communities across the country are under constant pressure to rethink their funding priorities and service strategies. Through a review of performance management techniques and a model currently in effect in local government, we will discuss which performance management tools can be most effective, how to gain support for performance-driven management and lessons learned along the way. A hands-on workshop component will provide insight into how local governments can incorporate performance management practices into their planning, budgeting and management processes.

Thomas McCarty, MPA, ICMA-CM, is the County Administrator for Eau Claire County. McCarty has been working with performance management systems in Eau Claire County for the past decade, integrating performance management concepts into the county’s planning, budgeting and program management processes.
Who Should Attend

• Administrators and City Managers
• Clerks
• Treasurers
• Mayors, Village Presidents, and Town Chairs
• Board and City Council Members

Recognized

Internationally Approved

• ICMA (International City/County Management Association)
• IIMC (International Institute of Municipal Clerks)

Fees, Accommodations and Registration

Program Fees

$339 – Four Day Package, Monday–Thursday (Includes: instruction, materials, lunches and breaks)
  – $50 discount for first time attendees for Four Day Package
$299 – Three Day Package, Monday–Wednesday (Includes: instruction, materials, lunches and breaks)
$269 – Two and 1/2 Day Package, Tuesday–Thursday am (Includes: instruction, materials, lunches and breaks)
$229 – Two Day (Includes: instruction, materials, lunches and breaks)
$129 – One Day Package (Includes: instruction, materials, lunch and break)

Accommodations

Host Hotel

Hyatt on Main - Formerly Hotel Sierra (Includes full hot breakfast)
333 Main Street • Green Bay, WI • 54301
920-432-1234
www.greenbay.hyatt.com
The rate is $90/night.
Call to reserve your room by June 22, 2012.
Mention “UWGB Administrators Academy” when reserving your room.

Clarion Hotel

Across the street from the KI Conference Center
201 Main Street • Green Bay, WI • 54301
888-457-2929 or 920-437-5900
www.greatlakesinn.com
The rate is $70/night.
Call to reserve your room by July 1, 2012.
Mention “UWGB” when reserving your room.

Please bring your tax exempt letter if you wish to claim tax exempt status.

Registration

Choose one of the following ways to register:

• Online: See our website at www.uwgb.edu/govt. Only credit card registrations will be accepted.
• By mail: Complete the registration form. Pay by credit card or check. Make your check payable to UW-Green Bay-Outreach. Send your payment to: UW-Green Bay; Outreach-Government, 2420 Nicolet Drive; Green Bay, WI 54311-7001.
• Fax to: 920-465-2643: Only credit card registration will be accepted. Faxed forms without credit card information will not be processed.

Phone registration will not be accepted.

Registration Deadline – July 6, 2012

Cancellations and Refunds

A full refund, minus a $25 processing charge, is given when cancelling on or before July 6, 2012. There will be no refunds given after July 6, 2012.

Contact Information

Kassie Van Remortel, Director
Phone: 920-465-2468 or 800-621-2313 E-mail: vanremok@uwgb.edu
Registrant Information

Name: __________________________ Name on Badge: __________________________

Position: __________________________ Years in Position: __________________________

City of: __________________________ Village of: __________________________ Town of: __________________________ County of: __________________________

Municipality Name: __________________________ Population: __________________________

Address: __________________________

City: __________________________ State: __________________________ Zip: __________________________

Work Phone: (____) _______________ Home Phone: (____) _______________

Fax: (____) __________________________ Email: __________________________

The following demographic information is optional (please check all that apply)

Gender: □ Male □ Female

Age: □ 18-20 □ 21-34 □ 35-49 □ 50-64 □ 65+

Heritage: □ African-American □ Hispanic □ Asian or Pacific Islander □ American Indian or Alaskan Native □ Caucasian

Program Information - Enroll Me in:

Make One Selection for Each Time Slot

Tuesday – July 24, 2012

□ Influence Without Authority (all day)

□ Citizen Engagement/Managing Employees in the “New” Union Environment

Wednesday – July 25, 2012

□ Long Term Capital Improvement Planning and Financing

□ Public Finance and Economic Development Update

Payment Information

Packages

□ Four Day Package (Monday-Thursday) ................................................................. $339

□ Three Day Package (Monday-Wednesday) ......................................................... $299

□ Two and 1/2 Day Package (Tuesday-Thursday am) ........................................... $269

□ Two Day Package ................................................................. $229

□ One Day Package ................................................................. $129

□ Guest Lunches (Monday-Wednesday) ............................................................. $ ________

Choose two days: □ Monday □ Tuesday □ Wednesday

Choose one day: □ Monday □ Tuesday □ Wednesday

No. of People ____ @ $30/person = $______

□ First time attendees - $50 discount on Four Day Package

Total Fees: $______

Payment

□ Enclosed is my check payable to UW-Green Bay-Outreach

Send to: UW-Green Bay, Outreach Government • 2420 Nicolet Dr. • Green Bay, WI 54311-7001

□ Charge my account: □ Visa □ Master Card

Card No.:________________________/_______ (mm/yy)

3-Digit (CVV) Code on Back of Card: __________________________

Cardholder Name: __________________________

Signature: __________________________