MASTER ACADEMY
Important Workshops for Public Officials

July 23-26, 2012
register today at
www.uwgb.edu/govt
Your Instructors

Dawn Gunderson

Dawn Gunderson is a Financial Advisor/Vice President for Ehlers and Associates in Wisconsin since 2004. Prior to joining Ehlers, she had over 25 years of local government experience working in communities and agencies in Wisconsin, Iowa and Illinois. Dawn’s greatest contribution to her clients is her extensive knowledge and experience in municipal finance and accounting, enhancing her ability to evaluate financial conditions and provide long term solutions to individual client needs.

Jennifer Hana

Jennifer Hana is a teacher in the Wrightstown School District. She has been teaching business and information technology for 13 years. Nominated for the distinguished Golden Apple Award for her expert teaching techniques, she brings her talents every year to our Clerks and Treasurers Institute. Not only is Jennifer's courses one of the Institute's best courses, she is a recognized trainer for Wrightstown School District staff, Wrightstown Community Adult Computer Classes and a presenter at many teacher in-services.

Greg Johnson

Greg Johnson is a Financial Advisor/Vice President for Ehlers in Wisconsin since 2005. Prior to joining Ehlers, he had seven years of municipal government experience working as the Administrator for communities in Wisconsin and Kansas. Greg's greatest contribution to his clients is his ability to comprehensively evaluate a client's financial situation and develop financial solutions that are integrated with the client's long-term goals and objectives.

Andy Pederson

Andy Pederson is the Village Manager for the Village of Bayside since 2005. Under Pederson's tenure Bayside has received innumerable awards for innovation. Among the honors of distinction is the Wisconsin Public Policy Award for Innovative Response to Tough Budget Times and ICMA's Performance Measurement Award of Distinction. Prior to serving Bayside, Pederson worked at the Village of Brown Deer, City of Whitewater and Apple Valley, Minnesota.

Nancy Pirkey

Nancy Pirkey is an attorney with Buelow Vetter Buikema Olson & Vliet, LLC. She works with public and private sector clients on all aspects of labor and employment issues facing employers today. She serves as chief negotiator at the bargaining table, defends employers in grievance arbitration, and represents employers in hearings before State and Federal agencies. Nancy also regularly provides advice on a full range of labor and employment topics.

Plus 8 more experts ready to share their invaluable knowledge.
Monday, July 23

7:30 Registration
8:30 Athenian Leadership Dialogue: Elizabeth I CEO: Strategic Lessons from the Leader Who Built an Empire (all day program)
See panel for description and details.

Setting Your Community Up for Development (all day program)
The day will consist of three sessions. The sessions are designed to go in sequence with each building upon the previous session’s topic:

• 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.

• 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.

• 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 the President of Synergize Development Group LLC, a consulting firm that specializes in economic development, real estate development and community revitalization strategy.

Tuesday, July 24

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. 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.
• 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.

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.
Tuesday, July 24

8:30  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 at 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.

8:30  Improve Office Efficiency by Maximizing Computer Capacity
An advanced course to improve your office efficiency through the utilization of your computer. In this course you will learn the following: task management, designing and creating documents, maximizing your instruction by using presentation software effectively, and creating tables to organize information. You will learn:

• To increase computer capacity so you will be more efficient, save time, and money.
• “NEW” tools and methods ofstreamlining processes.

Jennifer Hana is a teacher of business and technology in the Wrightstown School District for the past 13 years. She does in-service training for teachers in many school districts. Jennifer is also one of our highest rated Clerks and Treasurers Institute instructors.

Employment Laws Every Manager Should Know
Understanding employment law is even more critical than ever in our “NEW” political environment. This course will cover all aspects of employment discrimination laws, wage and hourly laws and FMLA. This is important information you won’t want to miss.

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

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.

Elizabeth I CEO: Strategic Lessons from the Leader Who Built an Empire by Alan Axelrod
Discussion led by Anne Uecker
1558—England was on the brink of ruin. This book reveals how an embattled monarch overcame daunting obstacles to win intense loyalty and lead England to greatness. The 45 year-long reign and life of Queen Elizabeth I offers lessons on developing a leadership attitude and image; becoming an effective coach and mentor; manipulating others—subtly and ethically; knowing and anticipating the “enemy”; and setting clear goals and motivating others to work to achieve them.

ISBN #: 0735203571

Athenian Leadership Dialogue
Leadership Dialogues are conversations that exceed the usual knowledge recall and application process. They explore leadership principles and practices, drawing on the insights contained in a book that all participants have read. Dialogues focus on helping develop critical thinking skills and increase leadership ability.

Participants in this exciting program will be responsible for purchasing a copy of the book themselves as well as a $15 registration fee to the Athenian Leadership Society at IIMC. More information on the society and Athenian Dialogues can be found at www.iimc.com.
Wednesday, July 25

8:30  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  Advanced Issues In: Open Meetings Law, Public Records and Parliamentary Procedures
This workshop will cover the complicated issues and challenges in open meetings law, public records and parliamentary procedures. You won’t want to miss this very informative session. The basics will not be covered in this program.

John Macy is an Attorney at Law for the law firm of Arnez, Molter, Macy & Riffle, S.C. in Waukesha. Macy’s primary practice and specialty field is municipal law.

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 the interactions in your municipality. By completing the Thomas-Kilmam Conflict Mode instrument, you will have a better understanding of your personal style of dealing with conflict, as well as your colleagues’ style resulting in improving the decision-making process. In addition, you will complete Kolb’s Learning Styles Inventory. This Inventory 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 and financial management.

Thursday, July 26

8:00  Registration
8:30  Techniques for Training Poll Workers
Training poll workers can be a very daunting task, as well as discouraging at times. This hands-on interactive workshop will give you ideas of strategies and techniques to effectively train your poll workers.

Maribeth Witzel-Behl is the City Clerk for the City of Madison and Jean Tretow-Schmitz is the Municipal Clerk 2 for the City of Madison.

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.
Cancellations and Refunds
A full refund, minus a $25 processing charge, is given when canceling 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

Program Fee
$339 – Four Day Package Monday-Thursday (Includes: instruction, materials, lunches and breaks)
  First time attendee – $50 discount on Four Day Package
$299 – Three Day Package Monday-Wednesday (Includes: instruction, materials, lunches and breaks)
$269 – Two and ½ Day Package Tuesday-Thursday am (includes instruction, materials, lunches and breaks)
$229 – Two Day Package Monday, Tuesday, Wednesday (Includes: instruction, materials, lunches and breaks)
$129 – One Day Package (Includes: instruction, materials, lunch and breaks)
$65 – Athenian Dialogue Only

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

Fees, Registration, and Accommodations

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.
**Program Information - Enroll Me In:**

Make one selection for each time slot the day(s) you are coming.

**MONDAY, JULY 23, 2012**

**All day sessions**
- Athenian Leadership Dialogue: Elizabeth I CEO
- Setting Your Community Up for Development

**TUESDAY, JULY 24, 2012**

**All day session**
- Influence Without Authority

**Morning**
- Citizen Engagement: Right Brain and the Emotional Draw
- Employment Laws Every Manager Should Know

**WEDNESDAY, JULY 25, 2012**

**Morning**
- Improve Office Efficiency by Maximizing Computer Capacity
- Long Term Capital Improvement Planning and Financing
- Public Finance and Economic Development Update

**Afternoon**
- Advanced Issues In: Open Meetings Law, Public Records and Parliamentary Procedures
- Building Collaborative Relations with Your Team, Colleagues and Elected Officials

**THURSDAY, JULY 26, 2012**

**Morning**
- Techniques for Training Poll Workers
- Using Performance Management for Programming and Funding Decisions in Local Government

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**Registraiton 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**

**E-Mail**

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
- Caucasian
- Asian or Pacific Islander
- American Indian or Alaskan Native

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**Guest Name(s)**

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**Payment Information**

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- Two and ½ Day Package (Tuesday-Thursday am) ....... $269
- Two Day Package ........................................... $229
- One Day Package ......................................... $129
- Athenian Dialogue ONLY .................................. $65
- Guest Lunches (Monday-Wednesday)  
  - No. of People ______ @ $30/person = $_________
- First time attendees - $50 discount on Four Day Package
  - __________________

**Total Fees: $_________**

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**Guest Name(s)**

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**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.**

**Exp. Date**

**3-Digit (CVV) Code on Back**

**Cardholder Name**

**Signature**