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GREEN BAY, WI
PERMIT NO 66



**Solution focused:
for Administrators
who are results driven**

2009 FOURTH ANNUAL ADMINISTRATORS SUMMIT

JULY 26-30

register today at www.uwgb.edu/outreach/govt

YOUR INSTRUCTORS

Plus 18 more experts ready to share their invaluable knowledge.

BILL BELL



Bill Bell has been in city management for over eight years, working in both Nebraska and Wisconsin. Bill is not only a facilitator for the Hometown Competitiveness Model, but his Nebraska municipality served as a test pilot for this theory. Bell has a strong varied background. He has worked for the Office of Policy & Initiatives under Colorado Governor Bill Owens and for the Albany County Planner's Office in Laramie, Wyoming. Bill has a proven track record of success when it comes to small community development and looks forward to sharing his knowledge and experience with the group.

HANS & ANNEMARIE BLEIKER



At Massachusetts Institute of Technology (MIT), Hans developed and authored the nationally known model called, "Systematic Development of Informed Consent." Hans has a Ph.D. in Planning from MIT and has worked as the Planning Director for the City of Lynn, Massachusetts; a Project Manager for MIT's Transportation Systems Division; and the Director of the Planning Department for the large environmental engineering consulting firm, ARIX. Hans and Annemarie's company IPMP (Institute for Participatory Management & Planning) is based out of California. The Bleikers' consent-building methodology to public involvement began in the mid-1960's. The combined efforts and backgrounds of the Bleikers has led to the development of their powerful approach to systematic discovery of the common ground between people of different values, which enables communities to get their work accomplished rather than become victims of controversy and politics. The Bleikers have trained all over the United States on their famous model.



ROB MULCAHY



Rob Mulcahy is a Partner and Chair of Michael Best's Local Government Special Practice Group and the Community Outreach Committee. His practice covers both public and private sector management labor, and employment law; including privatization, inter-governmental cooperation agreements, employment discrimination matters, wages and hours, open meetings, public records, ethics opinions, and interest arbitration proceedings. Mr. Mulcahy was named the "Wisconsin Super Lawyer" in the area of Labor and Employment Relations in Milwaukee Magazine. He has consistently been awarded the highest rating ("AV") by Martindale Hubell.

BRIAN OHM



Brian Ohm is Wisconsin's specialist in land use law, environmental regulations, and growth management. Ohm was appointed by Governor Jim Doyle to serve as the UW System representative on the Wisconsin Land Council. He is currently serving as Vice President of Chapter Affairs for the Wisconsin's American Planning Association and serves a joint appointment with the UW-Extension and UW-Madison faculty member with the Nelson Institute of Environmental Studies. In the past Brian served on the City of Madison's Planning Commission and was the Madison Mayor's representative on the steering committee for the Dane County comprehensive plan.

DAVID J. RADOSEVICH



David J. Radosevich is an Associate Professor at UW-Green Bay in the Business Administration Department. Dr. Radosevich has taught a wide variety of both graduate and undergraduate classes in leadership development, organizational behavior, human resource management, and psychology. His consulting work has been in the area of executive assessment, selection, training, needs assessment, and performance management. He has consulted with several companies, including Wal-Mart, Schering Plough, New York State Police, Bell Atlantic, and Developmental Dimensions International, where he has assessed leaders from several Fortune 500 firms. Dr. Radosevich has published in journals such as: Journal of Applied Psychology, Contemporary Educational Psychology, Seoul Journal of Business, International Journal of Business Research, Review of Business Research, and Innovate.

RECOGNIZED

INTERNATIONALLY APPROVED

- **ICMA (International City/County Management Association)**
The Municipal Administrators Summit counts as professional development for ICMA's Voluntary Credentialing Program. For more information, go to ICMA's website at www.icma.org.
- **IIMC (International Institute of Municipal Clerks)**
IIMC has approved and recognizes the Municipal Administrators Summit for credit towards the Master Municipal Clerks (MMC).

UNIVERSITY CREDIT OPTION

The option to earn college credit is available while attending the Administrators Summit. (Additional information is available on our website.)

OPTIONAL GREEN BAY PACKER TOUR - JULY 29

Cost: \$20: (5:15 buses leave)

We will tour the **Hall of Fame**, reliving the most exciting moments in Packers and football history. Nearly 80 exhibits fill the 25,000 square-foot facility, including a re-creation of Vince Lombardi's office and Super Bowl trophies. We'll go on a **Lambeau Field Stadium** tour. You'll pass through a private box, walk through the players' tunnel, sit in the bleachers, and learn all about the incredible history of the Green Bay Packers. You will have the opportunity to eat at one of the stadium's restaurants of your choice. Meal not included.

FEES, ACCOMMODATIONS AND REGISTRATION

PROGRAM FEE

\$409 - Early Bird Administrators Summit - Expires June 12, 2009

\$459 - Administrators Summit - After June 12 (Includes: instruction, materials, lunches and breaks)

\$159 - One day of training (Includes: instruction, materials, lunch and break)

ACCOMMODATIONS

Host Hotel

Hotel Sierra - Non Smoking Rooms (Includes full breakfast)

333 Main Street • Green Bay, WI • 54301

888-695-7608 or 920-432-4555

www.hotel-sierra.com

The rate is \$90/night. Call to reserve your room by June 26, 2009.

Mention "**Administrators Summit**" when reserving your room.

Holiday Inn-City Centre - Smoking & Non Smoking Rooms

Across the street from the KI Conference Center

200 Main Street • Green Bay, WI • 54301

888-465-4329 or 920-437-5900

www.holiday-inn.com/greenbay-city

The rate is \$70/night. Call to reserve your room by July 4, 2009.

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/outreach/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:** 920-465-2552: 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 10, 2009

CANCELLATIONS AND REFUNDS

A full refund, minus a \$25 processing charge, is given when cancelling on or before July 10, 2009. There will be no refunds given after July 10, 2009.

CONTACT INFORMATION

Kassie Van Remortel, Director

Phone: 920-465-2468 or 800-892-2118

Office of Outreach and Adult Access 2471
University of Wisconsin-Green Bay
2420 Nicolet Drive
Green Bay, WI 54311-7001

Connecting learning to life



SUMMIT SCHEDULE: JULY 26-30

SUNDAY, JULY 26

6:30-7:30 REGISTRATION

MONDAY, JULY 27

7:00 REGISTRATION

8:00 STATE OF WISCONSIN'S GRANT OPPORTUNITIES

Brian Driscoll is the Community Relations Director for Wisconsin's Office of Energy Independence.

A solution on how to pay for important energy projects! Hear about the energy grants that are available through the State of Wisconsin. Discover the key elements that are considered and find out what types of past projects were funded.

REDUCE FIRE DEPARTMENT EXPENSES

Jeff Roemer is the Chief of the Green Bay Fire Department.

Save money! There are ways to reduce your Fire Department's expenses. Roemer's multifaceted experience in several community Fire Departments has given him many new ideas that he will share.

9:00 SHARED SERVICES: BEGIN WITH THE END IN MIND

Tim Hanna, Mayor of the City of Appleton

Shared services are an excellent solution to making your budget dollars stretch. The City of Appleton is one of the most successful negotiators of shared services in Wisconsin. Learn how to negotiate agreements and types of shared services that can be done.

UNION NEGOTIATIONS

Robert Mulcahy, Attorney and Partner at Michael Best- expert in labor law negotiations

Learn how to negotiate a contract and counter union demands. You might find the solution and money saving ideas you were looking for.

12:45 WISCONSIN WAY: BLUEPRINT FOR CHANGE

Craig Thompson is the executive director of the Transportation Development Association of Wisconsin (TDA), which is one of the founding sponsors of the Wisconsin Way.

More than two years ago, representatives from several of Wisconsin's leading professional associations considered the changing demographics, weak economy, and political gridlock that put Wisconsin's future at risk. The Wisconsin Way held public forums, made presentations, met with media, briefed elected officials, and continues to do research on what ails Wisconsin. Learn about what your citizens are thinking, where this group is headed, and give your input on the future of Wisconsin.

HARD TIMES: REFLECTIONS FROM THE PAST AND THOUGHTS ON THE FUTURE

Dorothy Johnson, Past Mayor for the City of Appleton (1980-1992)

During Dorothy Johnson's service as mayor, she experienced two tough recessions. Mayor Johnson will talk about the tough times during the last major recessions, the many challenges presented, and thoughts about today and the future. The year may be different, but history can give us wisdom for today.

3:00 EMERGING ISSUES IN LAND USE PLANNING

Brian Ohm is one of the foremost experts in Wisconsin on land use.

Learn the current techniques of land use planning, neighborhood and cluster type developments, updates in the law, and the final Smart Growth implications from January 1st law changes. Poor planning and not knowing the law can cost your community money!

FINANCING PUBLIC PROJECTS

James Mann is a Financial Advisor/ Vice President for Ehlers & Associates, Inc. and former Village Administrator for the Village of Slinger. **Dawn Gunderson** is a Financial Advisor for Ehlers & Associates, Inc. and former Finance Director for the City of Muskego.

Financing large projects can be a very complex process with many options available. From the planning stages through post-debt issuance responsibilities, this course will review the typical process, financing options, key considerations in the structuring of debt, the players involved, and the role of the Administrator in producing a successful outcome.

TUESDAY, JULY 28

8:00 SYSTEMATIC DEVELOPMENT OF INFORMED CONSENT (SDIC): ALL DAY PROGRAM

Hans Bleiker is the developer and author of the national model, "Systematic Development of Informed Consent." His California based company IPMP (The Institute for Participatory Management & Planning) has been training public officials for four decades. **Annemarie Bleiker** is the President and trainer for IPMP.

It's one thing when a proposal that is poorly thought out gets hung up, but it's an entirely different matter when it's legitimate and important. Systematic Development of Informed Consent (SDIC) is an approach to public involvement that earns the organization trust and respect from the public. SDIC requires neither a lot of time nor money. It does require a lot of courage and brutal honesty. The SDIC model is designed to get legitimate, controversial projects implemented. It changes the relationship between the public agency and its publics.

PERSONALITY & VALUES

Lucy Arendt is a Professor at UW-Green Bay who conducts research on top management judgment and decision making, and psychological stress and goal setting.

Personality and values shape our behavior. If you want to understand why people do what they do within your organization, you need to learn about their personality and values. Dr. Arendt will enhance your knowledge on the big five personality traits; linking various personality traits to important organizational outcomes including performance and satisfaction; and the effects of age, profession, and culture on values.

12:45 TIFS

Bradley Viegut is an investment banker in the Public Finance Department of Robert W. Baird & Co.

Learn the reasons why and how you create a TIF; the advantages and disadvantages, good financial management techniques, and the red flags to watch out for.

WEDNESDAY, JULY 29

8:00 PUBLIC WORKS DEPARTMENT STANDARDS

Chris Pirlot is the Director of Parking, Traffic, and Operations for the City of Green Bay. Pirlot is a registered Engineer and has worked for the Wisconsin and Iowa DOT.

Save your municipality money. Learn the standards for lighting use, salting of roads, and other important items.

9:00 COACHING FOR DIFFICULT CONVERSATIONS

Steve Pearson is the Director of Employee Assistance at UW-Madison

As a supervisor you are responsible for establishing and communicating performance expectation to your employees even those who do not meet the expectations. This workshop will examine the reasons for this situation and provide participants with a structured approach to use when difficult conversations are needed.

8:00 PERFORMANCE MANAGEMENT

Thomas McCarty is Eau Claire's County Administrator. McCarty has a strong background in county government operations, public policy analysis, and implementation.

This session will use a current local government's performance management model as a basis to review critical elements of a performance management system. Discussion will center on terminology definitions, how to determine measurable outcomes, comparing program results, alternatives for reporting results, and linkages between operational and policy decision making based upon program results.

10:00 THE HOMETOWN COMPETITIVENESS MODEL

Bill Bell, Administrator for the City of Rhinelander and a trained facilitator-leader for the Hometown Competitiveness Model.

The Hometown Competitiveness Model is a comprehensive approach to long-term community sustainability. This model goes beyond the traditional economic development for small to medium sized communities. Based on the four principles of: Entrepreneurship/Small Business Development; Youth Development; Leadership Development; and Community Wealth Retention, this session will illustrate how Administrators can foster positive growth and cooperation.

12:45 PERFORMANCE MANAGEMENT (REPEAT OF BLOCK B: 8:00)

3:00 THE ECONOMIC OUTLOOK FOR THE STATE OF WISCONSIN

John Koskinen serves as the Chief Economist and Division Administrator for the Division of Research and Policy Analysis, Wisconsin Department of Revenue.

Learn the latest on Wisconsin's current and future economic outlook.

12:45 ENSURING SUCCESS THROUGH SUCCESSION PLANNING

David Radosevich is an Associate Professor at UW-Green Bay in Business Administration. He is a former consultant for Fortune 500 companies.

This session will provide an awareness of the issues associated with the recruitment, development, and retention of talent. Discussion on the benefits of succession planning and examining the many components and benefits of a systematic succession planning program will be provided.

12:45 HIRING WITH CONFIDENCE

Pat Lucas has twenty years of Human Resources and Business Management experience. Lucas is the owner of Lucas Training & Consulting.

Hiring the wrong person costs organizations money. Become skilled at screening and developing interview questions that will extract the information you need. This process will translate into hiring with confidence.

THURSDAY, JULY 30

8:00 BUDGETING IN HARD TIMES: HALL OF IDEAS

Patrick DeGrave is the City Administrator for the City of Oak Creek; managing 250 full-time employees and a \$24 million budget.

This interactive class will explore the budgeting techniques used to maintain local government services in troubling economic times. The participants will engage in an open and comprehensive explorations of the methods available to local units of government to provide core services while grappling with sagging revenues and state imposed levy restrictions. Are there really any silver bullets?

10:00 THE ROLE AND IMPORTANCE OF BOND RATINGS

Todd Taves is Financial Advisor/Vice President and **Greg Johnson** is Financial Advisor/Vice President for Ehlers & Associates, Inc. Both were former Administrators.

When project financing needs to call for the issuance of notes or bonds, Administrators play an important role in the bond rating process or if your community is "non-rated" you must decide whether pursuit of a rating is warranted. Bond ratings have taken on a greater importance following the market crashes and credit crunches of late-2008 and early-2009. This session will provide an overview of the major rating services, the rating evaluation process, and the pros and cons of obtaining a rating.

8:00 LEADING ORGANIZATIONAL CHANGE

Lucy Arendt is a Professor at UW-Green Bay who conducts research on top management judgment and decision making, and psychological stress and goal setting.

The ever-changing environment facing communities today demands successful development and implementation of comprehensive change programs. Creating and executing change is stressful, but failing to change and adapt will threaten a community's future. Discover the nature of change, the processes and methods of change management, and about the possible consequences associated with change.

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:

Select One Session from Each Time Slot

MONDAY – JULY 27, 2009

8:00 am
 State of Wisconsin's Grant Opportunities
 Reduce Fire Department Expenses

9:00 am
 Shared Services
 Union Negotiations

12:45 pm
 Wisconsin Way: Blueprint For Change
 Hard Times: Reflections from the Past and Thoughts on the Future

3:00 pm
 Emerging Issues In Land Use Planning
 Financing Public Projects

TUESDAY – JULY 28, 2009

8:00 am
 Systematic Development of Informed Consent (all day)
 Personality & Values (am)/TIFs (pm)

WEDNESDAY – JULY 29, 2009

BLOCK A
8:00 am Public Works Department Standards
9:00 am Coaching For Difficult Conversations

BLOCK B
8:00 am Performance Management
10:00 am The Hometown Competitiveness Model

BLOCK C
12:45 pm Performance Management
3:00 pm The Economic Outlook For The State of Wisconsin

BLOCK D
12:45 pm Ensuring Success Through Succession Planning

BLOCK E
12:45 pm Hiring With Confidence

THURSDAY – JULY 30, 2009

BLOCK F
8:00 am Budgeting In Hard Times: Hall Of Ideas
10:00 am The Role And Importance Of Bond Ratings

BLOCK G
8:00 am Leading Organizational Change

PAYMENT INFORMATION

Registration Fee (complete one section only)

Early Bird Registration (register by June 12, 2009) \$409
 Standard Registration (after June 12, 2009) \$459
 One Day Registration \$159

Day: Monday Tuesday Wednesday

I am interested in signing up for the college credit option

Packer Outing: _____ No. of People _____ @ \$20/person = \$ _____

Guest Lunches (Monday-Wednesday) _____ No. of People _____ @ \$30/person = \$ _____

Total Fees: \$ _____

Guest Name(s): _____

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: _____ / _____ (mm/yy)

Cardholder Name: _____

Signature: _____