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

Connecting learning to life



Award Winning
Education



UNIVERSITY of WISCONSIN
GREEN BAY
Connecting learning to life

MASTER ACADEMY

July 25-29, 2010

Important Workshops for Public Officials

Your Instructors

Plus 9 more experts
ready to share their invaluable knowledge.

Paul Craig



Paul Craig is a retired Senior Fellow from the University of Illinois at Urbana/Champaign. He currently works with state and local governments, nationally, as a consultant on planning and leadership development. Paul has authored papers that have appeared in professional publications and journals on a variety of leadership issues, communications, critical thinking, and decision-making.

Sarah Gibson



Sarah Gibson is a respected presenter and trainer in the areas of written communication and generational issues. She has offered her classes to a variety of companies including Harley-Davidson, Metavante and the Wisconsin State government. Sarah is an Instructor at UW-Madison in the evening MBA program. Sarah is the founder and primary trainer of Accent Business Communications.

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.

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, New York State Police, and Bell Atlantic, where he has assessed leaders from several Fortune 500 firms.

Jeffrey Russell



Jeffrey Russell, co-director of Russell Consulting, Inc., specializes in helping organizations successfully respond to the challenges of continuous change. Jeff has helped organizations as diverse as Fortune 500 firms, social and public sector organizations, and small family businesses to achieve their organizational goals. Jeff is a frequent presenter at local, national, and international conferences, most recently in 2009 at Jamaica Employers Federation Convention.

University Credit Option

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

Optional Green Bay Bullfrogs Baseball Game – July 27

The Tuesday night outing is an optional event planned to give everyone a break.

Come join us for a good, old-fashion, fun-filled evening at a Green Bay Bullfrogs baseball game. The Green Bay Bullfrogs will be playing the Eau Claire Express. The evening will start and end at the Leinies Northwoods Fan Deck located in the right field corner. This fan package features an all-you-can-eat extravaganza. Hospitality includes beer and soda, along with brats, hot dogs, pulled pork and more.

Adults.....\$28 Children 12 and under.....\$20

Buses leave: 5:45

Prices include game ticket, all you can eat and drink, and bus transportation from the Hotel Sierra.

Fees, Accommodations and Registration

Program Fee

\$329 – Four day package Monday-Thursday (Includes: instruction, materials, lunches and breaks)

\$299 – Three day package Monday-Wednesday (Includes: instruction, materials, lunches and breaks)

\$269 – Two and ½ day package Monday pm-Wednesday (Includes: instruction, materials, lunches and breaks)

\$269 – Two and ½ day package Tuesday-Thursday am (Includes: instruction, materials, lunches and breaks)

\$128 – One Day Program (Includes: instruction, materials, lunches and breaks)

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 25, 2010.

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 2, 2010.

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:** 920-465-2643: 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 9, 2010

Cancellations and Refunds

A full refund, minus a \$25 processing charge, is given when cancelling on or before July 9, 2010. There will be no refunds given after July 9, 2010.

Contact Information

Kassie Van Remortel, Director

Phone: 920-465-2468 or 800-621-2313

E-mail: vanremok@uwgb.edu

Academy Schedule: July 25-29

Sunday, July 25

6:30-7:30 REGISTRATION

Monday, July 26

8:00 REGISTRATION

9:00 “ALL WE REALLY NEED IS MORE MONEY.”
HOW TO GET GRANTS AND GIFTS (all day program)

Boris Frank is President and Owner of Boris Frank Associates. He has been a consultant for over 30 years and conducts workshops and seminars, primarily on grantsmanship, proposal writing, and fundraising.

Take a practical look at how philanthropy works in this country. Discover how to find sources of funding, how to select and approach prospects, how to successfully prepare and apply for grants. Learn how to design a well-organized proposal and reasons proposals are rejected.

ATHENIAN DIALOGUE: THE CRUELEST MILES (all day program)

See panel for description and details.

12:45 **PARK & REC: DEVELOPING A CHAMPION APPROACH TO JUSTIFYING YOUR DEPARTMENT, MARKETING AND SPONSORSHIP OPPORTUNITIES**

Julienne Hefner is the founder of Safety First Aquatics, LLC. She is also the Deputy Director for the Wisconsin Park & Recreation Association. Julienne is a renowned speaker and author on a variety of management and administrative topics.

With all of the various budget cuts, it is time that park and recreation agencies prove their importance within their community. Let's create an unbelievable atmosphere of support and understanding about who and what they truly are! Learn what types of information must be presented to your boards/councils to have them understand how park and recreation affects the community as a whole and receive their support in return.

PERFORMANCE MEASUREMENT

Craig Maher is a professor in the MPA program for UW-Oshkosh. Recently he was appointed to the GASB Service Efforts and Accomplishments Task Force. The objective of this project is to encourage the use of reporting of performance measures.

Today, organizations are constantly being forced to do more with less. One of the more rapidly growing techniques used by government officials to make programmatic decisions is performance measurement. In this course we will cover what performance measurement is (and isn't) and how it is being applied in communities throughout the U.S.

Athenian Leadership Dialogue

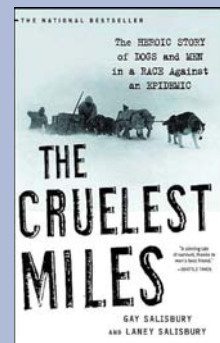
Leadership Dialogues are conversations that exceed the usual knowledge recall and application process. They explore leadership principles and practices, drawing on the insights contained in a book that all participants have read. Dialogues focus on helping develop critical thinking skills and increase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

Participants in this exciting new 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.

The Cruellest Miles by Gay Salisbury and Laney Salisbury

Discussion led by Paul Craig

This is a harrowing tale of men and dogs and their fight for the survival of a city in 1925 Alaska. *The Cruellest Miles* tells the tale of the race to get the diphtheria vaccine to ice- and snow-bound Nome, Alaska in the face of a brewing blizzard and freezing temperatures. Today we celebrate this incredible rescue with the annual running of the Iditarod. ISBN: 0393325709



Tuesday, July 27

8:00 REGISTRATION

9:00 **MANAGING YOUR TIME AND WORK PRIORITIES IN AN AGE OF UNCERTAINTY**

Jeff Russell, co-director of Russell Consulting, specializes in helping organizations successfully respond to the challenges of continuous change. Jeff has assisted Fortune 500, public sector organizations, and small family businesses achieve their goals. Jeff presents frequently at national and international conferences. Jeff and his wife, Linda, have co-authored eight books.

These are challenging and uncertain times. With declining revenue and increasing demand for services, it is more important than ever before that we take steps to make the tough decisions about what services we provide (and how we provide them) and what services we stop providing. In this workshop, facilitator Jeff Russell will introduce a variety of tools and methods for managing our work, setting priorities, and using our time effectively. Specific topics to be explored within this session include:

- Establishing work priorities based upon your strategic vision and guiding principles
- Organizing work flow around these priorities
- Identifying and dealing with distractions, time wasters, and interruptions
- Making tough decisions and choices: What's most important and what's least important?

COLORS

Instructor to be announced

At one time or another, everyone reaches a point where they can only shake their head and wonder, “Why do people do the things they do?” The answer may surprise you. The fact is, everyone has a distinct temperament spectrum comprised of four colors; Blue, Gold, Orange, and Green. This workshop will teach students how to identify a person's “Real Colors” and gain insight into the things that are most important to them and what motivates them. This course combines experience-based research and complex psychological theory into an informative assessment tool that is accurate, understandable and easy to apply on a daily basis. Understanding how people think and what motivates them is crucial in developing effective communication with co-workers, family, and the public you serve and work for.

12:45 **DIFFICULT CONVERSATIONS**

Jeff Russell, co-director of Russell Consulting, specializes in helping organizations successfully respond to the challenges of continuous change. Jeff has assisted Fortune 500, public sector organizations, and small family businesses achieve their goals. Jeff presents frequently at national and international conferences. Jeff and his wife, Linda, have co-authored eight books.

Sooner or later, each of us needs to have a conversation with someone that we will find difficult. Whether this difficult conversation involves saying “no” to your boss, giving constructive feedback to a co-worker, or conducting a performance review with a wayward direct report, such conversations are filled with stress and anxiety. During this highly interactive session, you will learn models, tools, and techniques for approaching your difficult conversations with confidence and composure. Topics to be explored include: the characteristics of a difficult conversation; why we engage in self-defeating, self-destructive behaviors during difficult conversations; ways to create safety for yourself and others in the midst of a difficult conversation; two mindsets that drive our beliefs, thinking and behaviors: The Unilateral Control or Mutual Learning Mindsets; and implementation of a personal plan for strengthening your ability to navigate current and future difficult conversations.

SOCIAL MEDIA: A STROLL THROUGH WEB CANDYLAND

Todd Sanders, your instructor, is UW-Green Bay's Student Affairs Webmaster.

Twitter, Facebook, Flickr...Oh the places we'll go! Social media has given people the power to share with the world like never before. Your thoughts, talents, videos, photos, and even your last meal are but a touch away. This session will attempt not only to give you an overview of the candies available, but a taste of what makes them special.

3:00 **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.

Back by popular demand! Learn the Public Works standards that are currently being employed for many important items your community uses. Chris will have a new group of items this year.

Wednesday, July 28

8:00 REGISTRATION

9:00 **WEBSITE DESIGN**

Dan Moore, graphic designer and webmaster for Outreach and Adult Access at UW-Green Bay is our instructor.

This class will teach you how to develop a webpage using Microsoft Word. You will learn how to develop forms that your customers can use and print off your website along with other very practical and good ideas. Do not sign up for this class if you use other software in your community or do not have Microsoft Word. You will begin to design a website in this class.

MANAGING MILLINNIALS

Sarah Gibson is the Owner of Accent Business Communication and author of *The Zoom Guide to Generations*. She has offered classes to a variety of companies including Harley-Davidson, Metavante and the Wisconsin State government.

Don't understand anyone under 30 in your workplace? Discover who the youngest employees are, what you should do to adapt to the changing workplace and what you shouldn't compromise.

12:45 **ADVANCED EMPLOYMENT LAW: COMPLEX LEGAL ISSUES FACING PUBLIC EMPLOYERS**

Nancy Pirkey is an attorney for Buelow Vetter Buikema Olson & Vliet, LLC.

Learn about the issues concerning discrimination and harassment; absenteeism, medical leaves and FMLA; disability discrimination and the duty of reasonable accommodation; and wage and hour issues.

BRANDING YOURSELF AS A GREAT LEADER

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

This session will provide an understanding of how to brand yourself as a valuable contributor to your organization. We will engage each other in understanding how to remove obstacles that prevent your professional development and then discuss tactics on how to build a revitalized image as a GREAT leader who can deliver positive results.

3:00 **LICENSING INFORMATION REPORTING AND ADMINISTRATION SYSTEM (LIRA)**

Rebecca Grill is the License Division Manager for the City of Milwaukee.

Rebecca Grill will provide a demonstration of the City of Milwaukee's new License Information System. The system was obtained from the State of Wisconsin Department of Regulation and Licensing and has been extensively modified to meet the needs of the License Division. When this project is completed, the City of Milwaukee will entertain requests to provide this modified system free of charge to interested municipalities within the State of Wisconsin.

Thursday, July 29

8:30 **COACHING & MOTIVATING EMPLOYEES**

Pat Lucas is back by popular demand. Pat has over 25 years of human resources and business management experience. He is the owner of Lucas Training & Consulting, LLC.

As a leader, you are responsible for getting top performance out of each of your employees. Two of the most fundamental skills needed from all leaders are the ability to coach and motivate. This session will give you practical tools and tips for improving employee performance through productive coaching and effective motivation.

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

MONDAY – JULY 26, 2010

Morning

- 9:00 am “All We Really Need is More Money.” How to get grants and gifts (all day program)
- 9:00 am Athenian Dialogue: *The Cruellest Miles* (all day program)

Afternoon – Choose one if enrolling for Two and ½ day program starting Monday pm

- 12:45 pm Park & Rec: Developing a Champion Approach to Justifying Your Department, Marketing and Sponsorship Opportunities
- 12:45 pm Performance Measurement

TUESDAY – JULY 27, 2010

Morning

- 9:00 am Managing Your Time and Work Priorities in an Age of Uncertainty
- 9:00 am Colors

Afternoon

- 12:45 pm Difficult Conversations
- 12:45 pm Social Media: A Stroll Through Web Candyland / 3:00 pm Public Works Department Standards

WEDNESDAY – JULY 28, 2010

Morning

- 8:30 am Website Design
- 9:00 am Managing Millennials

Afternoon

- 12:45 pm Advanced Employment Law: Complex legal issues facing public employers
- 12:45 pm Branding Yourself as a GREAT Leader / 3:00 pm Licensing Information Reporting and Administration System (LIRA)

THURSDAY – JULY 29, 2010

- 8:30 am Coaching & Motivating Employees

Payment Information

Packages

- Four day package (Monday-Thursday) \$329
- Three day package (Monday-Wednesday) \$299
- Two and ½ day package (Monday pm-Wednesday) \$269
- Two and ½ day package (Tuesday-Thursday am) \$269
- One Day Program \$128

Day: Monday Tuesday Wednesday

I am interested in signing up for the college credit option

Bullfrogs Outing (Adults): No. of People _____ @ \$28/person = \$_____

Bullfrogs Outing (12 and Under): 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: _____