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GREEN BAY, WI
PERMIT NO 66

Solution focused: for Administrators who are results driven

FIFTH ANNUAL ADMINISTRATORS 2010 SUMMIT JULY 25-29



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

UNIVERSITY of WISCONSIN
GREEN BAY
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Plus 16 more experts ready to share their invaluable knowledge.

JULIENE R. HEFTER



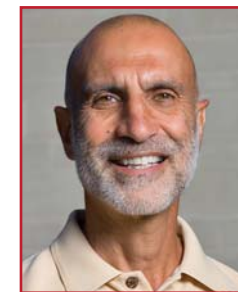
Juliene R. Hefter is the founder of Safety First Aquatics, LLC. Juliene is the first Deputy Director for the Wisconsin Park & Recreation Association. She is a nationally sought after speaker on a variety of management and administrative topics as well as providing consulting work and expert witness services in aquatic related areas.

CRAIG MAHER



Professor Craig Maher teaches graduate-level courses for the Masters of Public Administration Program at UW-Oshkosh. Craig was elected to the Board of Directors for the American Society of Public Administration's Section on Public Performance Management. He was a member of Wauwatosa's Common Council and served as Chair of the Budget and Finance Standing Committee.

JOHN NALBANDIAN



John Nalbandian is a national and internationally recognized speaker on the topic of city management. John is a well-published author on this subject. He is a faculty member in the Department of Public Administration at the University of Kansas and also serves as the Greg and Emma Melikian Visiting Scholar of Urban Affairs at Arizona State University. He has served on the city council in Lawrence, KS and two terms as the city's mayor.

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.

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) and Certified Municipal Clerk (CMC) certifications.

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 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

- \$409 – Early Bird Administrators Summit – Expires June 18, 2010
- \$459 – Administrators Summit – After June 18 (Includes: instruction, materials, lunches and breaks)
- \$139 – 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 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

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



Connecting learning to life

Education that
Delivers Relevance

SUMMIT 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.

THE MERCURY MARINE STORY

Brenda Hicks-Sorensen is the President of Fond du Lac County Economic Development Corporation. The Mercury Marine Story is a great learning tool on how a large impactful industry can affect the future of your community. Study the strategic process on how the Fond du Lac region addressed the retention of their largest employer and assembled the comprehensive incentive package for Mercury Marine. Learn how to locate Federal, State, County, and local funds and what to consider when you are confronted with this dilemma.

11:00 COMBINING POLICE AND FIRE CHIEF POSITIONS

Jeff Roemer is the Fire Chief for the City of Green Bay

Hear about the advantages and disadvantages of combining the Fire and Police Chief positions under a single director.

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

Julene Hefter is the founder of Safety First Aquatics, LLC. She is also the Deputy Director for the Wisconsin Park & Recreation Association. Julene 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.

TUESDAY, JULY 27

8:00 REGISTRATION

9:00 COST SAVING PERSONNEL OPTIONS FOR MUNICIPALITIES

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

Personnel costs are approximately 60%-80% of a municipal budget. This is the number one area for consideration in these tough economic times. Issues such as management's rights to establish shorter work weeks, furloughs, subcontracting, arbitration and bargaining strategies, and reductions in workforce will be discussed.

INSIDE THE CAPITOL

Curt Witynski is the Assistant Director for the League of Wisconsin Municipalities

Municipalities are creatures of the State. The State can give power and money to municipalities and take it away. Lately, the State has been doing more of the latter. Learn the reason why and what, if anything, we can do about it as Curt gives a behind the scenes description of politics inside the State Capitol.

10:15 PRESERVING INFRASTRUCTURE WITHOUT BUSTING THE BUDGET: OBSERVATIONS FROM THE CITY OF MILWAUKEE

Mark Nicolini is the Budget & Management Director for the City of Milwaukee.

Infrastructure plays a critical role in the operation of local and regional economies. Infrastructure systems that are preserved in effective functional condition also contribute to the quality of community neighborhoods and protect critical environmental resources. This presentation will describe the progress the City of Milwaukee has made in addressing deferred infrastructure maintenance since 2004. It will include comments on how strategic priorities, financing options, and planning processes can help resolve the challenge of maintaining a sound infrastructure system.

12:45 FINDING BALANCE BETWEEN WORK AND FAMILY LIFE: THE PURSUIT FOR MORE EFFECTIVE TIME MANAGEMENT AND COMMUNICATION SKILLS

Deirdre Radosevich is an Assistant Professor at UW-Green Bay in the Human Development, Psychology, and Women's and Gender Studies programs. Tracy Siebers is a licensed professional counselor at the Counseling Clinic at Family Services in Green Bay and Menasha.

You will learn in this session how to increase communication satisfaction in couples, improve time management skills, and decrease stress in relationships. Participants will learn to identify problem areas related to balancing the demands of work and family life using cognitive, behavioral, and mindfulness techniques.

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 Pivrot is the Director of Parking, Traffic and Operations for the City of Green Bay. Pivrot 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 INTRODUCTION TO EMPLOYMENT LAW: WHAT EVERY ADMINISTRATOR NEEDS TO SUCCESSFULLY MANAGE EMPLOYEES

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

This course will cover the following important topics: interviewing and hiring; developing an employee handbook; employee access to personnel records; and discipline and discharge.

MANAGING MILLENNIALS

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.

HOW TO GET MORE RESIDENTS TO APPRECIATE MUNICIPAL GOVERNMENT

Jack Norman is the research director at the Institute for Wisconsin's Future, a Milwaukee-based non-profit working for a fair and progressive state and local tax system that adequately funds public institutions.

Panel members:

Mike Golat, City Manager of Altoona

Mike Huggins, City Manager of Eau Claire

Jessica King, City Council Member of Oshkosh

Jack Norman and the panel will share techniques to reach out and involve the community in support of strong public structures, especially in the face of anti-tax and anti-government sentiment.

THURSDAY, JULY 29

8:00 MAXIMIZING YOUR LEADERSHIP IMPACT

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.

In this session you will develop a framework for maximizing your leadership impact by examining the leadership imperatives that are necessary to act on challenges including: building talent, driving change, coaching for success, and developing strategic partners. You will explore questions such as: How do I motivate and lead myself? and How do I influence and lead others? David will help you clarify your answers to these questions resulting in increased leadership effectiveness.

9:00 CONTEMPORARY TRENDS IN LOCAL GOVERNMENT AND EMERGING ADMINISTRATIVE ROLES

John Nalbandian is a faculty member in the Department of Public Administration at the University of Kansas. He speaks internationally on "Council-Staff Relations", "High Performance Governing Body" and "Contemporary Trends in Local Government".

Two trends are shaping present and future administrative roles. The first is administrative modernization that reflects globalization and which standardizes our lives; and the second is the search to create, maintain, and preserve a sense of identity that is being eroded. These trends challenge local government's ability to bridge what is 'politically acceptable' and what is 'administratively feasible' in order to get things done, and failing to make the connection undermines government's credibility. The challenge requires experimentation with new roles that exist side by side with hierarchy and which invite expanded ways of thinking about professional practice.

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 The Mercury Marine Story / 11:00 am Combining Police and Fire Chief Positions

Afternoon – Choose one if not enrolling in "All We Really Need is More Money."

- 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 Cost Savings Personnel Options for Municipalities
 9:00 am Inside the Capital / 10:00 am Preserving Infrastructure Without Busting the Budget: Observations from the City of Milwaukee

Afternoon

- 12:45 pm Finding Balance Between Work and Family Life: The pursuit for more effective time management and communication skills
 12:45 pm Social Media: A Stroll Through Web Candyland / 3:00 pm Public Works Department Standards

WEDNESDAY – JULY 28, 2010

Morning

- 9:00 am Introduction to Employment Law: What every Administrator needs to know to successfully manage employees
 9:00 am Managing Millennials

Afternoon

- 12:45 pm Advanced Employment Law: Complex legal issues facing public employers
 12:45 pm How We Can Get More Residents to Appreciate the Important Role of Municipal Government

THURSDAY – JULY 29, 2010

- 8:00 am Maximizing Your Leadership Impact
 9:00 am Contemporary Trends in Local Government and Emerging Administrative Roles

PAYMENT INFORMATION

Registration Fee (complete one section only)

- Early Bird Registration (register by June 18, 2010) \$409
 Standard Registration (after June 18, 2010) \$459
 One Day Registration \$139

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: _____