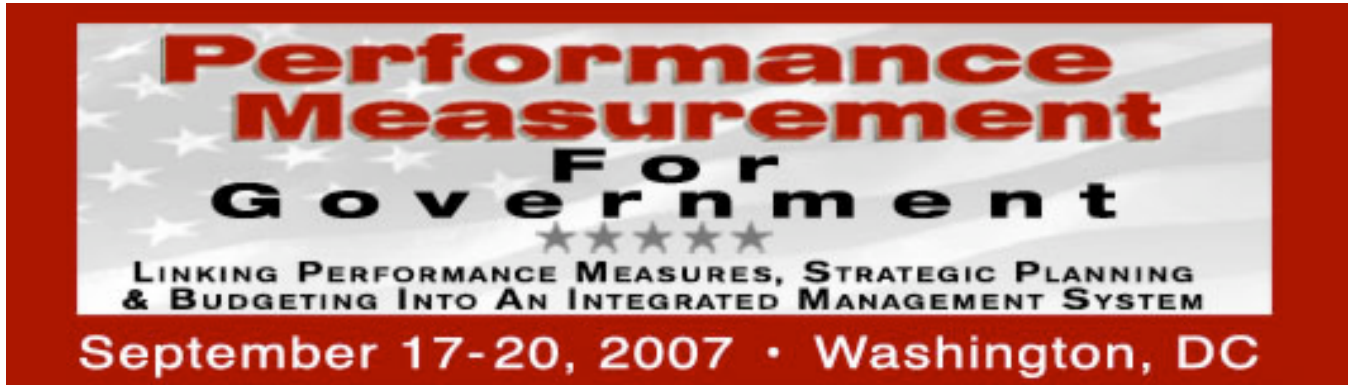


"...We are not here to mark time, but to make progress, to achieve results, and to leave a record of excellence." - President George W. Bush

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Rave Review from a Past Workshop Participant:

"Everything was exceptional – great guest speakers and resources."

H. Dingman, Program Administrator

North Slope Borough Health Department, Alaska

"Great info! I've got a lot to think about and do!"

E. Jensen, Computer Specialist

U.S. Department of Agriculture

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KEY TAKE AWAYS

Attend this conference to learn how to measure and monitor your strategic plan to ensure innovative, efficient government, including:

- **Transforming** your day-to-day operations to make them more citizen-centered and results-oriented
- **Understanding** and using the Program Assessment Rating Tool (PART) to help integrate your budget and performance initiatives
- **Cascading** measurement processes down throughout all levels of your agency to ensure everyday, bottom-line management
- **Allocating** and justifying budget funds by developing mission-aligned business cases
- **Integrating** performance-based budgeting into your organization

SPEAKING ORGANIZATIONS

Hear from these leading agency representatives and experts what it takes to make performance measurement an integral part of your strategic planning process and advance your efforts to the next level, with practical lessons learned from:

U.S. Postal Service

IBM Center for the Business of Government

U.S. Government Accountability Office

Sarasota County Government, Florida

**Agency for Healthcare Research and Quality, U.S.
Department of Health and Human Services**

City of Baltimore, Maryland

Capitol Region Council of Governments

- **Linking** reward and recognition programs with organizational performance measures to ensure agency-wide ownership
- **Standardizing** your measurement systems to ensure data validity
- **Fostering** mission-focused employee behavior and culture to support the measurement framework
- **Analyzing**, integrating, and evaluating the effects of using performance measures for budgeting, management, and reporting
- **Developing** a set of methods for communicating performance measurements
- **Utilizing** the balanced scorecard to streamline your measurement process
- **Establishing** the keys to a successful performance measurement program - leadership, cooperation between the branches of government, communication across government, and training
- **Aligning** people and business processes to strategic goals and objectives
- **Integrating** elements of strategy, budget and performance management into one centrally managed system
- **Providing** transparency to citizens

Scottsdale Police Department

San Diego County, California

Booz Allen Hamilton

Federal Consulting Group

SAP Labs U.S.

John R. Allen Management Consulting

George Bush School of Government and Public Service at Texas A&M University

The Center for Applied Management Practices

Office of Departmental Grants Management and Oversight, Department of Housing and Urban Development

Office of Management and Budget

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THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC



A Message From The President's Management Agenda...

"Government likes to begin things - to declare grand new programs and causes. But good beginnings are not the measure of success. What matters in the end is completion. Performance. Results. Not just making promises, but making good on promises. In my Administration, that will be the standard from the farthest regional office of government to the highest office in the land." - President George W. Bush

WHY IS THIS A CAN'T MISS EVENT?

Several agencies are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element of this government evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey." Join your colleagues now to learn how to improve government results by measuring government performance.

***** Register by August 10th to Save \$400! *****

Expand Your Learning...

Sign up for your choice of these interactive workshops to focus on your individual needs:

- **Pre-Conference Morning Workshop A –**

Monday, September 17, 2007, 9:00am – 12:00pm:

How To Develop A Workable And Dynamic Strategic Plan That Integrates Resource Prioritization And Performance Measurement

- **Pre-Conference Afternoon Workshop B –**

Monday, September 17, 2007, 12:30pm – 4:30pm:

Performance Measurement: How To Do It, How To Use It

- **Post-Conference Morning Workshop C –**

Thursday, September 20, 2007, 8:30am – 11:30am:

Performance Alignment: How To Cascade Strategy Throughout Your Organization

- **Post-Conference Afternoon Workshop D –**

Thursday, September 20, 2007, 12:00 p.m. – 3:00 p.m.:

How To Build & Manage A Balanced Scorecard For Your Government Organization From The Inside Out

WHO WILL ATTEND

This conference has been researched with and designed for Federal, State and Local Government Executives, Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff & Consultants involved in:

- Performance Measurement
- Strategic Planning
- Budgeting
- GPRA
- Quality Management
- Financial Planning
- Information Services & Systems
- Auditing
- Administration
- Organizational Development
- Human Resources
- Compensation & Rewards
- Strategic Analysis
- Program Management
- Customer Service & Satisfaction
- Evaluation
- Reporting
- Change Management
- Operations
- Business Process Reengineering
- Accounting
- Leadership Systems
- Quality & Reinvention
- Contracting
- Communications
- Procurement, Purchasing & Acquisition

And all those interested in performance measurement, strategic planning and improving the effectiveness of government programs.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are serious about ensuring their agency's effectiveness in the recruitment process. You will benefit from:

- **16 innovative speakers** at your disposal to share their strategies and experiences in performance measurement fundamentals that are already proven to work
- **Over 22 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- The opportunity to customize your learning by participating in the **unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization

- **An abundance of networking opportunities** - be sure to bring plenty of business cards to exchange with your fellow attendees
- A comprehensive overview of performance measurement from leading practitioners like the **U.S. Postal Service, Booz Allen Hamilton, Sarasota County Government, U.S. Government Accountability Office**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult responsibility of ensuring that your organization's strategic plan stays on track
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development

A LETTER FROM THE CONFERENCE CHAIRPERSON:



Dear Government Professional:

We are all facing increasing pressure to demonstrate value to our bosses, our bosses' bosses, and our internal and external stakeholders, regardless of where we are in our careers and what level we sit at in our organizations. Much of this pressure stems from the growing emphasis on showing that we are meeting mission objectives and providing good service to our "customers" - however we might describe this within our particular and unique context. With increasingly tight budgets, we are also forced to make tough funding decisions and need ways to prioritize and assess the quality of the services that we provide.

Federal government executives will recognize some of the formal manifestations of our increased interest in assessing and measuring the value of our work in the Government Performance & Results Act (GPRA) and, more recently, the President's Management Agenda (PMA) and the Office of Management and Budget's (OMB) Program Assessment Rating Tool (PART). Also, some of us may recognize the Balanced Scorecard as a powerful performance management tool, first introduced into the private sector, that has been successfully modified and applied to assist mission-focused organizations better determine, assess, and improve performance.

WHY CAN'T YOU MISS THIS CRITICAL CONFERENCE?

Whether you are from federal, state or local government, you will benefit from the experiences and practical advice of your peers to help you implement and manage your own performance measurement system and ensure results.

Faced with a barrage of new initiatives designed to better assess performance; in the midst of decreasing budgets, along with increasing scrutiny from executive, legislative, and internal and external watchdog groups; we can often feel overwhelmed and become paralyzed to the point of non-action.

This conference is designed to help you work through these very challenges. Together, we will discuss new imperatives in performance management and how specific agencies and organizations are responding. Speakers will describe the challenges they have faced as they look to become more performance-focused and responsive in an era of increased scrutiny. Topics will cover the broad spectrum of improvements to people, processes, and the technology needed to set up and successfully run a performance management program.

HOW WILL THIS CONFERENCE HELP YOU & YOUR AGENCY?

Attend "Performance Measurement for Government," September 17-20, 2007 in Washington, DC, and don't be left behind. At this conference, you will hear proven strategies and practical experience, firsthand, from leading agencies and practitioners like yourself on how to improve your management initiatives and practices, including how the:

- **U.S. Postal Service** achieved record service performance and customer satisfaction levels, increased productivity while keeping prices below the inflation rate, and utilized a balanced scorecard approach to improve and measure their performance
- **Sarasota County, Florida** integrated the elements of strategy, budgeting and performance management into one centrally managed system
- **City of Baltimore, Maryland's** Citistat management approach has led to a more efficient use of government's limited resources and enhanced quality of life for the city's residents

Sincerely,



Michael Nannini, Associate
BOOZ ALLEN HAMILTON
Conference Chairperson

P.S. Reserve your spot today to learn how you and your team can better manage for results. Register 3 people and get the 4th for FREE! Call (888) 362-7400 or go to <http://www.aliconferences.com> for more details.

RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES

"I felt that all presenters were well prepared and provided insights and ideas that I will use."

L. Ogden, Program Analyst

U.S. Environmental Protection Agency

"Thank you – I will attend another course of yours."

R. Claussen, Legal Council

Secretary of the Navy

"The information and knowledge shared was invaluable. Having the opportunity to hear from agencies that have already undertaken this effort and learning of their successes and lessons learned will help my organization avoid costly mistakes. The networking opportunities were fabulous."

C. Kneller, Senior Management Consultant

Stanislaus County, CA

"Real world case study approach was excellent. The key is good presenters, and overall, the presenters were top notch."

H. Recksiek, Program Coordinator

NOAA Coastal Services Center

"Every level of government should have the benefit of this quality training."

V. Young, Supervisory Community Supervision Officer

Court Services and Offender Supervision Agency

"Overall this was a very good conference. I greatly appreciated the time being used fully with good materials. The conference was run very well. It was a very professional experience."

J. Graniewski, Assets Management Supervisor

City of Olathe, KS

"Range of subjects was good. Some new ideas for me, some repeat info; all was good. Speakers were knowledgeable of their subject matter, interesting and value-adding."

L. Berry, Management Analyst

U.S. Army

"Very well organized and fantastic content."

J. Werth, Performance Management Coordinator, Health & Human Services Agency

County of San Diego, CA

"A great mixture of Federal, State and private sector speakers."

B. Engelbrecht, Deputy Director, Office of Emergency Management

U.S. General Services Administration

"This was an intense experience that leaves you well equipped to initiate change in your own organization. As you leave the conference, you are armed with the experience of your colleagues, good sources of reference information, and a level of energy and enthusiasm necessary to make Performance Measurement a reality."

T. Modica, Special Assistant to the City Manager

City of Long Beach, CA

"Excellent source of information and networking opportunities. Good mix of relevant topics!"

A. Franklin, Chief, Division of Strategic Development

Maryland Aviation Administration

"Good conference. Lots of good information to take back to my organization."

S. Lacy, Assistant Director

U.S. Forest Service, USDA

"I have attended other performance measurement conferences in which promises were not met. I now see clearly the strategies & tactical uses of performance measurement. Thank you very much."

R. Gamble, IT Business Planner

U.S. Coast Guard

"This was an excellent conference with outstanding speakers and a tremendous amount of material that can be taken away for use in my organization."

R. Stall Jr., Chief Deputy Public Defender

County of San Diego, CA, Office of the Public Defender

"This is Top Notch - Best in Class - Best I've been to!"

M. Pitt, Chief Innovation

U.S. Air Force Office of Special Investigation

"While I have 'implemented' many of these practices in my role as a program manager, this was my formal introduction into this area. It was very helpful."

R. Simmons, Program Analyst

U.S. Forest Service, USDA

"I acquired insights into GPRA that will be very helpful."

M. Roberts, Program Analyst

Federal Emergency Management Agency

"Overall, this was an excellent conference. Great speakers and very informative."

L. Bransford, Chief, Staffing & Training

U.S. Department of Defense

"The best part of the conference was that it allowed me to focus purely on strategic planning and performance measures."

J. Proctor, Deputy Commandant

U.S. Army Intelligence Center

"There were some superb, innovative ideas presented; ones that allow participants to spring board ideas to their own organizations."

S. Stevenson, Policy Analyst

U.S. EPA

"A strong emphasis on practitioners made for a rich learning experience."

S. Kaczmarczyk, Director, Innovative Workplaces Division

U.S. General Services Administration

PRE-CONFERENCE WORKSHOPS: Monday, September 17, 2007

Take performance measurement from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering measurement that will enhance your understanding of the informative, case study presentations throughout the entire conference.

9:00 a.m.- 12:00 p.m.

MORNING PRE-CONFERENCE WORKSHOP A

Registration and continental breakfast will begin at 8:30 a.m. for the morning workshop attendees.

How To Develop A Workable And Dynamic Strategic Plan That Integrates Resource Prioritization And Performance Measurement

In an environment of "do more with less," federal managers often don't have the time, resources, or expertise to develop strategic plans for their programs. If they do, they often don't have performance measurement and evaluation built in from the beginning – only developing these as management after thoughts.

And how do managers plan, deploy and evaluate in a world that is in constant change and unpredictable? In this session, participants will learn a framework for developing workable and dynamic strategic plans that integrate resource prioritization and performance measurement.

Participants will work on developing their own strategic plans for their programs and will learn:

- How to plan in an unpredictable environment
- Different types of results
- Domains of influence and impact
- How to develop measures using the different types of results and domains
- How to create an evaluation strategy
- How to create a culture of measurement

WORKSHOP LEADER: Ted Kniker is an Executive Consultant with the Federal Consulting Group, part of the Department of the Treasury that works with government agencies to improve performance. Mr. Kniker is a recognized expert in planning, evaluation, and creating performance metrics for hard to measure programs. While serving at the Department of State, he achieved the highest international affairs rating on the OMB Program Assessment Tool (PART) and was recognized by President Bush for his contributions in budget and performance integration. He is a frequent and popular presenter on PART, performance measurement and

evaluation. Several senior executives have noted Ted's ability to explain planning and results measurement processes and methods in an easy-to-understand, non-threatening way. In 20 years of public service, he has led offices that have been recognized as best practices. Currently, Mr. Kniker is working with many government organizations as diverse as the Peace Corps, U.S. Patent and Trademark Office, and Departments of Defense and Agriculture. He has also served as a member of the Board of Examiners for the Malcolm Baldrige National Quality Award in 2004 and 2007.

12:30 p.m.- 4:30 p.m.

AFTERNOON PRE-CONFERENCE WORKSHOP B

Lunch will be provided at 12:00 p.m. for the afternoon workshop attendees.

Performance Measurement: How To Do It, How To Use It

What gets measured, gets done. A sound performance measurement system drives government in a positive direction. It strengthens accountability to elected officials, it demonstrates value for money to taxpayers, and it reinforces and supports modern planning and quality assurance processes. Most importantly, performance measurement is instrumental in improving government performance at the customer, operational and strategic policy levels.

This workshop provides a simple, step-by-step guide to developing meaningful and useful performance measures for government. What is more, it focuses on the use of performance measurement in reporting, decision making, and improving services. This is an intensive, interactive workshop with many examples and case studies from a variety of government agencies. It is guaranteed to jumpstart your understanding of performance measurement and to enhance your conference experience.

PARTICIPANTS WILL LEARN:

How to develop performance measures, by:

- Defining the program mission
- Identifying and classifying program results
- Selecting performance indicators

How to use performance measures to achieve strategic goals and objectives, through:

- Performance planning and reporting
- Linking performance measures to a variety of management processes
- Applying simple, analytical techniques

WORKSHOP LEADER: John R. Allen is a management consultant from Toronto with 30 years experience in government performance measurement. He has served governments at all levels in both the United States and Canada, including the U.S. Department of Energy, the States of Oklahoma, Nevada, and Wisconsin, the Cities of Seattle and Toronto, along with Montgomery County, MD, and many others.

Testimonials From Past John Allen Sessions:

"Great jump start to the conference."

"John is very knowledgeable and interacts well with the workshop participants. I appreciated the application of performance measurement concepts to government. Great job!"

"Thank you!! Excellent presentation and speaker. The handouts were great."

"John was an excellent presenter. He expertly used his experience/knowledge to help participants understand the power of performance measurements."

"Thanks for an outstanding session."

***** Register by August 10th to Save \$400! *****

AGENDA - DAY 1: Tuesday, September 18, 2007

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



Chairperson's Welcome & Opening Presentation: How To Integrate Strategic Planning, Budgeting, Measuring, And Reporting To Deliver Results To The Public

Over the past several years, we have seen a shift towards accountability and demonstrating results across all levels of government. Performance management processes including strategic planning, budgeting, measuring, and reporting on performance are now an integral part of how government agencies manage their programs and deliver results to the public.

The challenge that many government organizations face is how to integrate these processes into an effective performance management system. In this session, we will discuss a framework and success criteria for developing and implementing an effective and integrated approach to performance management.

Through this case study example, you will learn strategies for:

- Defining and aligning strategic plans with performance management and budget processes
- Developing meaningful performance measures for your organization
- Integrating performance measurement and reporting
- Making informed decisions using measures to drive perform

Michael Nannini, Associate
BOOZ ALLEN HAMILTON

9:35 a.m.



Speed Networking

Meet your colleagues in this fun and fast-paced forum! You'll have a chance to meet and greet your fellow attendees.

10:05 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



The Greatest Transformation Story Ever Told: How The Balanced Scorecard Is Driving Success At The USPS

The U.S. Postal Service has evolved with the nation for more than two hundred years, defying predictions of its demise that began with the invention of the telegraph and have continued with forecasts of the impact of the Internet on mail. Once a government monopoly, the organization is now a self-sufficient agency operating in a highly competitive and dynamic environment. It faces the same challenges as most government organizations – doing more with less.

The Postal Service responded with a Transformation Plan that has led to recognition as one of the best managed agencies in government by Government Executive Magazine, with its success story profiled by the American Productivity and Quality Center and the IBM Foundation for the Business of Government.

In 2006, the Postal Service was inducted into the Balanced Scorecard Hall of Fame. The American Service Quality Index, which tracks the customer satisfaction of private and public sector companies, notes that the Postal Service is the most improved of all services measured since 1994.

Attend this informative session and learn from the experiences of the Postal Service, how you, too, can:

- Achieve record service performance and customer satisfaction levels
- Improve safety performance and employee satisfaction
- Increase productivity while keeping prices below the inflation rate
- Use a balanced scorecard approach to improve and measure your performance

Kent Smith, Manager, Strategic Business Planning

U.S. POSTAL SERVICE

11:20 a.m.



A Case For Collaboration: Sharing Assets And Best Practices Across Municipal Governments For Strategic Planning, Budgeting And Performance Management To Do More With Less

Municipal governments throughout the United States are faced with very similar management challenges. While in many cases the scale is different, municipal governments face the challenges of increasing the efficiency of their staff and technology, driving better accountability for the value of services delivered and the need for more effective means of communicating outcomes to the taxpaying public. In addition, only by aligning people and business processes to strategic goals and objectives, can accountability be built from the employee level.

Sarasota County, Florida, in facing these challenges, discovered that they needed to build a system that would provide them with the results they wanted. In addition, they also discovered they could share their offering with other communities in an effort to share best practices and technology to maximize performance.

Discovering that no tools provided for these needs, Sarasota County created GovMax, which provides a shared set of tools for strategic planning, budgeting and performance management. Best of all, it was designed so that multiple communities can pool resources and distribute costs. GovMax helps governments do more with less, while meeting and often exceeding the ever-increasing demands for government performance and transparency.

In this informative session, you will learn how Sarasota County, along with thirteen other communities, utilizes a system that:

- Integrates the elements of strategy, budgeting and performance management into one centrally managed system
- Integrates the operational and maintenance impact of capital programs into operating budgets
- Distributes ownership of fiscal planning and budget processes throughout the organization
- Provides transparency to citizens

Bob Hanson, Chief Information Officer
SARASOTA COUNTY GOVERNMENT, FLORIDA

12:10 p.m.

Lunch On Your Own -- But Not Alone!

Join a small group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to join others in an interactive group setting to network and brainstorm solutions to your most pressing performance measurement concerns.

1:40 p.m.



How To Engage Citizens In Performance Measurement To Ensure Better Public Service Results

Citizens can be partners in performance measurement through a number of roles beyond that of voter and customer. Some of the main roles citizens can play in performance measurement programs for public sector agencies include providing assistance in "vision building" and direction setting for programs, as customer service evaluators, as informed consumers of "owner's reports" of public services, as service quality evaluators, and as co-producers of some parts of public services.

Many public sector programs - from childhood obesity to smoking cessation - work better with citizen and citizen group participation in goal setting and implementation. This session will look at examples of key citizen roles and how public agencies have engaged citizens as partners in the design and evaluation of performance measurement systems to improve public service outcomes.

During this unique session, you will learn about the maturation of public issues and suggested tools for citizen engagement on performance measurement in agencies such as focus groups, survey research, and community balanced scorecard approaches.

Lyle Wray, Ph.D., Executive Director
CAPITOL REGION COUNCIL OF GOVERNMENTS (CONNECTICUT)

2:30 p.m.



CitiStat: How To Use A Data-Driven Management Approach To Infuse Accountability Throughout Government And Help Effect Dramatic Improvements

CitiStat is a data-driven management approach utilizing real-time performance indicators to improve resource allocation and deployment decisions, develop more effective operational practices, provide relentless follow-up and assessment, and infuse accountability throughout government. These tools and strategies drive weekly meetings between members of the Mayor of Baltimore's Cabinet and city agency directors and their top-level managers. Through this approach, the Mayor's Office of CitiStat has helped effect dramatic improvements in municipal service delivery, from decreased service times to increased proactive identification of problems throughout the city of Baltimore. This has led to a more efficient use of government's limited resources and enhanced quality of life for the city's residents. From simple pothole repair and recycling collection, to more complex issues of storm water management and energy savings improvements for City buildings, the CitiStat hands-on performance management style will be explored in-depth.

In this session, participants will examine the tools, strategies, and history behind:

- Implementing a data-driven performance management approach in city government
- Selecting and consistently analyzing mutually agreed-upon performance metrics to improve effectiveness
- Pursuing relentless follow-up and assessment of service-delivery and operational efficiency
- Creating a culture of both accountability and cooperation for managers
- Establishing a line of communication with city agencies and a source of accurate and timely intelligence for decision-makers

James Newman, CitiStat Analyst
CITY OF BALTIMORE, MARYLAND

3:20 p.m.



Afternoon Refreshment & Networking Break

3:40 p.m.



How To Thread Together The Keys To A Successful Performance Measurement Program - Leadership, Cooperation, Communication And Training

Performance results and an organizational culture of continuous improvement are fundamental management tenets in San Diego County government. The County's management "road map", the General Management System (GMS), enforces fiscal discipline and requires close monitoring of major risk factors; it also charges executives and managers with setting performance goals that match strategic priorities, and regularly checking progress to stay focused on results.

The County's 17,000 employees also care about results in providing services to the citizens they serve. They do things that matter for people, and they want to do them well. To effectively carry out these important responsibilities, managers and front line employees must have the capability to measure the effectiveness of their work and direct human and fiscal resources to the highest priorities. They must also have adequate information to make informed decisions.

While public sector performance management is always a work in progress due to changing conditions, San Diego County has put a system in place that should sustain its reputation for management excellence well into the future.

Specifically, some of the topics to be covered will be how San Diego County:

- Aligns performance measures placed in the two-year Operational Plan budget document with County strategic priorities to tell the stories of department strategies in clear and concise ways - - these sets of measures show what programs accomplish, not just what they do
- Provides "hands-on" instruction and training materials so managers can develop actionable performance measures that lead directly to the outcome results the County has determined are important to its customers and taxpayers
- Established a Performance Management Support Unit to serve as a resource to managers on measurement issues and to organize and deliver training in the desktop software application the county employs to display, track and communicate performance results
- Created standardized communication channels by posting basic performance measurement reference materials, a quarterly "Measurement Matters" newsletter and other useful "Links" in the application and on the County's intranet
- Shares "best practices," such as creating specialized performance reports to meet the needs of managers, staff and even the public
- Expands "in-house" knowledge of performance measurement principles and issues by taking advantage of "on-line" distance learning opportunities via interactive seminars and web casts

Chris Heiserman, Group Program Manager, Performance Management Support Unit
SAN DIEGO COUNTY, CALIFORNIA

Nicole Cretelle, CAO Staff Officer, Finance and General Government Group
SAN DIEGO COUNTY, CALIFORNIA

4:30 p.m.
End Of Day One

4:45 p.m.



Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m.



Dine Around

Sign up during the day for dinner with a group. Take advantage of DC's fine dining while you continue to network with your colleagues.

AGENDA - DAY 2: Wednesday, September 19, 2007

8:00 a.m.

Continental Breakfast

8:30 a.m.

Chairperson's Opening Of Day Two

8:40 a.m.



SPECIAL PRESENTATION

Balancing The Perils Of Performance Accountability

Agencies are increasingly using performance measures to manage. However, they find themselves facing a conundrum: if the measurement system focuses on accountability, managers tend to set lower performance targets for themselves. But if the measurement system focuses on performance improvement, managers tend to be comfortable with higher performance targets... yet cannot easily enforce action. How do leaders manage this legitimate tension?

A recent report by the IBM Center for The Business of Government sets forth five building blocks - tools and techniques for constructing a good measurement system for an organization. And it describes six practices that leaders need to use to make appropriately designed systems work properly.

This cutting edge session will survey this report with examples from the front lines, and will engage conference attendees to share their experiences.

John Kamensky, Associate Partner and Senior Fellow

IBM CENTER FOR THE BUSINESS OF GOVERNMENT

9:30 a.m.



Morning Refreshment & Networking Break

10:00 a.m.



Award Winner!
CASE STUDY

Performance Measurement And Accountability For Grant Programs: Use Of The eLogic Model™ For Planning, Evaluation And Program Management

The Department of Housing and Urban Development (HUD) mandated use of a logic model in 2003 as part of its annual SuperNOFA grant application process and together with The Center for Applied Management Practices in 2006, released an electronic or eLogic Model™ for both grant application as well as reporting requirements. Through this effort, the logic model has been transformed from a static planning tool to a true interactive tool connected to a back-end relational database that provides selective content to drop down-pick lists for the creation of program logic models that identify needs, services/activities, units of measure and outcomes. The reporting features of the eLogic Model generate both printout of reports and transmission of summary findings via the internet to a central database where compilation across many programs is possible.

The SuperNOFA grant application process via the eLogic Model™ requires grantees submit projections for both services/activities and outcomes which become baseline data recorded in the database. The same eLogic Model™ is then used to record actual data from which a comparative analysis is made. It is from this

accountable system that HUD can measure performance across programs and agencies within the Department as well as to determine which services/activities or interventions yield which outcomes. The same data also support responses to key management questions and will later be used to support preliminary return-on-investment analysis.

During this award-winning case study, you will learn:

- The utility of the eLogic Model™ to create program logic models from a uniform knowledge base of statements of need, services/activities, and outcomes
- How to create logic models and how these logic models make projections, capture actual data and develop uniform performance measures across programs and agencies.

Attend this session and get a firsthand look at the pioneering work done by HUD in developing the eLogic Model™ to measure the performance of their grantees.

Frederick Richmond, President

THE CENTER FOR APPLIED MANAGEMENT PRACTICES

Barbara Dorf, Director

**OFFICE OF DEPARTMENTAL GRANTS MANAGEMENT AND OVERSIGHT,
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT**

10:50 a.m.



Improving Federal Government Performance With The President's Performance Improvement Initiative

The Federal Government is becoming increasingly effective by making program budget decisions based on program performance. The objective of the President's Performance Improvement Initiative (PPI) is to ensure that Federal dollars produce the greatest results. The Initiative's processes and activities may be useful to other government managers who are responsible for allocating resources to very large, complex organizations.

During this important session, you'll learn about the major aspects of the PPI Initiative designed to maximize program performance including:

- Assessing program performance with the Program Assessment Rating Tool (PART)
- Using program performance information to ensure that Federal dollars produce the greatest results
- Holding federal agencies accountable for managing for results using the Budget and Performance Integration Scorecard
- Building the public trust by publishing results on the Internet

Pat Harris, Program Examiner

EXECUTIVE OFFICE OF THE PRESIDENT, OFFICE OF MANAGEMENT & BUDGET

11:40 a.m.

Lunch On Your Own -- But Not Alone!

Join a small group of your colleagues for lunch with a discussion facilitated by one of our expert speakers. Take this opportunity to join others in an interactive group setting to network and brainstorm solutions to your most pressing performance measurement concerns.

1:10 p.m.



INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your performance measurement challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own performance measurement initiatives.

1:40 p.m.



CASE STUDY

How To Establish Accountability And Sustainability In Your Strategic Planning & Performance Measurement Process

The Scottsdale Police Department's (SPD) strategic planning initiative was designed to provide the Department with a single guiding document aligned with budget goals and performance measures. It would provide a long-range plan that would identify the organization's priorities and be the foundation for the organization's future. The Department wanted to establish the Strategic Plan, not as a document, but as a management philosophy based on strategic thinking and shared responsibility to ensure accountability and sustainability. A key focus of the initiative was to integrate all other plans, studies, performance measures, budget documents and operational plans into one Strategic Plan. The SPD successfully implemented a process that was participatory across both the organization as well as the community, instilled accountability, and has proven to be sustainable.

Specifically, you will leave this session learning:

- The importance of having a champion for your process
- How to make the process participatory on an internal and external basis to create buy-in and acceptance
- Procedures to hold individuals at all levels accountable for action
- Processes to track and report progress and ensure accountability
- How to implement ongoing review and update to ensure sustainability

Will Davis, Police Planning, Research and Accreditation Manager

SCOTTSDALE POLICE DEPARTMENT

2:30 p.m.



Afternoon Refreshment & Networking Break

2:50 p.m.



How To Develop A Performance Measurement Framework To Integrate Key Outcome Measures Into The Budget: Complying With The Program Assessment Rating Tool (PART)

Increasingly, legislatures and policymakers are requiring federally funded programs to answer difficult questions such as "How is the public better off because of the investments you have made?" The Office of Management and Budget has made this a practical reality by evaluating programs using PART, and reporting the results to Congress and the public as part of the President's Budget Submission. In this session, you will learn a framework for measuring outcome and input measures for government programs and integrating them into forecasted budget requirements.

Through this case study example, you will learn strategies for:

- Organizing your own strategic and performance planning processes
- Developing clear logic models which link resources to results
- Selecting the best performance measures
- Redesigning your budget to include performance measures, information, goals and targets

Kathie Kendrick, Director, Office of Performance Accountability, Resources & Technology
**AGENCY FOR HEALTHCARE RESEARCH AND QUALITY,
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**

3:40 p.m.



Managing For Results: Ensuring Performance Information Is Used And Useful

Performance information can help managers identify problems and corrective actions, share effective approaches and communicate strategy and resource allocation decisions. Too often, however, governments make insufficient use of the performance information they collect, and instead place primary emphasis on external reporting.

During this session, you will learn strategies you can employ to encourage the use of performance information in day-to-day decision-making.

Elizabeth H. Curda, Assistant Director, Strategic Issues
U.S. GOVERNMENT ACCOUNTABILITY OFFICE

4:30 p.m.

Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

4:45 p.m.

Close Of General Sessions

***** Register by August 10th to Save \$400! *****

POST-CONFERENCE WORKSHOPS: Thursday, September 20, 2007

INTERACTIVE CONFERENCE WORKSHOPS

These workshops are designed to take your conference experience to the next level. Workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

Rave Review from a Past Workshop Participant:

"Top notch content, organization and delivery."

8:30 a.m. to 11:30 a.m.

MORNING POST-CONFERENCE WORKSHOP C

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

Performance Alignment:

How To Cascade Strategy Throughout Your Organization

The goal of performance management is to align execution with strategy throughout the organization. Too often, however, organizational strategy is limited to a few top-level goals while financial and operational measures used day-to-day are isolated in functional silos. Cascading goals and measures from the top level of an organization throughout all levels of an agency ensures every-day, bottom-line management.

Using real-world examples in this informative and insightful workshop, you will gain the knowledge necessary to:

- Understand the different styles of cascading and when each one is appropriate to use
- Determine where in an organization to begin to cascade
- Maximize accountability and transparency throughout the organization

WORKSHOP LEADER: Jonathan Becher, VP/GM of Strategy Management at SAP Labs U.S., is chartered with the go-to-market of SAP Strategy Management, the first application in a new suite of performance management solutions from the world's largest enterprise application software company. Becher joins SAP from its acquisition of Pilot Software where he was President and CEO. He is a frequent speaker at industry conferences, an active member of the performance management community, and author of multiple papers on a wide range of subjects, including a popular performance management blog (<http://alignment.wordpress.com>). Prior to Pilot Software, Becher was CEO and president of Accrue Software, the leading Web site analytics company; and president, CEO and co-founder of NeoVista Software, the leading data mining company. Earlier in his career, he held a variety of senior roles at MasPar Computer Corporation. Becher completed his Master of Science degree in computer science from Duke University and a Bachelor of Science degree in computer engineering from the University of Virginia.

Testimonials From Past Jonathan Becher Sessions:

"Good overview of topic and good for someone new to the strategic planning area."

"This was great! Really helped me understand the madness of our current strategic plan."

"The information was on point and was what I needed. We need to go back and do a strategy map and re-examine objectives in my organization."

12:00 p.m. to 3:00 p.m.

AFTERNOON POST-CONFERENCE WORKSHOP D

Lunch will be provided at 11:30 a.m. for the afternoon workshop attendees.

How To Build & Manage A Balanced Scorecard For Your Government Organization From The Inside Out

If something were going wrong in your department...right now...how would you know? How often have you been told over and over that the project is on time and on budget, then it misses both? How many times has your organization tried the management flavor of the month as a sure-fire fix for your problem? And how often did it work?

Sometimes it feels like management theories fly around like cream pies in a Three Stooges skit making it impossible to know what to do next! The good news is that we do know what works to create success in our operations: managing work using measures created by people on the inside, doing the work.

In one Texas agency, using a scorecard, we were able to immediately save \$2000 a month in operational costs, we had more timely and accurate information, and we were able to increase our on-time delivery and customer satisfaction! And we were selected for the Balanced Scorecard Hall of Fame by Bob Kaplan and Dave Norton.

In this hands-on session you will:

- Learn what a balanced scorecard is, what it isn't, and why you should bother with it
- Learn how scorecards work from someone who has designed and managed using them
- Discover what accountability means (and it isn't what you think...)
- Draft scorecard measures for your own department
- Practice telling your story so someone (like an official or executive) listens...and understands

So bring your laptop and departmental plan, or a pencil and a Big Chief tablet – we're going to build scorecards that really work!

WORKSHOP LEADER: Deborah L. Kerr, Ph.D. designs performance management and measurement systems and teaches executives, managers, and grad students how to effectively use results information to make better business decisions. She was most recently Senior Vice President of Human Resources and Organizational Development at the American Heart Association, Texas Affiliate, and serves on the graduate faculty at the George Bush School of Government and Public Service at Texas A&M University. Prior to joining the American Heart Association, Deborah was on the executive team of the Texas State Auditor's office for 14 years overseeing audit projects and focusing on strategic management and performance measurement systems.

VENUE AND LODGING

ALL CONFERENCE SESSIONS & LODGING ARRANGEMENTS HAVE BEEN MADE AT:

Sheraton National Hotel
900 S. Orme Street
Arlington, VA 22204
Phone: 703-521-1900 or 888-627-8210
www.sheratonnational.com

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at the government per diem rate of \$195/night. Please be sure to call the hotel no later than August 22, 2007** to help ensure this rate and mention that you are attending the Advanced Learning Institute's government conference. We recommend that reservations be made early.

Located at the gateway to the District of Columbia, the Sheraton National Hotel offers contemporary accommodations and first-class service and is convenient to all of Washington's attractions, businesses and government centers. Downtown D.C. is just a 10 minute Metro ride away from the Pentagon City Metro (Blue & Yellow Lines) which is easily accessible via the hotel's complimentary shuttle service. The hotel also provides complimentary shuttle service to Reagan National Airport, the Pentagon, Crystal City, the Mall and restaurant row. Airport access is just 3 miles away at Reagan National Airport (DCA), 27 miles away at Dulles International Airport (IAD) and 36 miles away at Baltimore International Airport (BWI).

Join us in the nation's capitol for A.L.I.'s **"Performance Measurement for Government: Linking Performance Measures, Strategic Planning & Budgeting Into An Integrated Management System"** and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Washington, DC, go to www.washington.org.

REGISTRATION FEES

The following are included in your conference registration: attendance, continental breakfasts, refreshments, evening networking reception, breakfast/lunch for workshop attendees, a detailed conference workbook and any additional meeting materials.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by August 10th	Regular Pricing: Register with payment after August 10th
Conference Only (September 18th & 19th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
Conference Plus Two Workshops	\$1,999	\$2,399
Conference Plus Three Workshops	\$2,199	\$2,599
Conference Plus All Four Workshops	\$2,299 BEST VALUE!	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 8.75% sales tax on workbook orders.		
Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold will be taken to ensure your space.		

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE

This conference provides an excellent opportunity to market your products and services to a targeted government executive audience. Space is limited, so please call Amy at (773) 695-9400 x17, for more information.

GROUP DISCOUNTS

Four or more attendees, registering together, enjoy a savings of at least \$1,299! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments—register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT

Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a **\$200 discount** off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria is not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before September 3rd), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

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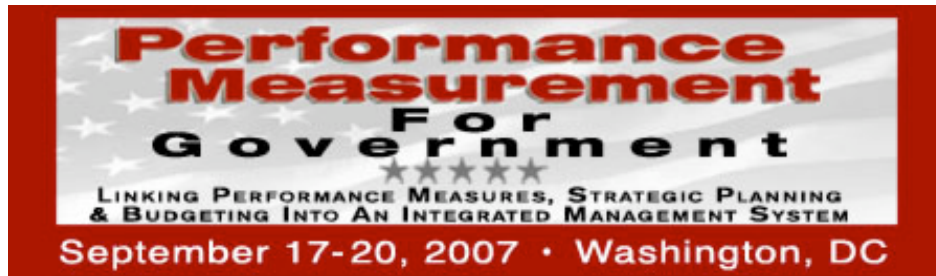
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The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for another event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations: U.S. Postal Service • City of Austin, TX • FDA • Department of Labor • District of Columbia • Office of Naval Intelligence - Marine Corps • FCC • Office of Personnel Management • Mint • City of Atlanta, GA • Department of the Interior • General Services Administration • Department of Transportation • Forest Service • Sarasota County, FL • Environmental Protection Agency • Army • MIT Lincoln Laboratory • IRS • Census Bureau • Patent and Trademark Office • FAA • City of Chicago, IL • Department of Justice • FBI • Commonwealth of Virginia • Smithsonian Institution • Department of Energy • Montgomery County, MD • Social Security Administration • Department of Defense • NASA • House of Representatives • Office of Management and Budget • State of Iowa • Washington State • Maricopa County, AZ • Department of Health and Human Services • National Academy of Public Administration • Department of Education • Department of Agriculture • Department of the Treasury • Homeland Security • Booz Allen Hamilton • CDC • Air Force • Nashville and Davidson County, TN • Court Services and Offender Supervision Agency • FEMA • Bureau of Reclamation • Pentagon Renovation • American Institutes for Research • USAID • University of Baltimore • NOAA • Department of Housing and Urban Development • Department of Veterans Affairs • FDIC • Customs • City of Las Vegas, NV • Small Business Administration • State of Colorado

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Please check: E-mail Priority Code: _____ Amount Due: _____

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- Pre-Conference Workshop B: Performance Measurement: How To Do It, How To Use It
- Post-Conference Workshop C: Performance Alignment: How To Cascade Strategy Throughout Your Organization
- Post-Conference Workshop D: How To Build & Manage A Balanced Scorecard For Your Government Organization From The Inside Out

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