

Back By Popular Demand...The 7th National Forum From The Advanced Learning Institute's Acclaimed Government Executive Training Series On...



Rave Review from a Past Conference Attendee:

"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

***** Register by October 17th To Save \$400! *****
To Register, Call (888) 362-7400 -or- (773) 695-9400

REGISTER TODAY!

Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (773) 695-9403

Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL 60631

KEY TAKE AWAYS:

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

- **Transforming** your day-to-day operations to make them more citizen-centered and results-oriented
- **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
- **Linking** reward and recognition programs with organizational performance measures to ensure agency-wide ownership
- **Using** software dashboards to facilitate easy access and interpretation of data and provide instantly updated information for decision making
- **Demonstrating** measurable results fast in the face of declining resources
- **Coordinating** and collaborating with state, local,

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:

City of North Las Vegas, Nevada

Dallas County, Texas

Oregon Department of Transportation

Sarasota County Government, Florida

Centers For Disease Control And Prevention

Washington State Transportation Improvement Board

City of Grand Rapids, Michigan

Institute of Public Service and Policy Research, University of South Carolina

Office of Management & Budget, Prince George's County, Maryland

and/or tribal partners

- **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 and showing results to taxpayers

Mecklenburg County, North Carolina

Weidner, Inc.

John R. Allen Management Consulting

SAP

Government Finance Officers Association

The Balanced Scorecard Institute

Presented by:



Your Government Training Partner Since 1997



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.

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 To Register, Call (888) 362-7400 -or- (773) 695-9400

Expand Your Learning...

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

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

Tuesday, December 9, 2008, 8:30am – 12:00pm:
 Performance Measurement: How To Do It, How To Use It

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

Tuesday, December 9, 2008, 1:30pm – 5:00pm:
 How To Integrate Strategic Planning, Performance Measures, Accounting, Budgeting, Performance Contracting And Employee Performance Management Into An Integrated Management System Focused On Results For Customers

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

Friday, December 12, 2008, 8:30am – 11:30am:

How To Leverage Technology To Manage And Report Performance Information

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

Friday, December 12, 2008, 12:00pm – 3:00pm:

Improving Government Performance:

How To Manage For Results Using A Balanced Scorecard Framework

WHO WILL ATTEND:

This conference has been researched with and designed for 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:

- **17 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
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- 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 practical strategies and tactics that you can begin to implement in your own organization - [click here for more information](#)
- **An abundance of networking opportunities** - you will make many new contacts so 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 **Dallas County, Texas, Oregon Department of Transportation, City of North Las Vegas, Nevada** 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

- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading performance measurement initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** from your peers how to link measures, strategic plans and budgets into an integrated management system in a hands-on environment
- **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:

Performance measurement is the backbone of a successful, innovative and high-performing government organization. Using performance measures to track past performance and forecast future outcomes is critical to success. Performance measurement helps to clarify people's responsibilities, forms a sound, logical basis upon which to allocate resources, and ensures a results-oriented focus for the entire organization.

When you attend the "City, County, State Performance Measurement Summit," this December in Las Vegas, you will explore and discuss best practices in managing for results and integrating performance measures and budget processes.

WHY YOU SHOULD NOT MISS THIS CRITICAL CONFERENCE:

Tying performance measures to the budget of your organization requires an understanding of the alignment and integration processes. It's difficult, but well worth the effort. When your strategic efforts are aligned with your measurement processes and budget, your organization's success in producing results can improve. Without measurement, you cannot correct mistakes you may not even know you are making. **A budget integrated with performance measurement is crucial to achieving high performance and showing taxpayers what they are getting for their money.**

Increasingly, the public is calling for greater government accountability. **It is crucial to learn how to stay on track and link performance to resources and results. Agencies that have developed good performance measures have a greater chance of showing how much "bang for the buck" they can get.**

HOW WILL THIS CONFERENCE HELP YOU & YOUR AGENCY?

Attend the "City, County, State Performance Measurement Summit: How To Link Measures, Strategic Plans & Budgets Into An Integrated Management System For Government" so you can lead performance management in your organization. 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 learn best practices in using performance measures to drive improvements in organizational performance, including how the:

- **Washington State Transportation Improvement Board** implemented a performance dashboard to deliver high-level performance reporting for management decision making

- **Dallas County, Texas** dramatically improved performance by implementing a policy of performance-based reward rather than punishment
- **City of Grand Rapids, Michigan** implemented Lean Thinking to achieve sustainable continuous improvement to meet the consistent challenge of change and ensure that their performance measures provided a positive return on investment

Register today to join your colleagues for 4 days of education, practical advice, inspiration and networking. Call our hotline at 1-888-362-7400 to reserve your space or [click here](#).

If you're charged with the task of monitoring your organization's progress toward developing an integrated performance measurement and budget process, then this is an event you can't miss! I look forward to welcoming you to this unique benchmarking forum this December.

Sincerely,



Marv Weidner, CEO & Chairman
WEIDNER, INC.
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!

RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

"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

"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

"Very well organized and fantastic content."

J. Werth, Performance Management Coordinator, Health & Human Services Agency
County of San Diego, CA

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

H. Dingman, Program Administrator
North Slope Borough Health Department, Alaska

"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

"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

"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

"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

"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

PRE-CONFERENCE WORKSHOPS: Tuesday, December 9, 2008

Take performance measurement from complexity to clarity through these interactive pre-conference 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 and practical approach to mastering measurement that will enhance your understanding of the informative, case study presentations throughout the entire conference.

Rave Review from a Past Pre-Conference Workshop Participant:

"Great jump start to the conference."

Choose A or B or BOTH for maximum value and learning

8:30 a.m. – 12:00 p.m.

MORNING PRE-CONFERENCE WORKSHOP A

Registration and continental breakfast will begin at 8:00 a.m. for the morning 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:

"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 measures."

"Helpful ideas for developing and linking performance measures! Thanks!."

12:00 p.m. – 1:30 p.m.

Afternoon Break / Lunch On Your Own

1:30 p.m. – 5:00 p.m.

AFTERNOON PRE-CONFERENCE WORKSHOP B

How To Integrate Strategic Planning, Performance Measures, Accounting, Budgeting, Performance Contracting And Employee Performance Management Into An Integrated Management System Focused On Results For Customers

"Managing for Results" means developing an integrated management system that focuses people and resources on results for customers at both the operational and strategic levels. Award-winning government organizations have done it and done it well. In this session, you will learn how the Cities of Austin, Nashville, Seattle, the District of Columbia, and the Counties of Maricopa, Arizona and Franklin, Ohio and the U.S. Forest Service have successfully developed these integrated management systems focused on results. Apply what

they have learned to your own organization by hearing how they implemented a corporate performance management system.

Specifically, in this workshop, you will learn how to:

- Use a consistent and comprehensive approach to strategic business planning that organizes services around results and provides the program structure
- Integrate the strategic business plans with the accounting and budgeting systems
- Use this highly successful planning and performance measurement process to develop result and efficiency measures for operational and administrative programs
- Use this advanced system to align individual employee performance with organization performance by integrating operational performance measures, including results, into the performance plans of every employee
- Develop your own strategic business plans to succeed at performance-based contracting
- Achieve new levels of accountability by telling taxpayers what they are getting for their money
- Use performance information to save money and improve performance

Attend this dynamic and highly interactive workshop to learn what it takes to successfully manage for results in your organization.

WORKSHOP LEADER: Marv Weidner, CEO and Chairman, Weidner, Inc., has over 20 years of senior government experience. Since leaving government service in the State of Iowa in 1998, he has worked as a consultant with 40+ local, state and federal government organizations to help them develop and implement Managing for Results.

Testimonials From Past Marv Weidner Sessions:

"This hit the mark of what I wanted from the conference."

"Very beneficial and excellent information for my current planning environment and culture."

"Marv really knows his material – he was pleasant and made listening easy."

"Very knowledgeable and superbly presented. Great tools for use in the field."

AGENDA - DAY 1: Wednesday, December 10, 2008

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Welcome, Opening Remarks & Presentation:

How To Lead Organizational And Cultural Change To Achieve Results For Customers

This dynamic presentation will introduce you to advanced change management strategies to move your organization toward managing for results at both the strategic and operational levels. Advanced strategies to create organizational and cultural change used by successful managers and leaders in leading cities, counties, states and federal agencies will be highlighted.

Starting with the premise that performance measurement inherently prompts change in an organization, this presentation will help you lead and manage the change you are trying to orchestrate. The challenges you face in moving your organization forward, including bringing on board decision makers at all levels in the organization, are the challenges that keep you from sleeping at night. Special emphasis will be given to strategies that help managers throughout your organization recognize the value of measuring performance.

Some of the topics to be covered include:

- Learning what changes can reasonably be expected when an organization measures performance
- Developing a system-wide commitment to build an integrated management system
- Using training as a way to instill the new culture
- Recruiting champions and sponsors for the change effort
- Appealing to managers' "enlightened self-interest"
- Using accountability systems to ensure performance
- Dealing with resistance; is this 'real' and is it going to last? The importance of connecting performance measurement to major business processes
- Productively involving appointed and elected officials, citizens and customers

Marv Weidner, CEO and Chairman
WEIDNER, INC.

9:30 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.

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



Aligning Employee Performance And Recognition With Organizational Goals To Dramatically Improve Performance

One of the primary mistakes made in the performance measurement arena is that too often measures are used to punish, intimidate and eliminate; causing resistance of the most instinctive kind. In this informative session, you will learn about an organization that has implemented a policy of performance-based reward rather than punishment, an approach that has inspired and dramatically improved performance.

This "Point a Minute Reward" program has dramatically improved performance in two significantly different environments; a Motor Vehicle Registration and Title Department, where it earned a National Achievement Award, and a Telephone Unit, where it earned a State of Texas Quality Customer Service Award.

In this session, you will learn:

- The documented “before and after” impact on performance
- Universally applicable core concepts of the "Point a Minute Reward" program so that you may design your own
- How to create funding for the "Reward Pot"
- Peripheral ripple benefits of the program, from happier staff, to an increased number of quality job applicants, to the public noticing and appreciating a more energized and motivated atmosphere

David Childs, Ph.D., Tax Assessor
DALLAS COUNTY, TEXAS

11:20 a.m.



How To Successfully Implement Strategic Planning And Performance Measurement In A Rapidly Growing Population

The City of North Las Vegas began its strategic planning process in 2003, to create and implement Visioning 2025. Launched in March 2005, Visioning 2025 is a 20-year strategic plan that set up new priorities and gave new focus areas to the City. It was the first process for the City and helped to provide a strategic framework, serving as the basis of the move to performance and a working document used as the City's guidebook. During this process, the City Manager also instituted quarterly performance measures and participated in the National Benchmarking Association.

North Las Vegas has been one of the nation's fastest growing cities over the last ten years adding more than 100,000+ residents since the year 2000. With all of this change and growth, the City has overcome numerous challenges in service delivery and retooling in a changing economy.

This presentation will outline the challenges and successes of implementing this type of program, the various activities assigned, and the information created to provide more transparency of performance and organizational improvement.

Specifically during this session, you will learn:

- Information on the strategic planning process and lessons learned
- Sample measures for city departments and examples of goals
- How to create a user-friendly performance report
- The benefits and challenges of various public feedback processes including focus groups, surveys and using savvy citizens as editors

Michelle Bailey-Hedgepeth, Assistant to the City Manager
CITY OF NORTH LAS VEGAS, NEVADA

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.



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

2:30 p.m.



How To Link Accomplishment Information To Better Align Planning, Performance Measurement And Budgeting

Focusing on information about proposed accomplishments can help to better link planning, performance measurement and budgeting. What options are there for the content and format of accomplishment reports?

A case study of accomplishment reports will highlight the *Annual Performance Progress Report* of the Oregon Department of Transportation which received the Association of Government Accountants Certificate of Excellence for Service Efforts and Accomplishment reporting the past two years. Additional examples will include accomplishment related information in benchmarking, customer satisfaction, financial, internal operations, and public accountability reports.

The case study and reporting examples will show strategies to:

- Develop performance measures that highlight proposed accomplishments
- Format reports to emphasize accomplishments
- Align planning, managing and budgeting using accomplishment information
- Stimulate performance with accomplishment information

Scott Bassett, Performance Measurement Manager
OREGON DEPARTMENT OF TRANSPORTATION

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



CASE STUDY

How To Use Performance Measures To Improve Service Delivery In Your Government Agency

The University of South Carolina’s Institute for Public Service and Policy Research has sponsored several local government comparative performance measurement projects since 1996. The primary purpose of these initiatives has been to serve as a catalyst for service delivery improvements in local government. Although there have been numerous cases where this goal has been attained, it has not been as widespread as the project staff had expected. In addition to sharing the key findings in the projects’ eight service areas, this presentation will highlight examples where local government managers have moved beyond simply reporting performance measurement information to making data-based decisions for their departments and communities.

During this informative session, you will:

- Explore how local government managers and elected officials involved in these projects have processed performance measurement data
- Discuss the various reasons why performance measurement and benchmarking efforts fall short of expectations
- Consider strategies for helping your local government managers and elected officials actually use the performance measurement results

Anna B. Berger, Senior Research Associate
**INSTITUTE OF PUBLIC SERVICE AND POLICY RESEARCH,
 UNIVERSITY OF SOUTH CAROLINA**

4:25 p.m.



**Federal
 CASE STUDY**

Strategic Portfolio and Performance Management: How To Chart Progress & Ensure Success

The National Center for Health Marketing (NCHM), a division within the U.S. Centers for Disease Control and Prevention, identified center-wide goals through an extensive stakeholder process in 2007. After only three years in existence, NCHM has established objectives and targets in programmatic areas that align with these organizational goals. In order to meet these targets and share the value and impact of its efforts, NCHM has implemented the Strategic Portfolio and Performance Management (SPPM) initiative.

SPPM includes the tracking and evaluation of center-wide progress in the areas of Performance Measurement, Portfolio Management and Project Management, which are complemented by an enterprise SharePoint system. Managed by the NCHM Office of Director (Executive Team), SPPM has grown to encompass a broader range of management activities that are necessary for efficient organizational practices.

This session will provide you with an in-depth look at the establishment and maintenance of the SPPM practices, and how this initiative has been a great organizational asset to NCHM. In addition, specific branding and promotion efforts for SPPM to educate staff on their role in supporting center-wide progress towards its goals will also be discussed.

You'll see how SPPM provided clarity of purpose, accountability and a way to measure the work completed in NCHM and learn how your agency can use these practices to:

- Continually improve your programs and services
- Demonstrate your progress
- Increase collaboration
- Encourage organizational growth and advancement

Monica L. Ponder, MS, MSPH, Health Communications Specialist
**NATIONAL CENTER FOR HEALTH MARKETING,
CENTERS FOR DISEASE CONTROL AND PREVENTION**

5:15 p.m.
End Of Day One

5:30 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!

6:45 p.m.



Dine Around

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

AGENDA - DAY 2: Thursday, December 11, 2008

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.



Chairperson's Opening Of Day Two

Marv Weidner, CEO and Chairman
WEIDNER, INC.

8:40 a.m.



How To Access And Interpret Performance Reporting Data With Software Dashboard Technologies For Better Decision Making

Successful performance management demands effective performance reporting. Fortunately, technology has simplified the effort of communicating quality data to leaders and managers. Software dashboards in particular offer elegant simplicity to the otherwise difficult task of reporting performance for quick interpretation by both the numbers people and the ideas people. The use of dashboards to display decision-critical data has grown rapidly in the private sector and is catching on with public agencies.

The Washington State Transportation Improvement Board (TIB) implemented its performance dashboard in 2003 and followed Governor Gregoire's performance management directive in earnest after its adoption in 2004. Performance management became a key tool in driving the board's grant programs after years of over-programming by a prior administration. An internal performance dashboard was a natural extension of that focus because dashboards facilitate easy access and interpretation of data and provide instantly updated information for management decision making.

As a recent winner of the Innovations Award from the Council of State Governments as well as receiving the Award for Excellence in Government Finance from the Government Finance Officers Association, the TIB's dashboard continues to deliver the high-level performance reporting that successful performance managers need.

During this insightful session, you will see:

- A live dashboard demonstration over the Internet
- How performance management turned a government agency around
- How to develop software dashboards
- Measures that are really used

Stevan Gorcester, Executive Director
WASHINGTON STATE TRANSPORTATION IMPROVEMENT BOARD

9:30 a.m.



Morning Refreshment & Networking Break

10:00 a.m.



How To Ensure Your Performance Measures Provide A Positive Return On Investment

Your organization most likely has outcomes and performance measures; but are you measuring the right things? Do your processes provide a return on investment or are they liabilities for your organization? The City of Grand Rapids implemented Lean Thinking in 2005 to achieve sustainable continuous improvement to meet the consistent challenge of change.

In this session, expand your thinking on performance measurement and leave with a greater understanding of:

- Why you need to look at processes, and not just results
- Connecting process to performance
- How to identify the right processes for improvement
- Using Lean Administration as a tool for continuous process improvement

Connie M. Bohatch, Community Development Director
CITY OF GRAND RAPIDS, MICHIGAN

Eileen L. Pierce, Administrative Services Officer
CITY OF GRAND RAPIDS, MICHIGAN

10:50 a.m.



How To Navigate The Successes, Failures, Benefits And Challenges Of Building Your Own Comprehensive Performance Management System

Strategic plans and performance measures can only make a difference if they are used. Prince George's County, Maryland is currently implementing a comprehensive performance management system that uses strategic plans and performance measures to make decisions for the budget process as well as for other activities throughout the year.

During this informative session, you will learn about their successes, failures, mistakes and challenges, in addition to:

- How to develop strategic plans and measures that are useful in decision making
- Tools for decision makers for the budget process and regular review
- The relationships between planning, measuring, and decision making

Gregory Useem, Planning and Accountability Officer
OFFICE OF MANAGEMENT & BUDGET, PRINCE GEORGE'S COUNTY, MARYLAND

11:40 a.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.

1:10 p.m.

National Performance Management Commission: How Can It Impact Your Government?

The National Performance Management Commission is the joint effort of 11 leading public interest associations, including the Government Finance Officers Association, that strive to develop a comprehensive, conceptual framework for public sector performance management. Performance management has increasingly become a standard practice among state and local government agencies, although no commonly accepted framework or guidelines currently exist. Following the successful model of the National Advisory Council on State and Local Budgeting in 1998, the Performance Management Advisory Commission is working to develop a voluntary framework to support and guide the efforts of state and local government to assess and implement performance measurement and management systems.

The Commission includes representatives from each of the 11 sponsoring organizations as well as recognized leaders in the field from management, academia, and the private sector. Their focus is to promote the knowledge, skills and resources at the state and local level needed to improve and increase the successful reliance on performance measures, rather than stipulating requirements or compliance. The Commission began its efforts in January 2008 and is estimated to complete its work in two years.

In this session, you will have the opportunity to comment on the work of the Commission and provide input and suggestions on the Commission's work to develop a common framework, as well as:

- Review the preliminary recommendations of the framework
- Learn about opportunities to track the progress of the Commission
- Review and comment on draft recommendations of the Commission when they are released in the future
- Understand how the Commission's work connects with other initiatives and impacts your organization

Christina Altmayer, Project Consultant

GOVERNMENT FINANCE OFFICERS ASSOCIATION

2:00 p.m.



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.

2:45 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



Using The Balanced Scorecard To Move From “Managing By Experts” To “Managing For Results” Through Data-Driven Decisions

Today's heightened emphasis on accountability requires a new model of managing publicly funded resources. No longer can government agencies rely on department directors making subjective decisions as the resident

expert in their field. Implementing a balanced scorecard management framework provides a comprehensive and consistent approach to managing for results using data-driven decisions aligned with the organization's mission, vision, goals, and strategies.

Through this case study, you will learn the top ten lessons learned by Mecklenburg County, NC over seven years of implementing and using the balanced scorecard as its primary performance management tool. These lessons will include:

- Building your scorecard on a sustainable long-term vision
- The vital role of elected officials
- When and how the scorecard changes the behavior of managers
- How to measure the "unmeasurable" outcomes
- How your scorecard builds public support for services

John McGillicuddy, General Manager
MECKLENBURG COUNTY, NORTH CAROLINA

Larry Halbach, Executive Vice President
THE BALANCED SCORECARD INSTITUTE

3:50 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.

4:00 p.m.

Close Of General Sessions

***** Register by October 17th To Save \$400! *****
To Register, Call (888) 362-7400 -or- (773) 695-9400

POST-CONFERENCE WORKSHOPS: Friday, December 12, 2008

INTERACTIVE CONFERENCE WORKSHOPS

These workshops are designed to take your conference experience to the next level. Post-conference 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 and practical, hands-on sessions. Space is limited to ensure interactivity!

Rave Review from a Past Post-Conference Workshop Participant:

"Top-notch content, organization and delivery."

Choose C or D or BOTH for maximum value and learning

8:30 a.m. – 11:30 a.m.

MORNING POST-CONFERENCE WORKSHOP C

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

How To Leverage Technology To Manage And Report Performance Information

Public sector organizations at all levels — federal, state, local and non-profits — are feeling the squeeze between rising expectations and shrinking budgets. Stakeholder needs continue to mount, yet financial pressures limit many organizations' ability to increase funding to meet demands. In the face of these pressures, public sector organizations must find ways to radically improve performance toward their missions, undertaking innovative reforms, and competing or partnering with private sector organizations for the delivery of goods and services.

As part of this shift, public sector organizations have turned to performance management which links together goals and objectives to program execution through performance measures. What role does technology have in this performance management journey? Are desktop tools like Microsoft Word, Excel and PowerPoint robust enough to manage the process or do they create new silos of information and reflect hidden sources of errors? Do organizations have to invest in expensive data warehouses layered with unwieldy IT systems or can they rely on simple-to-deploy solutions that leverage their current investments?

This session will provide you with recommendations and best practices based on the experiences of hundreds of organizations — including the U.S. General Services Administration (GSA), one of the most mature federal performance management deployments.

Specifically, this workshop will cover how you can use technology to:

- Transform goal development from its current isolation in the planning office to an exercise that is relevant to more stakeholders, is more interactive, and more explicitly tied to organizational operations
- Go beyond haphazard measure collection and display, to coordinated workflow that supports role-based entry, approval, and the publishing of key performance indicators
- Change the focus of reporting results so that it includes internal periodic operational performance reviews, not just externally-driven mandates

This workshop is not about a particular vendor's product, but is about technology in general and how it can help you and your organization manage and report performance information. This session will be very interactive and will demonstrate what role technology can play in your program execution.

WORKSHOP LEADERS: Mike Bettencourt, Solution Manager, Enterprise Performance Management for Finance, SAP Strategy Management, is chartered with requirements gathering, prioritization, and delivery of innovative strategy management products as part of SAP's broader Enterprise Performance Management for Finance offerings. Leveraging over 12 years of experience in building products and delivering solutions for both large and small commercial and public sector organizations, Bettencourt is responsible for translating and driving relevant and innovative requirements that improve business performance into usable software. Bettencourt has spoken with and presented to 100s of organizations on numerous topics related to Performance Management. Prior to joining SAP, Bettencourt held several roles in Sales and Professional Services for Pilot Software (acquired by SAP) as well as Oracle.

Malcolm Faulkner is a Solutions Marketing Director at SAP responsible for defining and driving the vision of innovative strategy management solutions that are part of SAP's broader Enterprise Performance Management portfolio. With over 20 years of experience, Faulkner is responsible for the design and development of solutions for improving business performance, across multiple industries including: brokerage, utilities, and hi-tech. Over the past decade, he has contributed to and presented both technical and business related material on performance management, in a variety of forums.

Prior to joining SAP, Faulkner worked in Sales and Education Services at Siebel Systems and OpenPages, and as an independent consultant. He holds a B.S. in Computer Science from London University's Imperial College and an M.B.A from the Stern School of Business, New York University.

Testimonials From Past SAP Workshop Sessions:

"Very good presenter. Put all this info into perspective, provided more info than any other presenter, and was great at reading his audience."

"Provided great examples that were tied in with theory - - provided relevant methods of application."

"Very dynamic... I have learned a lot!"

12:00 p.m. – 3:00 p.m.

AFTERNOON POST-CONFERENCE WORKSHOP D

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

Improving Government Performance:

How To Manage For Results Using A Balanced Scorecard Framework

Many government entities have adopted a *Managing-For-Results (MFR)* approach to improve the performance of programs and services delivered to citizens, to make government administration more efficient and effective as well as more accountable to citizens and other stakeholders. The Balanced Scorecard is a proven strategic planning and management system used worldwide to improve the performance of business and industry, nonprofit organizations, and governments.

In this workshop, you will learn how the balanced scorecard is used by government agencies as a MFR framework. We'll start with the components of both the MFR framework and the balanced scorecard, discuss how to develop a *MFR Balanced Scorecard* system, and review some examples of government scorecard systems.

Through group exercises and a case study example, you will have the opportunity to identify and develop some of the key elements for creating your own management system. You will also be able to discuss your specific concerns and see how they might be addressed.

Specifically in this workshop, you will learn:

- What a balanced scorecard is, how it fits within the Managing for Results framework, and how it can benefit your organization
- How to build key elements of the balanced scorecard including strategic objectives and a strategy map
- How to develop "the critical few" performance measures for strategy execution
- How to transform the strategy map into a fully integrated balanced scorecard strategic planning and management system

WORKSHOP LEADER: Larry Halbach, Executive Vice President of the Balanced Scorecard Institute, has over twenty-five years experience in executive management and consulting. He has worked with a wide variety of government, not-for-profit, and business organizations to develop and implement their balanced scorecard systems.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Flamingo Las Vegas

3555 Las Vegas Blvd S

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Phone: 888-373-9855

www.flamingolasvegas.com <<http://www.flamingolasvegas.com/>>

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been set aside at a special reduced conference room rate of \$90/night. Please be sure to call the hotel no later than Friday, November 7, 2008 to help ensure this rate and mention that you are attending the Advanced Learning Institute's conference. We recommend that reservations be made early.

Set on the famous four corners of Las Vegas Boulevard and Flamingo Road, this hotel combines heart-pounding Las Vegas excitement with hospitality and service that's second to none.

Join us in exciting Las Vegas, Nevada for A.L.I.'s 7th "City, County, State Performance Measurement Summit," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Las Vegas, go to www.visitlasvegas.com.

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by October 17th	Regular Pricing: Register with payment after October 17th
Conference Only (December 10 th & 11 th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
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Conference Workbook Only	\$199.00* + \$20.00 S&H	

*IL residents will be charged 9.75% 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, training form or purchase order 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:

Register 3 & the 4th is FREE! Four or more attendees, registering together, enjoy a savings of at least \$1,299! That's a 25% savings off each registration. Note to small departments—register together with your colleagues from another agency 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 are 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 November 25th), 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 (on or after November 25th) 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:

**Government... Strategic Planning... Performance Measurement...
Communications... Health Care... Human Resources... Brand Management...
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WE GUARANTEE RESULTS:

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
- Bureau of Reclamation
- FCC
- Office of Personnel Management
- Mint
- City of Atlanta, GA
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- General Services Administration
- Department of Transportation

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- FDIC
- Customs
- City of Las Vegas, NV
- Small Business Administration
- State of Colorado

Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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Performance Measurement Summit
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December 9 - 12, 2008 • Las Vegas, NV

Registration Form *Please photocopy for group members.*

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Pre-Conference Workshop B: How To Integrate Strategic Planning, Performance Measures, Accounting, Budgeting, Performance Contracting And Employee Performance Management Into An Integrated Management System Focused On Results For Customers

Post-Conference Workshop C: How To Leverage Technology To Manage And Report Performance Information

Post-Conference Workshop D: Improving Government Performance: How To Manage For Results Using A Balanced Scorecard Framework

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