

ASPA 2011

Professional

Development

WEBINARS

ASPA continues to offer top professional development opportunities in the form of webinars and is pleased to announce its 2011 schedule. These four webinars focus on topics in public administration and public service based on member feedback. Each live, interactive, 60-minute session provides you with a convenient and economical way to get up to speed on professional development topics important to your career. These webinars are excellent educational tools for you and your staff. You can participate from the comfort of your office, conference room or home all for a single, low registration fee.

Budgeting for Results in  
Good Times and Hard Times

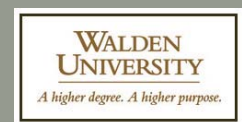
Collaborative Public Management:  
10 Greatest Hits

Integrating Diversity Strategies for  
Success

Building Community Resilience Through  
Emergency Management Initiatives

Registration is **Now Open!** Limited Space is Available!

**ASPA thanks Walden University for their support and sponsorship of these learning opportunities.**



## Not a member?

ASPA is offering a New Member Incentive for the webinar series. Individuals who join ASPA in 2011 will receive a discount on a 2011 webinar of their choice. An ASPA full membership includes *PA TIMES*, ASPA's newspaper; *Public Administration Review (PAR)*, our premier scholarly journal; *The Bridge*, ASPA's electronic newsletter; *The Public Manager*, an electronic journal for practitioners; access to more than 100 local chapters and national and regional conferences; and online professional development opportunities via webinars. Please note that the New Member Incentive only applies when the full membership and webinar are purchased together. **Please call 202-393-7878 with any questions.**

# ASPA 2011 Professional Development WEBINARS



## Budgeting for Results in Good Times and Hard Times

**DATE: AUGUST 23, 2011**  
**TIME: 1:00 P.M. – 2:00 P.M. ET**

**DESCRIPTION:** The nation's economic crisis continues to drive budget cuts in state and local governments – since 2008, more than 400,000 state and local government jobs have been lost, with more than \$400 billion in budget shortfalls – with no end in sight for many jurisdictions. Typical budget reduction methods are no longer tenable, if they ever were; public managers need better tools to intelligently reduce spending, protect their highest priorities and get the results they need. This webinar integrates planning, performance, and budgeting into an approach that aligns resources to results – in good times and hard times. It will present best practices in Budgeting for Results used by some of the nation's best managed governments.

**SPEAKERS:** Marv Weidner is the Founder and President of Weidner, Inc., a governmental consulting firm. He has over 20 years of senior government experience. His methodologies have been used to develop enterprise strategic plans, measurable strategic and operational results, organize services and products around results for customers, integrate the structure of the Strategic Business Plans with accounting and budgeting systems, as well as integrate and evaluate individual performance with operational performance. Marv has also provided leadership coaching and change management consultation and training to senior leaders. Previously, he has been the director of policy and strategic planning for the state of Iowa, as well as administrator for the division of economic assistance in the Iowa Department of Human Services and bureau chief for the division of refugee programs

**COST:** ASPA Member - \$25.00  
New Member with Webinar - \$100  
Non Member - \$50

## Collaborative Public Management: 10 Greatest Hits

**DATE: SEPTEMBER 14, 2011**  
**TIME: 1:00 P.M. – 2:00 P.M. ET**

**DESCRIPTION:** Collaboration – the process of facilitating and operating in multi-organizational arrangements to solve problems that cannot be solved or easily solved by single organizations. Public service practitioners are increasingly called upon to engage in collaborative relationships but to many, this may be unfamiliar territory. Attendees will be exposed to several reasons why collaboration is necessary, current literature discussing collaboration, and factors to weigh when considering whether or not to collaborate.

**SPEAKER:** Rosemary O'Leary, Distinguished Professor and Phanstiel Chair in Strategic Management and Leadership at The Maxwell School of Syracuse University will present this program. Dr. O'Leary's expertise is in the fields of public management, collaboration, conflict resolution, environmental and natural resources management and law. She has authored or edited ten books and more than 100 articles and book chapters on public management. She has won numerous awards including ten national research awards and is the only person to win three National Association of Schools of Public Affairs and Administration (NASPAA) awards. She is an elected member of the National Academy of Public Administration (NAPA) and a long-standing member of ASPA.

**COST:** ASPA Member - \$25.00  
New Member with Webinar - \$100  
Non Member - \$50

## Integrating Diversity Strategies for Success

**DATE: OCTOBER 19, 2011**  
**TIME: 1:00 P.M. – 2:00 P.M. ET**

**DESCRIPTION:** Integrating diversity is a difficult process that requires a holistic system change. It is about being savvy about your organization and having knowledge of the internal and external environment. This webinar will provide a seven-step process that is critical to an organization to achieve its long term success. Understanding these steps can help your organization focus its energy in the critical area of implementation. It can also help build on its successes to integrate diversity more feasibly and with less resistance into all aspects of the organization. Ultimately, it will create a more diverse, inclusive, high performing organization.

**SPEAKER:** Phin Xaypangna is a diversity and organizational development consultant, currently working for Mecklenburg County Government. She has over 15 years of experience in managing and leading the diversity efforts for local governments and nonprofit organizations. She is a community activist for social change. Currently, she serves on the board of the Levine Museum of the New South, Mecklenburg Ministries, ASPA's Section for Women in Public Administration, Diversity and Inclusion Committee of the Y Metro Charlotte and is the National Council District III Representative for the ASPA.

**COST:** ASPA Member - \$25.00  
New Member with Webinar - \$100  
Non Member - \$50

## Building Community Resilience Through Emergency Management Initiatives

**DATE: NOVEMBER 16, 2011**  
**TIME: 1:00 P.M. – 2:00 P.M. ET**

**DESCRIPTION:** How do disaster preparedness programs add value to state and local government operations? Learn how emergency management programs offer the opportunity to building community resilience, engage citizens and address the needs of underserved populations. The impact of disasters, the emergency management process, the elements of a successful emergency management program, all-hazards planning, and methods for involving key stakeholders will also be covered.

**SPEAKER:** Mary J. Goepfert has worked for the New Jersey State Police Office of Emergency Management (NJOEM) for over 23 years. She is the agency's liaison to people with special needs and organizations which serve people with special needs. In this position she is an instructor, instructional designer and coordinates the NJOEM special needs advisory panel. Additionally, she oversees numerous projects related to disaster preparedness for persons with disabilities and other non-typical functional needs. She also serves as a community relations officer for the NJOEM. Ms. Goepfert is a certified public manager and an active adjunct instructor for Fairleigh Dickinson University and the NJ Department of Human Resources Development Institute.

**COST:** ASPA Member - \$25.00  
New Member with Webinar - \$100  
Non Member - \$50