



2004 ANNUAL REPORT

WSCPM: 2004-05 Officers

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Secretary: Mark Evans ('02) Dir. Technical Services Madison Metropolitan School District 545 W. Dayton Street, Madison WI 53701-1995	Voice: (608) 663-5430 FAX: (608) 442-0664 email: morpho6@tds.net mhevans@madison.k12.wi.us

WSCPM: 2004-05 Board of Directors

all of the above, and:

Past President: Richard Holden ('97) Community Development Manager Village of Plover 2400 Post Rd., PO Box.37, Plover, WI 54467-0037	Voice: (715) 345-5250 FAX: (715) 345-5253 email: rholden@village.plover.wi.us
Board Member at Large: Mike Casey ('97) Zoning Administrator Oneida Nation of Wisconsin P O Box 365, Oneida, WI 54155	Voice: (920) 869-4508 FAX: (920) 869-1610 email: mcasey@oneidanation.org

Board Member at Large: **Cathy Williquette** ('96)
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Ex-Officio

Historian (& AACPM President): **Ron Buchholz** ('95)
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WSCPM: 2004 Committees

ELECTION

Dianne Hughes, Chair

PROGRAM

Jeff Roemer, Chair

2007 AACPM CONF. PLANNING

Mark Evans, Chair

MEMBERSHIP

Mark Evans, Chair

FINANCE

Mike Casey, Chair

COMMUNICATIONS

Cathy Williquette, Chair

2004 Accomplishments

1. Continued its planning efforts to host the 19th Annual National Conference in Madison, Wisconsin, September 8-12, 2007. The conference will be held at the Madison Concourse Hotel & Governor's Club, 1 West Dayton Street. Following a membership contest, the conference theme "Forward in Public Management" was agreed upon. This theme incorporates the Wisconsin State theme of "Forward". Finalization of the logo will be made in early 2005, which will allow aggressive marketing and organizational planning in the coming year. A Frank Lloyd Wright style work in stained glass was designed, created, and donated by Mark Evans, Conference Planning Chair, for the 2004 Conference in Topeka. It generated interest in what is planned in Madison and will be followed by additional stained glass works for raffles at the upcoming 2005, 2006 and 2007 conferences. The Society also approved the establishment of a Certificate of Deposit Account for the Conference.
2. Hosted a training conference entitled "Public Records, Privacy and Supporting Technology" October 19, 2004, which was attended by 45 individuals and netted a profit of \$2693.
3. Collaborated with the Wisconsin Register of Deeds Association to conduct a training session entitled "Human Resources: A Practical Approach" October 5, 2004 which was attended by 31 individuals and netted a profit of \$500.
4. Expanded the working relationship with the Oneida Nation of Wisconsin and the State CPM Program to provide training seminars for which the Society serves as Coordinator. A total of 11 sessions were

conducted in 2004. The Society received a \$500/session coordination fee for its services, which netted a profit of \$5500.

5. Accomplished a variety of tasks intended to improve communication among Society members and CPM graduates including: update of Society brochure; creation of a new member information packet which was used in conjunction with a concentrated membership drive and will continue to be provided to all new members; update of Society letterhead.
6. Development of a Society website which enjoyed over 700 visits by year-end. In addition to being a Society resource for upcoming events and past meeting minutes/newsletters, the site also has links to many other online resources for Wisconsin public sector managers.
7. Initiated development of a Society Speakers Bureau. The basic concept is to provide a presentation forum utilizing the many talents of our members. Members will provide presentations on various public management related topics to public management organizations and conferences. There will be a standard cost schedule for these presentations and the member presenting will receive half of this fee and the Society will receive the other half. The Society will manage the coordination and marketing of the Speakers Bureau. One hour, half day, full day or multi-day presentations will be offered.
8. Mark Evans, Director of Technical Services for the Madison Metropolitan School District, was named the Society's Manager of Year for 2004.
9. Updated Society By-laws and developed a draft of a Privacy Policy for approval in early 2005.

2005 Goals And Objectives

1. To increase membership in the society to 70 members while also focusing on retention of current members.
 - Continue communication(s) to Phase III students to encourage them to join as Associate Members before their graduation.
 - Encourage Society members, and board members in particular, to attend graduation ceremonies to encourage Society membership.
 - Make personal contacts to all graduates within one month of the graduation ceremony.
 - Make personal contacts to program graduates from previous year(s) classes; supplement with brochure and new member orientation materials outlining the benefits of membership.
 - Focus on retention of existing members by renewing commitment of service delivery to members.
 - Send newsletter to all interested parties 4 times during year. (February, May, August, November).
 - Further enhance the Society Website by upgrading to a Business Account.
 - Recognize a member with the "Manager of the Year" Award.
2. To continue development of partnerships between the Society, the CPM Program and other interested organizations in providing training opportunities.
 - Maintain the partnership with the Oneida Nation of Wisconsin, the Certified Public Manager Program and WSCPM and develop a schedule of training for the year.
 - Expand/enhance the arrangement with the Wisconsin Register of Deeds Association and/or research options for similar partnerships with existing organizations/associations throughout the State. (ie. Wisconsin County Administrators, Information Systems Directors)

- Host/coordinate additional training opportunities to stabilize society revenues.
 - Implement Speakers Bureau Program.
3. To continue work on the AACPM Annual Conference to be held in Madison in September 2007.
 - Confirm commitment of Subcommittee chairs and recruit additional members to provide assistance.
 - Coordinate efforts with CPM Program to determine roles each are to take including involvement of Phase III students.
 - Coordinate efforts with the Consortium, especially with consideration for speakers to ensure high quality.
 4. To continue participation in AACPM and Consortium Activities as appropriate.
 - Send minimum number of delegates to AACPM Conference in New Hampshire, in September 2005.
 - Submit articles to AACPM Newsletter on a routine basis.
 - Continue to support the work of Immediate Past AACPM President Ron Buchholz and National CPM Consortium Chair Robbi Dreifuerst.
 - Nominate Society Members for the Henning Award and Wilkinson Scholarship.
 - Encourage Society Members to run for AACPM office or to seek out appointments to AACPM Committees.
 5. To maintain and enhance partnerships between Society and CPM Program through participation with joint ventures and opportunities designed to meet goals and objectives of all parties.

Issues of Concern

1. Maintaining services and networking opportunities in all geographic regions of Wisconsin. Budget restrictions may prohibit some individuals from attending society sponsored events and meetings. The fiscal climate does not appear to be improving and, therefore, this issue will continue to be a concern.
2. We are challenged to increase the number of members in the society, especially to expand the base of talent available to assist with the 2007 AACPM Conference. Networking with other public managers is critical in these difficult budget times; however, it is this type of activity, which frequently is eliminated first as managers make tough budget decisions. Our society and all others need to find ways to encourage support of association with other professional managers. This same challenge applies to the recruitment of talented individuals who will be needed to fill leadership positions for the 2006-07 Society Administrative team, elections for which will be held in the fall of 2005.
3. Managing the technology needs of the Society in a consistent, timely, and cost effective fashion.

2004 Membership Statistics

32 Certified Members
10 Associate Members
2 Honorary Members

Attachment

By-Laws Updated as of 10/05/04