



**Wisconsin Society of Certified Public Managers®**  
[www.wscpm.org](http://www.wscpm.org)

## **2006 ANNUAL REPORT**

### **WSCPM: 2006-07 Officers**

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### WSCPM: 2006 Committees

#### **ELECTION**

Jeff Roemer, Chair

#### **PROGRAM**

Mark Evans, Chair

#### **2007 AACPM CONF. PLANNING**

Mark Evans, Chair

#### **MEMBERSHIP**

Rick Higgins, Chair

#### **FINANCE**

Debra Shufelt, Chair

#### **COMMUNICATIONS**

Cathy Williquette, Chair



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### 2006 Accomplishments

1. Continued its planning efforts to host the 19<sup>th</sup> 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. The conference theme "Forward in Public Management" was used to develop the conference logo. The theme and logo incorporates the Wisconsin State theme of "Forward". A variety of planning meetings were held throughout the year; aggressive marketing and organizational planning will continue 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 was followed by a stained glass creation in 2005 and 2006. Additional works are planned for raffles at the 2007 conference. The Society added additional funds to a Certificate of Deposit Account for the Conference.
2. Continued 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 2006. The Society received a \$300/session coordination fee for its services.
3. Accomplished a variety of tasks intended to improve communication among Society members and CPM graduates including: update of Society brochure; updates of databases for graduate and member information; ongoing use of the new member packet and an update of Society letterhead.
4. Society members made presentations at a variety of functions and graduation ceremonies aimed at recruiting new members. The Society hosted a graduation lunch, which proved to be very successful.
5. Ongoing development of the Society website which has enjoyed over 2400 hits since it's inception. 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 managers.
6. Continued development of a Society Speakers Bureau. The basis 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.
7. Robbi Dreifuerst, State CPM Program Associate Director, was named the Society's Manager of Year for 2006.

### 2007 Goals And Objectives

1. To increase membership in the society to 70 members while also focusing on retention of current members.
  - Finalize the agreement with the State CPM Program to build in membership fees for CPM candidates, so that they become associate members when they register for the program.



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- 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.
  - 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.
  - 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 is to take including involvement of Phase III students and Cohort groups.
  - 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.
- Sent a total of 15 WSCPM members to AACPM Conference in Louisville, KY, in September 2006.
  - Submit articles to AACPM Newsletter on a routine basis.
  - 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.



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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 in the future.
3. Managing the technology needs of the Society in a consistent, timely, and cost effective fashion.

### **2006 Membership Statistics**

41 Certified Members

8 Associate Members

2 Honorary Members