

NATIONAL LEAGUE OF CITIES



LEADERSHIP TRAINING INSTITUTE

# THINKING AND ACTING STRATEGICALLY IN LOCAL GOVERNMENT

June 29-July 1, 2008  
Rapid City, South Dakota

LEADERSHIP  
TRAINING INSTITUTE



Co-Sponsored by the City of Rapid City, South Dakota  
and the South Dakota Municipal League



**G**eorge Washington is known as the “Father of our Nation,” and Thomas Jefferson is commonly referred to as “The Expansionist.” Abraham Lincoln has the distinction of being recognized as the “Preserver of the Union” and Theodore Roosevelt is notorious for being the “Protector of the Working Man.”

While each of these highly regarded leaders left his own particular legacy and impact on our country, they all began their leadership journey with a map or conscious plan, a vision of ideas that they believed would benefit the country and its citizens. Recognizing the profound contribution that each leader has made, we see that they were able to lead and manage their vision and plan with precision, while also maintaining the ability to change and adapt to achieve the best outcome for the country.

In our present day, local government leaders experience significant challenges in the communities that they serve. Local officials who lead with a clear vision bring forward a strong sense of community. Yet challenges persistently arise.

City leaders face growing challenges of aging infrastructure, demands for high performing schools and a lower crime rate, increased responsibility for federal and state mandates, high density-low impact housing, green spaces, and preservation of the community’s natural environment, while managing the tensions associated with growth, sprawl, rising costs and expectations about government services.

Communities often compete in their efforts for local economic development. They compete to attract innovative businesses and residents, while balancing local community goals around growth, affordable housing, and quality of life. These goals are not unique to just a few communities.

To build a strong community, local government leaders have to engage in systematic strategic thinking and planning. However, such thinking and planning is not without costs and too often it occurs as a result of having to react to a crisis or from a failure to plan. Learn how to manage these challenges and achieve desired goals for your community.

Join leading experts and scholars as you focus on developing an awareness of different strategic planning tools, along with frameworks that can be readily adapted to the diverse needs of municipalities. Broaden your understanding to build a clear vision for your community; develop an enhanced awareness of the challenges and benefits of strategic planning efforts within your local government.

The ability to plan and implement vital goals, along with key strategies, can be used as a foundation for furthering your community’s investment by linking planning with measurement and budgeting. The outcome is a vibrant community that thinks and acts strategically to achieve its long term desired goals.

Successful local government leaders know how to accurately draw a map or conscious plan, a vision of ideas that you believe would benefit your community and its citizens, much like the founding fathers and the great leaders of our country.

**Core Competencies: Catalyst and Collaborator**

8 credits in the Certificate of Achievement in Leadership program

**Thinking and Acting Strategically in Local Government**

*A preliminary schedule of events (subject to change)...*

**Sunday, June 29, 2008**

- 9:00 am - 2:00 pm **Registration** – hotel lobby
- 1:00 pm **Mobile Workshop: the Leadership of Mount Rushmore**
  - ★ A unique and special guided tour of Mount Rushmore
- 5:30 pm - 6:30 pm **Reception and an Evening in Rapid City**
  - ★ Welcome, Malcom Chapman, Councilmember, Rapid City, SD
- 7:00 pm **Evening Lighting Ceremony at Mt. Rushmore**

**Monday, June 30, 2008**

- 8:00 am - 5:00 pm **Registration**
- 8:00 am Continental Breakfast
- 8:30 am - 12:00 pm **A Presidential Debate: Working Strategically in Local Government**
  - ★ George Washington (Dean Malissa)
  - ★ Thomas Jefferson (Bill Barker)
  - ★ Abraham Lincoln (Fritz Klein)
  - ★ Theodore Roosevelt (Jim Foote)
  - ★ Kathleen Novak, Debate Moderator
- 12:00 noon - 1:00 pm Lunch
- 1:00 pm - 5:00 pm **Strategic Planning for Local Government Leaders**
  - ★ Dr. David Van Slyke

**Tuesday, July 1, 2008**

- 8:00 am - 12:00 pm **Registration**
- 8:00 am Continental Breakfast
- 8:30 am - 12:00 pm **Strategic Management for Local Government Leaders**
  - ★ Dr. David Van Slyke
- 1:00 pm - 4:00 pm **Optional Mobile Tour: the Leadership of Rapid City, SD**
  - ★ A guided tour of Rapid City and the Black Hills
  - ★ The Honorable Mayor and City Council of Rapid City, SD

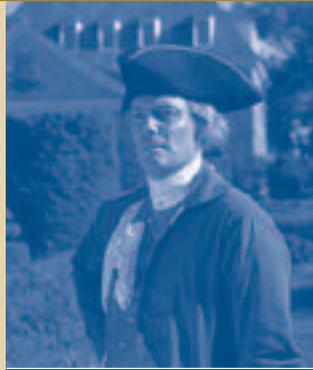


# Seminar Presenters



**George Washington,  
aka Dean Malissa**

**Dean Malissa** has performed as General Washington at a wide variety of venues including at the White House, during the visit of President Nicolas Sarkozy of France, at Washington's Mount Vernon Estate & Gardens, the Smithsonian Institution, National Constitution Center, Chicago Historical Society and many other performances around the USA. Malissa is a life-long resident of Philadelphia, where he has been a performer since childhood. He happily and voluntarily left corporate America in 1999 and in "Act II" of his adult life pursued acting as a profession. He has performed and continues to be cast in film, TV, commercial, radio, stage and voiceover productions although his historical portrayal of George Washington represents 95% of his work today. His portrayal of Washington has proven to be one of the richest experiences in his life. It is often daunting, continually challenging, always interesting and humbling work. His film work as George Washington includes "Moments in Time – Valley Forge: The Crucible" (Discovery Channel), and a film for the National Flag Foundation.



**Thomas Jefferson,  
aka Bill Barker**

**Bill Barker** is known as the quintessential Thomas Jefferson. His resemblance to Jefferson is uncanny and his knowledge of the Declaration of Independence and the U.S. Constitution is second to none. Portraying Thomas Jefferson, Barker lectures sans script on any subject relating to the founding father. An historical scholar and professional actor, Barker not only embodies Jefferson, he becomes him. He has enjoyed portraying Thomas Jefferson in a variety of settings over the past twenty years. He was cast as Jefferson in the musical *1776*. Barker first came to Colonial Williamsburg in the spring of 1993 to perform as Jefferson in a film made to honor Ambassador and Mrs. Walter H. Annenberg. He has continued to appear as Jefferson in Colonial Williamsburg, and assists in the development of Jefferson programs for the Foundation. He appeared as Jefferson in programs aired on ABC, NBC, CBS, PBS, CNN, The History Channel, and C-SPAN.



**Abraham Lincoln,  
aka Fritz Klein**

**Richard F. (Fritz) Klein** is considered one of the nation's foremost Lincoln actors, who makes Lincoln and his period of history come alive. Klein was born in 1948 and raised in Southern California. He graduated from Concordia College in Ft. Wayne, Indiana in 1970 and began acting as a hobby in 1975. The first time he was asked to portray Abraham Lincoln was in 1976 at a municipal celebration of the nation's bicentennial. He began acting full-time in 1980. Since then, the role has taken him to some 35 states for film and television, on stage, and as a motivational speaker. He now resides in Springfield, Illinois with his wife and family, where he performs for some of the city's 500,000 annual visitors.



**Theodore Roosevelt,  
aka James Foote**

**James Foote** is oftentimes mistaken for the past president. With his encyclopedic knowledge and admiration of Roosevelt, Foote brings the former president to life with his words and manner. His first-person portrayals are riveting as he addresses topics ranging from conservation, leadership, citizenship, motivation, and ethics, subjects dear to Theodore Roosevelt himself. Foote has been recreating the persona of Theodore Roosevelt for fifteen years where he has traveled the country as Roosevelt, performing at events like the commissioning of the nuclear-powered aircraft carrier USS Theodore Roosevelt and appearing on national television. His interest in Theodore Roosevelt goes beyond his uncanny resemblance. The glasses, mustache and build kept drawing the question, "Did anyone ever tell you that you look just like Teddy Roosevelt?" Says Foote, "I began learning everything I could about the man." He now recites most of his speeches by heart and can deliver them in the distinctive, high-pitched voice for which the 26th president is known.



# Seminar Presenters



**Kathleen Novak**

**Kathleen Novak** serves as the Mayor of Northglenn, Colorado and is a Special Member of the Graduate Faculty for the Graduate School of Business Administration at the University of Colorado at Denver, and an affiliate faculty member at Regis University's School for Professional Studies. Mayor Novak is active in the National League of Cities, serving as 2008 First Vice President and on the NLC Leadership Training Council. Novak consults in the areas of process facilitation, leadership development, management training, team building, and retreat facilitation. She has worked as an international consultant, specializing in program development, curriculum development, and training. She recently contributed to *Working Together: A Guide for Elected and Appointed Officials*, published by the International City/County Management Association and the National League of Cities.



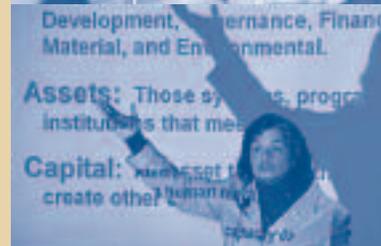
**Dr. David Van Slyke**

**David Van Slyke** is an Associate Professor of Public Administration in the Maxwell School of Citizenship and Public Affairs, Syracuse University and a senior research associate in the Campbell Institute of Public Affairs. He is a public management specialist and teaches Public Organizations and Management and a Project Management course as well as a course on the Implementation of Social Policy at the Maxwell School. His research areas focus on public management topics including privatization and public-private partnerships, contracting and contract management, policy implementation, strategic management, and philanthropy. He has published on public management topics in journals such as the *Public Administration Review*, the *Journal of Public Administration Research and Theory*, *Administration and Society*, *Organization Science*, the *American Review of Public Administration*, *Public Performance and Management Review*, *Environment and Planning C: Government and Policy*, *Local Government Studies*, and the *International Journal of Public Administration*. Van Slyke is the recipient of the 2002 Best Article Award and the 1999 Best Conference Paper Award from the Academy of Management's Public-Nonprofit Division for a co-authored article that appeared in *Organization Science*.



**Malcom Chapman**

**Malcom "Chap" Chapman** is president and chief training officer of the Chapman Group located in Rapid City, South Dakota. Chapman has been a member of the Rapid City Common Council since 2004 and was one of the founders of the Black Hills Society for Training and Development formed in 1999. He was a Captain in the United States Marine Corp and serves as a consultant with the Center for Naval Analysis, a Washington, DC naval think tank, on base closing issues as it relates to the community's youth. With a strong passion for education and training, Malcom is an energetic member of his local community where he is actively involved in several community youth programs and serves on a number of local community boards. Chapman is a respected motivational speaker at conventions and corporate meetings while his main enthusiasm is conducting leadership training programs across the United States.



# Registration Form

*Don't Delay!! Space is limited.*

**June 29-July 1, 2008 ★ Rapid City, SD**



## How to Register

- 1.) To register by credit card...
  - a. Complete the registration form and include your credit card information
  - b. Fax your registration form to **(202) 626-3043**
  
- 2.) To register by check or purchase order...
  - a. Fax your completed registration form and a copy of your check or purchase order to **(202) 626-3043**
  - b. Attach a copy of your registration form with a check made payable to **NLC** and mail to...  
**National League of Cities**  
**Attn: 2008 LTI Seminar – Rapid City**  
**1301 Pennsylvania Ave., NW, Suite 550**  
**Washington, DC 20004**
  
- 3.) Make your room reservation directly with the Rushmore Plaza-Holiday Inn in Rapid City by calling **(605) 348-4000** or visiting the web at **www.rushmoreplaza.com** (enter group booking code "NLC" when making your reservation)  
Guest Room Rate for Single.....\$107 Double.....\$107  
Check-in: 4:00 pm Check-out: 12:00 pm  
Room block will be closed on May 28, 2008 or earlier if the block sells out.
  
- 4.) Make your travel reservations...  
Airport: Rapid City Regional Airport  
Taxi Cabs are available outside of baggage claim.

**Registration Cancellation Policy:** All requests to cancel a registration must be submitted in writing by May 15, 2008, to receive a refund. All cancellations must be submitted in writing and are subject to a \$75.00 processing fee. Telephone cancellations are not accepted. Submit written cancellation request to Leadership Training Institute c/o NLC.

**For More Information, call (202) 626-3170.**



*National League of Cities*

# Registration Form

Registration is on a first-come, first-serve basis. Scholarships may be available for NLC Members. Please call (202) 626-3170 or email lti@nlc.org for more information.

**June 29-July 1, 2008 ★ Rapid City, SD**

**COPY THIS FORM AS NEEDED FOR ADDITIONAL REGISTRANTS**

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## REGISTRATION FEES *(check appropriate boxes below):*

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The registration fee includes the two-day training program, mobile tours, and four meal functions (including reception, two continental breakfasts, and lunch). The spouse/guest fee includes Sunday's mobile workshop and four meal functions.

**Early Registration** (faxed or postmarked by March 30, 2008)

- \$295 Member City                       \$395 Non-Member City  
 \$195 Spouse/Guest Fee

**Advance Registration** (faxed or postmarked by May 15, 2008)

- \$345 Member City                       \$445 Non-Member City  
 \$245 Spouse/Guest Fee

**Late Registration** (faxed or postmarked after May 15, 2008)

- \$395 Member City                       \$495 Non-Member City  
 \$245 Spouse/Guest Fee

\_\_\_\_\_ **Total Registration Fees submitted**

Name \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

Title \_\_\_\_\_

Representing City of \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Area Code/Phone # (\_\_\_\_\_) \_\_\_\_\_

Fax # (\_\_\_\_\_) \_\_\_\_\_

Participant E-mail \_\_\_\_\_

Clerk E-mail \_\_\_\_\_

Special Needs \_\_\_\_\_

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### Credit Card Authorization:

NLC is authorized to use the credit card below to pay my registration fees.

AmEx/VISA/MasterCard Number

\_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_

Card Holder Signature \_\_\_\_\_