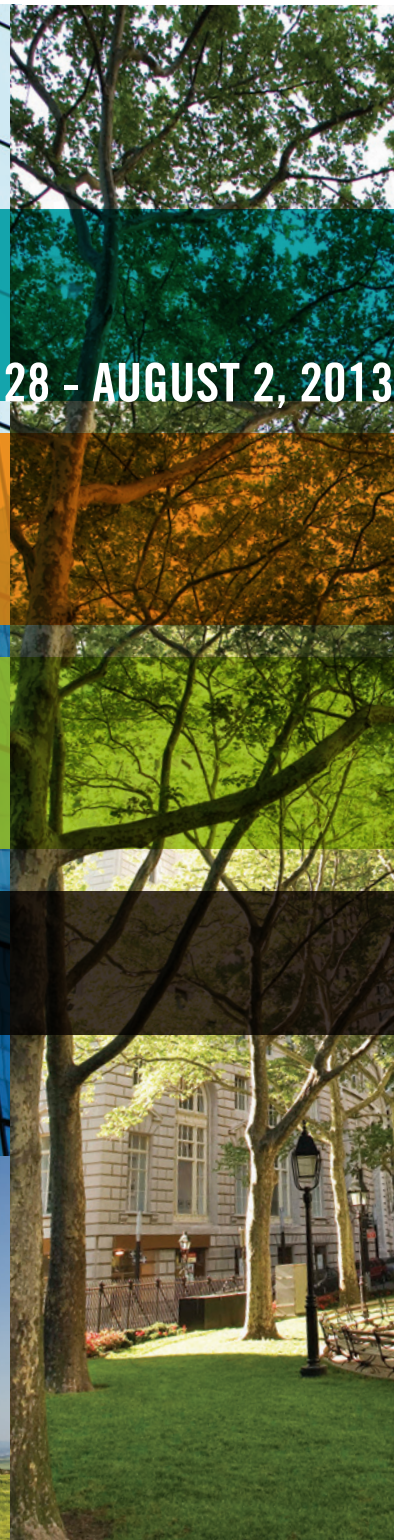


STRATEGIC MANAGEMENT OF PUBLIC ORGANIZATIONS

# BERKELEY EXECUTIVE SEMINAR

JULY 28 - AUGUST 2, 2013

A LEADERSHIP DEVELOPMENT PROGRAM  
FOR LOCAL GOVERNMENT EXECUTIVES



UNIVERSITY OF CALIFORNIA, BERKELEY

# BES

A program sponsored by Executive and International  
Programs at the Goldman School of Public Policy



# BES

LEADERSHIP, STRATEGIC MANAGEMENT, POLICY ANALYSIS...  
TOOLS FOR EXCELLENCE

## THE PROGRAM FOCUSES ON:

- strategic management
- problem-solving
- leadership development
- ethics and governance
- negotiations
- interagency collaboration
- technological change
- sustainability and climate change
- smart growth and clean economy
- public finance and budgeting
- US and world economic trends

## THE PROGRAM

No level of government, even those of the Western United States' traditionally innovative and adaptive local governments, can relax in its pursuit of excellence and efficiency. The public demands that elected and appointed officials bring the most current and effective methods to their work. Building upon UC Berkeley's long-standing collaboration with public officials, the Berkeley Executive Seminar (BES) offers city managers, county executives, regional directors, and other senior local government officials from throughout the West the opportunity to exchange and acquire tools for improving local government performance.

UC Berkeley professors and leaders in the local government management profession introduce participants to new ideas and perspectives in public policy and public management. The program fosters active participation and provokes insightful discussion and debate on public management issues. Participants discover innovative approaches to problem solving in the stimulating environment of UC Berkeley, California's premier public institution of higher education. BES incorporates the International City/County Management Association's (ICMA) Practices for Effective Local Government Management in four specific areas: strategic planning, policy facilitation, technological literacy, and integrity. Arrangements will be made to assist participants who wish to start the process to obtain their ICMA credentials by completing their self-assessment during the duration of the BES program.

## WHO SHOULD ATTEND

The program is designed for city, county, and regional managers, as well as other high-level government officials from the Western United States. It is particularly well-suited to individuals wishing to develop innovative skills in management, to renew their commitment to the principles of public service, and to share their insights with similarly experienced peers.

## THE CURRICULUM

The Berkeley Executive Seminar draws from UC Berkeley's rich tapestry of ground-breaking research in public policy; administration and finance; energy and the environment; organizational studies; and business solutions (as adapted to public purposes).

The one-week seminar consists of lectures, group exercises, renowned guest speakers from the public and private sectors, visits to research facilities, and social activities that build a cadre of peers. Participants will have access to Berkeley's world-class faculty across a broad range of disciplines.

## PROJECTED SCHEDULE

### SUNDAY

- Opening Session and Reception

### MONDAY

- Conductor of Possibility: The Manager as Leader
- Strategic Thinking and Advanced Policy Analysis
- Policy Workshops/Group Projects

### TUESDAY

- Public Budgeting in a Time of Fiscal Stress
- Luncheon and Keynote Speech
- Public Finance and Local Government
- Excellence in Public Service



# STRATEGIC MANAGEMENT OF PUBLIC ORGANIZATIONS

JULY 28 - AUGUST 2, 2013

## SUPPORT AND ENDORSEMENTS

Underwriting of this program is provided by a unique partnership of public and private organizations. From the private sector, an annual gift from founding partner Stone & Youngberg, a Division of Stifel Nicolaus has continuously offered general support to the program since its first edition. The Berkeley Executive Seminar is endorsed and financially supported by the following local government organizations: the City Management Department of the League of California Cities, the Regional & Local Government Services Authorities, the County Administrative Officers Association of California, the California Statewide Communities Development Authority (Cal Communities), the Cal-ICMA and both the Municipal Management Association of Northern California (MMANC) and the Municipal Management Association of Southern California (MMASC).

## ADMISSION AND ACCOMMODATIONS

The Berkeley Executive Seminar is designed for local and regional executives. Admission to BES is based on the applicants' professional experience and their ability to contribute to the group exercises and discussions.

Some activities and interpersonal events will be held at the Hotel Shattuck Plaza in Berkeley. For that reason, participants are required to stay at this hotel. The Hotel Shattuck Plaza provides easy access to University facilities and Bay Area cultural activities. Please see the application for additional lodging information.

"Being able to participate in the seminar was a great personal and professional experience for me. I will treasure the information exchange and the camaraderie which developed during the program."



**Kevin Duggan**  
Regional Director  
ICMA's West Coast  
BES 2001

"The BES program opened up my eyes to thinking beyond just the short-term. The insightful reviews of climate change issues, strategic thinking and policy analyses, negotiating strategies, leadership, vision, "social responsibility" issues, and the introduction to technological changes and advancements that are driving solutions to the global climate change issue provided the backdrop I needed to get me to think beyond my immediate tasks and to look for broad solutions that achieve both local and regional benefits."



**Valerie Fong**  
Director, City of  
Palo Alto Utilities  
BES 2008

"BES is a wonderful opportunity to reflect on both the challenges and rewards of being a local government executive. It helps us all reaffirm why we do what we have chosen to do professionally."



**Peggy Jensen**  
Deputy County Manager  
of San Mateo  
BES 2007

"BES gave me a chance to learn new skills and approaches to real world situations using proven academic theory. The Goldman School was the ideal environment in which to continue my education, learn and network with very smart, talented, fun executives that share a commitment to improving public service."



**Veronica Ferguson**  
County Administrator  
of Sonoma  
BES 2006

"BES is a great learning experience which combines both an academic oriented look at local government public policy and the more practical 'hands on' approach to what we really do in the field. Most importantly though the BES experience causes one to take a step back from the day-to-day business mode we find ourselves in and reconnect with why we are in this business in the first place."



**Steven Rogers**  
Town Manager  
of Yountville  
BES 2009

"My participation at the BES Program allowed me to invest in renewing and learning new skills that have allowed me to grow both professionally and personally. Learning opportunities like the BES Program are rare and should be treasured."



**Joni L. Pattillo**  
City Manager  
of Dublin  
BES 2010

## WEDNESDAY

- Leadership and Vision
- Local Government and Climate Action
- Ethics in the Trenches: What's Right? What's Wrong? What's Grey?
- Dinner and Keynote Speech

## THURSDAY

- Strategic Management and Emerging Security Threats
- Washington DC and the West
- Workshops/Group Project
- Farewell Dinner and Event in San Francisco

## FRIDAY

- Negotiation Strategies and Conflict Resolution
- Luncheon and Keynote Speech
- Group Project Presentations
- Program Graduation

## UNIVERSITY OF CALIFORNIA, BERKELEY

The University of California, Berkeley is considered the premier public university in the world. The national and international awards held by faculty underscore Berkeley's preeminence. A total of 21 faculty have been named Nobel Prize winners, including the eight who are current faculty members, along with 32 MacArthur Fellows and 4 Pulitzer Prize winners. Berkeley's academic departments consistently rank among the top five in the country. Berkeley ranks first nationally in the number of graduate programs in the top 10 in their fields. (97% of Berkeley's programs made the top 10 list.)

## GOLDMAN SCHOOL OF PUBLIC POLICY

During the late 1960s, educators nationwide recognized the need for a new kind of graduate education, one that would foster the vision, knowledge, and practical skills to empower a new generation of policymakers. The Goldman

School of Public Policy (GSPP) was founded at the University of California, Berkeley, in 1969, as one of the nation's first graduate programs of its kind. Today it is ranked among the very top policy programs in the country and is recognized nationally and internationally as a source of incomparably qualified professionals in the field. GSPP faculty are actively researching public management, children's and health policy, national security, housing and land use, telecommunication and the internet, environmental policy, and a myriad of other current issues.

## EXECUTIVE AND INTERNATIONAL PROGRAMS

Executive and international programs (EIP) offers executive education programs for mid-career government officials and public policy professionals. EIP also coordinates a variety of international events providing students and faculty with the opportunity to interact directly with public policy practitioners from the U.S. and around the world.

## BERKELEY AND THE BAY AREA

BERKELEY'S CENTRAL LOCATION provides easy access to the cultural and recreational offerings of northern California and the Bay Area. Enjoy the unique culture of Berkeley, known worldwide for its diversity. All of the attractions of San Francisco are just a half-hour away—a short drive across the Bay Bridge or a quick trip on Bay Area Rapid Transit (BART).

*"Step back from your daily routine and immerse yourself in a week of reflection and discussion with other public policy professionals. This is a chance to interact with others in a relaxed and unique environment. Return to your city with new ideas and perspectives to share."*

**BLAS PÉREZ HENRÍQUEZ**  
Faculty Director  
Executive and International Programs  
Goldman School of Public Policy

## APPLICATION

Online applications are available at:  
<http://gspp.berkeley.edu/programs/eip/bes.html> or fill out the application below and send to the address on the bottom of this page by **June 7, 2013**.

### GENERAL INFORMATION

NAME

TITLE

CITY

PHONE

FAX

EMAIL

### ESSAY QUESTIONS

Please answer on a separate sheet in 1-2 paragraphs.

1. Describe the most challenging issue that you have encountered in your position.  
What actions did you take in response to the situation, what was the outcome, and what were the lessons?
2. What do you perceive to be the most important issue facing local governments?  
Why? Please attach a current CV or résumé.

### TUITION

Tuition is \$4,600 and includes instruction and materials, refreshments, and a dinner with a renowned keynote speaker.

Many program participants secure funds for training from their employer to support their participation at the Berkeley Executive Seminar. If you are sponsored by your agency, please attach an official letter from the sponsoring agency confirming their full financial support. The letter should include the administrative requirements for processing the funds to UC Berkeley. Personal funds may also cover the cost of the program.

### ACCOMMODATIONS

Once admitted to the program, accommodation reservations may be made by calling the Hotel Shattuck Plaza in Berkeley at 1-866-466-9199 and mentioning the Berkeley Executive Seminar (BES) group. The discounted group rate is \$149 per night and subject to applicable state and local taxes. Participant must make their own reservations by Friday, June 28, 2013.

For our benefit, how did you hear about the Berkeley Executive Seminar?

---

---

---

Applications received after the deadline will be considered only on a space-available basis. BES does not discriminate on the basis of gender, race, color, age, religion, sexual orientation, national or ethnic origin, political belief, disability, or veteran status.

SIGNATURE OF APPLICANT

DATE

Please sign and return the completed application by **June 7, 2013** to:

Blas Pérez Henríquez  
Faculty Director, Executive and International Programs  
Goldman School of Public Policy  
University of California  
2607 Hearst Avenue  
Berkeley, CA 94720-7320

For more information please call (510) 643-5170 or email us at: [eip@berkeley.edu](mailto:eip@berkeley.edu)



Executive and International Programs  
Goldman School of Public Policy  
2607 Hearst Avenue, Berkeley, CA 94720-7320  
Tel: (510) 643-5170 Fax: (510) 643-9657