

**NEW!**

Satellite Teleconference  
January 25, 2006

SIGN UP TO HOST A DOWNLINK SITE

Earn 4 CPE Credits



**NEW!**

## Budgeting for Outcomes

GETTING THE RESULTS YOU NEED IN  
AN AGE OF PERMANENT FISCAL CRISIS



Government Finance  
Officers Association

January 25, 2006



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### Budgeting for Outcomes Schedule

1pm – 5pm	Eastern Standard Time
12noon – 4pm	Central Standard Time
11am – 3pm	Mountain Standard Time
10am – 2pm	Pacific Standard Time
9am – 1pm	Alaska Time

## Topics Covered

In government, as in most realms of life, we find it safer and easier to do what we have always done, simply because we have always done it. Only on rare occasions do we step back to gain a broader perspective, erase all our pre-conceived ideas and routine behaviors, and take a fresh look at how to make the most of our limited time and resources.

This satellite teleconference will help public leaders do just that each and every budget year. Specifically the training will focus on the following six steps.

- 1. SET THE PRICE OF GOVERNMENT:** Decide up front how much citizens are willing to spend. Get political agreement on a revenue forecast and any tax or fee increases.
- 2. SET THE PRIORITIES OF GOVERNMENT:** Define the outcomes that matter most to citizens, along with indicators to measure progress. By outcomes we mean results such as improved education levels, better health, and lower crime rates.
- 3. SET THE PRICE OF EACH PRIORITY:** Take 10 percent off the top for overhead and divide the rest of the revenue among the priority outcomes.
- 4. DEVELOP A PURCHASING PLAN FOR EACH PRIORITY:** Create “results teams” (steering organizations) to act as purchasing agents for the citizens. Ask each one to decide which strategies have the most impact on their desired outcomes.
- 5. SOLICIT OFFERS TO DELIVER THE DESIRED RESULTS:** Have the results teams issue “requests for results” to all comers, public and private.
- 6. NEGOTIATE PERFORMANCE AGREEMENTS WITH THE CHOSEN PROVIDERS:** These should spell out the expected outputs and outcomes, how they will be measured, the consequences for performance, and the flexibilities granted to help the provider maximize performance.

## Presenter



**David Osborne** is a Senior Partner of the Public Strategies Group Inc. and is the author or co-author of five books: *The Price of Government: Getting the Results We Need in an Age of Permanent Fiscal Crisis* (2004); *The Reinventor's Fieldbook: Tools for Transforming Your Government* (2000), *Banishing Bureaucracy: The Five Strategies For Reinventing Government* (1997), *Reinventing Government* (1992), and *Laboratories of Democracy* (1988). He has also authored

numerous articles for the *Washington Post*, the *Atlantic*, the *New York Times Magazine*, *Harpers, Inc.*, *Governing*, and other publications.

## Become a Host

**HOST A DOWNLINK SITE IN YOUR AREA** and enjoy the convenience of attending this live training without incurring travel expenses. You can provide a unique training opportunity for your staff, plus other governments or businesses in your community that may otherwise have difficulty attending or accessing this program. By hosting a downlink, you will join 3,000 attendees at over 150 sites throughout the United States.

Every organization that submits an application to host a downlink site will be approved whether you have as few as two or as many as 300 attendees. **DO NOT LET THE TECHNICAL DETAILS PREVENT YOU FROM HOSTING A DOWNLINK SITE!** While there is some work involved in hosting a site, the technical aspects are not difficult to manage. You can participate in the teleconference from any site with a satellite dish having C-band or KU-band capabilities. If your organization does not have satellite capability, possible locations include: school districts, colleges and universities, local library, city/county buildings, police/fire departments.

**THERE ARE NO DIRECT COSTS TO HOST A DOWNLINK SITE.** However, if you have to rent a facility and/or equipment or decide to cater food/refreshments for the attendees, these are considered out-of-pocket expenses and will not be reimbursed by GFOA.

To offset any costs there is a revenue sharing program for this event, so your organization can earn a percentage of the site's net revenue based on the total number of attendees, up to 25 percent for 50 or more paid participants.

<b>If Your Site Has:</b>	<b>Your Organization Will Earn:</b>
10 or more paid participants	10% of the net revenue for the site
20 or more paid participants	15% of the net revenue for the site
30 or more paid participants	20% of the net revenue for the site
50 or more paid participants	25% of the net revenue for the site

Attendees are required to register through GFOA. In recognition of your support, your organization will **RECEIVE TWO COMPLIMENTARY REGISTRATIONS.** The process is easy – you provide a location and GFOA will take care of the marketing, registration, handout material, and logistics.

## Registration/Group Discount

### Early Registration

*Registration and payment received by 1/20/06*

Active Member \$125  
Associate Member/Non-member Public Sector \$145  
Non-member Private Sector \$175

### Full Registration

*Registration and payment received after 1/20/06*

Active Member \$165  
Associate Member/Non-member Public Sector \$185  
Non-member Private Sector \$205

### Group Discount

*Register 3-9 attendees and receive 15% off total cost of registration  
Register 10 or more attendees and receive 20% off total cost of registration*

To qualify for the group discounts, registrations **MUST** be submitted together. Individual registrations submitted separately or after the original group is submitted will not qualify for the group discounts.

## For More Information

### Catlin Phillips

Government Finance  
Officers Association  
203 North LaSalle St.  
Suite 2700  
Chicago, IL 60601-1210  
phone: 312-578-4402  
fax: 312-977-4806  
e-mail: cphillips@gfoa.org

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**Please e-mail or fax  
completed application to:**  
Catlin Phillips  
Senior Meeting Manager  
e-mail: [cphillips@gfoa.org](mailto:cphillips@gfoa.org)  
fax: 312-977-4806

## Host Application

**Please check one of the following:**

- Please register our organization as a host downlink site for the 2006 Budgeting for Outcomes
- Please consider our organization as a standing site for ALL future Budgeting for Outcomes

## Site Coordinator Contact Information

Sponsoring Organization's Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_  
(No PO Box Numbers)

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_  
(Correspondence from GFOA will be via e-mail; please write/type clearly)

## Host Site Information

Host Site Location \_\_\_\_\_

On-site Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ # of Seats Available: \_\_\_\_\_

Directions to Host Site \_\_\_\_\_  
(If you are faxing your host application, please also email directions and or map to [cphillips@gfoa.org](mailto:cphillips@gfoa.org))

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Parking Information:

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**Government Finance  
Officers Association**

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312-977-9700 voice  
312-977-4806 fax [www.gfoa.org](http://www.gfoa.org)