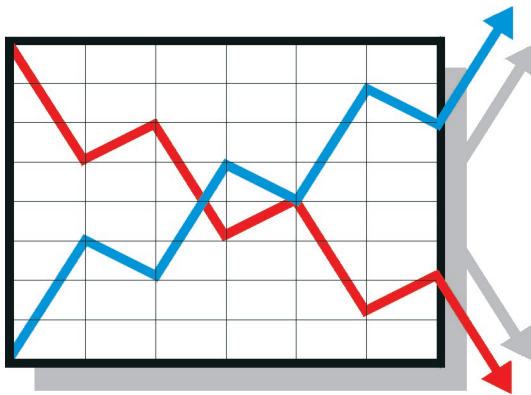




Serving Northwest  
Leaders Since 1970

# 35<sup>th</sup> Annual Northwest Management Seminar

*A subsidiary of the Oregon Fire Chiefs' Association*



## ~~Management~~ Creative Leadership in Challenging Times

March 3, 4, & 5, 2004  
Doubletree Inn - Jantzen Beach  
Portland, Oregon



*Featuring*

Tom Bay, PhD

"Creating Success One Thought at a Time"

Steven Hanamura

"Becoming a Courageous Leader"

Gale Walters

"The Power of Public Image"

Gordon Graham

"Practical Ethics"

Ronal Serpas, Ph.D.

"Making a Difference Every Day  
in Public Safety"

Consuelo Kickbush, Lt. Colonel (Ret.) US Army

"Shared Leadership"

## SEMINAR PROGRAM

7:00 Wednesday

REGISTRATION BEGINS

8:30 Wednesday

OPENING SESSION



### TOM BAY, PhD - "Creating Success One Thought at a Time"

Tom Bay returns to the Northwest Management Seminar with another timely and engaging seminar. He is a nationally known speaker, executive consultant and successful author of three books. As a former executive consultant with the Franklin Covey Company, Tom trains over 25,000 each year from multi-billion dollar companies to underprivileged high school students. "Change Your Attitude - Creating Success One Thought at a Time" illustrates the life transforming benefits of employing the right attitude: Are you an ordinary person with extraordinary attitudes? Zero in on what it takes to help you and your personnel be:

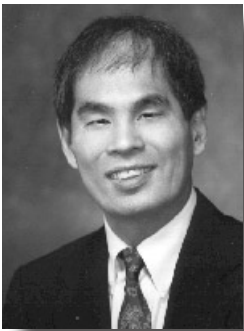
- ◆ Focused
- ◆ Accountable for results
- ◆ Responsible for decisions
- ◆ Energized

12:00

LUNCH IS PROVIDED WITH YOUR REGISTRATION

1:30

SEMINAR RECONVENES



### STEVEN HANAMURA - "Becoming a Courageous Leader"

Steve brings over 30 years experience to the consulting, training and speaking profession. Author of "In Search of Vision" and "Valuing Differences", Steve received his master's degree from the U of O and a Bachelor's Degree from Linfield College. He was honored with the meritorious Service Award for the President's Committee on Employment of People with Disabilities. In addition, the American Society named him Multi-Cultural Trainer of the Year. In this engaging and interactive session, participants will explore what it will take to be a Courageous Leader. Attendees will examine:

- ◆ How to lead employee groups through adversity
- ◆ What we can do in times of turbulence
- ◆ How we can maintain the "glass is half full vs. half empty" mentality

5:30 PM A "Networking Event" and vendor displays, with hors d'oeuvres, follows the Wednesday Afternoon session to provide an opportunity for participants to interact informally.

8:30 Thursday

OPENING SESSION



### GAIL WALTERS - "The Power of Public Image"

Gail is an award winning marketing professional, with more than 20 years in the field. As an advertising agency senior executive, she has managed clients such as Ryder Trucks, Hitachi, Apple Computer, Merrill Lynch, the Seattle Mariners Baseball Club, King County EMS and others. In addition to her branding and marketing skills, Gail is an expert in crisis media relations and the management of public image through proactive PR. That particular skill came in handy on September 11, 2001, just 3 weeks after Gail joined the International Association of Fire Chiefs as its Director of Communications. Learn from this highly skilled professional:

- ◆ How modern marketing techniques can set the stage for valuable partnerships
- ◆ What agencies and companies can do to develop a positive public image
  - even in crisis situations
- ◆ How individuals can ensure that an agency or company's image is a great one

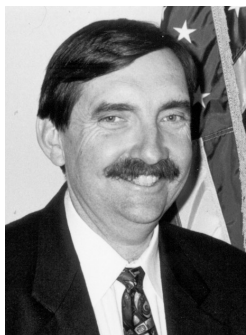
## SEMINAR PROGRAM

12:00

LUNCH IS PROVIDED WITH YOUR REGISTRATION

1:30

SEMINAR RECONVENES



### GORDON GRAHAM - "Practical Ethics"

Gordon Graham is back by popular demand! During his tenure as 29-year veteran of California law Enforcement, Mr. Graham was awarded his Teaching Credential and received his Master's Degree in Safety and Systems Management. His education as a Risk Manager and experience as a practicing Attorney, have allowed him to become recognized as a leading speaker in both private and public sector organizations.

He returns to the Northwest with his "Practical Ethics" presentation, which will provide attendees with empowering and critical techniques, and include:

- ◆ An overview on the decision making process
- ◆ A ten-step process, GRIDM, to demonstrate a technique to make better, ethical decisions
- ◆ An understanding of the opportunities to manifest integrity through ethical behavior

8:30 Friday

OPENING SESSION



### CHIEF RONAL W. SERPAS, Ph.D. - "Making a Difference Every Day in Public Safety"

Chief Serpas has served as Chief of the Washington State Patrol since August 1, 2001, after serving 21 years with the New Orleans Police Department. He oversees the day-to-day management of the agency's six bureaus, some 2,200 personnel and a biennial budget of nearly \$365 million.

Chief Serpas has lectured and consulted on the use of Accountability Leadership models throughout the United States and Europe. He is also a consultant to Linder & Associates, originators of COMPSTAT, and to the Police Foundation, in assessing the performance of major city police departments. In his presentation, Chief Serpas will address the issues of:

- ◆ Delivering quality public safety services
- ◆ Recommitting ourselves to service
- ◆ Participating in enhancing the quality of life of our citizens and our families



### CONSUELO KICKBUSH, Lt. Colonel (Ret.) US Army- "Shared Leadership"

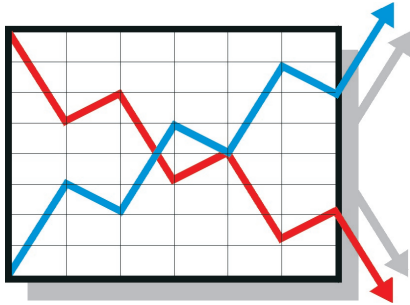
From the fierce challenges of poverty, discrimination and illiteracy, Consuelo rose to become the highest-ranking Hispanic woman in the combat Support Field of the US Army. Founder of Educational Achievement Services, Inc., she brings leadership experience, success techniques and motivational messages to groups of all ages in all environments, including Avon, IBM, Verizon, U.S. Postal Service and NASA-Ames Research. "We can all make our dreams come true, not give up hope, take charge of our lives and make a real difference as we follow a disciplined road map to success." During this riveting and energetic presentation, Consuelo will use real-life case studies as she explores successful leadership behaviors to:

- ◆ Develop leadership skills
- ◆ Become change agents
- ◆ Achieve optimum performance

12:00

A WRAP-UP SESSION CONCLUDES THE SEMINAR

# 35<sup>th</sup> Annual Northwest Management Seminar



~~Creative  
Management~~  
Leadership  
in Challenging Times

## Location & Lodging

**Double Tree Inn, Jantzen Beach—Portland, Oregon**

909 Hayden Island Drive, Portland, OR 97217

1-800-222-8733 or 503-283-4466

*Ask for the special seminar rate!*

## Continuing Education

Two units of college credit are available from Western Oregon University for additional cost. Credit registration will be at the registration desk.

## Northwest Management Seminar Mission

To provide a variety of dynamic, educational experiences and valuable, practical skills for leaders of today and tomorrow.

## For More Information

Don Milligan, Registrar: (503) 838-2309, FAX (503) 838-5106 or email: dcmilligan1@aol.com

## Participating States and Provinces

Alaska - Arizona - California - Hawaii - Idaho - Montana - Nevada  
Oregon - Utah - Washington - Alberta - British Columbia - Saskatchewan

Visit our Web Site at [www.nwms.net](http://www.nwms.net) to register on-line

*Last day for cancellation February 27, 2004. Substitutions gladly accepted.*



## 35<sup>th</sup> Annual Northwest Management Seminar Registration

(reproduce for additional registrants)

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Position \_\_\_\_\_ Agency \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/PC \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Make checks payable for \$250.00 to: Northwest Management Seminar; Billing Authorization # \_\_\_\_\_

Mail registrations to:

Don Milligan, Registrar

461 Sacre Lane N.

Monmouth OR 97361-1241

or Fax to: (503) 838-5106

Questions: (503) 838-2309

Or, register by Web at [www.nwms.net](http://www.nwms.net)