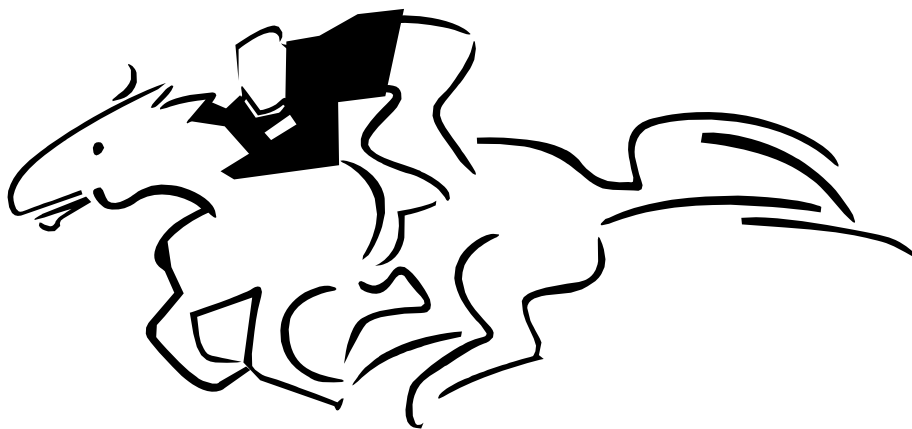




UNITED STATES OMBUDSMAN ASSOCIATION 29TH ANNUAL CONFERENCE

Lexington, Kentucky
September 29 – October 3, 2008

*From the Starting Gate to the Finish Line:
Ombudsmen and the Race for Excellence*



REGISTRATION PACKET

UNITED STATES OMBUDSMAN ASSOCIATION

29TH ANNUAL CONFERENCE

From the Starting Gate to the Finish Line: Ombudsmen and the Race for Excellence

A race is generally thought of as a competition of speed, held at a specified time on a specified course. But dictionaries also define "race" as a "steady or rapid onward movement." USOA's 29th Annual Conference has been designed to provide the tools and techniques to help you achieve onward movement towards excellence in ombudsmanship.

Whether you are a jockey or a trainer and whether you're riding a mare, filly, gelding, or a colt, we guarantee great track conditions for your race to excellence. You will progress around the first turn to establish an office and learn investigative writing techniques. Down the back stretch, there are sessions on cross-cultural awareness and you can close the gap on events in the legal world. You will pick up the pace on the home stretch by evaluating your operation and establishing performance measures. There is also the steward's ethical analysis and at the wire, you'll figure out how you placed via a session on surveys. Enter the winner's circle with a superfecta of ombudsmen from various organizations and participate in USOA's annual meeting.

This year's conference will be headquartered at the historic Crowne Plaza Lexington – the Campbell House in Lexington, Kentucky. A showcase of southern hospitality and the Horse Capital of the world, Lexington is surrounded by beautiful bluegrass and boasts a temperate climate as well as a wealth of activities and attractions. At the intersection of two interstate highways, Lexington is within a day's drive of more than half of the United States. We hope you will join us for an exceptional conference in an exceptional setting.

Sincerely,
USOA Conferences and Training Committee
Citizens' Advocate-Ombudsman, Lexington-Fayette Urban County Government (Host)

About USOA

Founded in 1977, the United States Ombudsman Association is the national organization for public sector ombudsman professionals. USOA also is North America's oldest national ombudsman association with members from ombudsman offices in local, state, and federal government, and affiliated ombudsman offices. Under its bylaws, USOA was organized to operate exclusively for educational, scientific, and charitable purposes.

USOA exists to help ombudsmen and ombudsman organizations improve their operation and services throughout the United States. Additionally, USOA dedicates itself by educational and social means to promote and encourage the establishment of ombudsman offices at the local, state, national and international levels.

For more information, please contact:

Gerald Papica, Chair, USOA Conferences and Training Committee
(615) 532-1572 (office, voice mail)
(615) 532-1591 (fax)

Linda Lord-Jenkins, USOA President
(907) 269-5290 (office, voice mail)
(907) 269-5291 (fax)

USOA Website: www.usombudsman.org

From the Starting Gate to the Finish Line: Ombudsmen and the Race for Excellence

PRE-CONFERENCE AGENDA

(May be subject to change)



MONDAY, SEPTEMBER 29, 2008

7:30 AM – 5:00 PM	PRE-CONFERENCE REGISTRATION AND CONFERENCE REGISTRATION
7:30 AM – 8:00 AM	BREAKFAST FOR NEW OMBUDSMAN TRAINING PRE-CONFERENCE ATTENDEES
8:00 AM – 5:00 PM	PRE-CONFERENCE WORKSHOP

NEW OMBUDSMAN TRAINING – DAY 1

This popular two-day workshop is designed for individuals who are relatively new to the role of government ombudsman. Faculty includes general jurisdiction/legislative ombudsmen and executive branch/agency-specific ombudsmen with more than 50 collective years of experience in their respective offices. Participants will learn about the origin, characteristics, and standards of an ombudsman office. Instructors will discuss basic intake, interviewing and investigation techniques, reports, and will present a case study to enable participants to apply knowledge to practice. The workshop will examine the role of the ombudsman in promoting an ethical climate in our organizations as well as review ethical challenges an ombudsman may face. Workshop participants will also have the opportunity to discuss best practices, time saving tips, and tools of the trade with a group of experienced, successful ombudsmen.

(A Certificate of Completion will be issued to participants upon completion of the workshop.)

PRESENTERS: *Linda Lord-Jenkins, Ombudsman, State of Alaska*

Robin Matsunaga, Ombudsman, State of Hawaii

Roberta Opheim, Ombudsman, Ombudsman for Mental Health & Mental Retardation

Gerald R. Papica, Ombudsman, Tennessee Commission on Children & Youth

10:00 AM – 10:15 AM	BREAK FOR NEW OMBUDSMAN TRAINING PRE-CONFERENCE ATTENDEES
12:00 PM – 1:00 PM	LUNCH FOR NEW OMBUDSMAN TRAINING PRE-CONFERENCE ATTENDEES
3:00 PM – 3:15 PM	BREAK FOR NEW OMBUDSMAN TRAINING PRE-CONFERENCE ATTENDEES

From the Starting Gate to the Finish Line: Ombudsmen and the Race for Excellence

TUESDAY, SEPTEMBER 30, 2008

7:30 AM – 5:00 PM	PRE-CONFERENCE REGISTRATION AND CONFERENCE REGISTRATION
7:30 AM – 8:00 AM	BREAKFAST FOR PRE-CONFERENCE ATTENDEES
8:00 AM – 5:00 PM	PRE-CONFERENCE WORKSHOPS

HIGH CONFLICT PERSONALITIES

A comprehensive workshop to learn skills and participate in practice exercises for handling high conflict personalities. This session is a logical extension of the 2007 USOA pre-conference session on Unreasonable Complainant Conduct. As Ombudsman, we frequently interact with people who have difficult personalities. Drugs, mania, inappropriate hostility, narcissism, entitlement, racism, rudeness and simple stubborn ignorance exemplify complications ombudsmen must deal with when tackling complaints. While the complainants' behavior might be deplorable, yours need not be. This session will help give you the strategies to not only cope, but to be effective in the face of adversity. Mr. Eddy helps attendees to understand the dynamics of personality disorders in conflict resolution settings and presents skills for handling those with high conflict personalities.

(This seminar may qualify for 6 hours of continuing legal education and/or continuing mediation education credit.)

PRESENTER: *Bill Eddy, Attorney, Mediator and Clinical Social Worker*

NEW OMBUDSMAN TRAINING – DAY 2

Continuation of the two-day training.

10:00 AM – 10:15 AM	BREAK FOR PRE-CONFERENCE ATTENDEES
12:00 PM – 1:00 PM	LUNCH FOR PRE-CONFERENCE ATTENDEES
3:00 PM – 3:15 PM	BREAK FOR PRE-CONFERENCE ATTENDEES

PRE-CONFERENCE REGISTRATION FEES:

New Ombudsman Training: Registration fee for the two-day workshop is \$325 for USOA members and \$375 for non-members. The fee covers course materials and breakfast, lunch and refreshment breaks on both days of the workshop.

High Conflict Personalities: Registration fee for this workshop is \$225 for USOA members and \$275 for non-members. The fee covers course materials and breakfast, lunch, and refreshment breaks for the one-day workshop.



From the Starting Gate to the Finish Line: Ombudsmen and the Race for Excellence

CONFERENCE AGENDA

(May be subject to change)

TUESDAY, SEPTEMBER 30, 2008

5:00 PM – 6:30 PM

OPENING RECEPTION – A TASTE OF KENTUCKY

An informal reception featuring food and refreshments at the Crowne Plaza Lexington – The Campbell House.

[Note: If you are not registered for the conference, you will need to purchase an admission ticket from USOA or at the USOA registration table. No Host Bar.]

WEDNESDAY, OCTOBER 1, 2008

7:30 AM – 5:00 PM

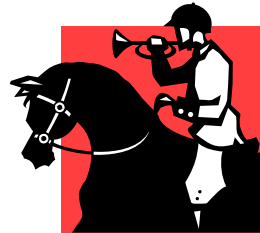
REGISTRATION

7:30 AM – 8:00 AM

BREAKFAST

8:00 AM – 8:45 AM

**THE CALL TO POST –
CONFERENCE OPENING
AND WELCOME REMARKS**



8:45 AM – 10:15 AM

CONCURRENT SESSIONS

Concurrent Session #1A

AND THEY'RE OFF – OMBUDSMEN AT THE STARTING GATE

Launching a new ombudsman office requires strategic decision-making. Some of the issues a new ombudsman may encounter include determining the physical location of the office, establishing the functionality of the office, i.e., constituencies, publicity, record keeping, data analysis, and managing organizational culture issues. This session will offer one ombudsman's experience in launching a new office and provide strategies to address challenges that may arise.

***PRESENTER:** Beverly Reeves, District Ombudsman, Austin Independent School District*

Concurrent Session #2A

THE MORNING LINE - WRITING THE INVESTIGATIVE REPORT (PART 1)

Every investigative report tells a story. Investigative reports may not always be about events as exciting as the Derby but skillful writing will keep the audience interested to the finish. Two experienced ombudsmen will discuss the art and craft of report writing from simple letters to major investigations. They will discuss fact gathering, organization, tone, analysis, and general writing skills that will grab readers at the first page and keep them glued to the report to the wire.

***PRESENTERS:** Linda Lord-Jenkins, Ombudsman, State of Alaska
Laura Pettigrew, Senior Counsel, Ontario Ombudsman Office*

10:15 AM – 10:30 AM

BREAK

From the Starting Gate to the Finish Line: Ombudsmen and the Race for Excellence

10:30 AM – 12:00 PM

CONCURRENT SESSIONS

Concurrent Session #1B

AT THE CLUBHOUSE TURN - ON-LINE COMPLAINT SYSTEMS

Would you like to reduce time spent responding to inquiries for basic information or routing simple service requests? Working with IT staff at the City of Lincoln, Nebraska, the City's Ombudsman developed an online "Service Request" system called *Acting with Citizens To Improve Our Neighborhoods* (ACTION) to handle routine inquiries. As a result, the Ombudsman is now able to devote 25 percent more time to directed constituent services and investigations. An added side benefit of the service request system is the ability to more easily spot trends in service concerns so they can be addressed early and with a minimum of intervention. The goal of this workshop is to orient and assist audience participants how an on-line complaint system can be replicated in their respective offices.

PRESENTER: *Lin Quenzer, Ombudsman, Office of the Mayor, City of Lincoln, Nebraska*

CONCURRENT SESSION #2B

THE MORNING LINE - WRITING THE INVESTIGATIVE REPORT (PART 2)

12:00 PM – 1:15 PM

LUNCH AND KEYNOTE ADDRESS

1:15 PM – 2:45 PM

CONCURRENT SESSIONS

Concurrent Session #1C

CLOSING THE GAP – MAKING STRIDES ON LEGAL ISSUES

An ombudsman's "turf" is the world of court cases, statutes, acts, codes and policies. Join us for this interactive session and expand your knowledge to help prepare yourself to meet legal challenges in the race for excellence.

MODERATOR: *Ruth Cooperrider, Deputy Ombudsman, State of Iowa*

CONCURRENT SESSION #2C

THE STEEPLECHASE – CROSS-CULTURAL AWARENESS

Our mobile society ensures we will meet people from all walks of life. Attendees will negotiate the cultural hurdles of daily business, as well as learn to identify biases and how they may impede the free flow of information.

PRESENTER: *Isabel Gereda Taylor, Multicultural Affairs Coordinator, Lexington-Fayette Urban County Government*

2:45 PM – 3:00 PM

BREAK

3:00 PM – 5:00 PM

USOA CHAPTER MEETINGS

USOA members have different areas of authority, interest and expertise in their jobs. For this reason, a number of specialized Chapters are organized within USOA to share experiences, resources and accomplishments. The Chapters include Children and Families, Corrections, Public Schools, Healthcare and Municipal Government. These meetings are a great opportunity to brainstorm and problem solve. This time will also allow the members to develop a plan of action for each Chapter for the upcoming year.

EVENING HOURS

"DINE AROUND"

Local Hosts will provide restaurant information, assistance with transportation, and lively conversation to small groups (at your own expense).



From the Starting Gate to the Finish Line: Ombudsmen and the Race for Excellence

THURSDAY, OCTOBER 2, 2008

7:30 AM – 5:00 PM REGISTRATION

7:30 AM – 8:00 AM BREAKFAST

8:00 AM – 4:30 PM

PLENARY SESSION

DOWN THE HOME STRETCH - EVALUATING OMBUDSMAN OPERATIONS AND ESTABLISHING PERFORMANCE MEASURES

Strategic Business Planning is a valuable tool and process for small Ombudsman Offices to focus their activities on important objectives, measure performance and demonstrate their value. This portion of the one-day workshop will be lead by G. B. (Gord) Button and will be an interactive session exploring some key components of the process for developing a Strategic Business Plan in a small office environment. Participants will apply the processes discussed to their own circumstances during the workshop and leave with a framework within which they can develop their own Strategic Business Plans when they return home. Participants should prepare for the session by giving some thought to issues in their working environment that affect their performance, objectives or expectations for their offices and key initiatives they might pursue to obtain these objectives.

The Ombudsman evaluation portion will be taught by Frank Fowlie. He will present information, derived from his doctoral dissertation, on a basic blue print for the evaluation of Ombudsman operations. This portion will look at evaluation planning, self-evaluation tools, and reporting strategies. This program will provide Ombudsman practitioners with a basic understanding of the evaluation process; summative, formative and ongoing evaluations; and low-cost tools which may be employed to develop an understanding of the operations, outputs, and weaknesses of an Ombudsman operation.

PRESENTERS: *G.B. (Gord) Button, Ombudsman, Province of Alberta, Canada*
Frank Fowlie, Ombudsman, Internet Corporation for Assigned Names and Numbers

10:00 AM – 10:15 AM BREAK

12:00 PM – 1:00 PM LUNCH

2:45 PM – 3:00 PM BREAK

5:00 PM – 8:00 PM

BANQUET

Guests will be transported to the Kentucky Horse Park for a hayride, visit to the Museum of the Horse, clogging and banquet featuring Henry Clay, the Great Compromiser, presented by the Kentucky Humanities Council.

FRIDAY, OCTOBER 3, 2008

7:30 AM – 8:00 AM BREAKFAST

8:00 AM – 9:15 AM

CONCURRENT SESSIONS

Concurrent Session #1D

A STEWARD'S INQUIRY - ETHICAL ANALYSIS

Each public entity has its own code of ethics. How does an ethics commission determine if a violation has occurred? Our speaker will lead us through the analytical process she used with the Lexington-Fayette Urban County Ethics Commission.

PRESENTER: *Attorney Allison Connelly, Professor of Law, University of Kentucky Law School*



From the Starting Gate to the Finish Line: Ombudsmen and the Race for Excellence

8:00 AM – 10:15 AM

CONCURRENT SESSION #2D

WIN, PLACE OR SHOW – THE WHY AND HOW OF ESTIMATING OMBUDSMAN VALUE VIA SURVEYS

How do we as ombudsmen know if we create value? And if we do, for whom? Would having a defensible estimate of your value return be a good thing? How would you create it? In this interactive session, after addressing a few of the ombuds-specific philosophical challenges about estimating value and surveying, we will examine current survey practices and equations for generating a programmatic value return estimate. Examples, models, and best practices, including hard data from actual programs, will be shared.

Presenter: *John W. Zinsser, Managing Principal, Pacifica Human Communications, LLC.*

9:15 AM – 10:15 AM

Concurrent Session #1E

THE OMBUDSMAN SUPERFECTA – COMMON GROUND PANEL

The last and final session features a panel discussion among representatives of various ombudsman organizations regarding the things that unite and divide us, and how we can build on the strengths of our ombudsman professions. Audience participation is encouraged.

Moderator: *Kathy Gannoe, Nursing Home Ombudsman, Nursing Home Ombudsman Agency of the Bluegrass, Inc.*

10:15 AM – 10:30 AM

BREAK

10:30 AM – 11:30 AM

THE WINNER'S CIRCLE - USOA ANNUAL BUSINESS MEETING

Introduction of new USOA members
Introduction of USOA Officers and Board members
Officers' Annual Report
Discussion of Association Issues
2009 USOA Annual Conference Announcement

11:30 AM – 11:45 AM

CONFERENCE CLOSING/EVALUATION



For full conference attendees, a Certificate of Attendance will be provided at the end of the conference. Certificates will be available at the registration/information tables.

EARLY CONFERENCE AND HOTEL REGISTRATION ARE HIGHLY RECOMMENDED



GENERAL CONFERENCE INFORMATION

REGISTRATION FEES

The fee for Conference Registration submitted **by August 22, 2008** is \$425 for USOA members and \$500 for non-members. The fee for Conference Registration submitted **after August 22, 2008** is \$475 for USOA members and \$550 for non-members.

DRESS/ATTIRE

The dress for the conference is “business casual.”

HOTEL ACCOMMODATIONS

This year’s conference will be held at the Crowne Plaza Lexington – The Campbell House, 1375 S Broadway, in beautiful Lexington, Kentucky. Reserved rooms will be \$99 per night plus 12 percent state and local taxes. Subject to availability, the rate is available from September 25, 2008 through October 5, 2008. Please book directly with the hotel no later than Friday, August 29, 2008, the cut-off date for release of unused rooms to the general public. Rooms may be available after that date but August 29 is the cut-off date for the USOA block. For reservations, contact the hotel at 859-255-4281. Please remember to mention that you are attending the United States Ombudsman Association or use ID “USO” in order to ensure that you receive your special rates. Rooms include high speed internet and the hotel features a deluxe complimentary 24 Hour Fitness Center, adjacent 18 hole golf course and a heated indoor pool. For more information on the accommodations, please visit their website: www.crowneplaza.com

HOTEL ADDRESS Crowne Plaza Lexington – The Campbell House
1375 S Broadway
Lexington, KY 40504
859-255-4281

NON-CONFERENCE PARTICIPANT/GUEST AT RECEPTION AND BANQUET

If you are not registered for the conference, you will need to purchase a ticket from USOA or at the USOA conference registration desk for Tuesday night’s reception and/or Thursday’s banquet.

GROUND TRANSPORTATION

Shuttle service is available from the Bluegrass Airport (LEX) in Lexington. A one-way taxi-fee is approximately \$15. Rental cars are available at the airport.

CANCELLATION/REFUND POLICY

Notice of cancellation must be in writing. Cancellation by telephone will not be accepted. Notice of cancellation may be emailed to usoa@usombudsman.org or faxed to 515-225-6363.

If you cancel your registration, we encourage you to send a substitute to take your place. Please contact the office at 515-225-2323 and notify us of any changes so we can arrange for a name badge and certificate.

If you cannot find a substitute to take your place, the following cancellation policy will apply:

Cancellation on or before September 1	100 percent refund, less \$25 cancellation fee
Cancellation between September 1 - 15	50 percent refund, less \$25 cancellation fee
Cancellation after September 15	No refund

USOA reserves the right to change programs and conference offerings any time as warranted.

**United States Ombudsman Association
2008 Annual Conference**

REGISTRATION FORM

Name _____
 Title _____ Organization _____
 Address _____
 City _____ State/Province _____ Postal Code _____
 Country _____ Email _____
 Phone (_____) _____ Fax (_____) _____
 Special Accommodations (Dietary or other) _____

CONFERENCE REGISTRATION (October 1 - 3):

The Conference Registration Fee includes the Tuesday evening Reception, Wednesday and Thursday breakfast, lunch and breaks, the Thursday evening Banquet, Friday breakfast and break, and all conference materials.

	BY <u>8/22/08</u>	AFTER <u>8/22/08</u>	
United States Ombudsman Association Member Fee	\$425.00	\$475.00	\$ _____
Non-member Fee	\$500.00	\$550.00	\$ _____

PRE-CONFERENCE REGISTRATION (September 29 - 30):

The Pre-Conference Registration Fee includes lunch and breaks, and course materials.

New Ombudsman Orientation (2 day course, September 29 - 30) A Certificate of Completion will be given to participants who complete the course.

United States Ombudsman Association Member Fee	\$325.00	\$ _____
Non-member Fee	\$375.00	\$ _____

High Conflict Personalities (1 day course, September 30) This seminar may qualify for 6 hours of continuing legal education and/or continuing mediation education credit.

United States Ombudsman Association Member Fee	\$225.00	\$ _____
Non-member Fee	\$275.00	\$ _____

GUEST TICKETS:

Reception or Banquet (circle one) # of Tickets _____ x \$55.00 \$ _____
 Reception and Banquet # of Tickets _____ x \$90.00 \$ _____

TOTAL = \$ _____

PAYMENT: Please make your **check** payable to "USOA" and mail it with this registration form to:
 United States Ombudsman Association, 5619 NW 86th Street, Suite 600, Johnston, IA 50131-2955

For **credit card payments**, mail this form to the address listed above or fax the form to: 515-225-6363.

MasterCard ___ VISA ___ Credit Card # _____ Expiration Date _____
 Cardholder Name _____ CVV2 (3 digit security number) _____
 Cardholder Address _____