



New Brunswick Branch (NB Planners Association)

“The Complete Management Course for Planning Directors”

The New Brunswick Branch of the Atlantic Planners Institute is pleased to announce that a 2 day professional training session on Planning Management has been organized for Planning Directors and Senior level Planners within the Atlantic region looking to advance their management skills.

Instructor: **Paul Zucker, Author of *The ABZ's of Planning Management***

Summary:

The Complete Management Course for Planning Directors is a comprehensive two-day course designed for planning and community development managers, division heads, supervisors and future managers. The seminar is designed to respond directly to the needs and challenges of today's planning and community development departments. The need for major change in planning and community development departments is essential. We are beyond the days of moving from one management fad to another. What is required today is a fundamental shift based on a changing environment and a new information age focus. This workshop is approved for 12.5 hours of Continuous Professional Learning (CPL) credits by the Atlantic Planners Institute. For more details on the course visit www.zuckersystems.com.

Key Topics You Will Learn

How to Build a Strong Foundation

- Set the strategic direction and mission for the department.
- Figure out what your customers want.
- Establish the appropriate work program.
- Set the appropriate organizational structure.
- Serve better in a political environment.
- Better handle change in your organization.

How to Set Up Systems

- The General Plan
- Permit Processes
- Office Layout
- Equipment
- Automation
- Measurement Systems
- The Use of Manuals and Forms
- Telephones

How to Improve People Skills

- Selection and Evaluation
- Delegation
- Motivation
- Encouragement
- Evaluation
- Training

About the Instructor:



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Paul C. Zucker, FAICP, (aka **The Management Doctor**) grew up in a small town in eastern Nebraska and now lives in San Diego with his wife.

He has been active in city planning, government and management since the late 50s. Since 1982, he has been President of Zucker Systems, a consulting firm specializing in organization, management and process studies for Planning, Building, and Engineering Departments.

He has consulted with more than 150 cities, counties and other governmental entities in 29 states, as well as numerous private developers and companies. His clients have included such diverse groups as private land developers, Holiday Inn University, Minneapolis School System, American Institute of Certified Planners, California State Coastal Commission, Price Club, the City of Los Angeles, Southern UTE Indian Tribe and Santa Fe Housing Trust.

His management contracts have included comprehensive management and organizational audits, customer service training, process and systems analysis, workflow analysis, management training, retreat facilitation and conducting focus groups. He has served as personal management advisor to department heads and has managed entire departments on a contract basis.

Prior to forming Zucker Systems, he was a department head for three major public agencies in Brookline, MA; Marin County, CA; and Tucson, AZ. He was also an Assistant County Administrative Officer for San Diego County, CA.

As President of a private nonprofit development company in California's Central Valley, Mr. Zucker headed a multi-discipline team with a focus on industrial and commercial development for low income and primarily hispanic residents. In this capacity, he created and managed five manufacturing plants and a movie theater. He also created a variety of nonprofit social service corporations including a health clinic, legal aid office and a credit union.

Mr. Zucker has served as a guest lecturer at the Universities of California at Irvine and Berkeley, California State Universities at Fresno and San Diego, and the Massachusetts Institute of Technology. He has taught planning commissioner practice and management skills for the American Institute of Certified Planners, has addressed national American Planning Association conferences since 1982, as well as 26 State conferences. He is the author of *The Management Idea Book*, *The ABZ's of Planning Management Second Edition*, *The ABZ's of Planning Management*, and *What Your Planning Professors Forgot to Tell You*, has articles published in numerous national publications and is lecturing throughout the United States and Canada on management.

Mr. Zucker has taught a comprehensive management course to over 700 top managers in 15 cities and counties and has taught management short courses to over 10,000 executives throughout the United States and Canada.

He was educated in architecture at the University of Nebraska where his thesis was chosen for the National Institute of Architectural Education competition. He received a masters degree in Urban and Regional Planning at the University of California, Berkeley where he was a Sears Fellow. He also completed post graduate work at the Main Event Management Institute in Houston, TX and in management at the University of Phoenix.

“The Complete Management Course



**New Brunswick Branch (NB Planners Association)
for Planning Directors”**

Location: Crowne Plaza Fredericton Lord Beaverbrook
659 Queen Street, Fredericton, New Brunswick

Hotel Reservations at Crown Plaza Fredericton Lord Beaverbrook
(\$149.00 room rate)
Toll Free Telephone: 1-866-444-1946
Local Telephone: (506)-455-3371

Date: *September 9 & 10, 2009*

Price: \$400.00 for MCIP Members
\$450.00 for Non-Members

This Continuous Professional Learning opportunity was organized by API's New Brunswick Branch (NB Planners Association) and is open to all Planning Directors and Senior level Planners. For information on planning, see www.cip-icu.ca and www.atlanticplanners.org.

Space is limited to approximately 35 people. Please send your registration to Bill Budd, phone 856-4322 or e-mail bill.budd@moncton.ca, by Monday morning, August 31, 2009. To register – see the attached page.



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REGISTRATION FORM

“The Complete Management Course for Planning Directors”

Location: Crowne Plaza Fredericton Lord Beaverbrook
659 Queen Street, Fredericton, New Brunswick
September 9 & 10, 2009

Please complete this form and return by fax or email. Payment can be made out to ***NB Planners Association.***

Email: bill.budd@moncton.ca
 Mail: Greater Moncton Planning District Commission
 655 Main Street, Moncton, NB E1C 1E8
 Phone: (506)856-4322
 Fax: (506)859-2683

API Members	\$400.00 each x _____ = _____
Non Members	\$450.00 each x _____ = _____
(members and non-members)	
	Total Fees: _____

Name(s) of participant(s): _____	Phone # _____
(please print) _____	Phone # _____
_____	Phone # _____
_____	Phone # _____
_____	Phone # _____
_____	Phone # _____
_____	Phone # _____
_____	Phone # _____

NOTE : Cancellations will not be accepted after 4:00 pm Friday September 4, 2009.