

## Bending the Curve in the Public Interest

Washington, D.C. – The Newseum | September 12-13, 2011

There is nothing of greater importance to public finance and management than the cost of government. Some of those costs are fixed, others only appear fixed and still others are wildly variable. The challenge is to know which is which, and what can be done to bend them in ways that serve the public interest. GOVERNING is making a multi-year commitment to understanding, exploring and explaining the complex dynamics behind a simple question – **how can we afford the government we need?** The answer is not to be left to economists or partisans alone. The conversation necessarily includes a wide cross section of practitioners — the people who make government work, sometimes against daunting odds.

Indeed, by the time GOVERNING convenes its second annual Summit on the Cost of Government in September 2011, the political transitions from the 2010 elections will be completed and the 2012 election season will be looming on the horizon. The first round of budget-cutting and adjusting will be substantially done. The reality of the revenue equation will be settling in. Policy makers, budget writers and public managers will be grappling with cuts to programs that people will actually miss. The decisions get tougher from here. But the policy, planning and investing decisions made during this period will have both short term operational and service delivery impacts and also setting the trajectory for future growth and prosperity. GOVERNING is uniquely able to convene the people who make those decisions, now and tomorrow. Together, they will share best and emerging practices, compare approaches to budgeting effectively and confront the hard work of building America's future.

**GOVERNING Summit on the Cost of Government II** is more than the next Roman numeral or just a sequel to the successful debut event in 2010. Much has changed; more will change, as incumbent and new administrations confront the challenges of this moment:

- Is this a post-recession recovery, or something deeper and more fundamental – a reset?
- Is a government reset inevitable? Is it possible?
- Where are we in that process?
- What services have survived? What haven't? What needs to be adjusted?
- What is the role of government in a time when it is being forced to get smaller while the challenges it faces grow and become more complex?
- What are its core competencies? How do they fit with those of the private and not-for-profit sectors during and after the reset?
- If there are no easy answers, what are the hard ones that deserve our attention? Or, more simply, what needs to be done now?

### Summary of key themes

- Affording the government we want and need
- Cost of government
- Cuts to programs that people will actually miss, and what to do about it
- Short-term operational and service delivery impacts
- Long-term trajectory for future growth and prosperity
- Public finance and management
- Effective budgeting and management, best and emerging practices
- Investment in vital public infrastructures
- Convening a wide cross-section of practitioners
- Policy makers, budget writers and public managers

### Event Format

- 70 hand-selected public sector executives
- Workshop/Interactive format
- 1.5 days with executive dinner at location TBD

### Attendee Profile

Government executives at the undersecretary and agency director level across all government agencies.

Undersecretary, Deputy Secretary, Assistant Secretary

Executive Director, Director, Deputy Director, Assistant Director

**C-suite:** Chief Administrative Officer, Chief Finance Officer, Chief Operations Officer, Chief Information Officer, Chief of Staff

Finance/Taxation/Budgeting/Auditing

Information Technology/Telecomm

Public Works/Transportation

Environmental/Energy/Sustainability planning

Planning

Economic Development

Health/Welfare/Social Services

Housing

Workforce Development/Labor/Employment

General Services/Administrative Services

Purchasing/Procurement

Facilities

Corrections

Human Resources

### Post Event: GOVERNING's Cost of Government Playbook

In addition to the networking and collaboration that will take place at the Summit, the GOVERNING editorial team will capture conversations by creating the Cost of Government Playbook to be published and widely distributed post-event.

The Playbook based on Summit outcomes will be accompanied by a designated landing page on governing.com. This page will feature other significant papers and articles of interest to the Cost of Government conversation and community.

#### Playbook Distribution

- Insert into GOVERNING
- Posted on governing.com (6 months)
- Hardcopy mailing to 500 executive titles
- Custom mailing to 100 titles selected by sponsor with cover letter from GOVERNING Publisher
- 100 hard copies to each sponsor

#### Playbook Deliverables

- Corporate logo on Playbook
- Sponsors may submit materials and other resources for consideration to be included in an "other references" listing in the back of the playbook
- Inserted into upcoming issue of GOVERNING
- Custom mailing to 100 titles selected by sponsor with cover letter from GOVERNING Publisher
- 100 hard copies to each sponsor

#### Benefits of Sponsorship

- Two pre-summit planning phone calls to discuss event format and sponsor's topics of interest. Sponsors will have the opportunity to highlight case studies or best practices to be considered by session facilitators for inclusion in the discussion.
- Two sponsor representatives in attendance at Summit
- Logo placement on promotional materials
- Half-page corporate profile in printed program
- Participation in the discussions throughout the conference including the general session and breakout sessions
- Inclusion in Summit conversation – sponsors will be called upon to participate throughout the event
- Access and networking opportunities with leaders from across the nation

**For more information** contact Fred Kuhn, Publisher at 202.862.1455 or [fkuhn@governing.com](mailto:fkuhn@governing.com).