

# Training Solutions for PUBLIC SAFETY LEADERS

2012 TRAINING SCHEDULE



PERFORMANCE  
LEADERSHIP  
INSTITUTE

INCORPORATED

STRAIGHT ANSWERS.

PRACTICAL SOLUTIONS.

UNPARALLELED PERFORMANCE.

# What's New At PLI

It's been a year of positive growth for Performance Leadership Institute, Inc.! With feedback and input from all of you - our customers - we have made important additions to our instructor cadre and leadership training options to better meet your needs and budgets in the coming years.

**Regular Course Offerings:** Included in this catalog is the release of PLI's Spring 2012 Training Schedule. Throughout the coming year, you'll find all our regular offerings of our existing popular courses such as *"Performance Leadership"*; *"Creating A High Performing Organization"*; *"Effective Strategic Planning & Budget Strategy"*; *"Maximizing Your Message: Media, Marketing and Communication"* and *"Effective Basic Supervision"*. We strive to offer each of these courses a few times each year to ensure you can always plan your training calendar around



the courses you need for new and existing supervisors and executive leaders.

**NEW Course Offerings:** With input from all of you, we are also offering a number of new courses this year, taught by our existing and new instructors. New programs include:

"Coaching And Counseling for Supervisors", "Combat Ethics", "Building Your Social Media Presence", "Being Effective In Your New Command – Planning and Politics for New LE Leadership", and "Building Supervisory Credibility".

**Critical Incident Stress Management and Law Enforcement Support Programs:** We are also proud to announce starting in 2012, we will be offering a series of courses aimed at law enforcement stress management and support. CISM certified instructor Capt. Mike Cobb will be working with PLI to offer a CISM class in the Seattle/Everett area in late Spring. In conjunction with that, we will be rolling out a new course - "Line Of Duty Deaths – How To Handle The Process, The Family and The Media With Respect & Dignity" taught by Sgt. Mike Blair of the Pierce County, WA Sheriff's Dept.

**NEW Instructors:** We've added new instructors to meet our clients' needs as well. Joining us are Chief Jon Zelif who will be instructing regularly for PLI starting in 2012, along with CISM instructor Capt. Mike Cobb. Capt. (Ret.) Randy Barnes, a long-time PLI instructor, will also now be teaching exclusively for PLI starting in 2012.

**NEW Market Areas:** In addition to our regular programs in Oregon, Washington, Idaho and Nevada, starting in 2012, PLI will also be offering classes in Arizona in cooperation with the Pinal County, AZ Sheriff's Office and in Utah, Texas and California.

And of course, PLI consultants are always available to customize a program to meet your agency's specific needs. Call us if you have a program not seen here that you'd like to discuss. Our specialty is working on a consulting basis to help address your objectives or tailoring programs to your specific needs.

To Your Success - *April M. Lee*

## Connect with Performance Leadership Institute, Inc.

Performance Leadership Institute, Inc. offers a number of ways to keep in touch with current program offerings, latest news and events and continue conversations with your colleagues and classmates.

Choose one or all of these options to stay up-to-date on what's happening in the areas of Performance Leadership and Training:

**Subscribe to Our Mailing List and Receive Our Once-A-Month**

**E-Newsletter "The Performance Leader":** Visit our website at [www.pli.us.com](http://www.pli.us.com) and fill out the form to subscribe to our mailing list. You will automatically be added to the list to receive training announcements and the monthly newsletter.

**Visit our website** at [www.PLI.US.COM](http://www.PLI.US.COM) for regular training updates and profiles on our clients and their successful programs.

**On Facebook:** Become a fan of Performance Leadership Institute, Inc. and see

the latest buzz about programs, instructors, classmates successes and training updates.

**Call or Email Us:** We always welcome questions, comments, asking for advice or assistance with a new project or just to talk over issues via phone or email. We regularly help past customers with initiatives they are undertaking in their agencies. Contact us at [alee@pli.us.com](mailto:alee@pli.us.com) or (541) 490-5300.

# Training Delivery Options

## **Open Enrollment Training Courses**

Our open enrollment training schedule for December 2011-June 2012 is included in this catalog, along with information on how to register via our website at [www.pli.us.com](http://www.pli.us.com) or through email or fax.

## **Customized Training Held At Your Agency**

Performance Leadership Institute, Inc. regularly customizes training programs for single agencies for all or portions of their staff. This training is focused on your unique issues and goals and is conducted on-site at your agency - saving you on travel and per diem costs and providing you with a customized product and consistent message for your entire team. Flat fees are offered to make per-person training costs less expensive than sending staff away to training.

## **Customized Webinars or Skype Training**

Starting in 2012, Performance Leadership Institute, Inc. will work with you to customize training programs to be offered via webinars or via Skype to staff in your organization. Because this type of training saves money in travel costs for both you and us, the cost can be significantly less expensive than other on-site training options and can be held for groups large and small.

## **Conference Training or Speaking Engagements**

Performance Leadership Institute, Inc. has a variety of speakers and trainers available for two-hour to two day conference speaking or training engagements on a multitude of topics. Tell us who your audience is and we can customize a speaker presentation or series of speakers to meet your conference or group event needs.

## **Consulting Services**

Performance Leadership Institute, Inc.'s specialty is our personalized consulting services designed to help you move your agency to the next level. Our services are customized to address the issues or objectives you are trying to tackle and include extensive understanding of your organizational culture and situation and the perspectives and work from our team of experts. We assess your situation and customize a consulting team and consulting work plan to meet your needs and achieve your goals for the organization. We offer everything from strategic planning, employee input surveys, organizational change initiatives, on-site facilitation and planning retreats, marketing programs, employee performance programs and more. We also assist with conference planning and fundraising, as well as contract PIO and Training Manager services.



# 2012 Winter/Spring Training & Event Schedule

## FEBRUARY

- ◆ February 6, 2012 - **“Combat Ethics”** instructed by Chief Jon Zeliff. Sponsored by Edmonds, WA Police Department in Edmonds, WA. Cost: \$150 per person
- ◆ February 13, 2012 - **“Combat Ethics”** instructed by Chief Jon Zeliff. Sponsored by Milwaukie, OR Police Department in Milwaukie, OR. Cost: \$150 per person
- ◆ February 21, 2012 - **“Creating A High Performing Organization”** instructed by Randy Barnes. Sponsored by Twin Falls, ID Police Department in Twin Falls, ID. Cost: \$150 per person.
- ◆ February 28, 2012 - **SPECIAL EVENT: “Performance Leadership During Tough Times”** instructed by Randy Barnes. Guest speaker at the Arizona Detention Association in Prescott, AZ. Also visit April and Randy at our exhibit booth at Arizona Detention Association Conference.

## MARCH

- ◆ March 6-8, 2012 - **SPECIAL EVENT: Western States Sheriff's Association Conference in Las Vegas, NV** - visit our exhibit booth
- ◆ March 9, 2012 - **“Performance Leadership”** instructed by Randy Barnes. Held in Las Vegas, NV, sponsored by Las Vegas Metro
- ◆ March 19-23, 2012 - **“Effective Basic Supervision”** instructed by PLI instructors. Sponsored by Kootenai County Sheriff's Office in Coeur d'Alene, ID. Cost: \$450 per person
- ◆ March 30, 2012 - **“Creating A High Performing Organization and Training Unit”** instructed by Randy Barnes. Sponsored by the San Bernardino, CA Sheriff's Office in San Bernardino, CA. Cost: \$150 per person.

## APRIL

- ◆ April 10-12 - **SPECIAL EVENT: Oregon Association Chiefs of Police Conference** in Bend, OR - visit our exhibit booth
- ◆ April 19-20 - **“Performance Leadership”** instructed by Randy Barnes. Sponsored by the Pinal County, AZ Sheriff's Office - home of the “Sheriff of the Year” Paul Babeau. Cost: \$250 per person.
- ◆ April 30 - **“Combat Ethics”** instructed by Jon Zeliff. Sponsored by Spokane, WA Police Department. Cost: \$150 per person.

## MAY

- ◆ May 7-8 - **“Performance Leadership”** instructed by Randy Barnes. Sponsored by the Whatcom County, WA Sheriff's Office in Bellingham, WA. Cost: \$250 per person.
- ◆ May 21-23, 2012- **SPECIAL EVENT: Washington Sheriffs and Police Chiefs Association Conference** - visit our exhibit booth

# 2012 Winter/Spring Training & Event Schedule

## JUNE

- ◆ June 15, 2012 - ***“Coaching and Counseling”*** instructed by Randy Barnes. Sponsored by Everett, WA Police Department in Everett, WA. Cost: \$150 per person
- ◆ June 27-28, 2012- ***SPECIAL EVENT: Idaho Sheriffs’ Association*** - visit our exhibit booth

## JULY

- ◆ TBA - ***“Critical Incident Stress Management” and “When The Worst Happens”*** - CISM certification class and line of duty death management course instructed by Capt. Mike Cobb and Sgt. Mike Blair. Held in Seattle/Everett, WA area. Cost: \$300 per person.

## AUGUST

- ◆ August 17, 2012 - ***“Creating A High Performing Organization”*** instructed by Randy Barnes. Sponsored by Washington County 911 (WCCCA) in Beaverton, OR. Cost: \$150 per person.

## SEPTEMBER

- ◆ DATES TBA - ***“Performance Leadership for Middle Managers”***: 40-hour course instructed by PLI leadership cadre. Sponsored by Milwaukie, OR Police Department in Milwaukie, OR. Cost: \$450 per person

***Now Looking For Host Sites for July-December 2012!***

***Let us know if you’d like to bring a class to your area!***



# About PLI

Our Mission: Making A Positive Difference And Creating Meaningful Change

**Performance Leadership Institute, Inc.** was founded to help law enforcement, public safety and private business organizations make meaningful change in their management and operations in a manner that focuses on efficiency, effectiveness and excellent performance for their citizens and customers. Our services use intelligent analysis, real-world experience, and leadership expertise to help organizations take a hard look at their current way of doing business and find ways to better perform in the future through strategic planning, effective and practical training, adjustments and realignments of current resources and efforts to better connect with citizens, employees and partners.

## “PLI’s training and consulting is top-notch!

*We could not have asked for a better way to bring our members from just standing on the sidelines to a point where they are now wanting to take an active part in the future of our department. ”*

*- Undersheriff Eileen Bisson, Pierce County, WA*

Our firm was founded in 2007 and is owned by April Lee, who has worked as a consultant and trainer with numerous law enforcement, public safety and private business organizations throughout the Pacific Northwest and the country. April has assembled a team that includes a wide variety of expertise, countless years of experience with law enforcement organizations, and a myriad of perspectives and proven successes. Each of our team members brings with them unique experience in the field as well as proven success in working with clients. We currently offer services in the areas of organizational development, strategic planning, budget preparation and management, staffing analysis and efficiency assessments, employee and community communications planning, marketing and media relations, career development and training plan development, employee performance programs, ethics training and agency-specific programs, critical incident stress management, and executive and supervisory level leadership training and coaching.



### April M. Lee

April is the principal owner of Performance Leadership Institute, Inc. and works with clients on long range planning, marketing and community awareness campaigns, media relations activities, internal and external communication systems, social media, and organizational development and employee relations projects. She is also the principal business manager, coordinating all training programs and organizational development projects offered by the firm.

April has more than 13 years experience working with law enforcement agencies as a consultant and trainer in both the law enforcement and corrections areas. Her experience includes working with numerous agencies throughout the Pacific Northwest on strategic planning and performance measure projects, organizational development issues, community information programs, employee relations and communications planning.

April holds a Bachelor of Arts Degree with honors in Communications from Lewis & Clark College in Portland, Oregon, and a Masters Degree in Criminal Justice through Boston University in Boston, Massachusetts.

In her spare time, April enjoys bicycling around her hometown of Hood River, Oregon, traveling, practicing her hobby of amateur photography, doing landscape design and interior decorating, and driving her convertible sports car. You can also connect with April on her fashion, style, design and travel blog at <http://whdesignandstyle.blogspot.com/>.

# About Our Consultants/Instructors



**April M. Lee** has 14 years experience working with law enforcement agencies as a consultant and trainer. She has assisted many agencies with their internal communication needs as well as external community relations and marketing and has conducted citizen surveys and citizen input meetings for countless law enforcement agencies. April conducts training on "Dealing with the Media"; "How To Create A "Brand Name" Law Enforcement Agency"; "Maximizing Your Marketing Message" and customized community relations and marketing programs, including contract PIO services. April is a former newspaper reporter and has a background in print and community journalism, community opinion research and marketing. April holds a Bachelor of Arts Degree with honors in Communications from Lewis & Clark College in Portland, Oregon, and a Masters Degree in Criminal Justice through Boston University in Boston, Massachusetts.



**Capt. (Ret.) Randy Barnes** has 25 years of progressive experience including eight years as division commander. Randy has served as a faculty member in the Leadership Division at the Washington Criminal Justice Training Commission since 1995 and has been involved in the strategic planning and development for many of their ethical leadership, situational leadership, budgeting and mentoring programs. Randy is also a graduate of the FBI National Academy (207th Session), a certified leadership instructor for IACP, and serves as a guest instructor for the Northwest Law Enforcement Command College. Randy has also served since 1999 as the Tactical Situations Commander for the area Regional Emergency Response Team. Randy is an instructor and consultant for Performance Leadership Institute, providing instruction and services in leadership, strategic planning, employee performance measures, succession planning and training, and building a values-driven culture in your agency.



**Chief Jon Zeliff** currently serves as the Chief of Police with Central Point Police Department in Southern Oregon, where his agency became the first agency in the nation to earn the esteemed "Certificate of Excellence In Integrity" from the National Institute of Ethics. Jon formerly served as a commander at the Grants Pass, Oregon Department of Public Safety. He has over 25 years experience in law enforcement and has served in a wide range of assignments. Jon has a BA degree in Business Management and is the Oregon Chapter Director for the International Association of Ethics Trainers and a member of the Center for Law Enforcement Ethics, Oregon Association of Chiefs of Police and the International Association of Chiefs of Police. Jon has testified as an expert witness for the Oregon Department of Justice on ethical issues and is frequently consulted by individuals and organizations on matters of professional ethics, character and integrity.



**Mike Blair** is a direct and to-the-point trainer with Performance Leadership Institute, Inc. who speaks to the practical, real-world issues faced by law enforcement supervisors and also conducts a program on handling line of duty death situations, peer support programs and family relations. He has more than 15 years law enforcement experience with the Pierce County Sheriff's Department in Tacoma, Washington, currently serving as a patrol Sergeant. During his career he has worked as a Resident Deputy and a Domestic Violence Investigator. He has also served as a Washington State EVOC Instructor, a Community Academy Proctor, a Field Training Officer and a Master Patrol Officer. Mike has also had prior appointments by the Sheriff to the Board of Professional Standards, as well as on the Sheriff's Department Strategic Planning Team, facilitated by Performance Leadership Institute, Inc. Mike graduated from Washington State University in 1993 with a Bachelor of Arts in Criminal Justice.



**Leslie Stevens** is an experienced attorney and law enforcement manager. She has more than 15 years experience as an attorney, having worked as a prosecutor and legal counsel for police, fire and other public agencies in Oregon. Her extensive legal experience includes civil, criminal, constitutional, personnel and public contracting law. Leslie's experience includes being the only civilian member of the chief's executive management team in a major city police department where she also oversaw the department's internal affairs division, implementation of an early intervention system, as well as supervised audits of law enforcement programs, practices and policies. She has consulted with the International Association of Chiefs of Police and on US Department of Justice funded projects. Leslie holds a bachelor's degree from California State University, Chico and a law degree from Lewis and Clark in Portland, Oregon.

**Captain Mike Cobb**, BCETS, currently serves as a Captain with the Richland, Washington Police Department. Mike has been with the department since 1982, serving in many operational, support, administrative and tactical command positions. He is a past president of the Washington State Tactical Officers Association (WSTOA). Mike is the co-founder of the Tri City CISM Network and faculty member with the International Critical Incident Stress Management Foundation (ICISMF) and is an approved instructor for CISM. Mike is also a board certified expert in Traumatic Stress and a Diplomate member of the American Academy of Experts in Traumatic Stress.

***Interested in instructing and have something unique to offer?***

***Contact April Lee to discuss how you can be part of PLI!***



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# TRAINING REGISTRATION FORM

Name of course: \_\_\_\_\_ Course Location: \_\_\_\_\_

Course Dates: \_\_\_\_\_

Agency Name: \_\_\_\_\_

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

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

Fax: \_\_\_\_\_ Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

## We want to register the following personnel in the course noted above:

Name: \_\_\_\_\_ Rank/Title: \_\_\_\_\_

Name: \_\_\_\_\_ Rank/Title: \_\_\_\_\_

Name: \_\_\_\_\_ Rank/Title: \_\_\_\_\_

**How did you hear about this course?** \_\_\_\_\_

## Payment Options:

*(All payments must be made prior to the class date; cancellations made 25 days prior to the class will receive a refund less a \$50 processing fee; cancellations less than 25 days prior to the class date will receive a credit for a future class)*

**Check Enclosed** Payable to Performance Leadership Institute, Inc., PO Box 1214, Hood River, OR 97031

Check Number: \_\_\_\_\_ Amount: \_\_\_\_\_

**Charge to:**      o      VISA                                      o      MASTERCARD

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name of Card Holder (Please print) \_\_\_\_\_

Billing Address for the card: (including, address, city, state and zip) \_\_\_\_\_

\_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Bill my department** at the address listed above—payment will be made prior to the class date.

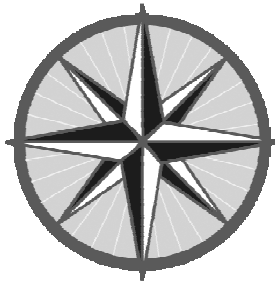
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**SUBMIT THIS FORM TO:**

Performance Leadership Institute, Inc., Attn: April M. Lee, PO Box 1214, Hood River, OR 97031

Email to: [alee@pli.us.com](mailto:alee@pli.us.com) or FAX to: (541) 436-0600





## PERFORMANCE LEADERSHIP INSTITUTE, INC.

*Straight Answers. Practical Solutions. Unparalleled Performance.*

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