



Balance Scorecard Institute's Expertise Featured at California Assessors' Association Conference

BSI's Director of International Relations/R&D Joe DeCarlo, and Manager of Business Development/Senior Associate Juliette Bastian to present at the California Assessors' Association Annual Conference October 12-15, 2015.

[Joe DeCarlo](#), the [Balanced Scorecard Institute's](#) Director of International Operations/R&D, and [Juliette Bastian](#), BSI's Manager of Business Development/Senior Associate will present at the [California Assessors' Association](#) Annual Conference October 12-15 in San Mateo, CA.

DeCarlo and Bastian will team up with Randy Mellin, Director of Information Technology with San Mateo County Assessor's Office to lead a break-out session on October 13 entitled, "Developing Your Department's Strategic Plan Through Employee Engagement". The session will enable participants to understand how to engage employees in strategic planning and implementing the strategic plan. Specifically, participants will learn:

- * The value of engaging employees in the development of a strategic plan
- * Successful techniques that lead to employee engagement in strategic planning
- * How engaging employees in strategic planning leads to greater employee commitment and involvement in implementing the plan
- * How engaging employees leads to success in aligning operations in executing strategy.

DeCarlo has 40 years of extensive experience in business structuring, strategy formulation & implementation including balanced scorecard use, change management, and the design/execution of innovative operational business models/solutions in the private, public, and nonprofit sectors. His career includes time with IBM, and his BSI clients include the national governments of Ethiopia, Botswana, and United Arab Emirates, as well as Cisco, Fluor, and Liebherr Mining.

Bastian has more than 28 years of experience with government and non-profit organizations, with expertise in change management, organizational development, contract/project management and strategic planning. Her BSI clients have included San Antonio Airports, Five Acres Child & Family Services, Community Action Partnership of San Bernardino County, Central Bank of Belize, Gallup Indian Medical Center, Louisville Metro Government, City of Edmonton, and San Mateo County.

The California Assessors' Association (CAA) is a statewide non-profit professional association for County Assessors, which was formed in 1902. The purpose of the Association is to promote:

- * Cooperation between assessing officers in California
- * Improvement of California assessment procedures and laws for the public good
- * Liaison with the State Board of Equalization and the International Association of Assessing Officers.

The CAA Annual Conference will take place at the Hotel Sofitel San Francisco Bay, located in Redwood City, California. The conference theme is "Looking Ahead: The Future of Assessment." This multi-day event will provide an opportunity for Assessors, State Board of Equalization members, government staff, and industry representatives from across the State of California to meet and share their ideas and experiences.

About the [Balanced Scorecard Institute](#):



The Balanced Scorecard Institute, a Strategy Management Group Company, provides strategic planning, balanced scorecard and performance measurement and management training, certification, and consulting services to government, nonprofit, and commercial organizations. Services include public and on-site courses, facilitation and consulting services, and information and tools used by executives, managers and analysts to transform their organizations into “performance excellence” organizations.

The Institute’s website -- www.balancedscorecard.org -- is a leading resource for information, ideas and best practices on strategic planning and management, performance measurement, and balanced scorecard systems. The Institute’s Nine Steps to Success™ balanced scorecard framework integrates strategic planning, budgeting, operational planning, performance measurement and strategy execution into a disciplined framework for helping organizations achieve higher levels of performance.



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