2012 Executive Leadership Forum Program Book

February 16-18, 2012 • Lake Buena Vista, FL

On behalf of ASBO International, I want to thank you for participating in this unique professional development opportunity. I know you will be glad you did.

ASBO International designed this leadership forum to help you meet the challenges of today's uncertain economic landscape, and to foster the leadership skills you need to guide your districts and students toward a promising future. You will be immersed in learning, networking, and reflection activities that will take your leadership skills to the next level. My theme for this year is e³ leadership: envision, engage, empower. This conference reflects our commitment to take leadership to the next level.

ASBO International has partnered with the Disney Institute to provide you with opportunities you won't find anywhere else, including General Sessions on “Leading through Turbulent Times” and “Disney's Approach to Inspiring Creativity,” combined with a field experience in applied leadership. LeRoy Maughan, a highly sought-after presenter for the Global Speed of Trust Practice at Franklin Covey, will conduct an interactive session based on author Stephen M. R. Covey's best selling book, The Speed of Trust, imparting insights on how you can establish, extend, and restore trust in your district.

In addition, I hope you will take advantage of the myriad opportunities to network with your colleagues and learn from each other.

Best wishes for a valuable forum experience.

Respectfully,

Brian Mee, SFO, RSBA
President, ASBO International
Assistant Superintendent for Business Services
Pendergast Elementary School District
Phoenix, Arizona
## SCHEDULE (Thursday - Friday)

### Thursday, February 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration</td>
<td>Americas Level Registration Desk</td>
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<tr>
<td>8:00 a.m.</td>
<td><strong>Strategic Governance Symposium</strong></td>
<td>Grand Republic A</td>
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<tr>
<td>2:00 p.m.</td>
<td><strong>Committees Meeting</strong></td>
<td>Grand Republic B</td>
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<tr>
<td>6:00 p.m.</td>
<td><strong>Welcome Reception and Tabletop Exhibits</strong></td>
<td>Ballroom of the Americas A</td>
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Open to all registered attendees and registered guests with a conference badge.

### Friday, February 17

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<td>7:00 a.m.</td>
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<tr>
<td>7:00 a.m.</td>
<td><strong>Affiliate Executive Directors Business Meeting</strong></td>
<td>Grand Republic A</td>
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<tr>
<td>7:30 a.m.</td>
<td><strong>Continental Breakfast</strong></td>
<td>Ballroom of the Americas Lobby</td>
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### PARAMETER™

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8:30 a.m. - 10:00 a.m.
General Session: Leading Through Turbulent Times*
Ballroom of the Americas (Please sit at the table number corresponding to the number on your badge.)

A down economy can be a time for caution. It can also be a chance to outpace your competition. In true Disney Institute style, you'll experience a program designed to motivate and inspire. Learn time-tested business philosophies that offer creative strategies to weather the economic climate and meet the challenges of today's business environment. Explore the best practices that underlie the Disney approach to sustained excellence during turbulent times—strategies that you can easily adapt to position your district for future success.

10:00 a.m. - 10:30 a.m.
Coffee Break
Ballroom of the Americas Lobby

10:30 a.m. - 12:00 p.m.
General Session: Disney's Approach to Inspiring Creativity*
Ballroom of the Americas (Please sit at the table number corresponding to the number on your badge.)

In today's rapidly changing business climate, organizational success depends more than ever on creativity and innovation. Tapping the wellspring of employee creativity is a hallmark at Disney and the primary driver behind its continued success. Gain insight into ways to develop and foster a creative culture, stimulate the creative reserves of your human resources, and inspire employees to "dream it and do it."

12:00 p.m. - 12:45 p.m.
Lunch
Ballroom of the Americas

Collect your boxed lunch in the lobby. Please return to your assigned table no later than 12:45 p.m. to receive important instructions for the field experience and to select your team captain.
12:45 p.m. - 3:30 p.m.
**Applied Leadership (Field Experience)**
Ballroom of the Americas (Please sit at the table number corresponding to the number on your badge.)

Experience a self-guided exploration of Epcot, one of Disney's theme parks, to find examples of strategies heard earlier in the Disney Institute programs: "Leading Through Turbulent Times" and "Disney's Approach to Inspiring Creativity." Working in your assigned teams (and assisted by a Field Guide), you will be challenged to better understand the choices made by Disney in their operations and processes. Then, you will return to the conference facility where a Disney Institute facilitator will lead the group in discussing how you can adapt the Disney approach to your school districts.

4:00 p.m. - 4:30 p.m.
**Applied Leadership (Field Experience) Wrap Up**
Ballroom of the Americas (Please sit at the table number corresponding to the number on your badge.)

Utilizing all the learnings of the day, participants will be asked to reflect on and share insights gained from the Disney Institute and how they can take those connections back to their own school districts.

5:00 p.m. - 6:00 p.m.
**Networking Wine and Cheese Reception**
Grand Republic B
Open to all fully registered attendees with a badge.

Saturday, February 18

7:00 a.m. - 1:00 p.m.
**Registration**
Americas Level Registration Desk

7:00 a.m. – 8:00 a.m.
**Affiliate Executive Directors Business Meeting**
(Invitation Only)
Grand Republic A

7:00 a.m. - 8:00 a.m.
**Continental Breakfast**
Ballroom of the Americas Lobby

8:00 a.m. - 12:00 p.m.
**General Session: Leading at the Speed of Trust**
Ballroom of the Americas
There will be a break for coffee at approximately 10:00 a.m.

CPEs: 4
Program Level: Basic
Field of Study: Communications/Personal Development
Program Prerequisites: None
Advance Preparation: None

"Trust is confidence born of the character and the competence of a person or an organization. Trust is the key leadership competency of the new global economy." So says Stephen M. R. Covey, author of the best-selling book, The Speed of Trust, and practice leader of the Global Speed of Trust Practice at Franklin Covey.

"Real education," according to our session facilitator, LeRoy Maughan, "is knowledge coupled with belief and practice." In this highly interactive session, you will see how trust can give you a distinct advantage with all your stakeholders inside and outside your organization. Skill-practice experiences will help foster behaviors that establish, extend, and restore trust; close the trust gaps; and develop high-trust, high-performance organizations. Learn how to grow trust into your greatest strength as a leader, a teacher, an organization, and an institution. Each participant will receive TRUST tools and a copy of Stephen M. R. Covey's best-selling book, The Speed of Trust.

**Learning Objectives**
1. Explain how the financial leverage of trust has a hard-edge economic impact beyond its effect as a social virtue.
2. Discuss trust as a leadership competency that makes trusted leaders, teachers, and institutions more valued as general societal distrust increases.
3. Demonstrate 13 learnable and measureable trust behaviors that increase ROI (return on influence).

**Presenter**
LeRoy Maughan is a professional mentor and keynote speaker for the Global Speed of Trust Practice at Franklin Covey. Mr. Maughan believes that true success is a collaborative experience, hallmarked by innovation and mutual trust.

*Note: Courses marked with an asterisk are eligible for CPE credits issued through the Disney Institute.*
ASBO International (ASBO) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing education on the National Registry of CPE Sponsors. State boards of accountancy have the final authority on the acceptance of individual courses for CPE credit.

Complaints regarding registered sponsors may be addressed to:

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www.nasba.org

The instructional delivery method for educational sessions is Group - Live, and no prerequisites or advance preparations are necessary for participation, unless otherwise indicated. ASBO staff monitors attendance at educational sessions offering CPE credit. Individuals who have not signed in or have not stayed for the requisite amount of time are not offered the opportunity to earn credit. To receive CPE credit for Leading at the Speed of Trust, attendees must complete and sign the ticket they receive upon entering and turn it in at the registration desk immediately after the session.

Note: Session evaluations and CPE certificates for Leading at the Speed of Trust will be offered online after the conference to attendees who have submitted completed tickets.

Complaint Resolution and Refund Policy

For more information regarding administrative policies, such as complaints and refunds, contact our offices at:

ASBO International
11401 North Shore Drive
Reston, VA 20190
Or call 866.682.2729 x7080.

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School Business Affairs (sba), the definitive resource for today’s school business officials, is now available in an interactive format as part of ASBO International membership.

The digital sba has the same content and looks just like the hard copy edition, but additional features will save you time and make this an even more effective resource.

Features of the digital format include

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**Didn’t make the conference?** You can purchase individual sessions or the entire conference at the Live Learning Center.

www.asbointl.org/LiveLearningCenter

*When provided by the presentation speaker.
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**March**

- **ASBO's Live Learning Center** offers more than 75 hours of professional development when and where you want it.

- **2012 Eagle Institute**, July 24-27, Philadelphia, PA. Strengthen your leadership and communication skills. This exceptional leadership conference is limited to 40 attendees. Register today.

- **Get ConnectEd** and stay connected with your colleagues by logging into ASBO International's member-only networking site today.

**April**

- **Get the SFO® Certification**. Learn more about earning your school business management credentials at www.asbointl.org/Certification

- Visit ASBO's **online career center**.

- The **403(b) Retirement Plan Web Resource Center** offers tools and samples to help you understand, organize, and implement each step of your district's 403(b) plan.

- Submit an article for publication in **School Business Affairs**.

**May**

- **Registration opens May 1** for the 2012 Annual Meeting & Expo, to be held October 12-15, in Phoenix, AZ.

- **Pinnacle Awards deadline is May 1** to recognize new ideas and innovation for all areas of school business.

- Submit a budget to the **Meritorious Budget Award (MBA)**. Visit www.asbointl.org/MBA for the current application information.

**June**

- **Eagle Awards School Business Official of the Year** deadline is June 1. Applications must be postmarked by this date.

- **Bridges to the Future Scholarship** offers scholarships to new business professionals to attend the ASBO 2012 Annual Meeting & Expo. Deadline to submit the application is June 1.

- Become involved. **Join an ASBO committee**. ASBO has 15 professional and 4 advisory committees.

- **Get ConnectEd** and submit your questions about the Annual Meeting at www.asbointl.org/ConnectEd

**July**

- **Eagle Institute, July 24-27**, Philadelphia, PA. Enhance your leadership and negotiation skills at this unique leadership development conference.

- **Meritorious Budget Award** applications must be received within 90 days of the legal adoption of the budget.

**August**

- **Early-bird registration deadline is August 24** for the 2012 Annual Meeting & Expo, October 12-15, in Phoenix, AZ. Don't miss the premier professional development event in the school business profession.

- **403(b) Retirement Plan Web Resource Center** offers tools and samples to help you understand, organize, and implement each step of your district's 403(b) plan.
SEPTEMBER

- The last day to pre-register or to request a refund is **September 21** for the 2012 Annual Meeting & Expo, October 12-15, in Phoenix, AZ.

- Need extra time to apply for the **Meritorious Budget Award**? Contact ASBO for an extension.

- Become involved. **Join an ASBO committee.** ASBO has 15 professional and 4 advisory committees.

- Submit an article for publication in **School Business Affairs**.

OCTOBER

- **2012 Annual Meeting & Expo is October 12-15**, in Phoenix, AZ.

- **Professional and Advisory Committees** meet during the Annual Meeting.

- ASBO's **Live Learning Center** offers more than 75 hours of professional development when and where you want it.

- Log into **ConnectEd** and keep in touch with the contacts you made at the 2012 Annual Meeting & Expo.

NOVEMBER

- **Call for Presentations** opens for ASBO's 2013 Annual Meeting & Expo, October 26-28, in Boston, MA.

- **Certificate of Excellence in Financial Reporting** award deadline for filing is within six months of the school district’s fiscal year end.

DECEMBER

- Need an extension to apply for the **Certificate of Excellence** award? Contact ASBO for information.

JANUARY 2013

- **Get the SFO® Certification.** Learn more about earning your school business management credentials on ASBO’s Website.

- Visit ASBO’s **online career center**.

- Planning to apply to the **Certificate of Excellence** award but need an extension? Contact ASBO for more information.

FEBRUARY 2013

- Attend ASBO’s **Executive Leadership Forum, February 14-16**, at the Ritz Carlton Hotel, New Orleans, LA.

- ASBO’s **Professional Committees** meet on February 14 at the Executive Leadership Forum.
Affiniscape, Inc.
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512.366.7101

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*Source: LIMRA, Not-For-Profit Survey, Q2 2011 results, based on contributions. Retirement Benefits Group is a specialized division of AXA Advisors LLC (member SIPC).

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GE-56491 (12/11) (Exp. 12/13) C28467
Ballroom of the Americas
Lobby: Continental Breakfast, Coffee Breaks, and Lunch

Ballroom of the Americas: Thursday Welcome Reception and General Sessions

Registration Desk: Registration

Grand Republic A: AEDG Meeting

Grand Republic Ballroom: Committees Meeting and Friday Networking Reception
Finding a great new idea is like striking gold for your school district. Discover a wealth of professional development and networking opportunities at the ASBO Annual Meeting & Expo.

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“The AM&E was a profoundly professional experience. I've already begun to implement two initiatives that have the potential to save my district significant amounts of money. I look forward to going again this year.”

Dennis J. Nettleton, CPA, RSBA
School Business Administrator/Board Secretary
Evesham Township Public Schools, Marlton, NJ

Mark Your Calendar for October 12-15, 2012
www.asbointl.org/AnnualMeeting