February 24-26, 2011
Grapevine, TX

2011 Executive Leadership Forum
Program Book

Association of School Business Officials International
ASBO International
11401 North Shore Drive
Reston, VA 20190-4200
866.882.2729
703.708.7060 (fax)
www.asbointl.org
February 24, 2011

Dear Colleagues:

Welcome to Grapevine, Texas, and the 2011 Executive Leadership Forum!

On behalf of ASBO International, I want to thank all of you who have taken the time out of your busy schedules to attend and contribute to the success of this event.

It is appropriate that a central theme for this year’s forum is leadership in crisis.

Beyond the economic turmoil of the past few years, recent headlines illustrate the increasingly unpredictable environment in which school business officials and other education leaders must operate—an environment that includes school board shootings, cyber bullying, security breaches, and other such adversities.

ASBO International designed the forum sessions with such challenges in mind, and I am confident you will return to your district more prepared than ever to effectively manage the unexpected and communicate confidently in a crisis.

During the next three days, I hope you will take advantage of every opportunity to network, and more importantly, to share your own experiences with your colleagues.

Best wishes for a successful forum experience.

Sincerely,

Charles E. Linderman, RSBA
President, ASBO International
Director of Business Affairs, Great Valley SD
Malvern, Pennsylvania
**THURSDAY, FEBRUARY 24**

11:00 a.m. - 6:00 p.m.  
Registration  
Grapevine Registration A

2:00 p.m. - 5:00 p.m.  
Committees Meeting  
(Invitation Only)  
Yellow Rose Ballroom

6:00 p.m. - 7:30 p.m.  
Welcome Reception  
Longhorn Marble Foyer  
Network with your colleagues and visit the tabletop exhibits.  
Open to all registered attendees with a conference badge.

**FRIDAY, FEBRUARY 25**

7:00 a.m. - 4:30 p.m.  
Registration  
Grapevine Registration A

7:00 a.m. - 8:00 a.m.  
Continental Breakfast  
Enter at Grapevine 4

8:00 a.m. - 12:00 p.m.  
General Session: American Airlines: Back from the Brink  
Enter at Grapevine 4  
*There will be a break for coffee at approximately 10:00 a.m.*  
CPEs: 4  
Program Level: Basic  
Field of Study: Personal Development  
Program Prerequisites: None  
Advance Preparation: None

Step into the role of an American Airlines employee in the first few hours after the hijacked airplanes struck the World Trade Center. Beginning with an interactive SWOT (strengths, weaknesses, opportunities and threats) analysis of American Airlines prior to the terrorist attacks, American Airlines employees will immerse you—as an American Airlines employee—in a simulation of the events of the day as they experienced them.
Presented with real challenges, you will be called on to make critical decisions and work as a team throughout the simulation. Learn how American Airlines avoided bankruptcy in the wake of the tragedy. The presenters will then link this experience to crisis situations you face in your school district.

**Learning Objectives:**
1. Outline the process of conducting a SWOT analysis of your district or organization to assess its strengths, weaknesses, opportunities, and threats.
2. Based on your experience during the September 11 simulation, identify three significant steps you would institute in your organization to enhance emergency preparedness and ensure effective staff action.
3. Discuss how lessons learned by American Airlines employees through their experience with both financial and physical crises might inform the actions of leaders in your organization.

**Presenters:**
- Karen Nelson, Senior Leadership Facilitator and Consultant, Bell Helicopter.
- Beth Ganslen, Organization Development Manager, American Airlines.

Karen Nelson, currently employed by Bell Helicopter, was previously with American Airlines for 25 years where she conducted leadership development programs. In addition, as a senior analyst on American’s CARE (Customer Assistance Relief Effort) and Emergency Response staff, Karen was responsible for station emergency preparedness planning and education. She was a CARE Command Center leader in several of American’s emergency response events, including that of September 11.

Beth Ganslen has held numerous positions in line management and human resources at American Airlines over the past 25 years. Beth works with internal organizations on employee involvement, change management, process improvement, performance management, talent development, executive coaching, and organization design. She has volunteered with American’s CARE program assisting in leadership roles during several emergency responses, including the events surrounding September 11.
12:00 p.m. - 12:45 p.m.
Lunch
Center Prefunction

1:00 p.m. - 4:30 p.m.
General Session: Gaylord Culture
Enter at Grapevine 4
CPEs: 1.5
Program Level: Basic
Field of Study: Personal Development
Program Prerequisites: None
Advance Preparation: None

Gaylord Texan has created a reputation of being a great place to work; it was named *Dallas Business Journal’s 2010 Best Place to Work* and *Dallas Morning News’ 2010 #1 Top 100 Places to Work*. Hear from Gaylord Texan’s human resources leaders who have created and implemented exciting initiatives and practices to increase STAR employee satisfaction and learn how STAR satisfaction translates into guest satisfaction. Gaylord Texan knows that when employers take care of their STARS, their STARS will provide flawless service to their guests, leading to solid business results. Hear how you can apply this same culture and "One Team, One Dream" philosophy to your school district.

**Learning Objectives:**
1. Identify three strategies for enhancing employee engagement that are adaptable to your district or organization.
2. Describe attributes of leadership and how they are transferrable to your organization.
3. Discuss the importance of excellence in behind-the-scenes operations to an organization’s effectiveness in meeting the needs of the people it serves.

**Breakout Sessions**
Rotate through three half-hour breakout sessions for an insider’s view of the Gaylord ideal in action.

**Breakout 1**
Grapevine 1/2
Retention Initiatives: How Do We Keep Our STARS Satisfied & Engaged?

**Breakout 2**
Grapevine 5/6
Leadership at the Gaylord Texan: What Does It Take To Be a Successful Leader?

**Breakout 3**
Enter at Grapevine 4
Behind the Scenes at the Gaylord: Where the Texan Culture Truly Comes to Life

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**Gaylord Session Wrap-up**
Enter at Grapevine 4
Feel like a STAR! This session will include a heaping portion of Gaylord Texan spirit and an ASBO Rally that will send you back to your school ready to lead, motivate, and engage your team.

**Presenters:** Gaylord Texan Leadership, including Gracie Vega, Vice President of HR; Mindy Clark, Sr. Training Manager; Carlos Morales, HR Generalist; Kristina McCravy, Training Manager

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5:00 p.m. - 9:00 p.m.
Dallas Cowboys Stadium Field Experience and Reception
Buses depart from the tour bus lobby, off the main hotel lobby, promptly at 5:00 p.m.

The sheer enormity of the new $1.1 billion Dallas Cowboys stadium is breathtaking. The largest domed stadium in the world, the building also boasts the world’s largest column-free interior and the largest high-definition video screen, which hangs from 20-yard line to 20-yard line. But there’s so much more to the structure than concrete, steel, and glass.

Enjoy the stadium fare as you learn how stadium officials audited fan behavior to develop a plan to reduce solid waste by 25%, energy use by 20%, and water consumption by 1 million gallons—and then got employee buy-in for a commitment to social responsibility.

Take a back-stage VIP tour of the stadium to visit the owners’ box, step inside the locker room, see the field being set up for community use, and explore the risk management strategies in place for this 10-story facility. Discover how this stadium—the first sports venue to participate in the U.S. EPA’s National Environmental Performance Track program—geared up to host the 2011 Super Bowl and what stadium officials learned from the experience that you can apply in your school district.

*The Dallas Cowboys Stadium Field Experience is included with your full conference registration; it is open to forum guests for an additional fee.*
Paul Turner oversees event management, event staffing, and guest services for Cowboys Stadium. He joined the Cowboys organization in 2008 and was part of the stadium planning group for the last year of construction and the inaugural events. In his 23 years in the public assembly facilities industry, Paul has developed and led numerous customer and event services operations in performing arts centers, arenas, and stadiums. He creates training and development programs for various professional conferences.

**Saturday, February 26**

7:00 a.m. - 1:00 p.m.
Registration

Grapevine Registration A

7:00 a.m. - 8:00 a.m.
Continental Breakfast

Enter at Grapevine 4

8:00 a.m. - 12:00 p.m.

**General Session: Communicating Confidently in a Crisis**

Enter at Grapevine 4

There will be a stretch break at approximately 9:30 a.m. and a coffee break at approximately 11:00 a.m.

CPEs: 4

Program Level: Basic

Field of Study: Communications/Personal Development

Program Prerequisites: None

Advance Preparation: None

Crisis situations are the publicity nightmares that catch the eyes of savvy reporters and make headline news. Almost as soon as you become aware of the crisis, a reporter wants your reaction to the crisis unfolding before your eyes. In an instant, you need to articulate a statement without getting trapped in your own words. Whether facing a meeting or the media, you may confront "loaded" questions designed to catch you off-guard.

"Change is inevitable – except from a vending machine."

ROBERT C. GALLAGHER

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Being prepared for and recognizing these "gotcha!" questions enables you to return to your key messages and convey only what you intend to say, nothing more.

Candace BelAir, communications specialist, will use footage of real business people communicating in crises to show you how to deal with the media more effectively in the midst of a crisis. You’ll learn:

- What to do when a reporter calls and how to avoid getting trapped in your own words.
- Why saying "no comment" or deferring media questions to your attorney could be the kiss of death.
- What single question you should fear most and how to answer it.
- How three simple secrets can help a reporter see your point of view—and even take your side.

You'll also experience first-hand how to cope with crises using a real-time mock disaster taken directly from the world of school business officials. When the unexpected happens, having a solid crisis communications strategy is like first aid training—you never know when or if you'll need it, but the knowledge can save your life and your reputation.

**Learning Objectives:**
1. Formulate clear and concise "key messages" that state your position unequivocally and support your agenda.
2. Describe how to stay on message using "bridging," "flagging," and "hooking" techniques to deal with questioners whose agenda conflicts with yours.
3. Demonstrate model answers for the questioner who (a) asks "What if?" questions, (b) interrupts you, or (c) uses the "pregnant pause."

**Presenter:** Candace BelAir, President, BelAir Training

*Candace BelAir is an Emmy Award-winning reporter/producer, formerly with CNN, Newsweek, United Stations Radio Networks, and KIRO-TV (Seattle CBS affiliate). During her 12 years as a broadcast journalist, she conducted thousands of interviews of everyone from the "man on the street" to President George Bush.*

*Today, as president of BelAir Training, Candace provides communications consulting, training, and coaching in the areas of media skills, presentation skills, successful networking, interpersonal communication, and leadership communication. Candace's clients include Microsoft, Amazon, AOL, Starbucks, Nintendo, and the Bill and Melinda Gates Foundation.*

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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 an educational session, 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 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 complaint and refunds, contact our offices at:

ASBO International
11401 North Shore Drive
Reston, VA 20190
866/682-2729, x7080
What Is SFO Certification?
ASBO International’s Certified Administrator of School Finance and Operations (SFO) program recognizes school business officials who demonstrate a combination of experience and education and who have demonstrated a mastery of the knowledge and skills required to be an effective school business leader. The SFO program has five parts: eligibility, code of conduct, exam, annual renewal, and recertification.

Why Apply?
During these turbulent economic times, employers can afford to be very selective in who they hire. SFO certification demonstrates that you have the skills, knowledge, and ability to help lead your school district out of economic distress. Acknowledged anywhere in North America, certification is also portable, giving you the leading edge on your competition.

Congratulations New SFO Certificants!
The results are in and ASBO International congratulates the individuals who have earned their certification.

Visit the ASBO Website and use SFOSearch—the new SFO Public Registry—to locate professionals in your state or province who have earned their certification.
**March**

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

- **Economic Recovery/ARRA Web Resource Center** provides up-to-the-minute information, webinars, and a blog to help you to utilize and report on stimulus funding to your district's advantage.

- **2011 Eagle Institute**, July 12-15, Washington, D.C.—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 new members-only networking site today.

**April**

- Are you **SFO Certified**? Visit www.asbointl.org/certification to learn more about earning your school business management credentials.

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

- **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**

**May 1** Pinnacle Awards deadline. Recognizing innovation. Applications must be postmarked by today.

**May 2** Registration opens for the **2011 Annual Meeting & Expo**, September 16-19, in Seattle, WA.

- Submitting a budget to the **Meritorious Budget Award (MBA)**? For assistance, call ASBO to put you in contact with a mentor.

**June**

**June 1** Eagle Awards—**School Business Official of the Year** deadline. Applications must be postmarked by today.

**June 1** Bridges to the Future Scholarship deadline. Offers scholarships to new business professionals to attend the 2011 ASBO Annual Meeting & Expo.

- Become involved—**Join an ASBO committee**. ASBO has 15 professional and 3 advisory committees.

- **Certificate of Excellence (COE)** award in financial planning. Contact ASBO for more information.

- Have a question or suggestion about the upcoming Annual Meeting? Get ConnectEd and submit your question or idea now.

**July**

**July 12-15** Eagle Institute. This year’s unique leadership development conference in Washington, D.C., will draw from Abraham Lincoln’s communication abilities to enhance your leadership and communication skills.

**July 29** Early-bird deadline to register for the **2011 Annual Meeting & Expo**, September 16-19, in Seattle, WA. Don’t miss the premier professional development event in the school business profession.

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

- **Economic Recovery/ARRA Web Resource Center** provides up-to-the-minute information, webinars, and a blog to help you to utilize and report on stimulus funding to your district's advantage.
AUGUST

**August 26**  Last day for pre-registration and refunds for cancellations for the 2011 Annual Meeting & Expo, September 16-19, in Seattle, WA.

- **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

**September 16-19**  ASBO’s 2011 Annual Meeting & Expo, Seattle, WA.

**September 17**  ASBO’s Professional and Advisory Committees meeting during the Annual Meeting.

- Need extra time to apply for the Meritorious Budget Award? Contact ASBO for an extension.
- Become involved. Join an ASBO committee. Choose from 15 professional and 3 advisory committees.
- Submit an article for publication in School Business Affairs.

OCTOBER

- **Call for Presentations** opens for ASBO’s 2012 Annual Meeting & Expo, October 12-15, in Phoenix, AZ.
- ASBO’s Live Learning Center offers more than 75 hours of professional development when and where you want it.
- Become involved. Join an ASBO committee. ASBO has 15 professional and 3 advisory committees.
- Log in to ConnectEd and keep in touch with the contacts you made at the 2011 Annual Meeting in Seattle.

NOVEMBER

- **Certificate of Excellence** 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 2012

- Are you SFO Certified? Visit www.asbointl.org/certification to learn more about earning your school business management credentials.
- Visit ASBO’s online career center.
- Certificate of Excellence award. Planning to apply but need an extension? Contact ASBO for more information.

FEBRUARY 2012

**February 16-18**  Executive Leadership Forum, Disney’s Contemporary Resort, Lake Buena Vista, FL.

**February 16**  ASBO’s Professional Committees meet at the Executive Leadership Forum, Lake Buena Vista, FL.
You face many challenges every day as you manage resources and expectations. From arranging safe school transportation for kids to developing salaries, as a school business official you are expected to be informed and make prudent financial decisions every step of the way. The ASBO Website is the place to go for reliable answers.

“ASBO online resources provide a gateway to professional development and enrichment.”

David Bein, East Maine 63, Des Plaines (IL)

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Social networking, collaboration, and community tools come together in ASBO's new member-only community.

ConnectEd lets you interact with professionals on a whole new level. Simply create your profile and ConnectEd will instantly build your virtual community and link you to members who share your professional interests and have similar responsibilities.

More than just a member directory and networking tool, ConnectEd also gives you unlimited access to community resources through the resource library. From best practices to samples and tips, the resource library is the place you can post and share documents that help you succeed in your career.

Join a discussion, get answers, share documents, and access your professional network from anywhere in the world with ASBO's ConnectEd.

www.asbointl.org/ConnectEd
The Experience Music Project—ode to Seattle-born Jimi Hendrix—is the brainchild of Microsoft co-founder Paul Allen.

Sharing your passion—finding something you love and experiencing it with others. That was the inspiration behind the Experience Music Project—Seattle’s rock and roll museum—dedicated to the exploration of creativity and innovation in popular music. Find your inspiration and share the experience with 1,500 school business officials by attending the ASBO Annual Meeting & Expo.

www.asbointl.org/AnnualMeeting

Curious? Share the experience on:
YouTube www.youtube.com/asbointernational
ASBO ConnectEd www.asbointl.org/ConnectEd

Go For The Experience

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