Dear Dedicated Leader,

As we take time this weekend to gather with peers and focus on leadership, we’ll be enlightened with excellent insights on positive communication, challenged with new ways to steer our teams, and even take time for an introspective look at our personal leadership narrative.

However, the learning and growth you’ll take away from this meeting doesn’t only happen during the sessions listed on the education schedule. As you meet colleagues from around the world, simple conversations at meal tables and in the hallways will remind you that we are all working together to make a difference. This theme has carried me through some of the toughest times and difficult decisions in my career, and I know it will do the same for you!

While it’s easy to feel isolated in the school business field, staying connected to colleagues who share a common vision helps you stay focused during hardship and encouraged as you keep the wellbeing of students your first priority.

In my personal experience, I’ve learned that the best way to become a stronger leader is to surround myself with other great leaders, and this meeting gives each of us the opportunity to do just that!

Thank you for taking the time to strengthen your leadership skills for your school district and for sharing this experience with other leaders who can learn from you along the way.

Sincerely,

Tom Wohlleber, CSRM
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ASBO International
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Joel Friedman
www.publictrustadvisors.com

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Brian Kirkwood
Brian True
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VOYA FINANCIAL
Jonathan Reilly
Teresa Vondrak
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### THURSDAY, FEBRUARY 14

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 am – 6:00 pm</td>
<td>Registration</td>
<td>Pacifica Foyer</td>
</tr>
<tr>
<td>8:30 am – 4:00 pm</td>
<td>Strategic Governance Symposium</td>
<td>Plaza Ballroom *(Invitation Only) ($)</td>
</tr>
<tr>
<td>4:15 pm – 5:30 pm</td>
<td>Affiliate Executive Directors Group Business Meeting</td>
<td>San Diego Ballroom <em>(Invitation Only)</em></td>
</tr>
<tr>
<td>6:00 pm – 7:30 pm</td>
<td>Welcome Reception and Partner Showcase</td>
<td>California Ballroom A <em>(Attendees and Registered Guests)</em></td>
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### FRIDAY, FEBRUARY 15

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<th>Time</th>
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<tbody>
<tr>
<td>7:00 am – 12:00 pm</td>
<td>Registration</td>
<td>Pacifica Foyer</td>
</tr>
<tr>
<td>7:15 am – 8:00 am</td>
<td>Continental Breakfast</td>
<td>California Foyer</td>
</tr>
<tr>
<td>8:00 am – 8:30 am</td>
<td>Welcoming Remarks – Tom Wohlleber, CSRM, President, ASBO International</td>
<td>California Ballroom</td>
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<tr>
<td>8:30 am – 10:35 am</td>
<td>Creating a “Yes, And” Culture of High-Level Performance and Engagement</td>
<td>California Ballroom</td>
</tr>
<tr>
<td>10:35 am – 10:50 am</td>
<td>Break</td>
<td>California Foyer</td>
</tr>
<tr>
<td>10:50 am – 12:30 pm</td>
<td>Paddling Upstream in a Public-School Canoe—Public Schools That Work!</td>
<td>California Ballroom</td>
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<tr>
<td>12:30 pm – 1:30 pm</td>
<td>Lunch</td>
<td>San Diego Ballroom</td>
</tr>
<tr>
<td>1:45 pm – 4:00 pm</td>
<td>Soulful Leadership™: A Visionary Manifesto for the 21st Century</td>
<td>California Ballroom</td>
</tr>
<tr>
<td>4:15 pm – 5:15 pm</td>
<td>Networking Reception</td>
<td>Garden Terrace <em>(Attendees and Registered Guests)</em></td>
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### SATURDAY, FEBRUARY 16

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:15 am – 8:00 am</td>
<td>Continental Breakfast</td>
<td>California Foyer</td>
</tr>
<tr>
<td>8:00 am – 8:15 am</td>
<td>Morning Kickoff – Tom Wohlleber, CSRM President, ASBO International</td>
<td>California Ballroom</td>
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<tr>
<td>8:15 am – 11:15 am</td>
<td>Techno Race: Leadership Scavenger Challenge</td>
<td>California Ballroom</td>
</tr>
<tr>
<td>11:15 am – 11:30 am</td>
<td>Wrap Up – Tom Wohlleber, CSRM President, ASBO International</td>
<td>California Ballroom</td>
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</table>
Earning SFO Contact Hours, CPE and CAE Credits

Earn up to 10.5 SFO recertification contact hours, 10.5 Continuing Professional Education (CPE) credits, and 10.5 Certified Association Executive (CAE) credits for attending Friday and Saturday sessions.

To receive CPE, SFO, or CAE credit, attendees must log into the Attendee Service Center to confirm their attendance for each program attended by entering the unique code provided at the end of each session. This process also provides attendees the opportunity to offer valuable feedback for each session. Instructions for accessing evaluations and certificates will be sent via email at the end of each day. All sessions are a basic program level, group live, and require no program prerequisites or advance preparation.

SFOs, remember to enter your contact hours in your My SFO Manager account.

Questions? Email abarton-kramer@asbointl.org.

CAE Credits: ASBO International is a pre-approved education provider through ASAE. Educational sessions can count as credit toward the application or renewal of the Certified Association Executive (CAE) credential through ASAE.

For more details about earning credit hours, please visit asbointl.org/EducationHours
THURSDAY, FEBRUARY 14

8:00 am – 6:00 pm  Registration
Pacifica Foyer

8:30 am – 4:00 pm  Strategic Governance Symposium
(Invitation Only) ($)
Plaza Ballroom

4:15 pm – 5:30 pm  Affiliate Executive Directors Group
Business Meeting
(Invitation Only)
San Diego Ballroom

6:00 pm – 7:30 pm  Welcome Reception and Partner Showcase
California Ballroom A & Foyer

Network with colleagues and learn about the latest solutions for challenges your school districts are facing.
Open to all registered attendees and registered guests with a conference badge.

FRIDAY, FEBRUARY 15

7:00 am – 12:00 pm  Registration
Pacifica Foyer

7:15 am – 8:00 am  Continental Breakfast
California Foyer

8:00 am – 8:30 am  Welcoming Remarks – Tom Wohlleber, CSRM
President, ASBO International
California Ballroom

8:30 am – 10:35 am  Creating a “Yes, And” Culture of High-Level Performance and Engagement
California Ballroom
2.5 CPEs/CAEs/SFOs

Presenter: Galen Emanuele, President, Shift Yes
The improv concept of “Yes, And” reverses “No, But” thinking to radically improve communication, team performance, and engagement. Through thought-provoking activities, participants will learn how to communicate and influence others with the tools of “Yes, And”; establish a collaborative environment that fosters personal accountability and the desire for team members to make each other look good, and drive a work culture that adapts positively to change, is open to new ideas, and navigates conflict with ease.

Learning Objectives:
- Demonstrate how to communicate and influence others with the tools of “Yes, And.”
- Discuss how to be present, engaged, and skillfully listen when communicating.
- Explain how to establish a collaborative team environment of support where people strive to make others look good and take accountability for how they impact each other.
• Describe how to drive a work culture that adapts positively to change, is receptive to new ideas, and navigates conflict with ease.

10:35 am – 10:50 am
Break
California Foyer

10:50 am – 12:30 pm
Paddling Upstream in a Public-School Canoe—Public Schools That Work!
California Ballroom
2.0 CPEs/CAEs/SFOs

Presenter: John Draper, Ed.D., NSPRA National Consultant

The truth is that public schools are as good as or better than they have ever been—so why the national negativity surrounding them? It’s not low test scores or dwindling discipline or selfish unions or partisan politics or decaying families. John Draper pushes aside the branches of evil and leads you on a journey to the root of the problem—and you’ll be surprised at the public myth that drives such negativity about public schools. If we want to make it easier to paddle the public school canoe, we need to change the direction of the stream. Learn the three truths that we must embrace: 1. Good things are happening in public schools everywhere. 2. Public schools must change to serve today’s students. 3. All educators must share the good news and lead.

Learning Objectives:
• Identify two common “traps” that snare school leaders and undermine public schools, and develop options for avoiding those traps.
• Discuss three simple practices to better engage staff and community in support of all public schools.
• Describe two simple practices that will drive motivation and positive energy into the community.

12:30 pm – 1:30 pm
Lunch
San Diego Ballroom

1:45 pm – 4:00 pm
Soulful Leadership™: A Visionary Manifesto for the 21st Century
California Ballroom
2.5 CPEs/CAEs/SFOs

Presenter: Gaurav Bhalla, Ph.D., CEO, Knowledge Kinetics

New times require new narratives, because those who led us here can’t always take us forward. Soulful Leadership is a new human-centric narrative that reimagines leadership’s purpose and reshapes its outcomes. In today’s complex and uncertain world, the humanity of leaders is significantly more important than their executive brilliance. Travel on a provocative, interactive, and inward journey of reflection and self-awareness to better understand and connect with your own humanity so you can answer for yourself a few fundamental questions, such as “What kind of leader do I want to be?” and “How will my leadership journey increase the wellbeing and prosperity of the greatest many, not just the privileged and powerful few?” Unpack dynamic ways to become the kind of leader your team is proud to follow.
Learning Objectives:
• Compare leading with one’s humanity (Soulful Leadership) vs. leading solely with one’s executive mind.
• Describe how to implement Soulful Leadership practices to increase overall trust and engagement with leaders, with work, and with the organization.
• Discuss how to create a Soulful Leadership culture to increase the wellbeing and prosperity of the greatest many in the organization.

4:15 pm – 5:15 pm  Networking Reception | Garden Terrace
Enjoy refreshments and light hors d’oeuvres as you connect with colleagues before enjoying a night out in San Diego on your own.
Open to all registered attendees and registered guests with a conference badge.

SATURDAY, FEBRUARY 16

7:15 am – 8:00 am  Continental Breakfast
California Foyer

8:00 am – 8:15 am  Morning Kickoff – Tom Wohlleber, CSRM
President, ASBO International
California Ballroom

8:15 am – 11:15 am  Techno Race: Leadership Scavenger Challenge
California Ballroom
3.5 CPES/CAEs/SFOs

Log into an immersive reality-based game that challenges teams to tackle individual tasks in the most creative fashion imaginable. Each team is given an iPad, a unique task related to a final project, and a piece of information regarding that task. No one team sees the “whole picture” until the end, when everyone—and every part—comes together. Participants reflect on working together and in silos; on making assumptions and sharing strategies; and on doing their part to ensure the entire team succeeds in the end. Hone your leadership, relationship management, time management, and team management skills—and have fun doing it.

Learning Objectives:
• Discuss the negative impacts of employees working in silos and how to prevent this situation in your workplace.
• Outline effective team collaboration and communication skills.
• Describe strategies for managing time in high-pressure situations.

11:15 am – 11:30 am  Wrap Up – Tom Wohlleber, CSRM
President, ASBO International
California Ballroom
BUILD A FIRM FOUNDATION FOR BUDGET SUCCESS

Creating an award-winning budget does more than earn recognition for your district—it helps you clearly communicate to your stakeholders and the community the story behind the numbers. Through the Meritorious Budget Awards (MBA) program, ASBO International provides the tools and resources you need to build a better budget presentation.

ASBO resources include videos explaining how to build each section of your budget document; examples of award-winning budgets; a Q&A with a budget reviewer; and first-hand tips from other school business officials. The MBA Criteria Checklist is your guide to creating an organized document that meets the highest standards. Divided into executive summary, organizational, informational, and financial sections, the checklist outlines the data you need to include and guidance on how to format it into a reader-friendly document.

“It really captures the essence of making your budget document user-friendly and readable,” says Cindy Reilmann, director of finance for Francis Howell School District in Saint Charles, Missouri. “It communicates everything about your school district to your taxpayers and community members.”

Learn more at asbointl.org/MBA.
We think you get the point.

There may be no better investment than an education. That’s why Voya Financial® is proud to support those who work so hard to ensure our children’s future. We believe that the best investments are the ones that continue to grow over a long period of time. And that’s exactly the kind of investments our educators make in our children.

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Mark Jackowitz, Senior Vice President, Voya Financial®
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RECOGNIZING INNOVATIVE DISTRICT PROJECTS
And the leaders who make them happen

Effective school business officials are experts at combining experience with creativity to solve problems facing 21st-century school districts. The Pinnacle Awards celebrate the work of outstanding individuals whose original solutions maximize resources and enhance student achievement.

Because school business officials are involved in all aspects of operations, the Pinnacle projects are not just focused on finance and accounting. Past winning projects have ranged from innovative staff training programs, to community driven master planning, to implementing new software tools. Innovation is everywhere!

Your district’s project might be the next Pinnacle winner. International recognition of your hard work is a great way to show your community the impact of the school business office. Kelly Benusa, director of business services for ISD 279, Osseo Area Schools, in Maple Grove, Minnesota, and recipient of the 2015 Pinnacle Award, says, “The 2015 Pinnacle Award has helped to validate the importance of collaboration with our community and staff stakeholders.”

Learn more at asbointl.org/Pinnacle
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A few months from now in October, school business officials from Canada, the United States, South America, New Zealand, and all over the world will begin packing their bags to head toward National Harbor, Maryland, to attend the premier school business event of the year!

At this event, a wealth of knowledge collides as seasoned leaders, new professionals, and industry experts meet in one place—creating a synergy and sense of unity in the profession that gives you that much-needed recharge in the fourth quarter of the year.

To add to the excitement this year, attendees will learn from Ariane de Bonvoisin how to navigate changes in their personal and professional lives. Ariane is a writer, speaker, and professional coach who has been featured in publications like Business Week, Oprah Magazine, and Good Housekeeping.

You can enter the Annual Conference & Expo drawing for a chance to win a free registration and to meet Ariane at an exclusive meet and greet for 16 winners! If you haven’t yet, enter the drawing at asbointl.org/Drawing.
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eLearning: TOP-NOTCH EDUCATION FROM THE COMFORT OF YOUR OFFICE

When you need information on the latest trends and topics in school business or a quick refresher, ASBO International webinars are the perfect solution! Members can access webinars at no charge and experience the latest in web-conferencing technology to stay current on hot topics in school business. If you haven’t already, check asbointl.org/Webinars to see a list of upcoming topics.

Did you miss a webinar? Members can access the webinar archive on the Global School Business Network.

ANNUAL CONFERENCE
SESSION RECORDING LIBRARY

And just in case you didn’t get to attend all the sessions from the latest Annual Conference & Expo, the audio recordings as well as the supplemental materials are available to ASBO International professional members on the Global School Business Network.

This is especially helpful when you need on-demand info in one of the 15 content areas below!

Accounting, Auditing, and Budgeting • Global Issues • Human Resources and Labor Relations • Information Technology • Leadership Development • Legal Aspects • Legislative Affairs • Management Techniques • Pupil Transportation • Purchasing and Supply Management • Risk Management • School Facilities Management • School Finance • School Food and Nutrition Management • Sustainability
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“One of my favorites is the School Business Minute,” says Mitchell Tamara, the assistant superintendent for business and finance/CSBO for Joliet Public School District 86 in Joliet, Illinois. “I can always find a great nugget of information that either reinforces an idea or practice that I have implemented or gives me a fresh idea to consider.”

With so many choices in educational sessions at ASBO International’s Annual Conference & Expo, it’s impossible to attend them all. Each month, School Business Minute summarizes some of the most popular sessions from the conference. Distributed electronically, this quick-read publication provides links to the full-session recordings available on the Global School Business Network.
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STARTING YOUR SFO SUCCESS STORY

For school business officials, the hardest part of starting anything new is finding the time to take the first step!

However, when it comes to sharpening your skills so you can serve students with excellence, you make the time. And thanks to a newly refined process, earning the Certified Administrator of School Finance and Operations℠ (SFO℠) and ensuring that you have the most up-to-date knowledge and skills in the profession begins with just two simple steps:

First, create an account at asbointl.org/MySFOManager to move one step closer to accomplishing your goal. Second, don’t go it alone!

Through your local ASBO affiliate, find a community of peers you can journey with toward the goal of becoming an SFO.

BONUS: You can also save $150 on the application fee by attending an Affiliate workshop or by attending the SFO Seminar at ASBO International’s Annual Conference & Expo. (The SFO seminar coupon is valid for one year after attendance.)

Plus, a variety of resources are available at asbointl.org/SFO to help you get started.

So, don’t let the perceived difficulty of starting something new stop you from accomplishing your next big goal. Take the first step today!
Committed to the educational community for more than 70 years

Founded by educators for educators in 1945, Horace Mann is the largest financial services company focused on providing America’s educators and school employees with affordable auto, home and life insurance, as well as retirement solutions.

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Jim Yale  
VP Industry Relations  
217 788 5182  
Jim.Yale@horacemann.com

*State Retirement System Workshops not available in Utah.
As John Hutchison, 2018 International Eagle Award recipient, shared at the 2018 Annual Meeting & Expo, “School business officials around the world are silent heroes...You've provided the leadership necessary to navigate troubled waters...which in turn enriches your communities.”

The powerful influence of school business officials doesn't begin on a platform or with an eager crowd listening to a leader with a loud speaker. It begins with humbly tackling the responsibilities you’ve been given, building trust and relationships with the people in your department. It wells up and flows from your department into the hallways of the schools in your district, and eventually pours into the community and beyond. People may not notice the restoration and health it brings until long after the hard work has been done—if they notice at all.

But it’s important that someone takes notice of all the positive work school business officials are doing in and through their school districts. Through the Eagle Awards, school districts and communities celebrate the work and leadership of school business officials who go above and beyond the day-to-day to serve students. So don’t let your story—or someone else’s—go untold. Apply or nominate a colleague for the Eagle Awards now through June 1 at asbointl.org/EagleAwards.

To continue developing their influence, award recipients attend ASBO International's Eagle Institute, an immersive leadership event that offers a 360-degree view of leadership concepts from academic, historical, and philosophical perspectives. The 2019 Eagle Institute, July 16–19, will be held in West Point, New York. asbointl.org/EagleInstitute.
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* LIMRA, Not-for-Profit Survey, Q4, 2017, based on 403(b) plan assets, participants and contributions.

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Ever say, “I don’t need to plan for retirement”?
Stewarding taxpayer dollars so that students are receiving the best education possible is a heavy responsibility. It requires communicating a wealth of information to the community, enabling them to see the full picture of the district’s financial health. The Comprehensive Annual Financial Report (CAFR) is the tool many districts use to make this information readily available to the school board, the community, and stakeholders.

While preparing this document is no small task, having a strong CAFR builds trust between the stakeholders and the school district. Jeff Gross, chief financial officer at Kettle Moraine School District in Wisconsin, says submitting the CAFR to a professional review team acts as a “second set of eyes” and is an inexpensive investment when it comes to helping their district be as transparent as possible with the community.

Jeff’s district, along with more than 550 others, prepare their CAFRs based on the high standards of ASBO International’s Certificate of Excellence in Financial Reporting (COE) program. “Earning the COE gives our district a huge vote of confidence from the community, the board, and district leaders,” Jeff says.

It’s never too early to start collecting data for your district CAFR. Use the resources at asbointl.org/COE to get started!
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