Dear Dedicated Leader,

Thank you for joining us in New Orleans. Because you have chosen to be here, I already know that you are committed to providing a positive environment for your school business team, district staff, the students you serve, and the community, as well as developing and refining your own leadership style.

We will have opportunities to take thoughtful account of our personal approach to leadership and advocacy, to fine-tune our specialized language of school business to better connect with stakeholders in other areas of the education culture, and to consider new ways of leading and empowering an incoming workforce that is markedly different from every generation before them.

We will also have opportunities to meet or reconnect with colleagues from around the world who share the goals of optimizing all resources and supporting every student, regardless of race, ability, or income. I encourage you to introduce yourself to someone new this weekend, to ask a fellow leader about the challenges and successes they have had, especially with regard to racial equity and social justice. Through these conversations, we can broaden our understanding of the issues that face the under-represented members of our communities and become better equipped to promote equity, lead with empathy, and empower others.

I look forward to sharing this experience and learning alongside you.

Sincerely,

Claire Hertz
President
ASBO International
Education Professionals Deserve a Specialist

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Wi-Fi: ASBO International  |  Password: ASBO2020  |  #ASBOForum20
## SCHEDULE-AT-A-GLANCE

### THURSDAY, FEBRUARY 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 6:00 pm</td>
<td>Registration</td>
<td>Celestin North Foyer (Level 3)</td>
</tr>
<tr>
<td>8:30 am – 4:00 pm</td>
<td>Strategic Governance Symposium (Invitation Only) ($)</td>
<td>Celestin F (Level 3)</td>
</tr>
<tr>
<td>4:15 pm – 5:30 pm</td>
<td>Affiliate Executive Directors Group Business Meeting (Invitation Only)</td>
<td>Celestin G–H (Level 3)</td>
</tr>
<tr>
<td>6:00 pm – 7:30 pm</td>
<td>Welcome Reception and Vendor Showcase</td>
<td>Celestin D (Level 3)</td>
</tr>
</tbody>
</table>

### FRIDAY, FEBRUARY 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am – 12:00 pm</td>
<td>Registration</td>
<td>Celestin North Foyer (Level 3)</td>
</tr>
<tr>
<td>7:30 am – 8:15 am</td>
<td>Breakfast</td>
<td>Celestin A–C (Level 3)</td>
</tr>
<tr>
<td>8:15 am – 8:35 am</td>
<td>Welcoming Remarks</td>
<td>Celestin A–C (Level 3)</td>
</tr>
<tr>
<td>8:35 am – 10:35 am</td>
<td>Advocacy and Empowerment: Finding Your Voice and Creating Space for Others to Assert Theirs</td>
<td>Celestin A–C (Level 3)</td>
</tr>
<tr>
<td>10:35 am – 10:50 am</td>
<td>Coffee Break</td>
<td>Celestin A–C (Level 3)</td>
</tr>
<tr>
<td>10:50 am – 12:50 pm</td>
<td>Strategic Leadership for Executives in Education</td>
<td>Celestin A–C (Level 3)</td>
</tr>
<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Lunch</td>
<td>Celestin D (Level 3)</td>
</tr>
</tbody>
</table>
2:15 pm – 4:15 pm  
Inclusive Leadership 2030: 
Strategies and Practices for 
the Future Workforce 

Celestin A–C (Level 3)

4:15 pm – 4:30 pm  
Wrap Up 

Celestin A–C (Level 3)

SATURDAY, FEBRUARY 15

7:30 am – 8:15 am  
Breakfast 

Celestin A–C (Level 3)

8:15 am – 8:30 am  
Opening Remarks 

Celestin A–C (Level 3)

8:30 am – 10:30 am  
Leading Positive Performance** 

Celestin A–C (Level 3)

10:30 am – 10:45 am  
Break and Refreshments 

Celestin A–C (Level 3)

10:45 am – 12:45 pm  
Leading Positive Performance Continued 

Celestin A–C (Level 3)

12:45 pm – 12:55 pm  
Wrap Up 

Celestin A–C (Level 3)

**Access session prework in the Attendee Service Center through the link in your email 
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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.

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THURSDAY, FEBRUARY 13

8:00 am – 6:00 pm  Registration
Celestin North Foyer (Level 3)

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Celestin F (Level 3)

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Business Meeting
Celestin G–H (Level 3)

6:00 pm – 7:30 pm  Welcome Reception and
Vendor Showcase
Celestin D (Level 3)

Network with colleagues and learn about the latest solutions to
challenges your school districts are facing.

Open to all registered attendees and registered guests with a conference badge.

FRIDAY, FEBRUARY 14

7:00 am – 12:00 pm  Registration
Celestin North Foyer (Level 3)

7:30 am – 8:15 am  Breakfast
Celestin North Foyer (Level 3)

8:15 am – 8:35 am  Welcoming Remarks
Celestin A–C (Level 3)
Claire Hertz, SFO
President, ASBO International
Ricoh’s proven tools and technology modernize workflows and enhance the real-time exchange of information — while reducing spend and maintaining information integrity and security. Leverage the powerful data and knowledge that exists throughout your district — and work smarter.
FRIDAY, FEBRUARY 14

8:35 am – 10:35 am  Advocacy and Empowerment: Finding Your Voice and Creating Space for Others to Assert Theirs

Celestin A–C (Level 3)

Presenter: Colonel Yvonne Spencer

Drawing on her 25 years in a male-dominated workforce, Spencer has developed an approach to overcoming obstacles by advocating for herself and developing an “Outspoken Toolkit” that has been highly influential in a network of triathlete leaders and others who are blazing trails and overcoming stereotypes. By sharing her personal narrative and through interactive discussion points, she’ll lead education executives in discovering their voice and creating an organizational climate where all personnel are empowered and encouraged to use their voice to solve problems and effectively advocate for the needs of students.

Learning Objectives:

• Identify your leadership voice by examining what matters to you.
• Describe key challenges to using your voice and potential means to overcome these barriers to advocate for your professional growth and organizational success.
• Discuss how to empower and encourage personnel to use their voice to solve problems and effectively advocate for the needs of students.
• Outline how to build your legacy by creating, developing, and sustaining an environment of confidence and empowerment.

SFO/CPE/CAE: 2.4
SFO Domains: Management of School Facilities; Financial Planning and Analysis
Field of Study: Personal Development

10:35 am – 10:50 am  Coffee Break

Celestin A–C (Level 3)
Why Add Security Benefit to Your District’s 403(b) Plan?

Security Benefit works with school districts across the U.S., helping America’s educators move toward their goal of financial security.

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Services offered through Security Distributors (SD). SD is a subsidiary of SBL, and SBL and FSBL are wholly owned by Security Benefit Corporation (Security Benefit).
FRIDAY, FEBRUARY 14

10:50 am – 12:50 pm  Strategic Leadership for Executives in Education
Celestin A–C (Level 3)

Presenter: Jeff Rose, Ed.D.
Founder/CEO of Leading Ed Solutions

How do school business officials with the incredibly niched knowledge base of school finance and administration build influence with stakeholders within every area of the school district? Engage in scenario-based challenges, interactive discussions, and active listening as you unpack the pros and cons of the education culture and the challenges it sometimes creates for the business/operations office. You'll learn first-hand how one superintendent moved beyond the state of “educational naiveté” into a mindset that fostered trust and influence.

Learning Objectives:
- Apply communication techniques that connect and inspire in addition to sharing data and information.
- Influence stakeholders through a deeper knowledge and understanding of how to connect with them.
- Use intentional empathy to break down silos within the educational culture.

SFO/CPE/CAE: 2.4
SFO Domains: Management of School Facilities; Financial Planning and Analysis
Field of Study: Personal Development

1:00 pm – 2:00 pm  Lunch
Celestin D (Level 3)
Virco leads the way in healthy movement seating for dynamic learning environments.
Inclusive Leadership 2030:
Strategies and Practices for the Future Workforce

Presenter: Shirley Davis, Ph.D.
President/CEO of SDS Global Enterprises, Inc.

Research suggests that by 2030, workers will be older and younger at the same time, more educated and less skilled, hyper-connected through new technologies, and more ethnically diverse. How can we ready our organizations for this new workforce reality? What new strategies, competencies, and skills will be necessary to harness the benefits, yet counter the negative effects of these global disruptions? More importantly, what new leadership models will be needed in order to achieve high performance, innovation, and inclusiveness? Davis will answer all these questions as she details the megatrends and their implications that will shape the workforce of the future. Additionally, she will provide practical strategies that organizational leaders should use if they expect to build inclusive and high-performing workplace cultures.

Learning Objectives:

• Identify the most significant demographic changes that will redefine the workforce of 2020 and 2030.
• List the key challenges and issues that leaders face in the workplace amidst a more diverse, global, and hyper-connected world.
• Describe the new models and mindsets that every leader must adopt in order to be more effective.
• Identify key competencies and leading practices for creating a culture of inclusion, innovation, and high performance.

SFO/CPE/CAE: 2.4
SFO Domain: Management of Human Resource Functions
Field of Study: Personnel/Human Resources – Non-technical

Wrap Up
Claire Hertz, SFO
President, ASBO International
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Contact us for more information.
Mark Jackowitz, Senior Vice President, Voya Financial  |  518-813-5107, mark.jackowitz@voyacom
SATURDAY, FEBRUARY 15

7:30 am – 8:15 am  Breakfast
Celestin A–C (Level 3)

8:15 am – 8:30 am  Morning Roundup
Celestin A–C (Level 3)
Claire Hertz, SFO
President, ASBO International

8:30 am – 12:45 pm  Leading Positive Performance
Celestin A–C (Level 3)

Presenter: Devin Hughes
Chief Inspiration Officer
International Thought Leader Network

The research is clear: Positive environments are performance enhancers. Learn to create a working environment characterized by higher productivity, less turnover, more resilient cultures, and healthier employees. Dive into the science of sustainable peak performance in this classroom-based, experiential workshop by learning research-based techniques in the field of positive psychology and understanding the practices of resilient leaders.

Learning Objectives:
• Discuss why schools apply the success formula backwards and how to counteract this.
• Explain the use of the “Social Investment Solution.”
• Identify new routines that embed happiness into the work environment.

SFO/CPE/CAE: 4.8
SFO Domain: Management of Human Resource Functions
Field of Study: Personnel/Human Resources – Non-technical

10:30 am – 10:45 am  Break and Refreshments
Celestin A–C (Level 3)

12:45 pm – 12:55 pm  Wrap Up
Celestin A–C (Level 3)
Claire Hertz, SFO
President, ASBO International
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2020

LEGISLATIVE ADVOCACY CONFERENCE
July 7–9, 2020 • Washington, D.C.

EAGLE INSTITUTE
July 14–17, 2020 • Québec City, Canada

ANNUAL CONFERENCE & EXPO
October 2–5, 2020 • Nashville, Tennessee

2021

EXECUTIVE LEADERSHIP FORUM
February 25–27, 2021 • San Antonio, Texas

ANNUAL CONFERENCE & EXPO
October 13–16, 2021 • Milwaukee, Wisconsin

2022

EXECUTIVE LEADERSHIP FORUM
February 3–5, 2021 • Savannah, GA

ANNUAL CONFERENCE & EXPO
September 14–17, 2022 • Portland, Oregon

2023

ANNUAL CONFERENCE & EXPO
October 18–21, 2023 • National Harbor, Maryland