Program Book
2010 Annual Meeting and Exhibits
September 24-27
Lake Buena Vista, Florida
Our insight. Your schools.

Tyler Technologies has the insight to empower you as a K-12 education professional. Our financial, SIS, transportation, special education and district planning products do more than meet your needs. They anticipate them. That's why more and more school systems choose Tyler for their data management. To spend more time with your students and less time with data, visit us at tylertech.com or email us at info@tylertech.com.
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Be in the Know
For the latest information on daily Annual Meeting activities, visit the Central Registration counter across from the Coronado Ballroom.

ASBO International staff will be wearing blue shirts and badges with the ASBO logo, and will happily assist you.

Power Up and Plan Your Day
Central Registration
Charge your cell phone or PDA at a high-speed charging station, equipped with a variety of connections to fit most devices. Watch the screen for session updates and daily activities.

Wear Your ASBO Pride
Shop at the ASBO Store, located at South Registration, to pick up gifts for your staff and colleagues, and souvenirs for yourself. Centennial gear is the perfect gift for the SBO who has it all.

Make the Most of Your Trip—Explore Walt Disney World®
Visit the Coronado Springs Concierge, located in the hotel lobby, to get the inside scoop on Disney Bus Transportation, shopping, restaurants, and special events. Purchase park tickets here too.

ASBO Centennial Museum, Bookstore, and Comfort Zone
See page 60 for details on these and other Exhibit Hall highlights.

Live Chat Room
New this year! Meet informally with your colleagues in ASBO’s first-ever live chat room. Head to Fiesta 7 & 8 for an impromptu brainstorming or networking session. Start up your own discussion group on a topic of your choice. Simply jot down a topic and a discussion time on the dry erase board outside the room to invite colleagues to join you. Check back often to see what SBOs are buzzing about.

Say Cheese
Smile when you stop by Booth 101 for a free professional head shot.

Badges
An official 2010 ASBO International Annual Meeting and Exhibits badge is required for admission to all functions, including General Sessions, educational sessions, Pre-Annual Meeting Workshops, the Exhibit Hall, and social events. Your badge is also your ticket to earn CPE credits. Be sure to have your badge scanned when entering the room for a CPE-bearing session.

Before you head home, drop off your badge holder in any of the badge recycling containers located at Central Registration.

Email Kiosks
Email stations are available for your use in Booth 837 in the Exhibit Hall. Check your email, update your Live Learning Center Itinerary Planner, or peruse the electronic Annual Meeting Daily.

ASBO Annual Meetings = Pins
Longtime ASBO International members know that part of the history and culture of our association is the pin trading that goes on at every Annual Meeting. This year, we’ll add not just one, but two pins to the ASBO chronicles and your collection, thanks to the generous support of American Fidelity.

Refillable Water Bottles
450 years. That’s how long it takes a plastic bottle to decompose. Now, imagine 90,000 of those bottles just from a meeting like ours. That’s not the legacy we want for the future. To help leave a positive impact, please use the refillable water bottle provided with your registration materials. Watch for water filling stations around the convention center.

First Aid
In the event of a medical emergency, please touch EMERGENCY (911) on any Coronado Springs phone. For non-emergency medical assistance, touch FRONT DESK/LUGGAGE.

Home Base: Disney’s Coronado Springs Resort
1000 W. Buena Vista Drive
Lake Buena Vista, FL 32830
407/939-6244

Programming Note
The ASBO International 2010 Annual Meeting and Exhibits, its programs and materials, including the views and opinions expressed therein, are those of the individual speakers, presenters, and authors, and do not necessarily represent the views and opinions of the Association of School Business Officials International, any of its respective affiliates, officers, directors, board members, or employees.

As a courtesy to your colleagues, please turn off all cell phones while in the sessions.
Attractively styled and attractively priced, Virco introduces the new Parameter™ desk series by award-winning designers Peter Glass and Bob Mills. Parameter desks, returns and credenzas – along with Virco’s great selection of storage options – help create a harmonious setting for teachers, students and administrators.

Call us today at 800-813-4150 or visit www.virco.com
We're Here for You!

As ASBO International’s Corporate Partners, we look forward to meeting you during ASBO's Centennial Celebration. Thank you for allowing us to help you find solutions to your district's challenges and for letting us be a part of your work on behalf of students.

www.asbointl.org/CorporatePartners
## Schedule of Events

### Friday, September 24, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 5:00 p.m.</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00 a.m. - 5:00 p.m.</td>
<td>Half and Full-Day Pre-Annual Meeting Workshops ($)</td>
</tr>
<tr>
<td>8:00 a.m. - 5:00 p.m.</td>
<td>Strategic Governance Symposium (IO) ($)</td>
</tr>
<tr>
<td>10:00 a.m. - 11:00 a.m.</td>
<td>Orientation Workshop—Great for Newcomers!</td>
</tr>
<tr>
<td>11:00 a.m. - 4:15 p.m.</td>
<td>Bridges to the Future Scholarship Workshop (IO)</td>
</tr>
<tr>
<td>12:30 p.m. - 4:00 p.m.</td>
<td>Positive Impact Program ($)</td>
</tr>
<tr>
<td>1:00 p.m. - 2:00 p.m.</td>
<td>Orientation Workshop—Repeat of 10 a.m. Session</td>
</tr>
<tr>
<td>2:30 p.m. - 4:00 p.m.</td>
<td>ASBO Choir Rehearsal</td>
</tr>
<tr>
<td>4:00 p.m. - 5:00 p.m.</td>
<td>Open Bylaws/Governance Meeting</td>
</tr>
<tr>
<td>6:00 p.m. - 9:00 p.m.</td>
<td>ASBO Centennial Celebration Opening Reception at Epcot®</td>
</tr>
</tbody>
</table>

Only those who have RSVP’d for this event may attend. **Check your registration packet for a pair of 3D glasses—these will double as your Opening Reception ticket.**

### Saturday, September 25, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 4:00 p.m.</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 a.m. - 8:30 a.m.</td>
<td>ASBO Choir Rehearsal</td>
</tr>
<tr>
<td>8:30 a.m. - 10:30 a.m.</td>
<td>Opening General Session</td>
</tr>
<tr>
<td>10:45 a.m. - 1:30 p.m.</td>
<td>Affiliate Executive Directors Meeting and Luncheon (IO)</td>
</tr>
<tr>
<td>11:00 a.m. - 12:00 p.m.</td>
<td>Discussion Groups</td>
</tr>
<tr>
<td>11:00 a.m. - 12:00 p.m.</td>
<td>Book Club: <em>Realityland—True-life Adventures at Walt Disney World</em></td>
</tr>
<tr>
<td>12:00 p.m. - 1:30 p.m.</td>
<td>MBA Advisory Committee and Reviewers Meeting and Luncheon (IO)</td>
</tr>
<tr>
<td>12:15 p.m. - 1:30 p.m.</td>
<td>Committees Meeting and Luncheon (IO)</td>
</tr>
</tbody>
</table>

### Sunday, September 26, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 4:00 p.m.</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00 a.m. - 9:00 a.m.</td>
<td>Discussion Groups</td>
</tr>
<tr>
<td>9:15 a.m. - 10:15 a.m.</td>
<td>Discussion Groups</td>
</tr>
<tr>
<td>10:30 a.m. - 2:15 p.m.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>10:30 a.m. - 2:15 p.m.</td>
<td>Information Technology Showcase</td>
</tr>
<tr>
<td>10:45 a.m. - 12:00 p.m.</td>
<td>Clinic Tables</td>
</tr>
<tr>
<td>11:30 a.m. - 1:00 p.m.</td>
<td>COE Advisory Committee and Reviewers Meeting and Luncheon (IO)</td>
</tr>
<tr>
<td>12:00 p.m. - 1:00 p.m.</td>
<td>Lunch in the Exhibit Hall</td>
</tr>
<tr>
<td>2:15 p.m. - 3:15 p.m.</td>
<td>Eagle Award Recipients Reception (IO)</td>
</tr>
<tr>
<td>2:15 p.m. - 3:30 p.m.</td>
<td>Gold Mine Sessions</td>
</tr>
<tr>
<td>2:30 p.m. - 3:30 p.m.</td>
<td>Discussion Groups</td>
</tr>
<tr>
<td>3:45 p.m. - 4:45 p.m.</td>
<td>Discussion Groups</td>
</tr>
<tr>
<td>6:30 p.m. - 10:00 p.m.</td>
<td>ASBO Centennial Gala ($)</td>
</tr>
</tbody>
</table>

### Monday, September 27, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 10:00 a.m.</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00 a.m. - 9:00 a.m.</td>
<td>Discussion Groups</td>
</tr>
<tr>
<td>9:15 a.m. - 10:15 a.m.</td>
<td>Discussion Groups</td>
</tr>
<tr>
<td>10:30 a.m. - 12:30 p.m.</td>
<td>Closing General Session—Stan Slap, Corporate Strategist</td>
</tr>
<tr>
<td>2:00 p.m. - 5:00 p.m.</td>
<td>Disney’s Approach to People Management ($), Half-Day Seminar</td>
</tr>
</tbody>
</table>
WHEN IT COMES TO RETIREMENT PLANNING, YOU REALLY CAN’T DO ENOUGH HOMEWORK.

We’re TIAA-CREF, a Fortune 100 company with over $410 billion in combined assets under management. We are the 403(b) market leader, and we’re the leader in the public and private K–12 segment with $19 billion in assets under management. As such, we offer the specialized consultative guidance you need to better manage the increased complexities and pressures of today’s 403(b) market. Our plans give your employees access to personalized objective advice from noncommissioned advisors with a commitment to strong performance. And help them prepare for and live well in retirement. Our plans truly are head of the class.

MAKE A CHANGE FOR THE GOOD.™ Visit us at booth #1033 to find out how TIAA-CREF can help you manage your employees’ retirement needs. To learn more, call 877 225-9665 or visit tiaa-cref.org/k12

1As of 6/30/10. 2Source: LIMRA, Not-for-Profit Market Survey, June 30, 2009. $19 billion as of 3/31/10. 4Our advisors receive no commissions. TIAA-CREF compensates the advisors through a salary-plus-incentive program based on client service excellence and financial results. Advisors will only recommend products that help achieve our clients’ goals. TIAA-CREF products may be subject to market and other risk factors. See the applicable product literature, or visit tiaa-cref.org for details. Past performance is no guarantee of future results. TIAA-CREF Individual & Institutional Services, LLC, and Teachers Personal Investors Services, Inc., members FINRA, distribute securities products. Annuity contracts and certificates are issued by Teachers Insurance and Annuity Association (TIAA) and College Retirement Equities Fund (CREF), New York, NY. C48191 © 2010 Teachers Insurance and Annuity Association-College Retirement Equities Fund (TIAA-CREF). New York, NY 10017.

Consider the investment objectives, risks, charges and expenses carefully before investing. Visit tiaa-cref.org for a prospectus that contains this and other information. Read carefully before investing.
With PublicSchoolWORKS, districts can curb the number of incidents related to student bullying and violence. This program provides the training and resources to help educators spot issues and to help students communicate when issues arise.

The Student Bullying & Violence Prevention Program offers:

- Educator training
- Student videos
- The Student Bullying Reporting System
- The Student Safety Reporting System

5 Star Review by Multimedia & Internet @ Schools Magazine

“The statistics on bullying and school violence are alarming. This program serves as a valuable resource to provide teachers with instant access to information and interventions. I highly recommend this program.”
- reviewer for MMIS magazine

Win a gift card every hour!

During the ASBO show, come by our booth #1013 to enter.

Bomb Threat & IED Response for Schools: The Importance of Planning for Effective Communication

Is Your School District Prepared to Handle Bomb Threats?

During ASBO’s conference in Orlando, FL on Friday, September 24, 2010, Steve Saltzman, Captain of the Bomb Squad for the Columbus Fire Department, and Tom Strasburger, Vice President of PublicSchoolWORKS, will discuss how to prepare effective responses to IED and bomb threats.

Time: 8:00 am - 12:00 pm  |  Location: Workshop 08  |  CEUs: 0.3

For more information, call 513.631.6111, or visit www.publicschoolworks.com
Explore critical school business management issues in depth at the Annual Meeting Workshops. These workshops require an additional registration fee.

Pre-Annual Meeting Workshops, along with room numbers, are listed here. Full descriptions of these workshops are detailed at www.asbointl.org/Centennial.

Visit www.asbointl.org/Centennial to find out which workshops offer CEU and CPE credit. Remember, your badge is your ticket to earn credits. Please make sure to scan it when you enter and exit the workshop room.

FRIDAY, SEPTEMBER 24, 2010

Full-Day Sessions: 8:00 a.m. - 5:00 p.m.
Member price $205 Non-member price $285

Workshop 2 Coronado P
Privacy and Information Security Essentials for Schools

Workshop 3 Durango 2
Skills Refresher for the ASBO International SFO Certification Exam

As ASBO International unrolls a certification for professionals responsible for school finance and operations, now is the time to prepare to strengthen your career. Attend this immersion session where you'll explore the unique set of knowledge and skills it takes to do your job and learn study strategies for the certification exam.

Half-Day Sessions: 8:00 a.m. - 12:00 p.m.
Member price $125 Non-member price $175

Workshop 4 Coronado G
School Tour—Winter Park 9th Grade Center

Workshop 5 Coronado Q
Update on the Law of Special Education

Workshop 6 Coronado R
How to Lower Life Cycle Costs of Fixed Capital Assets While Operating Efficiently for the Long Term

Mon&Dys Wkhp 7 Coronado S
Implementing an Integrated Pest Management System

Workshop 8 Coronado T
Bomb Threat and IED Response to Schools: Planning for Effective Communication

Workshop 9 Baja
How to Prepare a Comprehensive Annual Financial Report (CAFR)

Workshop 10 Acapulco
Do You Know the Union's Playbook for Labor Negotiations?

Half-Day Sessions: 1:00 p.m. - 5:00 p.m.
Member price $125 Non-member price $175

Workshop 1 Durango 1
Implementation of the New Fund Balance Standard: Will GASB 54 Require Special Revenue and Capital Projects Funds to Be Reported in the General Fund?

Workshop 11 Coronado R
Read Them Like a Book: The Art and Science of Body Language

Workshop 12 Coronado S
Global Leadership Skills for School Business Officials: A Hands-On Session

Workshop 13 Baja
American Recovery and Reinvestment Act (ARRA) Update

Workshop 14 Coronado M & N
How to Create an Award-Winning Budget

Workshop 15 Coronado T
Adopting World-Class Models for Quality Management and Performance Excellence in K-12 Facilities Management

MONDAY, SEPTEMBER 27, 2010

Half-Day Seminar: 2:00 p.m. - 5:00 p.m.
$299

Disney’s Approach to People Management Durango
Communicating and nurturing the culture of your workplace is vital to the successful management of your employees. Explore proven techniques used to select, train, retain, and communicate with employees. Engage in relevant business applications and take away steps to implement in your own school district.
EXPERTISE

Bob Architect has joined VALIC

- He served as senior tax law specialist with the Employee Plans Division of the Internal Revenue Service (IRS) from 1975 to 2009
- Starting in 1978, his specialty was 403(b) tax-sheltered plans
- He will be instrumental in developing key educational content for VALIC

Stop by booth # 713 and meet Bob in person

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ext. 1315

CLICK
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You are dedicated to your career in public education and to helping students create a bright future.

Who is helping you and your colleagues build your futures?

Let AXA Equitable help you.

With innovative financial strategies, over 150 years of experience and a long commitment to the K–12 marketplace, we can help you plan for your retirement.

To find out how AXA Equitable can help you and your colleagues work toward your retirement goals, visit us at www.axa-equitable.com, call (800) 628-6673 or contact your AXA Advisors Financial Professional.

AXA Equitable is proud to be an ASBO Strategic Partner by sponsoring ASBO’s Eagle Award and the Eagle Institute.

Stop by and fill out a card at AXA Equitable’s Booth #804. For every contact card filled out, AXA Advisors, an affiliated company of AXA Equitable, will make a donation on your behalf to the ASBO Research and Education Fund. This new fund champions the behind-the-scenes work of school business professionals by sponsoring and advancing education and research initiatives to help them better serve students.

“Just between us, you know that choosing a retirement provider isn’t going to take care of itself. Benefit from AXA Equitable’s expertise and commitment to the K–12 market. But what do I know, I’m just the 800lb gorilla in the room.”

Visit us at Booth 804

Life insurance and annuities are issued by AXA Equitable Life Insurance Company, NY, NY and distributed by an affiliate, AXA Advisors, LLC, member SIIPC.

GE-567908 (8/10)  G24777
Session Tracks

**Educational Enterprise**
Focuses on public policy, intergovernmental relations, and the legal frameworks that affect schools.

**Financial Resource Management**
Provides expertise on the effects of financial management on budgeting, financial planning and reporting, accounting, investments, debt management, and business technology.

**Human Resource Management**
Addresses personnel management concepts and leadership styles, including personnel and benefits administration, professional development, labor relations, and employment agreements.

**Facility Management**
Focuses on the latest in school planning and construction, school maintenance, and the environmental aspects of school operations.

**Property Acquisition and Management**
Focuses on purchasing, supply and fixed-asset management, and real estate management.

**Information Management**
Deals with critical information on strategic planning, instructional support programs, and management information systems.

**Ancillary Services**
Addresses issues involving transportation, risk management, and food service.

**International Aspects**
Focuses on global school business management issues.

**Leadership Development**
Focuses on aspects of developing leadership skills in the field of school business management.

**Social Responsibility**
Addresses a principle that integrates social, environmental, and financial successes into operations and policies. SR is building green school facilities, purchasing local produce for the cafeteria, creating volunteer tutoring programs, encouraging quality of life for your employees, and explaining your budget to your community.

**ECON**
**Economic Recovery/Stimulus**
Sessions directly related to the economic stimulus (American Recovery and Reinvestment Act) and/or featuring revenue-generating or cost-saving strategies to aid your district’s economic recovery and promote education reform.

**CPE**
**Continuing Professional Education**
Some education sessions offer CPE credit. ASBO International 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.

CPE Information
ASBO International is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the:

National Registry of CPE Sponsors
150 Fourth Avenue North Suite 700
Nashville, TN 37219-2471
www.nasba.org

The instructional delivery method for Pre-Conference Workshops is Group-Live and no prerequisites or advance preparations are necessary for participation, unless otherwise indicated. ASBO will offer CPE credit for select discussion group sessions at the Annual Meeting using the Group-Live instructional delivery method. Visit the ASBO Website at www.asbointl.org/Annual Meeting for more information about these sessions.

To receive CPE credit for select discussion groups, attendees must verify attendance by having their badge scanned when entering the room and by completing the session evaluation online after the meeting. CPE certificates can be printed at your home computer after completing the online evaluation.

**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 or call 866/682-2729 x7080. ASBO International reserves the right to cancel a Pre-Annual Meeting Workshop due to low enrollment. In the event ASBO cancels a Workshop, a full refund will be given or registrants may choose to register for another Workshop.
FRIDAY, SEPTEMBER 24

7:00 a.m. - 5:00 p.m.
Registration
Central Registration

8:00 a.m. - 12:00 p.m.
Half-day Pre-Annual Meeting Workshops
(See page 10 for complete listing.)

8:00 a.m. - 5:00 p.m.
Full-day Pre-Annual Meeting Workshops
(See page 10 for complete listing.)

10:00 a.m. - 11:00 a.m.
Orientation Workshop
All welcome; newcomers encouraged to attend Monterrey 1-3

11:00 a.m. - 4:15 p.m.
Bridges to the Future Scholarship Workshop
By Invitation Only
Fiesta 6

12:30 p.m. - 4:00 p.m.
Second Annual Positive Impact Program
Give Kids the World Village
Bus departs from the Convention Center Porte Cochere at 12:30 p.m.
Additional fee required

Spend a day making a difference for children who need you. Become an Angel in Action at Give Kids the World Village, a nonprofit resort in central Florida that provides a cost-free fantasy vacation for children with life-threatening illnesses and their families. *Sponsored by Office Depot*

1:00 p.m. - 2:00 p.m.
Orientation Workshop
All welcome; newcomers encouraged to attend Monterrey 1-3

1:00 p.m. - 5:00 p.m.
Half-Day Pre-Annual Meeting Workshops
(See page 10 for complete listing.)

2:30 p.m. - 4:00 p.m.
ASBO Choir Rehearsal
Fiesta 1 & 2

4:00 p.m. - 5:00 p.m.
Open Bylaws/Governance Meeting
Monterrey 1-3

Come hear the “state of the association,” including an update on the ASBO strategic plan and a report from the ASBO Bylaws Committee. Also, meet your 2011 ASBO International Board of Directors as they are sworn in for the new year.

4:45 p.m. - 5:30 p.m.
Sponsor Recognition Reception
By Invitation Only
Rix Lounge

6:00 p.m. - 9:00 p.m.
Centennial Celebration Opening Reception at *Epcot*®
World Showplace Pavilion. *Epcot*® Buses Depart from the Convention Center Porte Cochere at 6:00 p.m.
Ticket (3-D glasses) required

This year’s Opening Reception will kick off the meeting like never before. We’re going to *Epcot*® for inspiration, camaraderie, and fireworks. Make sure you bring your valid photo ID and the 3-D glasses from your registration packet—they will double as your “ticket.”

SUNDAY, SEPTEMBER 25

7:00 a.m. - 4:00 p.m.
Registration
Central Registration

7:30 a.m. - 8:30 a.m.
ASBO Choir Rehearsal
Fiesta 1 & 2

8:30 a.m. - 10:30 a.m.
Opening General Session
Coronado Ballroom
*General Session coffee break sponsored by The Horace Mann Companies.*

Welcome to Orlando
Erin K. Green, MBA, RSBA
President, ASBO International

ASBO International Choir
Director: Michael A. Jacoby, Ed.D., Illinois ASBO

Business Meeting
Erin K. Green, MBA, RSBA

Presentation of the 2010 ASBO International Eagle Awards
John D. Musso, CAE, RSBA
Executive Director, ASBO International

Bernadette Mitchell
Vice President, AXA Equitable
Introduction of Speaker
Erin K. Green, MBA, RSBA

Storytelling: A Meaningful Translation of Culture

The power of "story" has been an ever-present force in the nearly hundred-year history of The Walt Disney Company. Today, storytelling is considered a critical and relevant leadership tool for gaining emotional buy-in from stakeholders and employees. The impact of effective storytelling is felt by large and small organizations around the world. Learn how Disney uses the elements of storytelling to pass on the culture that keeps its business world-class. Through this Disney Institute presentation, you will discover how you can translate your own organization’s culture in a meaningful way through the power of storytelling. Why? Because people will be listening.

10:45 a.m. - 1:30 p.m.
Affiliate Executive Directors Meeting and Luncheon
By Invitation Only
Fiesta 6

11:00 a.m. - 12:00 p.m.
Guest Program
Book Club: Realityland: True-Life Adventures at Walt Disney World
Fiesta 3 & 4

Attention book worms, guests, and Disneyphiles! ASBO's book club is back. Grab a copy of David Koenig's Realityland: True-Life Adventures at Walt Disney World. Go behind the scenes for true life stories from "the happiest place on earth." From the setbacks to the successes, you'll get the inside scoop on this American institution.

Discussion Groups

Succession Planning for Your Organization: Ensuring No Career Is Left Behind, DG011

CPE
11:00 a.m. - 12:00 p.m.
Durango 2

CPEs: 1.0
Program Level: Basic
Field of Study: Personnel/HR
Program Prerequisites: None
Advance Preparation: None

School districts have been less than proactive in identifying and nurturing talent to assume formal leadership roles in schools. As a result, when the time arrives to hire new leaders, the candidate pool of highly qualified persons is often limited if not entirely empty. Review the development of an effective succession plan for a school district and examine the challenges and rewards of implementing such a plan.

Learning Objectives: 1. Review the necessity and practicality of developing a succession plan regardless of whether your organization predicts future turnover. 2. Compare various models and mediums for assembling a succession plan. 3. Discuss how to inform staff and communicate the succession plan to an entire organization.

Speakers: Matthew Malinowski, Director of Business Affairs, School District of Cheltenham Township, Elkins Park, PA; William L. McGill, Director of Technical Assistance, Pennsylvania Association of School Business Officials, Harrisburg, PA

Update on the Law of Special Education, DG028

11:00 a.m. - 12:00 p.m.
Coronado P

This interactive session will provide school business officials with a basic working knowledge of the important legal issues associated with educating students with disabilities. More specifically, this session examines the parameters of Section 504 of the Rehabilitation Act of 1973 and the re-authorized Individuals with Disabilities Education Act, paying particular attention to issues involving costs associated with the delivery of special education services for qualified children and their families.

Speaker: Charles J. Russo, J.D., Ed.D., Panzer Chair in Education, Department of Educational Leadership, School of Education & Allied Professions, University of Dayton, Dayton, OH

Building a Strong Team Culture Through Absolute Honesty, DG043

CPE
11:00 a.m. - 12:00 p.m.
Coronado R

CPEs: 1.0
Program Level: Basic
Field of Study: Communications
Program Prerequisites: None
Advance Preparation: None

As to all Disney images, ©Disney
Building a strong team culture that values straight talk and rewards integrity is vital to success. Yet, many of us avoid telling the truth when the truth needs to be told. Learn about the six laws of absolute honesty and why being willing to disagree can work in your favor.

**Learning Objectives:**
1. Explain how to apply the six laws of absolute honesty and why the worst truth beats the best lie.
2. Describe the value of tackling problems as they happen, being willing to agree to disagree, and rewarding the bearer of bad news.
3. Discuss the benefits of building a platform of integrity for yourself and your team.

**Speaker:** Larry Johnson, President, Johnson Training Group, Scottsdale, AZ

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**How Cooperative Purchasing Can Help Your School District Save Time and Money, DG076**

11:00 a.m. - 12:00 p.m.
Coronado T

Learn how a national, nonprofit purchasing program can save time and money for school districts. Find out how your school district can benefit.

**Speakers:** Gretchen Saunders, Chief Business Officer, Hillsborough County SD, Tampa, FL; Jean Bowman, General Manager of Procurement, Hillsborough County SD, Tampa, FL; Mary Pelfrey, Program Manager, U.S. Communities, Fort Mill, SC

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**Understanding and Managing FMLA Compliance for Ill and Injured Employees, DG109**

11:00 a.m. - 12:00 p.m.
Baja

The patchwork approach to ill and injured employees by federal and state legislation bodies has left a framework of crisscrossing rights and responsibilities. School district personnel must develop a reasoned and understandable approach to this tangled web of compliance obligations. Learn about methods for identifying and meeting obligations under the ADA and FMLA, and how to establish internal procedures to apply state and federal FMLA rules to various leave situations.

**Speakers:** Bret McKitrick, Attorney, Simandl & Prentice, S.C., Waukesha, WI; Robert Simandl, Attorney, Simandl & Prentice, S.C., Waukesha, WI

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**Financing Our Future: A Tool for Community Engagement, DG118**

11:00 a.m. - 12:00 p.m.
Cancun

CPEs: 1.0
Program Level: Basic
Field of Study: Social Environment of Business
Program Prerequisites: None
Advance Preparation: None

Financing Our Future is a community engagement tool that promotes an enriched dialogue across all education stakeholders, allowing participants to come to their own conclusions regarding the need to have a well-financed public school system. Participants will explore how to create authentic community engagement and learning, financial reporting and financial literacy, and understanding of community feedback. The process also can be used to engage citizens in the budgeting and reporting process. This Toledo (Ohio) School District program was awarded the prestigious GFOA 2009 Excellence in Government Finance.

**Learning Objectives:**
1. Describe the core fundamental components of the community engagement tool called Financing Our Future.
2. Explain how school business officials can design their own community engagement tools.
3. Evaluate, via a test drive, how the Financing Our Future map tool might be utilized in your school district.

**Speaker:** Daniel Romano III, Treasurer/CFO, Toledo City School District, Toledo, OH

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**Getting the News out with Social Media, DG135**

11:00 a.m. - 12:00 p.m.
Coronado M & N

Effective school leaders communicate constantly with their community members. Explore how to use social media sites such as Facebook to cost-effectively reach and build your audiences.

**Speaker:** Dwight Blint, Communications Director, Capitol Region Education Council, Hartford, CT
The Owner's Representative: Efficiency, Accountability, and Quality in School Construction and Renovation, DG137

11:00 a.m. - 12:00 p.m.  
Acapulco

While some SBOs have a basic understanding of construction fundamentals, most lack the expertise or training in modern construction materials and practices, green building strategies, and sophisticated control systems to effectively oversee their building projects. Examine the critical role the owner's representative can play in helping districts minimize claims, costs, and unanticipated surprises while improving finished product quality and timeliness.

Speakers: Amador Garza, Retired School Business Administrator, San Antonio, TX; Clyde Henry, Sr. Architect, Green Schools International, Orient, OH

UK Perspective on the Benefits of Sustainability as a School Management Approach, DG163

11:00 a.m. - 12:00 p.m.  
Coronado Q

Sustainability is about finding ways of living and working that support a high quality of life without compromising the future of generations to come. This session will focus on approaches to sustainability for schools developed in the United Kingdom and the importance of setting a vision for the future. Also look at how sustainability can positively affect student learning and benefit the school and the broader community.

Speakers: Mark Pepera, CFO, Westlake City Schools, Westlake, OH; Trevor Summerson, Head of School Business Management Programmes, National College for the Leadership of Schools and Children’s Services, Nottingham, UK

Quality Standards: Support Services with a Focus on Transportation, DG176

11:00 a.m. - 12:00 p.m.  
Coronado S

This session will show you how implementing the Baldrige Education Criteria for Performance Excellence can help your district continually improve the tracking/monitoring of school support services, establish performance metrics, and design effective decision-making processes your district should follow every day.

Speakers: Susan Legutko, Executive Director of Federal Programs, Duval County Public Schools, Jacksonville, FL; Lee Legutko, Retired Chief Business Officer, Jacksonville, FL; Judy Preston, Associate Superintendent, Brevard County School District, Viera, FL

403(b) Part 1: Being Prepared for a Compliance Query or an Audit; IRS Prototype Program Preview, DG160

11:00 a.m. - 12:30 p.m.  
Durango 1

CPEs: 1.5  
Program Level: Basic  
Field of Study: Personnel, HR, Taxes, Accounting (Governmental)  
Program Prerequisites: None  
Advance Preparation: None

A panel of industry experts will share steps a school district can take to avoid violations identified with IRS-generated compliance queries and questionnaires and how to prepare if an audit occurs. In addition, they will review the features of the new IRS prototype program and describe why school districts may want to adopt a prototype when available. Carolyn Warner, founder and president of Corporate/Education Consulting, Inc., will moderate the session.

Learning Objectives: 1. Describe best practices for avoiding the main 403(b) plan violations and responding to the IRS request for records at the beginning of an audit. 2. Discuss common administrative and documentation violations and how the Employee Plans Compliance Resolution System functions to help restore plan compliance. 3. Describe the new IRS prototype program and recent IRS developments that could affect your 403(b) plan.

Speakers: Linda Segal Blinn, Vice President, Technical Services, ING, Windsor, CT; Ellie Lowder, President, TSA Training and Consulting for AXA Equitable, Tucson, AZ; Robert Sproule, Senior Counsel, MetLife Law Department, MetLife, New York, NY; Bob Architect, Vice President, Compliance and Market Strategy, VALIC, Washington, DC
12:00 p.m. - 1:30 p.m.  
**Meritorious Budget Award Advisory Committee and Reviewers Meeting and Luncheon**  
By Invitation Only  
Yucatan 3

12:15 p.m. - 1:30 p.m.  
**Committees Meeting and Luncheon**  
By Invitation Only  
Monterrey 1-3

1:15 p.m. - 1:30 p.m.  
**Exhibitor Orientation**  
Exhibit Hall Booth 435

**DISCUSSION GROUPS**

**Deliver a World-Class Education and Maximum ROI, DG017**

**CPE**

1:45 p.m. - 2:45 p.m.  
Coronado M & N

CPEs: 1.0  
Program Level: Basic  
Field of Study: Business Management & Organization  
Program Prerequisites: None  
Advance Preparation: None

In June 2009, nine independent school districts in upstate New York and their affiliate Boards of Cooperative Educational Services, with help from a NYS Local Government Efficiency Planning Grant, began to develop a business plan for a regional organizational structure that would deliver a world-class education and maximum ROI. Discussions will address motivating change, guiding principles, creating a pull effect, research findings, and barriers.

**Learning Objectives:** 1. Outline the reasons smaller independent school systems must make systemic organizational changes and the steps that work to create a pull effect across many independent school systems. 2. Analyze what the evidence from the presented case study indicates regarding system optimality (i.e., world-class education and maximum ROI). 3. Based on the case study, describe what has and has not worked regarding the steps taken to get from conception to implementation.

**Speakers:** William Hamilton, Assistant Superintendent, Business and Finance, Jordan-Elbridge Central SD, Jordan, NY; Marianne O’Connor, District Business Administrator, Auburn Enlarged City SD, Auburn, NY

**Update on Student and Staff Searches, DG029**

1:45 p.m. - 2:45 p.m.  
Coronado R

Gain a basic working knowledge of the parameters of the Fourth Amendment. More specifically, this session examines the implications of legislative rulings with regard to searches of students, staff, and their property. The session also will review *Board of Education of Independent School District No. 92 of Pottawatomie v. Earls,* which upheld random, suspicionless drug testing of students.

**Speaker:** Charles J. Russo, J.D., Ed.D., Panzer Chair in Education, Department of Educational Leadership, School of Education & Allied Professions, University of Dayton, Dayton, OH

**Cut Costs, Drive Revenue, and Improve Performance, DG075**

1:45 p.m. - 2:45 p.m.  
Coronado T

The studies are indisputable: safe, healthy, high-performance learning environments improve student performance, increase district revenue through better attendance, minimize risk, reduce operational costs, and improve the health and well-being of students, teachers, and staff. Learn the proven strategies for developing and implementing a sustainable, customized environmental management program within your district. Hear first-hand from school business officials about the many tools and resources available to help transform schools into safe, healthy, high-performance centers of learning.

**Speakers:** Kathy Prosser, Environmental Program Facilitator, IEQ Advisory Group, ASBO International, Dublin, OH; John Gayetsky, Environmental Management Specialist, IEQ Advisory Group, ASBO International, Dublin, OH; Ron Clary, Executive Director of Facility Maintenance, North East ISD, San Antonio, TX; Ed Emond, Business Administrator, Laconia SD, Laconia, NH
Tips and Tricks for Searching the World Wide Web with Google, DG125

1:45 p.m. - 2:45 p.m.
Coronado P

When Larry Page and Sergey Brin named their company in 1998, they were actually harkening back to a concept that can trace its origin to 1913. Attend this entertaining session to hear that story and witness the latest tools from the world according to Google. As we all know, there is always something new in the beautiful garden in Googieland.

Speaker: William Flaherty, Assistant Superintendent of Technology Services, Spotsylvania County Public Schools, Fredericksburg, VA

The Business of Employing People with Disabilities or with Special Needs Dependents, DG134

1:45 p.m. - 2:45 p.m.
Coronado Q

School business officials, especially those serving in a human resource capacity, must understand the business case for employing individuals with disabilities and best practices in supporting them through recruiting, training, diversity, work-life, or other key initiatives. Learn how to establish best practices relative to employing and supporting this segment of the workforce.

Speaker: Nadine Vogel, Founder and President, Springboard Consulting LLC, Mendham, NJ

A Modern Guide to Providing Exceptional School Security, DG174

1:45 p.m. - 2:45 p.m.
Coronado S

You face the daunting challenge of protecting students, faculty, and visitors under increasingly difficult circumstances. A school district public safety supervisor and a nationally recognized security consultant will offer expert perspectives about day-to-day security operations. Review the latest best practices in school security and learn how to access many helpful resources as you move toward a more secure school.

Speakers: Brian Moore, Supervisor of Public Safety, Red Clay CSD, Wilmington, DE; Paul Timm, Security Consultant, Reta Security, Lemont, IL

Dude, Where's My Bus?, DG178

1:45 p.m. - 2:45 p.m.
Baja

In today's world of tight budgets and competition for scarce resources, efficient and effective use of your bus fleet is critical. Share in the experience of the real-world implementation of a telematics solution to school bus operations. From securing funding to responding to complaints about buses speeding, from training to bus inspections and return on investment, learn how this continually evolving technology can improve customer service and your fleet's performance.

Speakers: John Lang, Area Manager, Baltimore County Public Schools, Timonium, MD; Winship Wheatley, III, Retired Transportation Director, Anne Arundel County Public Schools, Annapolis, MD

SFO Certification: Creating Pathways, DG282

1:45 p.m. - 2:45 p.m.
Acapulco

CPE

CPEs: 1.0
Program Level: Basic
Field of Study: Personal Development
Program Prerequisites: None
Advance Preparation: None

ASBO International just launched and is currently beta testing a certification for school business officials: Certified Administrator of School Finance and Operations (SFO). Learn how this program was created, how to apply, what to expect for the exam, and what this program means to the profession.

Learning Objectives: 1. Discuss the purpose of ASBO’s certification program and the process ASBO used to create it. 2. Identify the eligibility criteria, exam content outline, and other aspects of the certification. 3. Outline the ways in which this program will affect practitioners and the profession.

Speakers: Bambi Statz, Ph.D., Emeritus Professor and Former Coordinator of SBM Graduate Programs, University of Wisconsin-Whitewater, Dane, WI; Mindy Stooksbury, Director of Fiscal Services, Maryville City Schools, Maryville, TN; Jason Hale, Director of Business, New Castle County Vocational Technical SD, Wilmington, DE
Daily Schedule: Saturday-Sunday
All events take place at Disney’s Coronado Springs Resort unless otherwise noted.

GASB Update, DG221

1:45 p.m. - 2:45 p.m.
Durango 2

CPEs: 1.0
Program Level: Basic
Field of Study: Accounting (Governmental)
Program Prerequisites: None
Advance Preparation: None

Learn directly from the Governmental Accounting Standards Board (GASB) about the new accounting changes and what else is on the horizon. This session will also cover methods to consider when addressing new GASB standards.

Learning Objectives:
1. List current projects being addressed by GASB that could affect schools.
2. Describe the requirements of recently issued GASB pronouncements.
3. Give examples of the current GASB requirements that concern your district.

Speaker: Randal Finden, Governmental Accounting Standards Board (GASB), Norwalk, CT

Discussion Groups

Don't Re invent the Wheel: Using the Electronic Resource Center, DG015

8:00 a.m. - 9:00 a.m.
Coronado T

The Electronic Resource Center (ERC) provides an online database of best practices and resources in school business management. Learn about the resources in the ERC that can have a measurable impact in your school district.


Is Your District's Vision Driving Its Budget or Is the Budget Driving Its Vision?, DG020

3:00 p.m. - 6:00 p.m.
Exhibit Hall Open

3:00 p.m. - 6:00 p.m.
Welcome Reception
Veracruz Exhibit Hall
Sponsored by Johnson Controls, Inc.

3:30 p.m. - 6:00 p.m.
Information Technology Showcase
Exhibit Hall Booth 435
(See page 44 for complete listing.)

Sunday, September 26

7:00 a.m. - 4:00 p.m.
Registration
Central Registration

7:00 a.m. - 8:00 a.m.
Coffee Break
Coronado Ballroom Foyer
Sponsored by The Horace Mann Companies
Good to Great for Our Schools, DG023

8:00 a.m. - 9:00 a.m.
Acapulco

How will districts respond to cost-cutting pressures fueled by declining revenues and taxpayer revolts? How can we cut expenses in a way that affects learning and achievement positively? How can we embrace the globalization education students need today? What do successful schools and educational leadership look like today? Explore answers to these questions, based on the works of Jim Collins, including *Good to Great for the Social Sectors*.

**Speakers:** Erin Green, Director of Business Services, Greendale SD, Greendale, WI; Bob Chernow, RBC Wealth, Milwaukee, WI

From Classroom to Business Office: Effective Communications and Negotiations, DG105

CPE

8:00 a.m. - 9:00 a.m.
Durango 2

CPEs: 1.0
Program Level: Basic
Field of Study: Communications
Program Prerequisites: None
Advance Preparation: None

School business officials who are former teachers may have experiences that will help them create more positive interactions and outcomes with employees. This session will outline tips and strategies to help non-classroom trained SBOs think like teachers when they are at the negotiations table or dealing with human resource matters.

**Learning Objectives:**
1. Outline specific strategies for more effectively communicating on business issues with teachers and other staff members.
2. Analyze how well you understand the employee perspective when communicating the business office-related goals and policies of your school district.
3. Discuss effective strategies for thinking like a teacher when you are at the negotiations table or dealing with a human resources matter.

**Speakers:** Jim Froemming, Director of Business Services, Port Washington-Saukville SD, Port Washington, WI; Jeff Gross, Director of Business Services, School District of Menomonee Falls, Menomonee Falls, WI

Social Media Dilemma: To Friend or Not to Friend, DG123

8:00 a.m. - 9:00 a.m.
Coronado Q

Explore the advantages and pitfalls of the social media platform. Should we allow free access to social media in schools or should we place limitations on what our students can do? Do we have a different set of standards when teachers use Facebook, Twitter, or other Websites to communicate with parents and the community? What are the challenges in monitoring our policies? Participate in lively discussions as we share the struggles we are all having in our districts.

**Speaker:** William Flaherty, Assistant Superintendent of Technology Services, Spotsylvania County Public Schools, Fredericksburg, VA
Best Practices in Playground Safety and Maintenance, DG141

8:00 a.m. - 9:00 a.m.
Coronado S

All educational professionals want their playgrounds to provide children with a fun and safe environment. How can you ensure that the playgrounds at your schools are safe places for students to play? This presentation will review the essentials of building and maintaining safe playgrounds. You'll learn how regular playground inspection and maintenance can help you reduce legal risks while protecting your schools’ most valuable assets: the students!

Speakers: John Gann, Director of Maintenance, Keller ISD, Keller, TX; Roger Young, Retired Assistant Superintendent for Finance/Facilities, Roger Young and Associates, Andover, MA

Energy Management for Cost Savings, DG155

8:00 a.m. - 9:00 a.m.
Baja

The Charlotte Mecklenburg (NC) Schools Energy Management program has achieved multi-million dollar reductions in energy consumption by using the techniques of the U.S. Department of Energy Star Program. Learn how CMS uses various programs to reduce energy consumption in their facilities, including K-12 school-based energy coordinators; property managers; maintenance, engineering, custodial, and energy management systems; Utility Manager Pro; and the EPA Portfolio Manager software.

Speaker: Ed Tavares, Facilities Engineer, Charlotte Mecklenburg Schools, Charlotte, NC

Web-based Budgeting and Performance Planning, DG159

8:00 a.m. - 9:00 a.m.
Cancun

Learn how a school district in Minnesota streamlined its budgeting process through a Web-based budgeting application. Find out how the Web-based application has saved time, eliminated spreadsheets, connected the organization, increased transparency and accountability, and helped provide the foundation for integration of performance planning into the budgeting process.

Learning Objectives: 1. Discuss budgeting processes currently being used in your school district. 2. Identify more effective and efficient ways to approach budgeting through a Web-based application. 3. Describe how the linkage of business processes with education planning enables a district to measure outcomes.

Speakers: Jeffrey Solomon, Director of Finance and Operations, Rosemount, Apple Valley, Eagan SD, Rosemount, MN; Tom Olson, President, MyBudgetFile.com, Stony Plain, Alberta, Canada

403(b) Part 2: Clarifying Fiduciary Responsibility, DG161

8:00 a.m. - 9:00 a.m.
Durango 1

CPEs: 1.0
Program Level: Basic
Field of Study: Personnel, HR, Taxes, Accounting (Governmental)
Program Prerequisites: None
Advance Preparation: None

Does a school district have fiduciary responsibility for its 403(b) plan? Might it unknowingly place itself in a fiduciary role by the plan design or implementation? This session will explore and clarify the 403(b) fiduciary issue. Carolyn Warner, founder and president of Corporate/Education Consulting, Inc., will moderate the session.

Learning Objectives: 1. Discuss the applicability of state statutes or other potential fiduciary standards to school districts: Are there fiduciary responsibilities for their non-ERISA 403(b) plans? 2. Identify specific actions that might cause employers to assume a fiduciary role and explain the importance of consulting with legal counsel before taking them. 3. Explain how to assess the pros and cons of assuming a fiduciary role that might not be a requirement under statutes and why this assessment is essential to making an informed decision on whether to assume such responsibilities.

Speakers: Ellie Lowder, President, TSA Training and Consulting for AXA Equitable, Tucson, AZ; Richard A. Turner, Vice President and Deputy General Counsel, VALIC, Houston, TX
Child Nutrition Reauthorization Act Update, DG172
8:00 a.m. - 9:00 a.m.
Coronado M & N

Although the 2009 Child Nutrition and WIC Reauthorization Act will most likely not be acted upon within calendar year 2010, important components of the Act will affect school nutrition programs and school operations. Learn about the nutrition standards, proposed federal reimbursement rates for school meals, direct certification and expansion of programs, and Farm to School.

Speaker: Nancy Rice, President, School Nutrition Association, National Harbor, MD

School Bus Accidents: Preventing, Preparing, Responding, Recovering, DG182
8:00 a.m. - 9:00 a.m.
Coronado R

Safety is the number one priority of any school district. A school bus accident can elicit tremendous concern and anxiety from parents and the community at large. Learn how to respond to a school bus accident in a way that ensures not only the safety of the students, but also the trust of their parents and community.

Speakers: James Guzewich, COO/CFO, VersaTrans Solutions Division, Tyler Technologies, Inc., Latham, NY; John Fahey, Senior Consultant, VersaTrans Solutions Division, Tyler Technologies, Inc., Latham, NY

How and Why to Implement a Wellness Program, DG041
9:15 a.m. - 10:15 a.m.
Coronado Q

Wellness programs focus on the physical well-being of employees and encourage healthy choices and behaviors. Learn how implementing an employee wellness program can decrease health care costs and absenteeism and improve workplace morale, productivity, and company loyalty.

Speaker: Kris Misak, Business/Human Resources Director, South Central Kansas Education Service Center, Clearwater, KS

School Finance Is Not a Spectator Sport: Collaborative Bargaining of Employee Contracts, DG050
9:15 a.m. - 10:15 a.m.
Durango 2

CPEs: 1.0
Program Level: Basic
Field of Study: Finance
Program Prerequisites: None
Advance Preparation: None

A key component of a balanced budget is living within our means. That requires a plan for bargaining employee contracts that moves the focus to collaborative bargaining. A format and a case study for shifting bargaining philosophy from adversarial to collaborative will be presented, as well as the concept of formula bargaining.

Learning Objectives: 1. Describe the process of collaborative bargaining. 2. Differentiate between recurring and nonrecurring revenue. 3. Discuss the concept and process of formula bargaining.

Speaker: William Roberson, Professor, Indiana Wesleyan University, Camby, IN

Green Energy: 10 Cost-Effective Strategies for Energy Cost Containment, DG090
9:15 a.m. - 10:15 a.m.
Coronado M & N

CPEs: 1.0
Program Level: Basic
Field of Study: Finance
Program Prerequisites: None
Advance Preparation: None

Learn how to achieve up to 50% energy cost savings from your next school construction project through the intelligent application of green energy technologies. Aimed at helping SBOs determine the right solutions for their specific applications, this session will look at using energy simulations to achieve energy utilization goals; high-efficiency building envelope and window design strategies; high-efficiency lighting and day lighting technologies; smart HVAC system designs; and proper application of wind and solar technologies.
Learning Objectives: 1. Identify three green design strategies potentially applicable to your next school design/renovation project. 2. Compare the strengths and limitations of three green design strategies. 3. Discuss the costs and consequences of the misapplication of at least one green energy technology.

Speaker: Joe Ventresca, Director of Energy Services, Green Schools International, Dublin, OH

Managing the Impact of GASB 45, DG093

9:15 a.m. - 10:15 a.m.
Coronado T

CPEs: 1.0
Program Level: Basic
Field of Study: Accounting (Governmental)
Program Prerequisites: None
Advance Preparation: None

Many schools recently completed the implementation of GASB 45. In many cases, the liability and related expense is staggering. Learn how to reduce overall health care expenses and have an immediate and long-term impact on OPEB-related costs. This session will also introduce concepts that could allow schools to fund the GASB 45 liability, resulting in a dramatic savings without a negative impact on budgets and cash flow.

Learning Objectives: 1. Discuss how to reduce overall health care expenses and have immediate and long-term impact on OPEB-related costs. 2. List concepts that could allow schools to fund the GASB 45 liability. 3. Explain how this can result in a dramatic savings without creating a negative impact on budgets and cash flow.

Speakers: Raymond Cerrone, Director of Internal Audit and GASB 45 Services, Questar III, Castleton, NY; Harry Hadjioannou, Assistant Superintendent for Business & Financial Services, Questar III, Castleton, NY; Erin Mavrides, GASB 45 Specialist, Questar III, Castleton, NY

Green Computing to Save Money and Resources, DG113

9:15 a.m. - 10:15 a.m.
Baja

Taking a community leadership role in addressing environmental concerns is a political and ethical imperative for school districts. The good news is that being green can save both money and our environment. CoSN's Green Computing Leadership Initiative provides tips, resources, and a K-12 energy usage calculator for computers and related infrastructure. Take the lead in your district with tips for getting started, resources, and an energy usage calculator. Topics will include purchase/disposal, energy usage, and computer technology to reduce waste.

Speaker: Rich Kaestner, Project Director, CoSN, Philomath, OR

Career-Focused Education for the 21st Century, DG138

9:15 a.m. - 10:15 a.m.
Acapulco

The programming process is central to the success of the final product for all school facility projects. This is especially so in the case of career preparatory facilities. Learn how relationship building, visioning, and industry involvement played a key role in creating relevant programs and spaces for the Blue Valley Schools Center for Advanced Professional Studies.

Speaker: Steven Turckes, Principal, Perkins+Will, Chicago, IL

403(b) Part 3: Best Practices in Employee Education, DG162

9:15 a.m. - 10:15 a.m.
Durango 1

CPEs: 1.0
Program Level: Basic
Field of Study: Personnel, HR, Taxes, Accounting (Governmental)
Program Prerequisites: None
Advance Preparation: None

School districts are responsible for educating employees about 403(b) retirement plans and the decisions they will need to make about plan participation. Industry experts will prepare you to implement best practices in employee education. Carolyn Warner, founder and president of Corporate//Education Consulting, Inc., will moderate the session.
Learning Objectives: 1. Explain how a district’s 403(b) plan can function as a valuable component of the employee’s retirement savings strategy. 2. Discuss how employees’ age and career stage affect their retirement savings strategy. 3. Identify tools available to school districts for educating employees about the benefits of participating in the district’s 403(b) retirement plan.

Speakers: Linda Segal Blinn, Vice President, Technical Services, ING, Windsor, CT; Robert Sproule, Sr. Counsel, MetLife Law Dept., MetLife, New York, NY

International Approaches to Achieving the Greatest Value for the Money Through Strategic Financial Planning, DG164

9:15 a.m. - 10:15 a.m.
Coronado S

Explore different international approaches to achieving the greatest value for the money by defining a vision for the school, identifying priorities, making decisions based on sound financial assumptions, and developing a flexible plan for allocating resources over the short, medium, and longer term to deliver on priorities.

Speakers: Mark Pepera, CFO, Westlake City Schools, Westlake, OH; Doug Green, School Business Management Course Writer, Manchester, UK; Trevor Summerson, Head of School Business Management Programmes, National College for the Leadership of Schools and Children’s Services, Nottingham, UK

Lowering Health Care Costs Using HRAs, DG005

9:15 a.m. - 10:15 a.m.
Cancun

Health reimbursement arrangements (HRAs) can be funded by monies already accounted for that are intended to be distributed to employees at separation of service. Unused sick and vacation days as well as early retirement incentive plans are two common sources of funding for HRAs. Learn how to use an HRA with turnkey implementation to help reduce your health care costs and provide a tax-free solution for your job-locked employees and all retirees.

Speaker: Larry Stein, President, Retirement Plan Services of America, Inc., Marietta, GA

School Funds: Get the Most for Your Dollar, DG210

9:15 a.m. - 10:15 a.m.
Coronado P

Learn about tax-credit bond programs districts can use to finance capital projects as well as a program to assist low-cost financing in the most efficient possible manner.

Speaker: Brett Mandel, Executive Director, Eddie Tech, Washington, DC

10:30 a.m. - 2:15 p.m.
Exhibit Hall Open

10:30 a.m. - 2:15 p.m.
Information Technology Showcase
Exhibit Hall Booth 435
(See page 44 for complete listing.)

10:45 a.m. - 12:00 p.m.
Clinic Tables
Monterrey 1-3
(See pages 38-39 for complete listing.)

11:30 a.m. - 1:00 p.m.
Certificate of Excellence Advisory Committee and Reviewers Meeting and Luncheon
By Invitation Only
Yucatan 3

12:00 p.m. - 1:00 p.m.
Lunch in the Exhibit Hall
Sponsored by Harris and BMO Financial Group

2:15 p.m. - 3:15 p.m.
Eagle Award Recipients Reception
By Invitation Only
Yucatan 1 & 2

2:15 p.m. - 3:30 p.m.
Gold Mine Sessions
Monterrey 1-3
(See page 40 for complete listing.)
Daily Schedule: Sunday
All events take place at Disney’s Coronado Springs Resort unless otherwise noted.

DISCUSSION GROUPS

Manage Your Student Nutrition Department More Effectively, DG007

Speaker: JoAnne Robinett, America's Meal, Jamestown, OH

2:30 p.m. - 3:30 p.m.
Baja

Is your student nutrition department running efficiently? It’s easy to find out. Learn a few simple tips that will help you benchmark performance and improve the financial management of your student nutrition program.

Detecting and Reporting Fraud in School Procurement, DG051

Speaker: Michael Boomgarden, Trial Attorney, Midwest Field Office, Antitrust Division, United States Department of Justice, Chicago, IL

2:30 p.m. - 3:30 p.m.
Coronado R

An experienced federal prosecutor will teach school business officials/procurement officials how to detect and report suspected fraud by vendors. Topics also will include antitrust law and bid rigging.

Earth, Wind, and Fire: Managing Risk in Today's Schools, DG064

Speaker: Richard Weeks, RSBA, Business Manager, Northeast Metro Tech Regional Vocational School, Wakefield, MA

A Tale of Two Bond Sale Methods: Negotiated vs. Competitive, DG088

Speaker: Tammie Beckwith Schallmo, Managing Director, Public Finance, PMA Securities, Inc., Naperville, IL; Bob Lewis, Managing Director, Public Finance, PMA Securities, Inc., Naperville, IL; Fenil Patel, Vice President, PMA Financial Network, Inc., Naperville, IL; Mohsin Dada, Assistant Superintendent for Business Services, Schaumburg CSD 54, Schaumburg, IL

2:30 p.m. - 3:30 p.m.
Coronado T

CPEs: 1.0
Program Level: Basic
Field of Study: Finance
Program Prerequisites: None
Advance Preparation: None

Many school districts have the option to sell bonds on a negotiated or competitive sale basis. Listen to the story of a chief school business official who recently changed from selling his school district's bonds via a negotiated sale to a competitive transaction. Public finance industry practitioners will explain the value a financial advisor brings to the process regardless of the method of sale, and share an extensive analysis of the potential difference in costs of issuance between the two methods.

Learning Objectives: 1. Describe the differences between a negotiated and a competitive sale. 2. Explain the benefits of using a financial advisor in any bond sale. 3. Evaluate the potential difference in costs of issuance between the two methods of sale.

Managing Through the Perfect IT Storm, DG110

Speaker: Richard Weeks, RSBA, Business Manager, Northeast Metro Tech Regional Vocational School, Wakefield, MA

2:30 p.m. - 3:30 p.m.
Coronado Q

CPEs: 1.0
Program Level: Intermediate
Field of Study: Computer Science
Program Prerequisites: None
Advance Preparation: None
School districts spend nearly $2.25 billion annually on e-Rate, resulting in exponential growth in the number of IT assets and the complexity of the tech infrastructure in our nation’s schools. The program doesn't provide additional funding to increase tech support personnel proportionally. With 1:1 computing emerging as the gold standard and stimulus funds starting to flow, we are headed into a perfect storm of too much IT stuff/not enough IT staff. Learn the results of the third annual survey of IT professionals in K-12 public schools and explore strategies to overcome the staffing gap.

Learning Objectives: 1. Discuss how IT professionals in districts across the country responded to questions about staffing levels, assets supported, technologies used, and funding issues. 2. Explain why the support burden is greater on school district IT staff vs. business IT professionals. 3. Determine organizational strategies and technologies that can help overcome the issue of too much stuff, not enough staff.

Speakers: Rich Kaestner, Project Director, CoSN, Philomath, OR; Lee Provost, President, SchoolDude.com, Cary, NC

The Real Financial Cost and Benefits of Green Schools, DG114

2:30 p.m. - 3:30 p.m.
Acapulco

Representatives from the School District of Palm Beach County in Florida will share their experiences of building several green schools, including the first Leadership through Energy and Environmental Design (LEED) Gold Certified K-12 School in Florida. The session will address design, construction, maintenance, and operating costs as well as lessons learned. Topics will include making the decision to go green, modifying occupant behavior, and implementing district-wide green policies.

Speaker: Joseph Sanches, Chief of Facilities Management, School District of Palm Beach County, West Palm Beach, FL

IRS Perspective on Matching Your 403(b) Plan Operation to Your Written Plan, DG121

2:30 p.m. - 3:30 p.m.
Coronado M & N

Program Prerequisites: None
Advance Preparation: None
You will now be required to have a written 403(b) plan. Does your plan operation match the provisions of the plan? Hear the latest from the Internal Revenue Service. You will obtain guidance on how to correct form defects.

Learning Objectives: 1. Evaluate the operation of your plan versus provisions contained in the plan. 2. Discuss the consequences of operational failures. 3. Describe the resources available to assist in compliance.

Speaker: Ed Salyers, Senior Employee Plans Specialist, Tax Exempt & Governmental Entities, Internal Revenue Service, Nashville, TN

Left-Brain Thinking for Your Right-Brain Schools, DG126

2:30 p.m. - 3:30 p.m.
Durango 2

Have the pitfalls of quantitative-based standardized tests left your students feeling uninspired and disinterested in your curriculum? An intergenerational mother-and-daughter team will promote the expansion of a creative expression-infused curriculum. They will examine the value of right-brained thinking as an advantage in the 21st Century economy and will discuss the expanding career tracks for right-brained thinkers in all sectors, including public, corporate, and nonprofit.

Speakers: Kelly Erin Gauthier, Marketing Fellow, Chicago Humanities Festival, WI; Erin Green, Director of Business Services, Greendale SD, Greendale, WI

Accounting for ARRA Funds and Statistics: Satisfying the Auditors and the Regulators, DG128

2:30 p.m. - 3:30 p.m.
Durango 1

CPEs: 1.0
Program Level: Basic
Field of Study: Accounting (Governmental)

The American Recovery and Reinvestment Act (ARRA) of 2009 presented many challenges to school districts.
School districts have received and will likely receive ARRA funds in a number of forms, including stabilization funds. New restrictions and requirements have affected school districts related to the use, reporting, and accountability of the funds like never before. Recent updates to the audit process by the Office of Management and Budget will be presented to guide school districts in complying with the requirements. Detailed accounting techniques will be discussed along with supporting documentation requirements.

Learning Objectives: 1. Outline the requirements of the ARRA 1512 Reporting and recent updates to the requirements. 2. Explain accounting techniques and best practices to meet the reporting requirements and appropriate methods for documenting the information reported. 3. Detail what auditors are required to examine in accordance with the OMB Compliance Supplement related to ARRA funds.

Speakers: Bert Nuehring, Executive, Crowe Horwath LLP, Oak Brook, IL; Neil A. Sullivan, RSBO, CGFM, Executive Director of Finance, Spokane Public Schools, Spokane, WA; Phillip Saurman, Shareholder, Government Services, Hungerford, Aldrin, Nichols and Carter, PC, Grand Rapids, MI; Gary Heinfeld, Partner, Heinfeld, Meech, and Co., PC, Tucson, AZ

Advancing the School Business Management Profession, DG165

2:30 p.m. - 3:30 p.m.
Coronado P

This session will focus on the new book by Geoff Southworth in which he follows the development of the school business management profession from 2002 to the present. During that period, the profession has evolved to create and recognize advanced school business managers and directors. Discussion will explore potential future developments in the profession and the continuing challenges that lie ahead, focusing on the key role the school business management profession currently plays and how that it is likely to become even more important over the medium term.

Speaker: Trevor Summerson, Head of School Business Management Programmes, National College for the Leadership of Schools and Children's Services, Nottingham, UK

School Lockdown: Its Effect on Ancillary Services, DG038

3:45 p.m. - 4:45 p.m.
Coronado R

During a school lockdown situation, ancillary service personnel should have a specific response process. Review your current response to a school lockdown and learn how to develop a more effective process.

Speaker: William Tousley, Transportation Supervisor, CDPT, Farmington Public Schools, Farmington, MI

Keeping Employee Morale Up while Everything Else Is Down, DG042

3:45 p.m. - 4:45 p.m.
Coronado M & N

CPEs: 1.0
Program Level: Basic
Field of Study: Personal Development
Program Prerequisites: None
Advance Preparation: None

During times of economic uncertainty, everyone worries about the security of their jobs, their incomes, and the welfare of their families. Productivity suffers, profitability falls, and employees start looking for other opportunities. This fast-paced, engaging session will address ways to counter these negative effects with proven techniques that increase productivity, improve profitability, and reduce employee turnover. Get easy-to-use tools to help keep employee spirits up when everything else might be looking down.

Learning Objectives: 1. Provide your team 12 critical supports to improve productivity and reduce turnover. 2. Help employees maintain a high level of HARO® (Healthy And Realistic Optimism). 3. Motivate employees when you can’t use money.

Speaker: Larry Johnson, President, Johnson Training Group, Scottsdale, AZ

Keeping Employee Morale Up while Everything Else Is Down, DG042

3:45 p.m. - 4:45 p.m.
Coronado M & N

CPEs: 1.0
Program Level: Basic
Field of Study: Personal Development
Program Prerequisites: None
Advance Preparation: None

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Speaker: Larry Johnson, President, Johnson Training Group, Scottsdale, AZ
Using Technology Applications to Microtarget Messages in a Referendum Campaign, DG062

CPE
3:45 p.m. - 4:45 p.m.
Durango 1

CPEs: 1.0
Program Level: Basic
Field of Study: Business Law
Program Prerequisites: None
Advance Preparation: None

In this economic environment, school administrators are challenged to communicate needs at a high level so different audiences hear, understand, and embrace the message. A one-size-fits-all approach to communications does not work when seeking tax increases for operating and facility needs. Learn how to harness the power of technology and survey data to develop, test, and microtarget effective messages to different types of voters.

Learning Objectives: 1. Contrast traditional approaches to referenda communications to new, technology-based strategies. 2. Describe how databases can be used in combination with survey data to test and microtarget effective messages to different voters. 3. Outline a plan to communicate with your high-level audiences.

Speakers: Don Lifo, Senior Vice President, Springsted Incorporated, St. Paul, MN; J. Bradford Senden, Principal, Center for Community Opinion, San Ramon, CA; Denise Sundstrom, Director of Business Services, Mahtomedi Public Schools, Mahtomedi, MN

Assuring Healthy Buildings and Healthy Students, DG084

3:45 p.m. - 4:45 p.m.
Acapulco

North East ISD in San Antonio, Texas, revised its Operations Division and Facility Maintenance and Support Department to address the factors that are responsible for assuring the classroom environment is conducive for teaching and supportive for learning. Learn about the three critical areas of Indoor Environment Quality (IEQ) that affect student health, attendance, and performance and what North East ISD did to improve the learning climate, promote student achievement, and involve students in green initiatives.

Speakers: Richard Middleton, Superintendent, North East ISD, San Antonio, TX; Brian Gottardy, Associate Superintendent, Division of Business Services and Operations, North East ISD, San Antonio, TX; Gerald Lamping, Director of IAQ, North East ISD, San Antonio, TX; Diane Rhodes, Director of Asthma Education, North East ISD, San Antonio, TX; Ron Clary, Executive Director of Facility Maintenance, North East ISD, San Antonio, TX

School Facility Use by Outside Groups: Who Pays For It?, DG092

3:45 p.m. - 4:45 p.m.
Coronado T

Community use of school facilities after hours is increasing the financial burden on school budgets through additional utility usage, custodial overtime, and wear and tear on buildings and equipment. How can you support the public use of school facilities while recovering related costs? Learn about a school district that is meeting these challenges successfully and gain access to national resources.

Speaker: Nancy Korzep, Senior Specialist, Facility Use, Orange County Public Schools, Orlando, FL; Kim Wool, Regional Manager, SchoolDude.com, Cary, NC

Capital Planning for Business Officials on a Tight Budget, DG094

3:45 p.m. - 4:45 p.m.
Baja

CPEs: 1.0
Program Level: Basic
Field of Study: Finance
Program Prerequisites: None
Advance Preparation: None

Forecasting facility requirements is essential to planning budgets, preparing for bonds, and determining where and when financial support will be needed. Explore a new, cost-effective assessment method that enables districts to prioritize the capital improvements that will benefit the school district, present those needs as a financial plan, and clearly communicate the plan and its benefits to all members of the community. A before-and-after case study will illustrate the principles.
Learning Objectives: 1. Describe how to use industry standard models to predict life of assets. 2. Explain how to calculate key metrics and explain their implications. 3. Explain how you might use the new methodology discussed to prioritize capital improvements to benefit the school district, create a financing plan, and communicate the strategy's benefits to the entire community.

Speakers: John Garcia, Managing Director, ALPHA Facilities Solutions, LLC, San Antonio, TX; Al Chase, Assistant Superintendent for Business, Garden City Union Free School District, Garden City, NY; Jim Reny, Facility Director, Waterville Public Schools, Waterville, ME; Roger Young, Retired Assistant Superintendent for Finance/Facilities, Roger Young and Associates, Andover, MA

The Changing Roles of 21st Century Educators in Today's Economy, DG142

3:45 p.m. - 4:45 p.m.
Coronado Q

Join us for this panel discussion from members of Florida ASBO, Florida NSBA, and Florida SAA on the changing roles of education in light of merit/incentive pay, No Child Left Behind, Race to the Top Funding, and tighter state and federal budgets.

Speakers: Bill Montford, Chief Executive Officer, Florida Association of District School Superintendents; Wayne Blanton, Executive Director, Florida School Boards Association

Standard & Poor's: OPEB Funding Alternatives and Their Impact on Debt Ratings, DG152

3:45 p.m. - 4:45 p.m.
Cancun

The existence of a large OPEB liability could affect a district's debt rating. Explore the impacts the numerous alternatives for OPEB funding could have on your district's debt ratings.

Speaker: David Hitchcock, Senior Director, Standard & Poor's, NY

Leading with the End in Mind: Why Legacy Building Will Help You Become a Better Leader, DG175

3:45 p.m. - 4:45 p.m.
Coronado P

Legacy building has become a common way for today's leaders to define a path for themselves and their organization. Creating a plan for moving your school, department, or district forward involves determining what mark you want to make on your organization. Unlock your internal potential toward finding that goal, create your map for achieving it, and find ways to get others to join your team along the way.

Speaker: Brian Moore, Supervisor of Public Safety, Red Clay CSD, Wilmington, DE

QSCB: Real-Life Experiences of Qualified School Construction Bonds, DG181

3:45 p.m. - 4:45 p.m.
Durango 2

CPEs: 1.0
Program Level: Basic
Field of Study: Finance
Program Prerequisites: None
Advance Preparation: None

The American Recovery and Reinvestment Act (ARRA) of 2009 offers new opportunities for school districts to finance projects. Learn from a school business official and other finance professionals about the process of issuing debt under ARRA. The pros and cons as well as lessons learned will be explored. The session will also cover other financing options under ARRA, including Build America Bonds, Qualified Zone Academy Bonds, and Tax Credit Bonds.

Learning Objectives: 1. Identify key provisions of the bonded debt covered by ARRA. 2. Explain lessons learned by school business officials about issuing debt under ARRA. 3. Discuss disclosure requirements related to financing under ARRA.

Speakers: Lisa Morstad, Chief Financial Officer, Fayetteville Public Schools, Fayetteville, AR; Dennis Hunt, Senior Vice President and Manager, Stephens, Inc., Fayetteville, AR
6:30 p.m. - 10:00 p.m.
**ASBO Centennial Gala**
Coronado Ballroom
Ticket required

You only turn 100 once. We’ve got much more than cake and ice cream planned. To celebrate ASBO International’s 100th anniversary, we’re throwing a birthday bash with dinner, dancing through the decades, and all the festivities.

**Monday, September 27**

7:00 a.m. - 10:00 a.m.
**Registration**
Central Registration

7:00 a.m. - 8:00 a.m.
**Coffee Break**
Coronado Ballroom Foyer
Sponsored by The Horace Mann Companies

**Discussion Groups**

Presenting Economic Conditions in Negotiations, DG010

**ECON** CPE

8:00 a.m. - 9:00 a.m.
Durango 1

CPEs: 1.0  
Program Level: Basic  
Field of Study: Administrative Practice  
Program Prerequisites: None  
Advance Preparation: None

Review various critical U.S. economic indicators relative to the negotiation process and discuss current conditions of indicators and the utilization of these conditions within the framework of negotiations.

**Learning Objectives:** 1. Identify key economic indicators useful in the negotiations process. 2. Analyze economic indicators and how they affect school district finances to communicate economic conditions in negotiations. 3. Demonstrate how to present economic indicators as part of the negotiations process to both sides of the negotiating table.

**Speakers:** Matthew Malinowski, Director of Business Affairs, School District of Cheltenham Township, Elkins Park, PA; Rajesh Chainani, Director, RBC Public Fund Services, Lancaster, PA

**Enhancing School Security Through Entrance Modifications, DG012**

8:00 a.m. - 9:00 a.m.
Coronado R

Dublin City Schools in Ohio increased the security of 18 school buildings through building entrance modifications that prevent visitors from entering the building without first signing in at the office. The security entrance renovations are the first phase in a number of security enhancements in the district, including security cameras, access control, intrusion alarms, IP phones, and security training. Learn how building design can enhance school security and make schools safer.

**Speakers:** Annette Morud, Director of Business Affairs, Dublin City Schools, Dublin, OH; James Davis, Director of Buildings and Grounds, Dublin City Schools, Dublin, OH; Gary Sebach, Managing Partner, Bird Houk Collaborative, Gahanna, OH

**A Comprehensive Approach to Turning Your District Green, DG081**

8:00 a.m. - 9:00 a.m.
Coronado S

Every district has the potential to bring a shade of green into its facilities, operations, and programs. Sometimes the challenge is deciding how to develop a comprehensive approach that will yield energy savings and environmental benefits while staying focused on budget, resources, and community awareness. Explore opportunities based on realistic parameters that all school districts face and learn how Valley View School District in Illinois has been successful in its comprehensive approach.

**Speaker:** Michael Lopez, Director of Building Operations, Valley View SD, IL
Daily Schedule: Monday
All events take place at Disney’s Coronado Springs Resort unless otherwise noted.

Keep Your Budget in the Class: A Strategic Approach to Energy Management, DG099

8:00 a.m. - 9:00 a.m.
Coronado T

A strategic, targeted energy management program is critical to improving financial results, operating efficiencies, and overall district environment. Using strategic energy management, Council Rock School District achieved a 40% energy reduction and over $5 million in savings while earning recognition as a 2008 and 2009 EPA Energy Star Partner of the Year. Officials from Council Rock and other K-12 school districts will share insights and demonstrate how successful energy management delivers greater resources for educating students.

Speakers: Robert Schoch, Director, Business Administration, Council Rock SD, Newtown, PA; Michael Reese, Director of Assets and Energy Solutions, ARAMARK Education, Philadelphia, PA

Enhancing Your Ability to Lead and Motivate Others, DG100

8:00 a.m. - 9:00 a.m.
Durango 2

CPEs: 1.0
Program Level: Basic
Field of Study: Personal Development
Program Prerequisites: None
Advance Preparation: None

Education leaders must think harder about how to value and motivate those who report to them in a period when employees are requested to do more in the same amount of time and often without additional compensation. This presentation will address the fundamental competency of leadership relative to understanding and leading others. Participants will learn about practices of exemplary leadership that focus on building teams, valuing diversity, facilitation, effective communication, collaboration, and feedback.

Learning Objectives: 1. Describe the best practices for communication with employees that is effective, persuasive, and motivates others. 2. Identify techniques that foster teamwork and collegiality. 3. Explain the performance indicators necessary to set high expectations and standards for attaining district goals.

Speakers: Regina Terrell, Director, Human Resources, Capitol Region Education Council, Hartford, CT; Ada Miranda, Assistant Director, Human Resources, Capitol Region Education Council, Hartford, CT; Jennifer Traks, Human Resources Specialist, Capitol Region Education Council, Hartford, CT

The Path to Continuous Quality Improvement, DG158

8:00 a.m. - 9:00 a.m.
Baja

Charlotte Mecklenburg Schools (CMS) Auxiliary Services has a performance excellence approach that supports the educational mission of CMS. Through the use of business improvement plans, public and private benchmarking, identification of key performance indicators, and the move to ISO 9001 and 14001 management systems, CMS Auxiliary Services routinely outperforms private sector outsourcing costs and customer service evaluations. Find out how CMS Auxiliary Services keeps pace even though funding and staffing level challenges are not commensurate to population growth.

Speaker: Phil Berman, Executive Director for Building Services, Charlotte Mecklenburg Schools, Charlotte, NC

Elementary and Secondary Education Act, DG171

8:00 a.m. - 9:00 a.m.
Coronado P

No Child Left Behind is already more than three years overdue for renewal, and even as Secretary Duncan has been critical of the law, he and the Obama Administration are not pushing for the changes many would like to see. What was the federal government trying to achieve when it first became involved in education and how has that changed today? Come hear about the past, present, and future of federal involvement in U.S. education and weigh in with your thoughts on whether things are heading in the right direction.

Speakers: Ron Skinner, Assistant Executive Director, ASBO International, Reston, VA
TIPRA 511 Act Repeal, DG173

8:00 a.m. - 9:00 a.m.
Coronado Q

Under the Tax Increase Prevention and Reconciliation Act of 2005 (TIPRA), local government entities that spend more than $100 million annually on goods and services will be required as of January 2012 to withhold 3% of their payments to vendors and contractors. The withheld payments would be reported to the IRS and contractors would have to file with the IRS to receive the funds. Learn how state contract purchases or other cooperative purchasing arrangements could subject much smaller school purchases to the withholding requirement. The requirement will add another mandate and increase costs to schools for the benefit of federal tax collection efforts.

Speaker: Jay Himes, Executive Director, Pennsylvania Association of School Business Officials, Harrisburg, PA

Communicating When Concern Is High and Trust Is Low: The Basics of Risk Communication, DG300

CPE

8:00 a.m. - 9:00 a.m.
Coronado M & N

CPEs: 1.0
Program Level: Basic
Field of Study: Communications
Program Prerequisites: None
Advance Preparation: None

Do you know how to communicate effectively when emotions run amuck and the stakes are high? Come prepared to share your experiences in dealing with hostile audiences. Walk away with the skills and techniques you need to help build trust and credibility in high-concern, low-trust situations.

Learning Objectives: 1. Identify specific "high-concern, low-trust" situations and when the skills and techniques of risk communication are necessary. 2. Describe how the public perceives and assesses risk and how that affects communication effectiveness. 3. Demonstrate model answers for responding to the most difficult risk-related questions.

Speaker: Leonard Greenberger, Partner, Potomac Communications Group, Inc., Washington, DC

The Performance Management Framework: What It Means to Public Schools, DG310

9:15 a.m. - 10:15 a.m.
Coronado T

The National Performance Management Advisory Commission recently released its final report, A Performance Management Framework for State and Local Government: From Measurement and Reporting to Management and Improving. The Commission created the framework expressly for public managers and public officials, to provide leadership for initiating and sustaining performance management. This session will discuss how performance management can help public schools improve performance, build a culture of accountability, and drive students, teachers, and administrators toward excellence.

Speakers: Lee Legutko, President, Legutko Global Enterprises LLC, Jacksonville, FL; Mark D. Abrahams, President, The Abrahams Group, Framingham, MA
Daily Schedule: Monday

All events take place at Disney's Coronado Springs Resort unless otherwise noted.

Manage Your Transportation and Distribution Fleets More Effectively, DG009

9:15 a.m. - 10:15 a.m.
Coronado P

Where do you find elusive dollars in a down economy? Learn how to write private, state, and federal grants that will secure scarce funding for transportation and distribution needs. You can reduce your dependency on fossil fuels and also reduce your ongoing operational budgets for fuels and related general maintenance.

**Speaker:** Ron Cox, Director of Purchasing and Distribution, Lee's Summit Missouri R-7 SD, Lee's Summit, MO

Advance Sustainability in 21st Century Education Communities, DG035

9:15 a.m. - 10:15 a.m.
Baja

The School as a Teaching Tool software platform advances knowledge of sustainability and energy efficiency and is recognized as a credit in both CHPS and LEED. The interactive software platform promotes gathering, sharing, and connecting to improve the teaching and learning environment. Learn more about how this platform benefits schools, districts, and the overall community.

**Speaker:** Lorenz V. Schoff, Technical Analyst-Engineer, Energy Efficient Solutions, Blacksburg, VA

Developing Efficient Facility Budgets amid Cutbacks, DG069

9:15 a.m. - 10:15 a.m.
Acapulco

CPEs: 1.0
Program Level: Basic
Field of Study: Finance
Program Prerequisites: None
Advance Preparation: None

Additional budget cuts are possible in your district, and many may affect school facilities. Explore anticipated budget cuts and available inventory management solutions that can lead to more efficient facility management.

**Learning Objectives:** 1. Summarize the key facility budget cuts anticipated in your district. 2. Describe available inventory management solutions and their potential to create efficiencies. 3. Outline potential benefits of vendor consolidation in managing facilities within constrained budgets.

**Speaker:** Melissa Bonney, Customer Segment Marketing-Government, Grainger, Inc., Lake Forest, IL

Early Childhood Facility for Birth to Pre-K Students: Planning, Design, and Construction, DG087

9:15 a.m. - 10:15 a.m.
Coronado Q

Explore the design, planning, and construction processes used to produce a facility that provides all children in Central Maine with the necessary tools and skill development they need to be successful as they enter kindergarten. Learn how the facility nurtures early learning, provides hope for the community, and sends a firm message that we must invest in early learning.

**Speakers:** James Reny, Facility Director, Waterville Public Schools, Waterville, ME; Ed Buglewicz, Architect, RDG Planning and Design, Omaha, NE
Taking Control of School Safety Through Innovative Technologies, DG091

9:15 a.m. - 10:15 a.m.
Coronado R

Enhancing school safety involves more than fancy technologies. It is a cooperative effort among parents, schools, the community, and the appropriate security solutions. Learn how to identify risks, prioritize short- and long-term needs, work within budget, and evaluate innovative technologies. Address school safety concerns by integrating the needs of students, parents, teachers, administrators, and local law enforcement officials now and in the future.

Speakers: Patrick Fiel, Sr., Public Safety Advisor, ADT Security Services, Boca Raton, FL; Keith Ballard, Superintendent, Tulsa Public Schools, Tulsa, OK

Value of Investment: A Return on Investment Methodology and Tools for Schools, DG111

9:15 a.m. - 10:15 a.m.
Cancun

CPEs: 1.0
Program Level: Basic
Field of Study: Social Environment of Business
Program Prerequisites: None
Advance Preparation: None

The business of schools is education, which requires a different approach than the one businesses use to determine the value of investment. CoSN is developing a methodology and tools to help district leaders understand and communicate the costs and benefits of proposed technology projects. This session includes an online demonstration of CoSN’s Value of Investment (VOI) Website and tools, and an exercise in stating benefits in measurable terms for evaluating, selling, articulating, and sustaining district initiatives.

Learning Objectives: 1. Explain why Value of Investment (VOI) is important, but different from Return on Investment (ROI). 2. Use a methodology and tools to measure the value of investment for proposed projects 3. Discuss the relationship between Total Cost of Ownership (TCO) and VOI.

Speaker: Rich Kaestner, Project Director, CoSN, Philomath, OR

Advancing Learning: Self Managing Schools in Victoria, Australia, DG116

9:15 a.m. - 10:15 a.m.
Coronado S

The Department of Education and Early Childhood Development in Victoria Australia has one of the most unique systems of school funding in the world. Funding is predominantly in the form of per capita student rates that are weighted for different stages of student learning via direct links to schools and student outcomes. Financial management responsibilities are delegated to schools resulting in schools making all the key decisions in relation to their financial and human resources management. This session will explore both the rationale behind this successful funding model and the day to day decision making that is required of school leaders and business managers in a self-managing school environment.

Speakers: Nino Napoli, Assistant General Manager, Financial Services Division, Department of Education and Early Childhood Development-Victoria, Melbourne, Victoria, AU

Strengthening Internal Controls, Improving Efficiency, and Reducing Fraud Risk of Student Activity Funds, DG117

9:15 a.m. - 10:15 a.m.
Durango 1

CPEs: 1.0
Program Level: Basic
Field of Study: Business Management & Organization
Program Prerequisites: None
Advance Preparation: None

Internal accounts can offer school business officials a more convenient way to pay for extracurricular activities. Such convenience comes with risks because of decentralized operations, large numbers of transactions, and numerous parties handling money. Learn about the approaches school business officials have used to improve accounting practices, strengthen internal controls, and document procedures. In addition, the session will cover audit and control techniques to reduce the risk of fraud.

Speaker: Rich Kaestner, Project Director, CoSN, Philomath, OR
**Learning Objectives:** 1. Outline new methods for establishing internal accounts or student activity fund accounting practices. 2. Explain how to implement stronger internal controls over internal accounts and document the procedures. 3. Describe how to design procedures to help reduce the risk of fraud.

**Speakers:** Bert Nuehring, Executive, Crowe Horwath LLP, Oak Brook, IL; Daryl J. Okrzesik, Controller, Chicago Public Schools, Chicago, IL; Ronald Ally, CFO, Elgin SD U46, Elgin, IL

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**Putting Your New Risk Communication Skills to the Test, DG301**

**CPE**

9:15 a.m. - 10:15 a.m.
Coronado M & N

CPEs: 1.0
Program Level: Basic
Field of Study: Communications
Program Prerequisites: None
Advance Preparation: None

Now that you are familiar with the basic principles of communicating in a high-stakes, low-trust environment, do you think you can apply them to your own professional situation? Practice your new risk communication skills in scenarios you are likely to encounter on the job.

**Learning Objectives:** 1. Identify two well-known instances each of good and bad communication to distrustful audiences. 2. Describe a scenario applicable to your own work situation that would require communicating in a high-stakes, low-trust environment. 3. Demonstrate how to apply specific risk communication techniques to the scenario to deliver a positive message.

**Speaker:** Leonard Greenberger, Partner, Potomac Communications Group, Inc., Washington, DC

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**Presentation of the 2010 ASBO International Pinnacle Awards**

Charles E. Linderman, RSBA

Robert Virtue
President, Virco Inc.

**Introduction of Speaker**

Charles E. Linderman, RSBA

**Stan Slap:**
Slap Some Innovation Into Your Business Office

It's time for a "Slap," Stan Slap. This corporate strategist is revolutionizing the business world. And now he wants to help you make a difference. Slap will bust the myth that you can't succeed in these economic times and challenge you to bring the mojo back to your team. Tough times call for tougher teams. Let's leave the excuses to the other guys. Buckle up: we're going off road!

12:30 p.m. - 1:30 p.m.
**Book Sales and Signing**
Coronado Ballroom Foyer

Snag a signed copy of Stan Slap's new release. *Bury My Heart at Conference Room B: The Unbeatable Impact of Truly Committed Managers* will be available for sale and signing immediately after the General Session.

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2:00 p.m. - 5:00 p.m.
**Disney's Approach to People Management**

Additional Fee Required

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A Clinic Table session features roundtables, each with a discussion group presented by exhibitors and focused on a specific aspect of school district financial management. Session participants change tables every 20 minutes, with 10 people at a table each time. Presenters direct the discussion and serve as a source of information on topics such as facilities management, ASBO’s professional registration program, professional standards, outsourcing, and retirement plans.

Make Your Retirement Benefits Package the Best It Can Be, CT001
Speakers: Ted Beal, AXA Equitable, Edison, NJ; Ellie Lowder, President, TSA Training and Consulting, for AXA Equitable, Tucson, AZ

Final Pay Plans: Managing Costs and Retaining Talent, CT002
Speaker: Octavio Santos, Regional Managing Director, MetLife, Orlando, FL

The True Cost of Competition: Lowering Procurement Costs, CT003
Speaker: David Kidd, Regional Manager, U.S. Communities, Orlando, FL

Controlling 403(b) Administration Costs Without Sacrificing Compliance, CT004
Speakers: Bob Architect, Vice President, Compliance and Market Strategy, VALIC, Washington, DC; Don Harris, Senior Vice President, VALIC

The Impact of Healthcare Reform on Section 125, CT005
Speaker: Martha Pate, VP Central Regional Manager, American Fidelity Assurance Company, Tulsa, OK

How to Afford Child Nutrition Reauthorization, CT006
Speakers: Dave DeScenza, Senior Vice President of Business Development, Chartwells School Dining Services, Rye Brook, NY; Margie Saidel, Vice President of Nutrition, Sustainability and Community, Chartwells School Dining Services, Rye Brook, NY

Are You Ready for Your Next Emergency? CT007
Speaker: Melissa Bonney, Customer Segment Marketing —Government, Grainger, Inc., Lake Forest, IL

Energize Your Curriculum with the Academy of Energy Education, CT008
Speaker: Elissa Richards, Program Director, National Energy Foundation, Salt Lake City, UT

Help Your Educators Build Greater Retirement Savings, CT009
Speakers: Bruce Corcoran, Managing Director, Institutional K-12 Market, TIAA-CREF, Charlotte, NC; Dan Otter, Founder of 403bwise.com and Author of Teach and Retire Rich, Albuquerque, NM

Long-Range Asset Management Program Solutions, CT010
Speaker: Nick O’Hare, Client Relations Specialist, StructureTec, Westmount, IL

Ensure Complete Safety Training Compliance and Eliminate Administrator Time and Effort, CT011
Speaker: Tom Strasburger, Vice President, WORKS International DBA PublicSchoolWORKS, Cincinnati, OH

Is Your 403(b) Plan Administered Properly? CT012
Speaker: Robert F. McLean, II, General Counsel and Director of Compliance, The Omni Group, Rochester, NY

Effective Fee Management Solutions that Reduce Workflow, Reduce Delinquency, and Improve Cash Flow, CT013
Speaker: Douglas Solomon, Senior Vice President of Strategic Markets, FACTS/Nelnet Business Solutions, Boston, MA

SubFinder: Increasing Efficiency & Cutting Costs Through Automation, CT014
Speaker: Pamela Ely, Product Manager, CRS Advanced Technology, Montoursville, PA
Professional Development

Electronic Payment Processing Security and Your School, CT015
Speaker: Sherrie Erdenberg, Senior Account Manager, RevTrak, St. Charles, IL

Finding New Revenue Streams in a Tight Economy, CT016
Speaker: Kevin Jones, Senior Account Executive, Active Network, San Diego, CA

Web-based Budgeting and Performance Planning for K-12 Schools, CT017
Speakers: Tom Olson, President, MyBudgetFile.com, Stony Plain, Alberta; Sue Crockett, Director of U.S. Operations, MyBudgetFile.com, Minneapolis, MN

Infinity Software Solutions: A Complete and Secure Web-based HR Management System, CT018
Speaker: Maria Olavarria, Account Executive, Infinity Software Solutions, Scottsdale, AZ

Calculate Your Resource Management Maturity Score, CT019
Speaker: Michele Marvin, Resource Management Guru, Follett Software Company, McHenry, IL

Retrofitting a school district for the 21st century. At no cost to taxpayers.

Impossible? Not for Michigan’s Houghton-Portage school district that wanted to create a 21st century learning environment for students and faculty, without burdening taxpayers. To meet this challenge, Johnson Controls developed a retrofit plan guaranteeing energy and operational savings that could be put towards a better use...running the school district.

How was this accomplished? Through retrofits and upgrades to the lighting, HVAC and water systems. The energy efficiency improvements alone generated $120,000 in operational savings in the first year. And, over the next 20 years, will deliver $3 million in total savings.

Best of all, since the project was entirely funded through a bond referendum, Houghton-Portage was able to put the savings where they could make a difference...its learning environment. Buildings secured by state-of-the-art technology. 21st century classrooms with wireless connectivity. Music and computer rooms efficiently lit. A new gym and indoor track open to the community. All kept operating comfortably and efficiently by Johnson Controls’ Metasys® building management system.

Providing a state-of-the-art learning environment for students and teachers. At no additional cost to the taxpayer. Houghton-Portage is a school district that works. Any size school and budget. From K-12 to university campus. Johnson Controls can work with you to make your buildings work more efficiently, sustainably and profitably. To learn more, visit MakeYourBuildingsWork.com.
The Gold Mine Sessions feature roundtables, each focused on a different aspect of school district management. Participants change tables every 15 minutes, with 10 people at a table each time.

**Segregation of Duties? Yeah, Right, GM001**
Gain a better understanding of segregation of duties as defined by auditing standards and learn what school districts need to do externally and internally to comply, even when the district is small and segregation is nearly impossible. Learn how small districts can implement strategic functions of internal control to minimize risk and possible weaknesses that may lead to fraud.

**Speaker:** Chris Mathahs, Business Manager, Lake Mills Community School, Lake Mills, IA

**How to Prepare a Comprehensive Annual Financial Report (CAFR), GM002**
Learn about the ASBO Certificate of Excellence in Financial Reporting recognition program for the Comprehensive Annual Financial Report (CAFR). Receive practical information about the application and submission process, common mistakes made in CAFRs, and hints to ensure a successful submission. ASBO has a new lower fee for this program; learn more by attending this session.

**Speakers:** Rebecca McClain, Chief Financial Officer, The Board of Education for the City of Savannah and County of Chatham, Savannah, GA; W. Edward Chabal, Director of Finance, Mt. Pleasant Community SD

**ASBO International's Meritorious Budget Award Program, GM003**
Learn about the Meritorious Budget Award (MBA) program and what it takes to earn this prestigious recognition. This presentation will include practical advice on how to assemble data and complete the application, and how your district will benefit from the process, which includes peer review.

**Speakers:** Gary Frisch, CFO, Barrington Community SD, Barrington, IL; Paul Kelly, Assistant Superintendent, Park Hill School District, Kansas City, MO

**Get ConnectEd: ASBO's New Social Networking Website, GM004**
Come learn how to get ConnectEd with your peers by using ASBO International’s new online networking tool. ConnectEd will allow you to create a profile, communicate with members worldwide, share files, blog, and much more.

**Speaker:** Joey Walker, Education Media Coordinator, ASBO International, Reston, VA

**Writing for School Business Affairs, GM005**
This interactive session will provide school business officials with a basic working knowledge of how School Business Affairs (SBA) is produced and what it takes to get published in SBA. Learn how to select a topic and develop it into an article for publication, paying particular attention to providing busy practitioners with tips that can help them be more effective professionals.

**Speaker:** Charles J. Russo, J.D., Ed.D., Panzer Chair in Education, Department of Educational Leadership, School of Education & Allied Professions, University of Dayton, Dayton, OH

**Treating an Epidemic of Rising Health Costs with a Health Plan Cooperative, GM006**
During the past six years, Erie 1 BOCES has contained health benefits costs by more than $11.6 million and grown its membership enrollment by 13%. By establishing an Article 44 Health Benefits Plan Trust, creating a strong partnership between labor and management, and focusing on enrollee wellness, the group has been able to share their cost containment techniques with 24 suburban school districts and approximately 6,200 enrollees. Learn more at this information-filled session.

**Speakers:** Darleen Michalak, Ph.D., Plan Administrator/Ex Officio Trustee of the Erie 1 BOCES Health Benefits Plan Trust; Deputy Superintendent/COO, Erie 1 BOCES, West Seneca, New York; James Fregelette, Director of Finance Services, Erie 1 BOCES, West Seneca, NY
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Gold Mine Sessions
Sunday, September 26, 2010  •  2:15 p.m. - 3:30 p.m.  •  Room: Monterrey 1-3

The Role of School Facilities in the Delivery of Instruction: A Physical Capital Perspective, GM007
Learn about a study that investigated the relationship between the quality of 10 facility conditions and the delivery of instruction after controlling three school and two student covariates. The study provided educators, policymakers, and legislators with research-based guidance on the relationship between school facilities and delivery of instruction.

Speakers: Ibrahim Duyar, Associate Professor, University of Arkansas at Little Rock, Little Rock, Arkansas; Steve Bounds, Assistant Professor, Arkansas State University, Jonesboro, Arkansas

Automated Benchmarking in K-12 Schools with EPA’s Portfolio Manager, GM008
K-12 schools across the country are improving the efficiency of their buildings with the help of the U.S. Environmental Protection Agency’s ENERGY STAR program. Learn about the program and hear real-world success stories from K-12 districts that have benchmarked their buildings and saved money with the help of ENERGY STAR.

Speaker: Julio Rovi, Principal, The Cadmus Group, Inc., Arlington, VA

Certified Administrator of School Finance and Operations (SFO) Program: Learn More, GM010
ASBO International is beta testing a certification for school business officials: Certified Administrator of School Finance and Operations. Meet members of the Certification Commission who will provide an overview of the program eligibility, exam content outline, and recertification requirements.

Speakers: Bambi Statz Ph.D., Emeritus Professor and Former Coordinator, SBM Graduate Programs, University of Wisconsin-Whitewater, Dane, WI; Mindy Stooksbury, Director of Fiscal Services, Maryville City Schools, Maryville, TN; Jason Hale, Director of Business, New Castle County Vocational Technical SD, Wilmington, DE

Impact of Facilities Management on Budgets and Learning, GM011
Explore the growing evidence that supports the positive correlation between the physical environment, district revenue, and student performance by examining the latest scientific research, school district case studies, and anecdotal evidence of that relationship. Gain valuable insights from ASBO’s own Indoor Environmental Quality Advisory Group on the many strategies, tools, and resources available to help transform existing school facilities into high performance centers of learning while managing the bottom line.


IRS Update on 403(b) Compliance, GM009
Hear the latest on IRS activity in the 403(b) and other retirement programs in the K-12 venue. Ask questions concerning the operation of your 403(b) plan under the final regulations.

Speakers: Ronald Itzkowitz, National Customer Partnership Analyst, IRS Employee Plans Customer Education & Outreach, Trenton, NJ; Ed Salyers, Senior Employee Plans Specialist, Tax Exempt & Governmental Entities, Internal Revenue Service, Nashville, TN
Join your colleagues at Booth 435 in the heart of the Exhibit Hall for the Information Technology Showcase, featuring ConnectED, ASBO’s brand new social networking tool, and tips and tricks on Google, Microsoft Office, and more.

Do Google with Gusto! IT001
3:30 p.m. - 4:00 p.m.

Are you familiar with Picasa, Google Docs, Google Forms, Google Squared, and Google Voice? This session will focus on the different applications and features of Google. Even if you know of the applications, you might not know some of the hidden features within the applications. Come and unlock the power of the world’s best-known software company.

Speaker: Bill Flaherty, Assistant Superintendent, Spotsylvania County Schools, Fredericksburg, VA

Get ConnectEd: ASBO’s New Networking Website, IT004
4:00 p.m. - 4:30 p.m.

Join us for a demonstration on how to get ConnectEd with your peers by using ASBO International’s new online networking tool. Learn how to create a profile, communicate with members worldwide, share files, blog, and much more.

Speaker: Joey Walker, Education Media Coordinator, ASBO International, Reston, VA

Do Google with Gusto! IT005
4:30 p.m. - 5:00 p.m.

Are you familiar with Picasa, Google Docs, Google Forms, Google Squared, and Google Voice? This session will focus on the different applications and features of Google. Even if you know of the applications, you might not know some of the hidden features within the applications. Come and unlock the power of the world’s best-known software company.

Speaker: Bill Flaherty, Assistant Superintendent, Spotsylvania County Schools, Fredericksburg, VA

Get Tricky with Microsoft Office, IT003
4:30 p.m. - 5:00 p.m.

Excel, Outlook, PowerPoint, and Word are four of the most-used PC programs on most computers. This session will give you many tips and tricks that will make you more efficient as you navigate Microsoft Office Suite.

Speaker: Bill Flaherty, Assistant Superintendent, Spotsylvania County Schools, Fredericksburg, VA
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**Guest Activities**

**Friday, September 24, 2010**

12:30 p.m. - 4:00 p.m.  
**Second Annual Positive Impact Program**  
Give Kids the World Village  
Buses depart from the Convention Center Porte Cochere at 12:30 p.m.  
Additional fee required

Spend a day making a difference for children who need you. Become an Angel in Action at Give Kids the World Village, a nonprofit resort in central Florida that provides a cost-free fantasy vacation for children with life-threatening illnesses and their families.  
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2:30 p.m. - 4:00 p.m.  
**ASBO Choir Rehearsal**  
Fiesta 1 & 2

6:00 p.m. - 9:00 p.m.  
**Centennial Celebration Opening Reception at Epcot® World Showplace Pavilion, Epcot®**  
Buses Depart from the Convention Center Porte Cochere at 6:00 p.m.  
**Ticket required**

This year's Opening Reception will kick off the meeting like never before. We're going to Epcot® for inspiration, camaraderie, and fireworks. Make sure you bring your valid photo ID and the 3-D glasses from your registration packet—they will double as your "ticket."

**Saturday, September 25, 2010**

7:30 a.m. - 8:30 a.m.  
**ASBO Choir Rehearsal**  
Fiesta 1 & 2

8:30 a.m. - 10:30 a.m.  
**Opening General Session: Disney Institute**  
Coronado Ballroom  
(See page 14 for complete listing.)

11:00 a.m. - 12:00 p.m.  
**Guest Program**  
Book Club: *Realityland: True-Life Adventures at Walt Disney World*  
Fiesta 3 & 4

Attention book worms, guests, and Disneyphiles! ASBO's book club is back. Grab a copy of David Koenig's *Realityland: True-Life Adventures at Walt Disney World*. Go behind the scenes for true-life stories from "the happiest place on earth." From the setbacks to the successes, you'll get the inside scoop on this American institution.

**Sunday, September 26, 2010**

12:00 p.m. - 1:00 p.m.  
**Lunch in the Exhibit Hall**  
Sponsored by Harris and BMO Financial Group

6:30 p.m. - 10:00 p.m.  
**ASBO Centennial Gala**  
Coronado Ballroom  
Ticket required

You only turn 100 once. We've got much more than cake and ice cream planned. To celebrate ASBO International's 100th anniversary, we're throwing a birthday bash with dinner, dancing through the decades, and all the festivities.

**Monday, September 27, 2010**

10:30 a.m. - 12:30 p.m.  
**Closing General Session: Stan Slap**  
Coronado Ballroom  
(See page 36 for complete listing.)
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2010 Eagle Awards
The ASBO International Eagle Award has honored exceptional leadership qualities and an exemplary commitment and dedication to education and the profession for more than 17 years. The Eagle Awards and the Eagle Institute are proudly sponsored by AXA Equitable. The 2010 recipients will be recognized at the Opening General Session on Saturday, September 25.

**International Eagle Award**

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**Distinguished Professional Eagle Award**

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2010 Pinnacle Awards

The ASBO International Pinnacle Award program recognizes school business officials annually for implementing innovative practices as models for others in the profession of school business management. Virco Inc. is proud to sponsor the Pinnacle Awards since 1993. The Pinnacle Awards ceremony will take place during the Closing General Session on Monday, September 27.

Pinnacle Award Recipients

**Pinnacle of Achievement Award**

**Ray Moorcroft**  
Head of Department—Innovation and Enterprise  
Manchester Metropolitan University  
Crewe, Cheshire, England

**Pinnacle of Achievement Award**

**Barbara Nissel**  
Food Service Supervisor  
Great Valley SD  
Malvern, PA

**Pinnacle of Achievement Award**

**Sharon Raschke, Ed.D.**  
Executive Director of Finance and Business  
Dexter Community Schools  
Dexter, MI

**Pinnacle of Excellence Award**

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Clinton Community SD
Clinton, IA

**MERITORIOUS BUDGET AWARDS**

Chair
Gary N. Frisch, CPA
CFO
Barrington Community Unit SD 220
Barrington, IL

Vice Chair
Paul V. Kelly
Business Manager
Pocono Mountain SD
Swiftwater, PA

**EDITORIAL**

Chair
Ellen R. Skoviera
Assistant Superintendent for Business & Operations
Leander Independent School District
Leander, TX

Vice Chair
Gayle Isaac
CFO
Clinton Community SD
Clinton, IA

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Pocono Mountain SD
Swiftwater, PA

**THANK YOU,**

**ASBO INTERNATIONAL MEMBERSHIP AMBASSADORS**

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WWW.ASBOINTL.ORG/CENTENNIAL 55
Congratulations
...to these schools on achieving top 10% status nationwide in cost recovery for facility use!

Learn how at this session:
School Facility Use by Outside Groups: Who Pays For It?
Presented by: Roger Young, Retired Assistant Superintendent, Roger Young and Associates, MA; and Nancy Korzep, Senior Specialist Facility Use, Orange County Public Schools, FL
To be held: Sunday, September 26, 3:45pm, in Coronado T

Stop by booth 827 for a product demo or to request the White Paper: Recovering Costs for the Community Use of Your School or obtain your copy here: www.schooldude.com/costrecovery
congratulations to the 2010 Eagle Award recipients:

Your outstanding achievements and contributions are setting the standards for school business management.

International Eagle Award

Richard S. Pagliaro, RSBA
Assistant Superintendent for Business and Personnel
Joliet Township High School 204
Joliet, IL

Distinguished Professional Awards

Arturo Cavazos, CPA
Assistant Superintendent for District Operations
Fort Worth Independent School District
Fort Worth, TX

Sheryle C. Coaker
Chief Financial Officer
Petal School District
Petal, MS

Thomas E. Wohlleber
Assistant Superintendent of Business Services
Middleton-Cross Plains Area School District
Middleton, WI

AXA Equitable is proud to partner with ASBO International and sponsor the 2010 – 2011 Eagle Awards program.
Welcome from ASBO's Strategic Partners

**AXA Equitable**
Welcome to Disney! AXA Equitable is proud to partner with ASBO and help sponsor the ASBO Eagle Award winners. AXA Equitable is committed to the education community. We are here to offer support in any way we can. **Please join us on Sunday:**

11:30 a.m. to 12:30 p.m.—AXA Equitable Booth 804
Ellie Lowder, noted consultant and author, will answer questions about 403(b) regulations.

10:45 a.m. to 12:00 p.m.—Monterrey Room 1-3
AXA Equitable Vice President Ted Beal will offer a Clinic Table session on how to “Make Your Retirement Benefits Package the Best It Can Be.”

When you visit the AXA Equitable booth, you can support the ASBO Research and Education Fund. For every contact card completed at the booth, we will make a donation on your behalf to the fund. Enjoy the conference. We look forward to seeing you.

AXA Equitable Life Insurance Company,
NY, NY 10104
GE 50927

**ING**
ING welcomes you to Orlando for ASBO International’s 2010 Annual Meeting! We are excited to be celebrating ASBO International's 100 years of history, progress, and advocacy for SBOs with you. We are proud to be a Strategic Partner of ASBO and to serve the retirement planning needs of nearly 8,000 educational organizations representing over 700,000 participants. If you’d like to learn about how we can make retirement planning and administration easier for you and your employees, please visit us at Booth 1001.

Finally, as the exclusive sponsor of the ASBO Meritorious Budget Award (MBA) we would like to extend our special congratulations to this year’s MBA recipients.

With Respect,
The ING Team

**MetLife**
MetLife Resources is happy to partner with ASBO International during their Centennial Celebration! This year’s Annual Meeting is an excellent venue to come together and share opportunities that will propel school business management into the next 100 years of growth and development.

MetLife will be part of the panel of industry experts for numerous discussion groups on 403(b) retirement plans, including “Best Practices in Employee Education” and “Preparing for an IRS Audit.”

Visit us at the MetLife Booth 801 to receive a special Centennial Celebration collectible pin. We look forward to sharing our plans for the future and what we can do to help your school district offer a comprehensive retirement funding solution to get the most out of your benefits investment.

Congratulations on 100 years! Thank you for your continued dedication in working to shape the future of education!

MetLife Resources

**Office Depot**
Office Depot welcomes you to ASBO International's 2010 Annual Meeting and Centennial Celebration.

As a long-time supporter of ASBO, we’re excited about further expanding our relationship with the community of school business professionals by becoming an ASBO Strategic Partner. We consider it a privilege to assist you in the important work you do and in helping your school budgets go further.

Office Depot strives to make a positive contribution to our communities and to education every day. We proudly sponsor programs that impact our nation’s schools, such as the 5% Back-to-School and the Star Teacher programs. Since 2001, the Office Depot Foundation has also donated over 2 million backpacks to schools and organizations to help deserving children through its National Backpack Program.

Come visit us at Booth 913 to learn more about our community programs, environmental solutions and cost-saving tools. We look forward to meeting you!

Office Depot K-12 Team
U.S. Communities
U.S. Communities welcomes you to ASBO International's 2010 Annual Meeting! As the only cooperative purchasing program co-founded and sponsored by ASBO, we're excited about the opportunity to exchange ideas with you to benefit our communities. U.S. Communities is here to offer support in any way we can. As a leader in cooperative purchasing we are positioned to help you and your district save valuable time and resources. If you're interested in learning more about how our program can help your school district, we hope that you'll join us for the following sessions:

DG076, How Cooperative Purchasing Can Help Your School District Save Time and Money
Saturday, September 25, 11:00 a.m. - 12:00 p.m.

CT 003, The True Cost of Competition: Lowering Procurement Costs
Sunday, September 26, 10:45 a.m. - 12:00 p.m.

You can also visit us in the Exhibit Hall at Booth 923.

U.S. Communities

Why not get professional compliance solutions from an experienced industry leader? To learn more, visit us at Booth 813 or attend our Clinic Table.

Saturday, September 25, 2010  11:00 a.m. - 12:30 p.m.
403(b) Part 1: Preparing for an IRS Audit /CPE, DG160

Sunday, September 26, 2010  8:00 a.m. - 9:00 a.m.
403(b) Part 2: Clarifying Fiduciary Responsibility/CPE, DG161

Sunday, September 26, 2010  10:45 a.m. - 12:00 p.m.
(Clinic Table) Controlling 403(b) Administration Costs without Sacrificing Compliance, CT004

Virco

As one of ASBO International's Corporate Strategic Partners, as well as the sponsor of the Pinnacle Awards Program since its inception in 1993, Virco proudly supports school business officials and welcomes you to the 2010 ASBO International Annual Meeting in Orlando!

Please join us for Virco-sponsored hospitality in the Fiesta Ballroom on September 25 from 6:00 p.m. to 8:00 p.m.

Also be sure to attend the Pinnacle Awards Ceremony on September 27 during the Second General Session.

We invite you to visit Virco's Exhibit Booth 901 in Disney's Coronado Springs Convention Center. We'll be donating a portion of our booth’s furniture—and all Virco’s furniture from the ASBO Tech Showcase—to A Gift for Teaching.

Larry Wonder
Vice President, Sales
Virco, Inc.

VALIC

Raise your hand if you love 403(b) compliance. The challenges of meeting 403(b) compliance regulations can be daunting. Consider partnering with an industry expert and have more time and money for other tasks. In most cases, these services won't cost you a dime.

Meet Retirement Manager—operational since 2003. Retirement Manager is an easy-to-use online platform that will help you meet your compliance requirements and let you direct your financial resources toward educating students instead of TPA fees. It can help eliminate compliance administration headaches, aggregate plan data securely, and reduce costs.
Exhibit Hall Highlights

SATURDAY, SEPTEMBER 25
Opening Reception
3:00 p.m. - 6:00 p.m.  Sponsored by Johnson Controls, Inc.

SUNDAY, SEPTEMBER 26
Lunch in the Hall
12:00 p.m. - 1:00 p.m.
Sponsored by Harris and BMO Financial Group

Ice Cream in Lounge 717
1:15 p.m.  Courtesy of Johnson Controls, Inc.

ASBO Bookstore and Comfort Zone
Exhibit Hall Booth 134
Looking for a place to kick back and read the latest about school business management? Look no further than the ASBO Bookstore and Comfort Zone. The ASBO Bookstore features top-selling publications and friendly ASBO staff to assist you with conference information and ASBO program and membership details. Take pleasure in a comfortable seat and a cup of coffee. Visit daily to turn in your Oh, The Places You’ve Gone game card for a chance to win prizes!

Create Your SFO Library
Booth 134
Thinking about ASBO’s new Certified Administrator of School Finance and Operations (SFO) program? Check out the ASBO Bookstore. Browse books from the SFO certification authoritative references list.

ASBO Museum: 100 Years of Your Story
Booth 939
Stroll through 100 years of school business management at the Centennial Museum. Listen as the voices of a century of school business officials just like you come to life. You’ll discover that we are tied to our predecessors by more than a day job. We hold the same beliefs about the importance of serving students and honoring fiscal integrity.

Sponsored by TIAA-CREF

Check your email in Booth 837 at a desktop station or laptop connection.

Thanks to Chartwells School Dining Services, you can relax at the seated massage stations in Lounge 323. Be sure to visit the Chartwells Booth—513—to pick up a massage station ticket!

Bone Marrow and Blood Drives
Booths 239 and 337
Step up to save someone’s life. This year, for the first time, ASBO International is partnering with Kids Beating Cancer and Florida’s Blood Centers to host bone marrow and blood drives in the Exhibit Hall.

Join the Sustainability Revolution
At ASBO International, we believe in embracing our responsibility to people and to the planet, and we believe that every little bit helps. This year marks the second year of ASBO’s efforts to leave a positive footprint in our host city. Together, we can double the momentum for the positive footprint our 2010 Annual Meeting and Exhibits will leave.

Exhibitors with a Commitment to Social Responsibility Highlighted
ASBO has invited companies to highlight their green or otherwise socially responsible products, services, or practices with ASBO’s Social Responsibility icon. ASBO International does not endorse these companies nor does it confirm the reliability of the companies’ SR commitments. ASBO International strongly encourages members to undertake whatever investigation they feel necessary to ensure that participating companies meet their established criteria for socially responsible business practice.

A Gift For Teaching
Booth 237
ASBO is excited to partner with A Gift For Teaching, a non-profit that collects unwanted supplies and surplus merchandise and distributes them to nearly 9,000 teachers from the Orlando area’s highest need schools through its Free Store for teachers. You can make a difference for Florida’s underprivileged students by making a material or monetary donation. For every $1 received, $10 worth of supplies goes back to the classroom.

Say Cheese
Smile when you stop by Booth 101 for a free professional head shot.
A Gift For Teaching
Booth 237
6501 Magic Way, Building 400-C
Orlando, FL 32809

ABM
Booth 730
1775 The Exchange
Atlanta, GA 30339

ABM provides janitorial, facility, engineering, parking, and security services for thousands of commercial, industrial, institutional, and retail facilities across the United States, Puerto Rico, British Columbia, and Canada.

Access1Source
Booth 419
44 W. University Dr, #101
Mesa, AZ 85201

ActiveEducate, Part of the Active Network
Booth 831
10182 Telesis Ct, Ste 100
San Diego, CA 92121

ActiveEducate, a part of ActiveNetwork, is the leading online payment and school management solution, delivering premier software to simplify payments, fundraising and purchases. Visit www.ActiveEducate.com

ADT Security Services
Booth 707
One Town Center Rd
Boca Raton, FL

ADT Security Services helps protect thousands of schools with solutions, including video surveillance, access control, fire/life safety, visitor management, alert notification services, and integrated systems. Please visit Booth 707 or adtbusiness.com/education for more information.

American Fidelity
Booth 712
PO Box 25523
Oklahoma City, OK 73125

American Fidelity Assurance Company is a nationwide provider of employee benefit plans and IRS Section 125 benefit administration.

American School & University Magazine
Booth 602
9800 Metcalf
Overland Park, KS 66212

For 75+ years, American School & University has been the information source for the nation’s K-12 and higher-education facilities and business professionals.

AMX/Schoolview
Booth 305
3000 Research Dr
Richardson, TX 75082

AMX SchoolView is an energy-saving technology solution that provides education administrators and teachers streamlined control and automation of multiple technologies, commonly operated independently - such as classroom control, distributed audio, video on demand, digital signage, P.A. (public address), bells, security cameras, and emergency alerts - all from a single platform.

ARAMARK Education
Booth 904
2300 Warrenville Rd
Downers Grove, IL 60515

ARAMARK Education provides a complete range of food, facility, uniform, and other support services for over 500 K-12 school districts nationwide, encouraging healthy eating habits, increasing meal participation, and creating safe, clean, comfortable learning environments for students.

AssetWorks, Inc
Booth 928
4955 Stubenville Pk, Ste 401
Pittsburgh, PA 15205

Professional valuation and customized reporting services to assist schools with the strict compliance of GASB 34 as well as insurance appraisals.

Association of Educational Purchasing Agencies (AEPA)
Booth 825
2111 Pontiac Lake Rd
Waterford, MI 48328

Agencies in 23 states go to bid to get you best-value prices. AEPA bids and contracts are national bid solicitations, advertised in each state, compliant with individual state bid laws, and individual state contract awards.

Association of School Business Officials International
Booth 134

ASBO Centennial Museum
Booth 939

A-Turf, Inc
Booth 705
PO Box 157
Williamsville, NY 14231

National synthetic turf field builder

AXA-Equitable
Booth 804
500 Plaza Dr
Secaucus, NJ

AXA Equitable specializes in retirement planning for school business administrators and employers. As a full financial service provider and leader in the industry, our financial professionals can help with your retirement needs, including the IRS regulation rules.

BIDSSYNC
Booth 736
629 East 700 South, Ste 101
American Fork, UT 84003

Big Ass Fans
Booth 212
2425 Merchant St
Lexington, KY 40511

Big Ass Fans, the global leader in large diameter, low-speed fan technology, engineers 6- to 24-foot diameter ceiling, wall-mounted, and mobile fans ideal for use throughout school facilities, with a nod towards sustainability.
Exhibitors (As of August 10, 2010)

Blackboard
Booth 430
650 Massachusetts Ave, NW
Washington, DC 20001

Blackboard® mass notification solutions for K-12 make one-to-one communication simple, streamlined, and cost-effective. With a suite of trusted, scalable solutions, Blackboard puts districts in touch with their education communities through effective, targeted messages in minutes. Stop by our booth to learn how school districts across the country use Blackboard Connect® and AlertNow® to make measurable improvements in attendance, student achievement, and parental involvement.

BSN Sports
Booth 1025
1901 Diplomat Dr
Farmers Branch, TX 75234

BSN Sports brings together service workers, parents, clergy, policy makers, and community leaders nationwide to improve public services.

Chartis
Booth 526
175 Water St, 11th Floor
New York, NY 10038

Chartis brings fresh ideas and innovative concepts to any school dining service program. Operating in over 500 school districts around the country, we are dedicated to providing nutritious and delicious meals that students will eat. Call or visit our Website to learn more.

Budgetext
Booth 235
1936 N. Shiloh Dr
Fayetteville, AR 72704

Budgetext Corporation provides affordable learning materials to the K-12 education marketplace.

BUS-WATCH by REI
Booth 1030
8534 L St
Omaha, NE 68117

Serving the school bus market since 1978, Radio Engineering Industries, an ISO-9001 registered company, proudly manufactures and services BUS-WATCH a digital camera systems, passenger address systems, entertainment systems, and a complete line of accessories, including microphones, speakers, and antennas. Specify REI for all of your audio-video system needs today!

Campaign for Quality Services
Booth 505
2389 E, 35th St
Minneapolis, MN 55406

The Campaign for Quality Services

Commerce Bank’s automated accounts payable solution allows you to pay your invoices electronically through the Visa Network, reducing check writing costs and generating monthly revenue share for your school.

Cook-Illinois Corporation
Booth 613
2 Woodbine Rd
Rolling Meadows, IL 60008

CPI, Common Remitter Services, Inc
Booth 735
1809 24th St
Great Bend, KS 67503

CPI Common Remitter services are provided independently. We offer school districts convenient solutions to comply with the final 403(b) regulations. CPI does not offer investment products.

Chartwells School Dining Services
Booth 513
3 International Dr
Rye Brook, NY 10573

Chartwells brings fresh ideas and innovative concepts to any school dining service program. Operating in over 500 school districts around the country, we are dedicated to providing nutritious and delicious meals that students will eat. Call or visit our Website to learn more.

Chevron Energy Solutions
Booth 500
345 California St
San Francisco, CA

Chevron Energy Solutions develops and builds sustainable energy projects that increase energy efficiency and renewable power, reduce energy costs, and ensure reliable, high-quality energy for education facilities. The company was named by Fast Company magazine as one of “The World’s 50 Most Innovative Companies” and one of the top five “Most Innovative Clean Energy Companies.”

CSIU E-Rate Services
Booth 406
90 Lawton Ln
Milton, PA 17847

E-rate consulting and application services for school districts and libraries

CRS Advanced Technology
Booth 512
926 Plaza Dr
Montoursville, PA 17754

CRS has led the way in automated human resource management for over 20 years with our innovative, evolving product line, including SubFinder and SubPay.

CSIU E-Rate Services
Booth 406
90 Lawton Ln
Milton, PA 17847

E-rate consulting and application services for school districts and libraries

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1809 24th St
Great Bend, KS 67503

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District Administration is the leading provider of practical insights and strategies for K12 administrators at school districts throughout the United States. The District Administration Leadership Institute produces special events and creates communities for the nation’s top K12 leadership.

Durham School Services
Booth 914
4300 Weaver Pkwy
Warrenville, IL 60555

Durham School Services is a full-service student transportation provider, committed to getting kids to school safe, on time, and ready to learn, every day.

Dyson B2B, Inc
Booth 405
600 W. Chicago Ave, Ste 275
Chicago, IL 60654

Educational Furniture Industries
Booth 312
32 Lisa Place
Melbourne, Victoria Australia

E & I Cooperative Purchasing/Public Sourcing Solutions
Booth 738
2 Jericho Plaza, Ste 309
Jericho, NY 11753

Educators Preferred Corporation
Booth 502
26877 Northwestern Hwy, Ste 305
Southfield, MI 48033

EPC - Educators Preferred Corporation specializes in the implementation of early buy-out severance programs, helping employers reduce salary costs and avoid difficult budget measures such as staff cuts. EPC’s services include feasibility summary plan analysis, program structure, and complete cost-effective administration.

Email Kiosk
Booth 837

E-Rate Online, LLC
Booth 322
622 Clinton Ave
Bridgeport, CT 6605

Everyday Solutions, Inc
Booth 407
100 Discovery Way, Ste 220
Acton, MA 1720

Everyday Solutions, Inc., provides GPS-driven solutions that empower school districts/boards throughout the United States and Canada to eliminate wasteful spending due to hidden costs associated with transporting students and managing service vehicles.

FACTS, a Nelnet Company
Booth 630
PO Box 106
Wilmot, NH 3287

FACTS Management is committed to enhancing the financial stability of over 5,000 K-12 schools across the USA. Schools rely on FACTS to manage school fees (such as after-school care, athletics, transportation, tutoring, and tuition), improve cash flow, reduce delinquency, and provide robust reporting, all in a secure and compliant environment.

First Student, Inc
Booth 623
600 Vine St
Cincinnati, OH 45202

The student transportation provider trusted by more than 1,500 school districts for safe, reliable, and cost-effective service. First Student provides the largest expert transportation knowledge base and resource capacity for today’s busy school districts. Visit Booth 623 and ask how we can make the difference for you!

Follett Software
Booth 823
1391 Corporate Dr
McHenry, IL 60050

FuelMaster/Syn-Tech Systems
Booth 522
100 Four Points Way
Tallahassee, FL 32305

FuelMaster provides the hardware and software to manage and control access to fuel products. Access may be by credit, fleet, or smartcard, as well as read/write keys and RF/tag equipment. FuelMaster’s rugged construction and modular design ensure durability and ease of maintenance.

Gallagher
Booth 822
2800 Livernois, Ste 274
Troy, MI 48083

Gallagher’s Public Entity & Scholastic Group serves over 850 public employer, school, and school district clients nationwide, providing comprehensive employee benefit programs and property and casualty/risk management services.

GCA Services Group
Booth 604
4726 Western Ave
Knoxville, TN 37921

GCA Services Group is a leading provider of comprehensive custodial, facilities operations maintenance, and grounds management services.

Genetec
Booth 713
2280 Alfred Nobel
St Laurent, QC H4S 2A4 Canada

Genetec is a pioneer in the physical security and public safety industry and a global provider of world-class IP video surveillance, access control, and license plate recognition (LPR) solutions.

Global Compliance Network
Booth 1028
5859 W. Saginaw Hwy, #384
Lansing, MI 48917

Offering over 70 online HR, OSHA, and professional development tutorials, GCN has the affordable $1400 “Unlimited Access, Unlimited Tutorials” package for districts. To review a tutorial, login at www.gcntraining.com with the Organization ID of “sample.”

www.asbointl.org/centennial
The Gordian Group
Booth 507
40 Bridges Rd, Ste E
Mauldin, SC 29662

The Gordian Group works with K-12 owners to develop and implement highly effective, customized Job Order Contracting (JOC) programs. Our award-winning products and services are #1 in the industry because of the high level of detail in our locally priced Construction Task Catalog®, the accountability and transparency of our JOC management software, and our 20 years of experience specializing in JOC.

Grainger
Booth 326
100 Grainger Pkwy
Lake Forest, IL 60045

W.W. Grainger, Inc. is the leading broad line supplier of facilities maintenance products serving primary education institutions in the United States. Through a highly integrated network including branches, distribution centers, and Websites, Grainger's employees help customers get the job done. The National Joint Powers Alliance® (NJPA) has re-awarded Grainger the contract for "Facility Maintenance, Repair and Operating Related Supplies."

Graybar
Booth 929
4800 Forbes Blvd
Lanham, MD 20706

The Hartford
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200 Hopmeadow St, A2W-11
Simsbury, CT 06089

The Hartford is one of the nation's largest financial services and insurance companies, with 2009 revenues of $24.7 billion, and is a leading provider of investment products, life insurance, and group benefits; automobile and homeowners' products; and business property and casualty insurance.

HD Supply Facilities Maintenance
Booth 1023
10641 Scripps Summit Ct
San Diego, CA 92104

The Home Depot
Booth 925
5481 W. Waters Ave
Tampa, FL 33634

The HON Company
Booth 805
200 Oak St
Muscatine, IA 52761

A leading designer and manufacturer of workplace furniture including chairs, storage, panel systems, tables and desks, HON's commitment to serving its customers is rooted in reliable performance and a member culture that is approachable, confident, smart and ready to serve. For more information, visit www.hon.com.

Honeywell
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1985 Douglas Dr
Golden Valley, MN 55422

Honeywell Building Solutions is part of the Honeywell Automation and Control Solutions business group, a global leader in providing product and service solutions that improve efficiency and profitability, support regulatory compliance, and maintain safe, comfortable environments in homes, buildings, and industry.

Horace Mann
Booth 1019
1 Horace Mann Plaza
Springfield, IL 62715

Horace Mann, an insurance company founded by Educators for Educators®, partners with schools to offer school payroll slots for auto and life insurance and 403(b) annuities as a convenient benefit for their employees.

Horizon Software
Booth 931
2915 Premiere Pkwy, Ste 300
Duluth, GA 30097

Horizon Software offers computer software, hardware, and services, specializing in online payment solutions and fee and activity management.

Hour-Zero School Emergency Program
Booth 723
9914 86 Ave
Edmonton, AB T6E 2L7 Canada

Hour-Zero School Emergency Program is a complete and NIMS-compliant solution that addresses the emergency planning demands placed on schools. It's Web-based, affordable, and easy to implement. Talk to us today about how to take command of your emergency program! www.hour-zero.com

Hussey Seating Company
Booth 930
38 Dyer St
North Berwick, ME 3906

IMMI/Safeguard
Booth 428
18881 US 31 North
Westfield, IN 46074

IMMI®, based in Westfield, Indiana, has been the industry leader in child and bus passenger protection for more than 30 years. Within the past decade, IMMI has introduced belted seating under its SafeGuard® brand to the U.S. school bus and motorcoach industries. Utilizing a modern crash-test facility, sophisticated engineering, and advanced manufacturing operations, IMMI develops and supplies innovative, proven SafeGuard restraint systems and seating solutions for customers worldwide.

Infinite Visions/Windsor Management Group
Booth 607
8950 S. 52nd St, Ste 309
Tempe, AZ 85284

Windsor Management Group (WMG) is the developer of Infinite Visions, K-12's most trusted financial and human resources management software solution. Visit: www.InfiniteVisions.com
Infinity Software Solutions
Booth 300
14370 82nd Terrace N
Seminole, FL 33776

ING
Booth 1001
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Windsor, CT 06095

ING: A financial services company dedicated to helping make your future easier.

Ingersoll Rand Security Technologies
Booth 1005
11819 N. Pennsylvania
Carmel, IN 46032

Serving the education market for over 100 years, Ingersoll Rand Security Technologies provides solutions for creating and sustaining safe, secure, and productive learning environments.

Internal Revenue Service - Employee Plans
Booth 702
Station Plaza #3, 3rd Floor
Trenton, NJ 8609

ISIS
Booth 324
4110 Shipyard Blvd
Wilmington, NC 28403

ISIS is a comprehensive, fully integrated, Windows-based financial software package designed to automatically streamline all financial operations and components seamlessly and efficiently.

IT Showcase
Booth 435

Johnson Controls, Inc
Booth 800
507 E. Michigan St
Milwaukee, WI 53201

Johnson Controls offers Green Business Solutions for our customers to improve the classroom experience, reduce operating costs, conserve our environment, and promote community engagement. For additional information, visit www.johnsoncontrols.com/k12.

Kelly Educational Staffing
Booth 836
132 Fairway Landings Dr
Canonsburg, PA 15317

Kelly Educational Staffing offers a full range of human resource management solutions and business process outsourcing solutions specifically designed for public and private schools. Our proven solutions increase efficiencies and reduce costs for districts nationwide.

KEV Group Inc
Booth 318
1575 Bishop St, Ste 100
Cambridge, Ontario N1R7J4 Canada

Drop by our booth to find out how our suite of products can help you improve efficiencies and effectiveness for your school bookkeepers. School Cash Accounting + School Cash Online + School Cash Register = School Cash Simplified.

Key Benefit Concepts
Booth 1017
2717 N. Grandview Blvd, #205
Waukesha, WI 53188

Keystone Purchasing Network
Booth 514
90 Lawton Ln
Milton, PA 17847

The Keystone Purchasing Networks offers pre-bid contracts on regional and national bases for members. Current contracts cover furniture, carpeting, food service equipment & supplies, Jan-San equipment & supplies, indoor & outdoor matting, parent notification system, document management, industrial arts supplies, and other contracts. Visit us at www.theKPN.org

Lakeshore Learning Materials
Booth 637
2695 E. Domiguez St
Carson, CA 90895

Lakeshore has the instructional tools teachers need for Pre K-6, and free E-commerce service to save time and expedite the ordering process.

Lifetouch
Booth 402
11000 Viking Dr
Eden Prairie, MN 55344

Founded in 1936, today Lifetouch National School Studios is the largest school photography company in North America. The Lifetouch tradition of school pictures now includes preschool, underclass, senior, sports, and event photography, as well as yearbook publications. For information about Lifetouch, visit lifetouch.com.

Lincoln Investment Planning
Booth 404
218 Glenside Ave
Wyncote, PA 19095

Management Information Group
Booth 501
9746 N. 90th Pl, #105
Scottsdale, AZ 85258

Maximus
Booth 415
15030 N. Hayden Rd, Ste 100
Scottsdale, AZ 85260

TIENET® from MAXIMUS is a proven solution that helps manage instruction, assessment, intervention, and special education and has been endorsed by the Council of Administrators of Special Education (CASE).
MetLife
Booth 801
400 Atrium Dr
Somerset, NJ 8873

MetLife Resources, a division of Metropolitan Life Insurance Company, provides retirement funding solutions and other financial services to healthcare, education, and not-for-profit organizations. MetLife is a leading provider of insurance and financial services to millions of customers worldwide. For more information, please visit www.metlife.com/mlr.

MiCTA
Booth 927
515 N. Washington Ave, Ste 405
Saginaw, MI 48607

MiCTA produces and is the administrator of collaborative RFPs and resulting Master Service Agreements with over 50 products and services currently available under MiCTA contracts.

MidAmerica Administrative & Retirement Solutions, Inc
Booth 403
211 E. Main St, Ste. 100
Lakeland, FL 33801

Innovative employee benefit programs for the education and governmental marketplace.

Mind Wrap, Inc
Booth 703
2805 Oakton Manor Ct
Oakton, VA 22124

National Chemical Laboratories, Inc
Booth 635
401 N. 10th St
Philadelphia, PA 19123

National Chemical Laboratories is a manufacturer of world class "green" cleaning solutions for sanitary maintenance problems.

National Electrical Manufacturers Association
Booth 725
1300 North 17th St, #1752
Rosslyn, VA 22209

NEMA’s Educational Life Safety Committee consists of manufacturers of Educational Life Safety Equipment who have been working to ensure public safety through standards-writing efforts and the dissemination of important industry standard information through the National Electrical Manufacturers Association (NEMA), one of the most respected standards development writing organizations in the world.

National Insurance Services, Inc
Booth 600
250 South Executive Dr, Ste 300
Brookfield, WI 53005

We are specialists in Public Sector Employee Benefits, bringing you solutions that help bridge the gap between you, your board, and your bargaining units, as well as help you prevent liability and grievances.

National Joint Powers Alliance
Booth 525
200 1st St NE
Staples, MN 56479

The National Joint Powers Alliance® (NJPA) is a public agency established through Minnesota State Statute in 1978, and serves as a municipal contracting agency for over 30,000 members throughout the nation with competitively awarded contract purchasing solutions through industry-leading vendors.

National School Transportation Association
Booth 219
113 South West St, 4th Floor
Alexandria, VA 22314

Office Depot
Booth 913
14600 Trinity Blvd, #300
Ft Worth, TX 76155

Office Depot is your school’s source for instructional materials, technology, furniture, and classroom equipment that help improve performance and modernize your classrooms.

OfficeMax
Booth 131
380 Bonham Rd
Bristol, VA 24201

The Omni Group, Inc
Booth 1024
1099 Jay St, Bldg F
Rochester, NY 14611

OpenRDA
Booth 223
441 E. Main St
Canton, GA 30114

RDA Systems helps our members realize savings, productivity gains and improved service by developing and supporting the best financial management software for schools and governments. Our commitment to open source software delivers significant cost savings, outstanding support, and continued enhancements while giving clients access to state of the art technology.

Pay Schools
Booth 531
6000 Grand Ave
Des Moines, IA 50312

PCS Now
Booth 304
560 Sylvan Ave
Englewood Cliffs, NJ 07632

PCS-NOW—integrated, Web-based student information and nutrition systems designed specifically for the K-12 market.
PEPPM
Booth 506
90 Lawton Ln
Milton, PA 17847

PEPPM is a national technology bidding and purchasing program for K-14 schools and agencies, libraries, four-year colleges, and universities. PEPPM aggregates buyers and demand across the country to get the lowest prices while saving time and money on the bidding process. PEPPM can maximize technology budgets and minimize administrative time.

The PFM Group
Booth 838
2 Logan Sq Ste 1600
Philadelphia, PA 19103

Pizza Hut Express
Booth 400
14841 Dallas Pkwy, MD#3S305
Dallas, TX 75254

PMA Financial Network, Inc
Booth 617
2135 City Gate Ln, 7th Floor
Naperville, IL 60563

PMA offers an array of tailored investment services and products designed for cash and bond proceeds management.

PowerIT
Booth 619
20 Main St
Oakville, CT 06779

PowerIT helps school districts streamline common administrative tasks and strengthen internal and external communications with its suite of award-winning, Web-based tools. Endorsed by the American Association of School Administrators and several state K-12 associations, PowerIT is a leading provider of K-12 webware solutions.

The Public Group
Booth 307
PO Box 50676
Provo, UT 84605

PublicSchoolWORKS
Booth 1013
2010 Madison Blvd
Cincinnati, OH 45208

RAPOSAP
Booth 737
PO Box 189
Zelienople, PA 16063

RevTrak, Inc
Booth 427
10800 Lyndale Ave So, #355
Bloomington, MN 55420

Schools use RevTrak® Web stores for collection of registration fees, bus fees, fundraising activities, meal prepayments, and even orders for spirit wear or tickets to school events.

RISO
Booth 301
300 Rosewood Dr
Danvers, MA 1923

Leverage your copy budget to do more: print and copy in black and white and color while scanning and grading tests and assessments on the fastest, most economical and environmentally friendly printer in the industry.

Rowman & Littlefield Education
Booth 134
15200 NBN Way
Blue Ridge Summit, PA 17214

Rowman & Littlefield Education’s goal is to provide quality publications by outstanding authors. At Rowman & Littlefield Education, you will find books on administration, curriculum and instruction, education reform, professional development, school safety, theory, philosophy, and much more.

SchoolDude.com
Booth 827
11000 Regency Pkwy
Cary, NC 27518

SchoolDude.com is the #1 provider of on-demand software for facility, technology and business operations—designed exclusively for education!

School Health Corporation
Booth 803
865 Muirfield Dr
Hanover Park, IL 60133

SchoolMessenger
Booth 519
211 S. Main St, Ste 200
Joplin, MO 64801

School Planning & Management
Booth 615
3240 E. Union Hills Dr, Ste 131
Phoenix, AZ 85050

School Planning & Management is the industry’s leading publication for facilities, security, technology and business in K-12 education. More than 78,000 top-level decision makers in K-12 school districts, colleges, and universities nationwide depend on SP&M and its sister publication, College Planning & Management, for news, developments, and trends in education.

School Specialty
Booth 1029
W6316 Design Dr
Greenville, WI 54942

School Specialty is an education company that is the nation’s largest provider of innovative and proprietary products, programs, and services. We help educators inspire students of all ages and abilities to learn.

Seon Design Inc.
Booth 329
Unit 111, 3B Burbidge St
Coquitlam, BC V3K7B2 Canada

Seon Design Inc. manufactures mobile surveillance solutions specifically designed for the school bus industry.

ServiceMaster Clean
Booth 213
3839 Forest Hill Rd
Memphis, TN 38125

ServiceMaster Clean has been an industry leader in education cleaning for over 50 years, ensuring a safe and healthy learning environment for students and staff, and helping pioneer the green cleaning movement. Specializing in janitorial services, carpet & floor care, post-construction cleanup, and disaster restoration.
ServiceWear Apparel  
Booth 1027  
7135 Charlotte Pike, Ste 100  
Nashville, TN 37209

ServiceWear Apparel distributes a comprehensive range of high-quality uniforms and apparel from leading brands, designed to fulfill the needs of various organizations and public agencies. It is the exclusive supplier partner of uniforms and apparel to the U.S. Communities Government Purchasing Alliance.

Siemens Industry Inc. - Building Technologies Division  
Booth 704  
1000 Deerfield Pkwy  
Buffalo Grove, IL 60089

Siemens Industry Inc. offers a range of building technologies solutions to support the unique needs of educational institutions.

Skyward  
Booth 902  
5233 Coye Dr  
Stevens Point, WI 54481

Since 1980, Skyward has been serving the K-12 administrative software needs of school districts. Skyward’s School Management System represents an integrated student and financial management software system designed to keep administrators, educators, and families connected. Skyward's software is found in over 1,400 school districts throughout the world.

Sodexo  
Booth 306  
1320 Greenway Dr, Ste 400  
Irving, TX 75038

Sodexo is a leading provider of student food and facilities management services.

Softdocs  
Booth 328  
920 Hemlock Dr  
Columbia, SC 29201

Softdocs offers a complete Web-based financial accounting system featuring the digitized handling of invoices, purchase orders, payroll vouchers, electronic payment to vendors, along with an electronic time clock program.

SSC Service Solutions  
Booth 413  
845 Midpark Rd, Ste 201  
Knoxville, TN 37921

SSC Service Solutions is your single source for custodial services in K-12 schools. We’re the People Company. That Cleans.  www.sscserv.com

Staples  
Booth 734  
500 Staples Dr  
Framingham, MA 1702

Staples is committed to making it easy for our customers around the globe to buy a wide range of office products, including supplies, technology, furniture, facilities, and business services.

StructureTec  
Booth 606  
4777 Campus Dr  
Kalamazoo, MI 49008

StructureTec Corporation is a consulting firm specializing in the restoration of building envelopes and roofs, providing solutions for the entire building envelope—our Total Building Envelope Management Solution. We have been assisting clients with their facility needs since 1992. With professional engineers, roof experts, and a full support staff, StructureTec is committed to providing building managers and owners with the highest quality remediation projects.

Subway  
Booth 812  
325 Bic Dr  
Milford, CT 6461

There is no franchise fee associated with the School Lunch program, and start-up costs are very affordable. SUBWAY® units can be operated in a small amount of space, which enables our concepts to be used in a wide variety of building styles where other concepts simply can’t fit.

SunGard Public Sector  
Booth 817  
3 West Broad St  
Bethlehem, PA 18018

PLUS 360 is a district-wide software suite designed to help teachers, administrators, and parents support student achievement. These can be implemented as powerful stand-alone systems or deployed to work together to meet district-wide goals and requirements, providing users with an intuitive experience and streamlined implementation across the district.

Symetra Financial  
Booth 1007  
777 108th Ave NE, Ste 1200  
Bellevue, WA 98004

Symetra Financial Corp. and its subsidiaries provide employee benefits, annuities, and life insurance through a national network of benefit consultants, financial institutions, and independent agents and advisors.

Synovia, Inc  
Booth 434  
9190 Priority Way W. Dr, Ste 115  
Indianapolis, IN 46240

As a community-minded partner to school districts, commercial, private and municipal fleets, Synovia has provided field-proven solutions since 2002. The same GPS fleet-tracking technology that provides real-time data and inherent safety measures also allows for reductions in driver payroll, fuel consumption, fleet assets, and overall staff hours.

Tarkett Sports  
Booth 603  
8088 Montview  
Montreal, QC H4P 2L7  Canada

TCPN - The Cooperative Purchasing Network  
Booth 701  
7145 W. Tidwell  
Houston, TX 77092
Tremco delivers solutions designed to reduce your roofing and building envelope life-cycle costs while extending overall performance, with capabilities that include: premium products/systems; inventory/diagnostics; repair/restoration/replacement of roofs, façades, parking garages and parking lots; HVAC systems and preventive maintenance.

Tyler Technologies, Inc
Booth 323
370 US Route One
Falmouth, ME 04105

Tyler Technologies' software/services—financial, student information, transportation, special education, food service, district planning—empower schools to spend more time with students and less with data.

TTS Education Division
Booth 417
11550 Fuqua St, Ste 315
Houston, TX 77034

UnitedHealthcare Student Resources
Booth 631
805 Executive Center Dr W, Ste 220
St Petersburg, FL 33702

UnitedHealthcare Student Resources is one of the largest student health plan marketers with hundreds of satisfied clients nationwide, including more than 2,500 K-12 public, preparatory, and independent private schools. We have more than 40 years of experience designing coverage for K-12 schools. UnitedHealthcare Insurance Company is rated "A" (Excellent) for financial stability by the AM Best rating organization.

US Communities
Booth 923
2845 Stevens St
La Crescenta, CA 91224

U.S. Communities Government Purchasing Alliance (U.S. Communities) is a nationwide government cooperative purchasing program designed to be a procurement resource for school districts (K-12), higher education, local and state government agencies, and nonprofits.

US Department of Energy - EnergySmart Schools
Booth 918
PO Box 2008, 1 Bethel Valley Rd
Oak Ridge, TN 37831

As the number one provider of 403(b) plans to public school districts, VALIC has been a leader in helping America's educators plan for and enjoy retirement.

Vanguard
Booth 314
100 Vanguard Blvd, Mailport G25
Malvern, PA 19355

Vanguard, headquartered in Valley Forge, Pennsylvania, is one of the world's largest investment management companies and a leading provider of company-sponsored retirement plan services. Vanguard manages more than $1.4 trillion in U.S. mutual fund assets. Vanguard offers more than 160 funds to U.S. investors and more than 50 additional funds in non-U.S. markets. Whether you are an individual investor, institution, or financial professional, you can benefit from the size, stability, and experience that we offer. For additional information about Vanguard's 403(b)(7) program, visit www.vanguard.com/403b.

Virco
Booth 901
2027 Harpers Way
Torrance, CA 90501

Virco, Inc., America's leading manufacturer and supplier of furniture and equipment for K-12 schools, proudly sponsors the ASBO Pinnacle Awards Program as a Strategic Partner of ASBO International.

Weidenhammer
Booth 601
935 Berkshire Blvd
Wyomissing, PA 19610

Weidenhammer supports more than 1,500 school districts nationwide, providing comprehensive student and financial software to the K-12 market.

WRM America
Booth 330
333 Earle Ovington Blvd, Ste 505
Uniondale, NY 11553

Zonar Systems
Booth 331
18200 Cascade Ave S, Ste 200
Seattle, WA 98188
American Fidelity Assurance Company

Our commitment is to provide financial security solutions to school employees for both their current and future needs.

Visit us at Booth #712 for your chance to WIN a $250 Target Gift Card!

“The Impact of Healthcare Reform on Section 125”
Also, stop by our clinic table to learn valuable information on Healthcare Reform.
Sunday, September 26, 2010 from 10:45 a.m. - 12 p.m.
10 Corporate Members Listed by Product and Service
(As of August 10, 2010)

Exhibitors listed here are ASBO Members. Associate Members are listed once; Corporate Members may be listed in up to five categories. For more information on membership, please visit www.asbointl.org/Corporate

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<th>Accounting and Finance</th>
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<td>AssetWorks, Inc.</td>
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2010 Corporate Members Listed by Product and Service
(As of August 10, 2010)

**FOOD SERVICE**
- ARAMARK Education Booth 904
- Chartwells School Dining Services Booth 513
- Horizon Software International, LLC Booth 931
- PCS Revenue Control Systems Booth 304
- Pizza Hut Express Booth 400
- Sodexo USA Booth 306

**FURNITURE AND PARTITIONS**
- Educational Furniture Industries Booth 312
- HD Supply Facilities Maintenance Booth 1023
- The HON Company Booth 805
- Ki Booth 729
- National Joint Powers Alliance Booth 525
- Office Depot, Inc. Booth 913
- Office Max Booth 131
- Staples, Inc. Booth 734
- U.S. Communities Booth 923
- Virco Mfg. Corporation Booth 901

**HEALTH CARE/ MEDICAID BILLING AND CONSULTING**
- AssetWorks, Inc. Booth 928
- Chartwells School Dining Services Booth 513
- Educators Benefit Consultants, LLC Booth 335
- The Horace Mann Companies Booth 1019

**INSTRUCTIONAL AND OFFICE SUPPLIES**
- Budgetext Corporation Booth 235
- Educational Furniture Industries Booth 312
- Lifetouch National School Studios Inc. Booth 402
- Office Depot, Inc. Booth 913
- Office Max Booth 131
- RevTrak, Inc. Booth 427
- Sodexo USA Booth 306
- Staples, Inc. Booth 734
- Virco Mfg. Corporation Booth 901

**IT EQUIPMENT, SOFTWARE, AND SERVICES**
- ActiveEducate, a part of the Active Network, Inc. Booth 831
- Apex Online Development Booth 334
- AssetWorks, Inc. Booth 928
- Bold Systems, LLC Booth 740
- Education Management Systems Booth 324
- Follett Software Company Booth 823
- Frontline Placement Technologies, Inc. Booth 431
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- Infinite Visions Software by Windsor Management Group Booth 607
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- SchoolDude.com Booth 827
- Siemens Industry Inc. Booth 704
- Skyward, Inc. Booth 902
- Softdocs, Inc. Booth 328
- Specialized Data Systems Booth 716
- Staples, Inc. Booth 734
- SunGard Public Sector Booth 817
- Synovia, Inc. Booth 434
- Transfinder, Inc. Booth 313
- Tyler Technologies Booth 323
- U.S. Communities Booth 923
- Weidenhammer Systems Booth 601
- Zonar Systems Booth 331

**INVESTMENTS**
- AXA Equitable Booth 804
- Commerce Bank Booth 425
- ING Booth 1001
- MetLife Resources Booth 801
- PFM Asset Management LLC Booth 838
- PMA Financial Network, Inc. Booth 617
- TIAA-CREF Booth 1033
- VALIC Booth 813

**MAINTENANCE AND OPERATIONS**
- Grainger, Inc. Booth 326
- Horizon Software International, LLC Booth 931
- SchoolDude.com Booth 827
- ServiceMaster Clean Booth 213
- SSC Service Solutions Booth 413
- Tremco, Inc. Booth 516
## Office Equipment

<table>
<thead>
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<th>Company</th>
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<td>Mindwrap, Inc.</td>
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<td>Office Max</td>
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<td>RevTrak, Inc.</td>
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<td>RISO, Inc.</td>
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<tr>
<td>Staples, Inc.</td>
<td>734</td>
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<td>U.S. Communities</td>
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<tr>
<td>Virco Mfg. Corporation</td>
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## Procurement and Asset Management

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<td>Tyler Technologies</td>
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## Risk Management and Insurance

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<td>AXA Equitable</td>
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<td>The Horace Mann Companies</td>
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## Security Systems and Crisis Management

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## Transportation

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<td>Cook-Illinois Corporation</td>
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<td>Durham School Services</td>
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<td>First Student Inc</td>
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<td>Kronos Incorporated</td>
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<td>Synovia, Inc.</td>
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<td>Transfinder, Inc.</td>
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## Miscellaneous

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<td>Office Depot, Inc.</td>
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**PCS-NOw**

Student Information & Nutrition Systems

Fully integrated, web based Student Information and Nutrition Systems designed specifically for the K-12 market.

Assisting over 5 million students and their families each day, PCS systems facilitate everything from parents managing their students meal, busking and bookstore accounts online or on the phone to monitoring students healthy meal choices.

Food and nutrition professionals utilize PCS’ full suite of menu planning, free and reduced web applications and P & R application scanning, point of sale, inventory and procurement systems.

Now from PCS - Spiral SIS - Student Information Systems (integrated with nutrition and payment systems) supporting all major web browsers for a seamless parent / student / teacher / administrator experience.

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**ReportNOW Business Intelligence**

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- Modular Solutions with Proven ROI
We're proud to include you in the school business management community.
Your ongoing involvement in the association—including your participation in the annual meeting—speaks to the value you place on the network of peers you've gained, as well as the deeper understanding you've developed about the effective management of education resources.

Your support of ASBO International helps us provide the tools and resources you can use every day to be a more effective school business manager. Here are some of the member benefits we've rolled out recently to help you provide our students a quality education.

**Executive Leadership Forum**
You know that electric feeling of walking into a room of movers and shakers—fellow leaders who make a difference? ASBO International's Executive Leadership Forum is that room. Whether you are an aspiring school business official or an experienced education leader, Grapevine, Texas, is the place to be February 24-26, 2011. Register now. This exclusive opportunity is open to the first 300 applicants. Complete a registration form and hand it in at Central Registration.

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Are you looking for a way to set yourself apart from other school business officials? Is your school district looking for employees who have demonstrated a mastery of what it takes to manage school finance and operations? ASBO International knows not just anyone can walk off the street and do your job. Now there's a certification for school business officials: the Certified Administrator of School Finance and Operations (SFO).

For information about these and other programs, visit [www.asbointl.org](http://www.asbointl.org)
“We use Transfinder’s Routing Software for everything in our operations – we track our drivers and credentials with it; we use it for routing on a daily basis; we use it for field trips and for demographics. It’s simple, it’s easy-to-use; and we can have a large number of folks use it on a regular basis to make us more efficient.

We operate 250 buses and have a team of three people who look at every route daily for efficiency, and Transfinder lets us do that.

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- Dental Insurance
- Life Insurance
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- On-site medical clinics

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Support your fund. Donate now at registration or mail to the address below.

---

**ASBO International believes that every child deserves the power of education.**

Thank you for your support of the ASBO Research and Education Fund. The fund champions the behind-the-scenes work of school business professionals by sponsoring and advancing education and research initiatives to help them better serve students.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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**Suggested Contribution Levels:**

- $25
- $50
- $75
- $100
- $250
- $500
- $1,000
- Other __________

**Your gift may be designated in honor or in memory of an individual. Please indicate name:**

**Credit Card Payment Information:**

- Mastercard
- Visa
- American Express

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**Signature**

Please make checks payable to ASBO with AREF in the memo line and mail with completed form to:

**ASBO International**

Attention: AREF

11401 North Shore Drive

P.O. Box 9040

Reston, VA 20190-1904

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Exhibit Hall Map

Maps

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ASBO Booth

IT Showcase

Email Kiosk

ASBO Centennial Booth

Lounge

Office Depot

VIRCO

Main Entrance
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Ken Clickenger, Business Director
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