It’s solutions that empower. It’s service that excels. It’s a team that understands every K-12 education professional has a job to do. And it’s a commitment to making that job easier. Maybe that’s why Tyler’s financial, SIS, transportation, special education, information warehouse and district planning products are being adopted by more and more school districts every day. Want school solutions that think like you do?

Visit tylerentech.com or email us at info@tylerentech.com.
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*Go for the Experience.*
Be In the Know
For the latest information on daily AM&E activities, visit the ASBO International Annual Meeting & Expo registration area located on Level Four of the Convention Center.

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

Wear Your ASBO Pride
Shop at the ASBO Store, located on Level Four of the Convention Center across from registration, to pick up gifts for your staff and colleagues and souvenirs for yourself. ASBO gear is the perfect gift for the SBO who has it all.

Make the Most of Your Trip—Experience Seattle
Stop by the Seattle Visitor Center, located on Level One of the Convention Center, to get the inside scoop on shopping, restaurants, attractions, and transportation. Purchase sightseeing tickets and make restaurant reservations here too.

ASBO Booth, Bookstore, and Pin Trading Zone
See page 60 for details about these and other Exhibit Hall highlights.

Live Chat Room
Head to Room 601 for an impromptu brainstorming or networking session. Start up your own discussion group on a topic of your choice or search the daily schedule for deep-dive sessions marked "Live Chat." To choose your own subject, simply jot down the topic you’d like to discuss 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.

Badges
An official 2011 AM&E 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 and CEU credits, so be sure to have your badge scanned when entering the room for a CPE- or CEU-bearing session.

Before you head home, drop off your badge holder in a badge recycling container located at registration.

Ribbon Bar
Help yourself to unlimited ribbons at the ribbon bar located across from registration on Level Four.

Seattle is known for many things, but none better than its vibrant and cutting-edge music scene. Visit TIAA-CREF's Booth 229 to "vote" for your favorite music genre by picking up a special music genre ribbon. Votes will be tallied at the close of the Exhibit Hall and ASBO members' favorite music genre will be revealed at the closing General Session.  

Sponsored by TIAA-CREF

Wireless Hot Spot
For your convenience, an Internet lounge with wireless access and email kiosks is available for your use and located just off the escalators on Level Six of the Convention Center. Grab a comfy seat, check email, update your Live Learning Center Itinerary Planner, and peruse the electronic Annual Meeting Daily.

Sponsored by ARAMARK Education

ASBO Annual Meetings = Pins
Long-time 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. Visit the pin trading zone in ASBO's Booth 126.

Sponsored by American Fidelity Assurance Company

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 minimize our environmental impact, please use the refillable water bottle provided with your registration materials. Watch for water-filling stations around the Convention Center.

Sponsored by Grainger

First Aid
In the event of a medical emergency, please contact the Security Control office by dialing extension 5127 from any Convention Center house phone. In addition, there are red "hot line" phones located throughout the center that will connect you directly to the security department. You can also ask any uniformed Convention Center employee with a radio to assist you.

Programming Notes
The ASBO International 2011 Annual Meeting & Expo, 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.
Proud to Sponsor the Eagle Awards and the Eagle Institute

AXA Equitable is proud to support you.

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- An ASBO Strategic Partner
- A provider of over $20 million in scholarships to more than 4,300 students through the AXA Achievement scholarship program since 2003.

Stop by and fill out a card at AXA Equitable’s Booth #511. 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. The 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.

To learn how AXA Equitable can help you and your colleagues work toward your retirement goals, visit us at www.axa-equitable.com, call (201) 583-2270 or contact your AXA Advisors Financial Professional.
Thank you,

2011 ASBO INTERNATIONAL CORPORATE PARTNERS

We Value Your Support

Many thanks to ASBO Corporate partners for their ongoing commitment to school business officials.

Their generous support helps make the AM&E the premier professional development experience for school business officials in the world.

www.asbointl.org/CorporatePartners

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Event Partners

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ARAMARK
BMO Harris Bank
GRAINGER

THE HARTFORD
Johnson Controls
TIAA CREF
tyler technologies
## Schedule of Events

### Friday, September 16, 2011

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 6:00 p.m.</td>
<td>Registration &amp; ASBO Store Open</td>
</tr>
<tr>
<td>8:00 a.m. - 12:00 p.m.</td>
<td>Half-Day Pre-Annual Meeting Workshops ($)</td>
</tr>
<tr>
<td>8:00 a.m. - 5:00 p.m.</td>
<td>Full-Day Pre-Annual Meeting Workshops ($)</td>
</tr>
<tr>
<td>8:45 a.m. - 4:45 p.m.</td>
<td>Bainbridge Island Ferry Adventure ($)</td>
</tr>
<tr>
<td>9:00 a.m. - 1:00 p.m.</td>
<td>Seattle City Highlights Tour ($)</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>1:00 p.m. - 2:00 p.m.</td>
<td>Orientation Workshop—Repeat of 10 a.m. Session</td>
</tr>
<tr>
<td>1:00 p.m. - 5:00 p.m.</td>
<td>Half-Day Pre-Annual Meeting Workshops ($)</td>
</tr>
<tr>
<td>2:30 p.m. - 4:00 p.m.</td>
<td>ASBO Choir Rehearsal</td>
</tr>
<tr>
<td>5:30 p.m. - 7:00 p.m.</td>
<td>Opening Reception</td>
</tr>
</tbody>
</table>

### Saturday, September 17, 2011

<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 &amp; ASBO Store 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—Dr. John Medina</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>Guest Program: Book Club—Hotel on the Corner of Bitter and Sweet by Jamie Ford</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>
<tr>
<td>1:00 p.m. - 4:00 p.m.</td>
<td>Glassblowing Tour ($)</td>
</tr>
<tr>
<td>1:45 p.m. - 2:45 p.m.</td>
<td>Discussion Groups</td>
</tr>
<tr>
<td>3:00 p.m. - 6:00 p.m.</td>
<td>Exhibit Hall Opening Reception</td>
</tr>
<tr>
<td>3:30 p.m. - 6:00 p.m.</td>
<td>Information Technology Showcase</td>
</tr>
</tbody>
</table>

### Sunday, September 18, 2011

<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 &amp; ASBO Store 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. - 11:00 a.m.</td>
<td>Open Bylaws Meeting</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>11:00 a.m. - 12:00 p.m.</td>
<td>Guest Program: Starbucks Coffee Tasting and Education</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>3:30 p.m. - 4:30 p.m.</td>
<td>COE Award Recipients Reception (IO)</td>
</tr>
<tr>
<td>3:45 p.m. - 4:45 p.m.</td>
<td>Discussion Groups</td>
</tr>
<tr>
<td>5:00 p.m. - 6:00 p.m.</td>
<td>President’s Wine and Cheese Reception</td>
</tr>
<tr>
<td>6:00 p.m. - 10:00 p.m.</td>
<td>Famed Seattle Chef and Food Network Star Tom Douglas Restaurant Dine Around ($)</td>
</tr>
</tbody>
</table>

### Monday, September 19, 2011

<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>7:00 a.m. - 1:30 p.m.</td>
<td>ASBO Store 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—Victoria Labalme</td>
</tr>
<tr>
<td>1:00 p.m. - 3:30 p.m.</td>
<td>Sailing on Puget Sound ($)</td>
</tr>
<tr>
<td>1:00 p.m. - 5:00 p.m.</td>
<td>Experience Northwest Wine Tour ($)</td>
</tr>
<tr>
<td>1:30 p.m. - 4:30 p.m.</td>
<td>Positive Impact Program</td>
</tr>
<tr>
<td>2:00 p.m. - 5:00 p.m.</td>
<td>Leadership Communication—Candace BelAir ($)</td>
</tr>
</tbody>
</table>
Missed a session?
No Need to Miss Out on Learning!

Your AM&E registration comes with unlimited access to ASBO's Live Learning Center.

The Live Learning Center provides on-demand, unlimited access to more than 90 hours of audio recorded sessions synchronized with PowerPoint presentations and handouts*.

Whether you download a session to your smartphone, or provide your entire team with professional development, with ASBO's Live Learning Center it's as easy as clicking "play."

www.asbointl.org/LiveLearningCenter

*When provided by the presentation speaker.
Horace Mann congratulates Annual Meeting drawing winners!

As part of our partnership with ASBO International, these school business officials will receive free registration to the 2011 Annual Meeting & Expo (AM&E), along with other benefits:

Deb Adair, Moscow, Idaho
Amy Booth, St. George, Utah
Laura Cowburn, Columbia, Pa.
John Deaussy, Calgary, Alberta
Janice DeMeuse, Luxemburg, Wis.
Lory DuFrain, Wagner, S.D.
Jason Helsen, Whitehall, Mich.
Kevin Januszewski, St. Cloud, Minn.
Laurel Kvarnberg, Nisku, Alberta
Lori Miller, Lincoln, R.I.
Lonnie Morin, Arlee, Mont.
DeAnn O’Neil, Sheridan, Ore.
Ron Orr, St. Ann, Mo.
Denise Schneider, Springfield, Ohio
Ryan Stechschulte, Lima, Ohio
Phil Turin, Nanaimo, British Columbia

Horace Mann proudly sponsors this year’s opening keynote presentation. We look forward to seeing you at the conference!

We are committed to the education community through programs and services that set us apart from other companies.

To learn more, visit horacemann.com.
Explore critical school business management issues in depth at the Annual Meeting Workshops. These workshops require an additional registration fee.

Visit www.asbointl.org/AnnualMeeting for workshop descriptions and 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 16, 2011

**Full-Day Workshops: 8:00 a.m. - 5:00 p.m.**

Member price $205  Non-member price $285

**Workshop 1**  Room: 610
Skills Refresher for the ASBO International SFO® Certification Exam

**Workshop 3**  Room: 612
Are You Ready for a Federal Audit?

**Workshop 4**  Room: 613
The Keys to Successful Labor Negotiations

**Half-Day Workshops: 8:00 a.m. - 12:00 p.m.**

Member price $125  Non-member price $175

**Workshop 6**  Room: 603
Tour of Marysville Getchell High School

**Workshop 7**  Room: 604
Operational Tips to Stretch the School Dollar

**Workshop 8**  Room: 605
Food Allergy Management in Schools

**Workshop 10**  Room: 607
Internal Accounts: Strengthening Internal Controls, Improving Efficiency, and Reducing Fraud Risk of Student Activity Funds

**Workshop 11**  Room: 608
How to Create an Award-Winning Budget

**Half-Day Workshops: 1:00 p.m. - 5:00 p.m.**

Member price $205  Non-member price $285

**Workshop 12**  Room: 604
A Practical Guide to Providing a Safe and Secure Learning Environment

**Workshop 13**  Room: 605
Update on the Law of Special Education

**Workshop 14**  Room: 606
Best Practices in Implementing Zero Waste

**Workshop 15**  Room: 607
Measuring the ROI for Proposed Projects

**Workshop 16**  Room: 608
How to Prepare a Comprehensive Annual Financial Report

Monday, September 19, 2011

**Post-Conference Workshop: 2:00 p.m. - 5:00 p.m.**

Member price $200  Non-member price $280

**Back by Popular Demand! Candace BelAir’s Leadership Communication Training**  Room: 608

Learn how to use non-verbal communication to your best advantage when communicating with difficult audiences. Identify your dominant communications style using a self-assessment tool and learn how to communicate with others whose dominant style is different from yours.

Acquire the verbal skills to communicate effectively during difficult conversations while building consensus and good will.

Candace BelAir, an Emmy Award-winning television journalist and media communication trainer, will help you hone your skills as a confident communicator and spokesperson.

If you missed Candace’s extraordinary leadership training event at ASBO’s Executive Leadership Forum in February, you owe it to yourself to attend this expanded version.

Three hours with Candace will forever change the way you communicate, professionally and personally.
Our favorite investment is one that’s sure to pay off. Children.

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

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At BMO Financial Group, our team of specialists understands the unique financial service needs of schools and school districts.

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Visit us at Booth 330. We’ll answer your questions or suggest a new solution. Whatever your financial needs, it’s all here at BMO Financial Group.
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.

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.

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 submitted to the National Registry of CPE Sponsors through its Website: www.learningmarket.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.
Friday, September 16
7:00 a.m. - 6:00 p.m.
Registration/ASBO Store
South Lobby, Level Four

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 - All welcome; newcomers encouraged to attend
Room: 6E

11:00 a.m. - 4:15 p.m.
Bridges to the Future Scholarship Workshop
By Invitation Only
Room: 609

1:00 p.m. - 2:00 p.m.
Orientation - All welcome; newcomers encouraged to attend
Room: 6E

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
Room: 6E

5:30 p.m. - 7:00 p.m.
Welcome Reception
Sheraton Seattle Hotel, Grand Ballroom, Second Floor

7:00 p.m. - 10:00 p.m.
Friends of Ron Reception
GameWorks
1511 7th Avenue, Seattle, WA
Sponsored by Colorado ASBO.

GameWorks is a short walk from the Sheraton Seattle Hotel at 7th Avenue and Pike Street.

Saturday, September 17
7:00 a.m. - 8:00 a.m.
Texas ASBO Breakfast
By Invitation Only
Sheraton Seattle Hotel, Pike Street Tower, Cedar, Second Floor

7:00 a.m. - 8:10 a.m.
Ohio ASBO Breakfast
By Invitation Only
Sheraton Seattle Hotel, Union Street Tower, Issaquah AB, Third Floor

7:00 a.m. - 4:00 p.m.
Registration/ASBO Store
South Lobby, Level Four

7:30 a.m. - 8:30 a.m.
ASBO Choir Rehearsal
Room: 6E

7:30 a.m. - 8:30 a.m.
General Session Coffee Break
East Lobby, Level Six
Sponsored by Tyler Technologies.

8:30 a.m. - 10:30 a.m.
Opening General Session
Room: 6ABC

Welcome to Seattle
Charles E. Linderman, RSBA
President, ASBO International

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

Business Meeting
Charles E. Linderman, RSBA

Presentation of the 2011 ASBO International Eagle Awards
John D. Musso, CAE, RSBA
Executive Director, ASBO International

Bernadette Mitchell
Vice President, AXA Equitable

Introduction of Keynote Speaker
Richard R. Schulenburg
Vice President National Sales, Horace Mann

Dr. John Medina: Transformative Change "Rules"
Understanding how the brain functions has big implications for the way we work, design and run our schools. John Medina, Ph.D., author of the New York Times bestseller, Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School, will prime your mind to engage new possibilities in his opening keynote. Strategically illustrated in real-time by artist Patti Dobrowolski, the experience is sure to ignite lasting changes in your thinking and action.

Proudly sponsored by The Horace Mann Companies.
10:45 a.m. - 1:30 p.m.
Affiliate Executive Directors Meeting and Luncheon
By Invitation Only
Sheraton Seattle Hotel, Metropolitan Ballroom, Third Floor

11:00 a.m. - 12:00 p.m.
Guest Program
Book Club: *Hotel on the Corner of Bitter and Sweet*
Room: 303
Join us for a lively discussion of Jamie Ford's debut novel, *Hotel on the Corner of Bitter and Sweet*. Set in Seattle in the early 1940s, *Hotel on the Corner of Bitter and Sweet* is an extraordinary story of commitment, hope, and the power of human forgiveness. The novel explores the eternal conflicts between father and son, the fate of Japanese-Americans in the Seattle area during World War II, and the longing for love lost.

11:00 a.m. - 12:00 p.m.
Live Chat
Evolution or Revolution: Knowledge Is Power in Teacher Contract Negotiations
Room: 601
Facilitator: Gail M. Zeman, Consulting School Business Administrator, Rockport, MA

DISCUSSION GROUPS

11:00 a.m. - 12:00 p.m.
Working Together to Ensure Success: Technology, Curriculum, Purchasing, Operation, Finance, DG023
Room: 604
Technology is a vital component of education that requires coordination among and communication between various departments to ensure the successful implementation of a project. From systems hardware to educational and accounting software, the cost of technology is high and the implementation complex. A successful project requires a coordinated effort on the part of technology, operations, and purchasing to ensure a smooth implementation, consistent accounting of assets, and adherence to all school codes, purchasing laws, and district policies.

Speakers: Mike Prombo, Director of Finance and Operations, Westchester Public School District 92 1/2, Westchester IL; Jill Gildea, Superintendent, Fremont School District 79, Mundelein, IL

11:00 a.m. - 12:00 p.m.
Effectively Managing Your Food Service Program, DG044
Room: 612
Learn about three types of food service operations (self-op, hybrid, and food service management company) and how to manage each type most effectively. Effective oversight will result in a program that complies with state and USDA regulations, is financially stable, and integrates into your district's core values and curriculum.

Speaker: Mary Ellen Dunn, Assistant Superintendent for Finance and Business, Lexington Public Schools, Lexington, MA

11:00 a.m. - 12:00 p.m.
"Energize" Your Operational Cost Savings, DG051
Room: 603
All too often, school district decision makers don't fully understand how energy is used in their buildings and how that use affects the bottom line. Learn how to evaluate energy usage in your facilities and develop a clear and effective strategy for reducing utility costs. Topics will range from energy benchmarking to implementing moderate or high-intensity projects that will yield dramatic results, to creating a culture of energy savings. The session will include a case study of the energy audit performed for Bellbrook (Ohio) Middle School.

School Business Management—An International Dimension, DG064

Room: 607

School business management takes many forms around the globe. Learn about the relative strengths and weaknesses of the various approaches and discuss how ASBO International should respond to this globalization within the profession.

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

Shipping Spend Management: Time to Take Control, DG068

Room: 611

Managing the black hole of shipping charges is finally possible. Learn how a group comprised of multiple school boards leveraged their buying power, shipping execution software, and a third-party consultant to obtain deeper discounting, contract compliance, payment auditing, shipment visibility, and analytics to achieve complete spend management of this category. The discussion will cover project organization, vendor negotiation strategies (FedEx, UPS), stakeholder involvement, and the use of technology to manage inbound and outbound shipping spend.

Speakers: Richard Palarea, CEO, PA & Associates, Inc., Lutherville, MD; Richard Gay, Purchasing Manager, Baltimore County Public Schools, Timonium, MD; Morgan Porter, Managing Director, WMSI, Overland Park, KS

School Budget Cuts and Special Education: Understanding the IDEA and School District Obligations to Serve Special Populations, DG076

Room: 606

This presentation will provide an overview of the Individuals with Disabilities Education Act (IDEA) and discuss the issues school districts and school business managers must understand as the budget crisis continues, such as the requirement that school districts provide children a Free and Appropriate Public Education that includes all services needed for them to benefit from their education.

Learning Objectives: 1. Define and explain the current law as it applies to school districts. 2. Describe and contrast how the budget is impacted and how changes can be made legally to moderate costs. 3. Evaluate and debate the typical process used by departments to provide services and the costs associated with such action.

Speaker: David J. Peterson, Assistant Superintendent, Scottsdale Unified School District, Phoenix, AZ

Increasing Classroom Technology: Awakening the Sleeping IT Infrastructure Giant. A Case Study, DG092

Room: 610

With increasing pressure to put more technology in the hands of students, staff, and the community during this time of limited budgets, the network and information technology infrastructure necessary to support all of this technology is often forgotten in the process. This session discusses how a small school district found itself with more technology than the IT infrastructure could handle, how this affected its educational and business operations, how the district developed a corrective action plan, and the key learning areas identified for future planning.

Learning Objectives: 1. Discuss how the growing technology demands of students, teachers, business officials, superintendents, and school boards must be coupled with IT’s ability to support the technology. 2. Describe the critical areas of the IT infrastructure that impacted this district’s ability to adequately support the technology already implemented. 3. Explain how this district identified the issue and obtained agreement and approval of a corrective action plan, and how this experience improved long-range technology planning.

Speaker: Stephen Martin, Business Administrator, Litchfield School District, Litchfield, NH

All events take place at the Washington State Convention Center unless otherwise noted.
Financing Our Future—Navigating the New Normal, DG137

Room: 609

Financing Our Future is an award-winning tool designed to help school business officials create authentic community engagement. This session will provide a first-hand experience with the Financing Our Future tool, along with the necessary training to become a small-group table coach and a large-group "meeting facilitator."

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

Turn a Penny into Millions, DG166

Room: 608

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

Learn how one of the poorest revenue-generating districts in the state of Iowa is able to complete millions of dollars in renovations and technological upgrades due to a one-cent local option sales tax. Learn how the power of a single penny added to the sales tax can translate into more than $10 million in renovations over a 20-year period.

Learning Objectives: 1. Describe how the implementation of a penny sales tax can generate millions of dollars in infrastructure upgrades for a school district. 2. Discuss how a properly implemented penny sales tax may empower poorly funded districts to compete with well-funded districts. 3. Evaluate the potential impact of this type of tax on your district in the near term and long term.

Speaker: Eric Small, Business Manager, Wapello Community School District, Wapello, IA

Cut Costs, Drive Revenue, Improve Performance and Health Through Sustainable O & M, DG178

Room: 605

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. Learn first-hand about the many tools and resources available to help you transform your schools into safe, healthy, high-performance centers of learning.


The Food Allergy and Anaphylaxis Network (FAAN) and its newly updated School Food Allergy Program, a multimedia program that includes the Safe@School training presentation for educators and the Comprehensive Guide, a collection of resource materials for administrators, school nurses, teachers, food service staff, parents, and other school personnel. FAAN's SFAP has been used by school nurses, school administrators and personnel, and parents throughout the nation. This session is based on the Pre-Annual Meeting Workshop.

Speaker: Eleanor Garrow, Vice President of Education & Outreach, Food Allergy & Anaphylaxis Network (FAAN), Fairfax, VA
Professional Development

11:00 a.m. - 12:30 p.m.
**403(b) Part 1: Retirement Plan Education for Your Employees: Why It Is Important and How to Accomplish It, DG403**

Room: 614

CPEs: 1.5

Program Level: Basic

Field of Study: Personnel, HR, Taxes

Program Prerequisites: None

Advance Preparation: None

A recent ASBO survey reveals your concern about educating your employees about their retirement needs in order to comply with this IRS requirement. A panel of industry experts will point you toward available resources to make the education experience easy to accomplish without undue burden to you. Carolyn Warner, founder and president of Corporate Education Consulting, Inc. will moderate.

**Learning Objectives:**
1. Discuss the importance of retirement education to district employees and the district.
2. Describe resources available from investment providers and their value in employee education.
3. Explain the role of financial advisors in effective employee retirement education.
4. Discuss how providing employees with easy access to plan providers facilitates the enrollment process.
5. Demonstrate the utility of ASBO’s employee education resources.

**Speakers:**
Bob Architect, Vice President, Compliance and Market Strategy, VALIC, Washington, DC; Linda Segal Blinn, Vice President, Technical Services, ING, Windsor, CT; Phil Haslam, Divisional Sales Director, MetLife, Carlsbad, CA; John Kevin, Market Manager, K-12, VALIC, Lithicium, MD; Ellie Lowder, President, TSA Training and Consulting for AXA Equitable, Tucson, AZ; Edie Russo, Vice President, Advanced Product Support, AXA Equitable, Secaucus, NJ; Rick Schulenburg, Vice President of National Market Alliance, Horace Mann, Springfield, IL; Richard A. Turner, Vice President and Deputy General Counsel, VALIC, Houston, TX

1:45 p.m. - 2:45 p.m.
**Live Chat**
School Business Management—An International Dimension Room: 601

**Facilitator:** Trevor Summerson, Head of School Business Management Programmes, National College for the Leadership of Schools and Children’s Services, Nottingham, England

**DISCUSSION GROUPS**

1:45 p.m. - 2:45 p.m.
**Interviewing: Pitfalls and New Practices, DG030**

Room: 612

In this brave new world, there are many new developments in the area of hiring. Join in the discussion to learn about the technology tools available to streamline the hiring process.

**Speaker:** Nan Wodarz, Head of School, Robinson School, San Juan, PR

1:45 p.m. - 2:45 p.m.
**An Introduction to NSF/NSSEA 380 School Supplies and Equipment Standard and Certification Program, DG036**

Room: 613

The National School Supplies and Equipment Association and NSF International have investigated methods to ensure product safety and compliance across industry product categories. Standard NSF/NSSEA 380, is an innovative way to accomplish this goal. Learn about the standard and the NSF International Certification Program for School Supplies and Equipment that will be developed along with NSF/NSSEA 380.

**Speaker:** Sarah Krol, General Manager of Consumer Products, NSF International, Ann Arbor, MI

1:45 p.m. - 2:45 p.m.
**Shining Stars in School Business, DG061**

Room: 614

Connecticut ASBO’s Rising Star and Best Practices awards celebrate its members’ successes. This session will help state organizations emulate similar programs for SBOs who perform exemplary work.

**Speakers:** Corinne Eisenstein, Director of Business Services, Meriden Public Schools, Meriden, CT; Jane Neel, Business Manager, Tolland Public Schools, Tolland, CT

12:00 p.m. - 1:30 p.m.
**Meritocracious Budget Award Advisory Committee and Reviewers Meeting and Luncheon**

By Invitation Only

Room: Waterfall Suite

12:15 p.m. - 1:30 p.m.
**Committees Meeting and Luncheon**

By Invitation Only

Room: 6E

1:00 p.m. - 4:00 p.m.
**Glassblowing Tour**

Additional Fee and Advance Registration Required

Buses depart from Union Street on the South Side of the Sheraton Seattle Hotel.
This session highlights recent Supreme Court and lower court decisions in the two important areas of state aid to religiously affiliated non-public schools and prayer/religious activities in public schools. The interactive session also reviews such ongoing, controversial topics as prayer, teaching about religion, and human sexuality and gay marriage.

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

1:45 p.m. - 2:45 p.m.
An Epic Budget Turnaround—How We Did It, DG074

Room: 609

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

Rio Rancho Public Schools faced a $3 million budget deficit with a declining annual cash balance. How was this growing district going to get itself back on track? Major changes and innovative steps, allowed the district to build to more than a $7.4 million cash balance just two years later. See how this turnaround was accomplished and how you can do the same.

Learning Objectives: 1. Explain how to make the necessary corrections to a bad budget situation. 2. Demonstrate how to create an environment that has everybody looking for ways to survive and succeed. 3. Give examples of how to handle public ridicule while maintaining focus on the desired outcome.

Speakers: Randy Evans, Executive Director of Finance, Rio Rancho Public Schools, Rio Rancho, NM; John Baber, Director of Finance, Rio Rancho Public Schools, Rio Rancho, NM

1:45 p.m. - 2:45 p.m.
Turning GPS into a Telematic Solution for a Student Transportation Program, DG087

Room: 603

Telematics is the blending of computers and wireless telecommunication technologies with the goal of improving management of a transportation function. The current state of telematics as a student transportation management tool will be explored. Participants will learn about the technology that is available, its cost, and the most effective ways to integrate it as a management tool into a school bus operation. Particular emphasis will be placed on the outcomes of an effective integration of telematics, including improvements in the safety, service, and efficiency aspects of a district’s operation.

Speaker: John Fahey, Senior Consultant, Tyler Technologies, Latham, NY

1:45 p.m. - 2:45 p.m.
Communication Chain: Linking Numbers and Narratives, DG093

Room: 607

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

Communicating during the budget process is not just about displaying numbers, but also about explaining how these numbers affect stakeholders and decision makers. The budget process is also a time to articulate the services and accomplishments of departments of the school system. This session will provide tips for improving communication during the budget process.

Learning Objectives: 1. Outline steps for coordinating communication efforts internally and externally. 2. Describe the components of a written communication plan for the budget process. 3. Explain how and when to provide relevant and reliable information for stakeholders during the budget process.

Speakers: Marvin Dereef, Executive Director of Budget Services, Fulton County Schools, Atlanta, GA; Ramona Thurman, Director of Budgeting, Atlanta Public Schools, Atlanta, GA

1:45 p.m. - 2:45 p.m.
WOW - Weber On Wellness: Making a Wellness Program Work, DG099

Room: 610

Weber School District in Utah developed an award-winning wellness program to improve the health and energy of its employees and to reduce insurance costs. The district serves a diverse employee base, from high-school graduate custodians to highly skilled professionals with graduate degrees. Much has been learned and several obstacles have been overcome as the Weber School District wellness program has been implemented. Leave this session with information to start a wellness program in your district or improve the current one.

Speaker: Robert Petersen, Business Administrator, Weber School District, Ogden, UT
1:45 p.m. - 2:45 p.m.
Lessons from the Trenches: Slash the Costs of Inspections, Surveys, and Audits, DG207
Room: 611
Join two health and safety experts on a virtual walkthrough, illustrated by photos, as they demonstrate practical tips and tricks that can be leveraged in any district to cut costs of required environmental health and safety inspections, surveys, and audits by half or more. Learn how a handicapped inspector was able to double the output of able-bodied peers despite significant physical challenges. The session will include a presentation, live demonstration, and interactive Q&A.

Speakers: Mark Fournier, Director of Sales, ApexOD, Lake Elmo, MN; Tim Burton, Director of Building and Grounds, Chisago Lakes School District, Lindstrom, MN; Duff Dorschner, President, ApexOD, Lake Elmo, MN

1:45 p.m. - 2:45 p.m.
Lessons Learned from Department of Education Audits of ARRA Grants, DG223
Room: 608
CPE

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

The American Recovery and Reinvestment Act (ARRA) presented unique challenges for recipients. In addition to the existing grant requirements and restrictions, ARRA funds are accompanied by an unprecedented level of accountability and transparency. This focus on accountability and transparency has affected districts' administration, use, and reporting of Federal funds like never before, and it is not likely to end with ARRA. The U.S. Dept. of Education performed audits of ARRA recipients in a phased approach to assess internal control, determine compliance with ARRA requirements, and provide a national perspective on the use of ARRA funds. This session presents the results of the Department's ARRA audits.

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 impact practitioners and the profession.

Speaker: Bambi Statz, Professor, University of Wisconsin-Whitewater, Dane, WI

1:45 p.m. - 2:45 p.m.
Operational Success Through Data-Driven Facility Management, DG365
Room: 605

CPE

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

What motivates you to do the job you do? Why would you consider a professional certification in school business management? You've heard that ASBO International has launched a certification for school business officials, so what does this mean for you and your profession? Learn more about the Certified Administrator of School Finance and Operations program and what's in it for you from current SFO certification professionals and members of ASBO's Certification Commission.

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 impact practitioners and the profession.

Sunday, September 18

7:00 a.m. - 4:00 p.m.
Registration/ASBO Store
South Lobby, Level Four

7:00 a.m. - 8:00 a.m.
Coffee Break
East Lobby, Level Six
Sponsored by Tyler Technologies.

8:00 a.m. - 9:00 a.m.
Live Chat: Open Space
Room: 601

Strike up an impromptu brainstorming or networking session.

Discussion Groups

8:00 a.m. - 9:00 a.m.
Leading Those Darn Millennials: Strategies for 21st Century Leadership, DG029

Room: 614

The employees we hire today have grown up with technology. They are accustomed to working differently and value a different reward system. Learn about some proven management strategies education leaders can use to work effectively with Millennials.

Speaker: Nan Wodarz, Head of School, Robinson School, San Juan, PR

8:00 a.m. - 9:00 a.m.
Financial Sustainability: An International Perspective, DG045

Room: 613

The current financial constraints caused by the global recession have encouraged SBMs/SBOs to reflect on financial strategies for adopting sustainable financial policies in response to the volatility and uncertainty of financial support. This workshop reviews these approaches and identifies common themes across Canada, the United States, the United Kingdom, South Africa, and Australia.

Speakers: Trevor Summerson, Head of School Business Management Programmes, National College for the Leadership of Schools and Children's Services, Nottingham, England; Doug Green, School Business Management Course Writer, Independent Consultant, Nottingham, England

8:00 a.m. - 9:00 a.m.
Changing the Role of the Business Manager, DG046

CPE

Room: 608

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

In Michigan, we are changing the role of the business manager by centralizing back office services such as payroll and...
accounts payable, and by moving to a common, automated system. After the back office services are centralized at an intermediate school district, the business manager can focus on higher leverage tasks such as analyzing instructional programs, trending, and being more involved in value-added tasks. This adds value to the person and the position, but it requires people to think differently about their position and realize the value of leading versus managing.

**Learning Objectives:** 1. Describe an innovative model of school business management that has been successful. 2. Explain how school business managers can be influenced to think differently about their positions. 3. Outline the types of role changes that help to create leaders out of managers.

**Speaker:** Stephanie Weese, Finance Director, Kent ISD, Grand Rapids, MI

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

**There's Data in That Mine, DG081**

Room: 605

The Texas Association of School Business Officials (TASBO) is helping school districts make practical use of state education agency data through the TASBO eFACTS+ program. This program brings together up to seven years of data, including demographic, student performance, staff levels and ratios, school transportation, child nutrition, and school district financial information. Texas school district personnel will describe best practices for saving money by accurately benchmarking and analyzing data.

**Speakers:** Tom Canby, Director of Research and Technology, Texas Association of School Business Officials, Austin, TX; Becky Bunte, Director of Professional Development, Texas Association of School Business Officials, Austin, TX; Roger Young, Retired Assistant Superintendent for Finance/Facilities, Roger Young and Associates, Andover, MA

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

**Strategic Sourcing and Cooperative Purchasing: A Match Made in Heaven, DG118**

Room: 609

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

Organizations across the country have seen the power of strategic sourcing to generate double-digit savings and improve the quality of goods and services provided to end-users. However, strategic sourcing comes with its own costs in terms of financial and staff resources. By pairing strategic sourcing with cooperative purchasing, educational institutions can realize dramatic savings without the heavy expenditures typically associated with strategic sourcing. This session will discuss how procurement directors can implement cooperative sourcing in their districts with some real-life examples to serve as inspiration.

**Learning Objectives:** 1. Outline the key components of cooperative sourcing. 2. Explain how cooperative sourcing helps districts realize dramatic savings. 3. Describe the role of the procurement director in implementing cooperative sourcing.

**Speaker:** David Yarking, President, Government Sourcing Solutions, Washington, DC

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

**Sustainability, Responsibility, Accountability—Saving Money Through the LEED-EB Process, DG144**

Room: 610

Leadership in environmental and energy design is a new and emerging field. Unfortunately, it is also misunderstood as costly and difficult. Join teams from two northern Illinois school districts on their journey to sustainability. The team will present the rationale and decision-making process that led to the LEED-EB certification; the development of new LEED-EB operational guidelines; implementation of new accountability standards; and the LEED-EB application process. Throughout the process, the team will address sustainability through responsibility and accountability.

**Speakers:** Mark Michelini, Assistant Superintendent for Business, Adlai E. Stevenson High School, Lincolnshire, IL; Paul O'Mally, Assistant Superintendent for Business, Niles Township High School District 219, Skokie, IL

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

**EDUNOMICS Part 1, DG182**

Room: 607

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

This session will focus on how school districts can benefit from the use of U.S. economic data, including interest rate targets; yield curve analysis; historical returns; CPI, PPO, GDP, and ISM information; employment, retail sales, and housing data; and political, legislative, and economic trends. A panel of business officials from several geographic regions will discuss actions districts must take to succeed despite their region's changing economic and political environment, and evolving education trends.
Learning Objectives: 1. Describe national economic trends and present action items for future consideration in your district. 2. Discuss your district's regional concerns and approaches for dealing with them. 3. Explain how to drill down to local level issues and share information, trends, and action plans with other school business officials.

Speakers: Jeff Carew, Vice President, Director-Wisconsin Office, PMA Financial Network, Inc., Milwaukee, WI; Erin Green, Director of Business Services, Greendale School District, Greendale, WI; Joan N. Saylor, Ed.D. RSBA, Business Administrator, Keansburg School District, Jacobstown, NJ; Marvin L. Dereef, SFO, Executive Director of Budget Services, Fulton County Schools, Atlanta, GA; Eric Smith, Assistant Superintendent for Business, Santa Barbara School District, Santa Barbara, CA

8:00 a.m. - 9:00 a.m.
Politics, Perspectives, and School Tax Elections, DG187

Room: 612
Understanding how party identification—including the newly emergent Tea Party—can influence the outcome any school tax election will improve your chances of winning on Election Day. This session will review how different political orientations affect how voters perceive public schools in general and react to school referenda in particular. Understanding the influence of party identification and how to develop strategies to address these differences will contribute to higher success rates in school tax elections.

Speakers: Don Lifto, Senior Vice President, Springsted Incorporated, St. Paul, MN; J. Bradford Senden, Principal, Center for Community Opinion, San Ramon, CA; Dale Sundstrom, Director of Business Services, North St. Paul-Maplewood-Oakdale Public Schools, North St. Paul, MN

8:00 a.m. - 9:00 a.m.
Cost Containment and Cost-Cutting Strategies in Troubled Times, DG209

Room: 606
CPEs: 1.0
Program Level: Basic
Field of Study: Finance
Program Prerequisites: None
Advance Preparation: None

As public school systems feel the impact of budget shortfalls from all sources, cost containment and cost cutting are a major focus for budgeting in the short-term future. CFOs, budget directors, and operations managers are digging deep to evaluate operating costs for better efficiencies and for balancing future operating budgets. This session focuses on cost review for dealing with budget shortfalls that have rocked all public schools. The presenters have extensive experience as providers and recipients of recent cost containment and cost-cutting reviews in public school systems. Participants will conduct a budget evaluation for targeted cost analysis while focusing on service level impacts.

Learning Objectives: 1. Outline strategies for evaluating cost containment and cost cutting in operating areas based on credible financial and program data. 2. Describe steps for cost evaluation, including valid data-collection methods, review of published operating data, similar operations comparisons, interviews with school staff, and structured review programs in various operating areas. 3. Explain and evaluate cost containment and cost-cutting review in key operating areas.

Speaker: Charles Yaple, Shareholder, Null Lairson. PC, Houston, TX

8:00 a.m. - 9:00 a.m.
Child Nutrition Act Reauthorization, DG235

Room: 604

Important components of the reauthorized Child Nutrition 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 programs.

Speaker: Nancy Rice, Director, School Nutrition Division, Georgia Department of Education, Atlanta, GA
## Daily Schedule: Sunday

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

**Show Me* Performance: Results from a Decade of High Performance Schools, DG450**

Room: 611

How do high performance schools really stack up against their traditional "old school" counterparts? This session will explore the ever-expanding body of knowledge on the key building performance metrics derived from post-occupancy studies at the state, district, and school building levels. Case studies will examine the actual energy and environmental performance of several high performance schools compared with design specifications and recognized industry baselines like Energy Star. Learn how to leverage this information in your district to make immediate cost saving and quality enhancement upgrades and to direct future construction/renovation projects.

**Speaker:** Bill Orr, Executive Director, Collaborative for High Performance Schools (CHPS), Sacramento, CA

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

**Live Chat:** SFO® Certification: What’s in It for You?

Room: 601

Facilitator: Bambi Statz, Professor, University of Wisconsin-Whitewater, Dane, WI

### Discussion Groups

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

**The Tech-Savvy Business Official, DG062**

Room: 608

CPEs: 1.0

Program Level: Basic

Field of Study: Computer Science, Personal Development

Program Prerequisites: None

Advance Preparation: None

How do you organize and keep up to date with all the information you need? How do you manage the projects and tasks you and your staff need to complete? How do you collaborate and network with your colleagues? Thanks to the Web, these old questions have new solutions you may have never considered. This session will introduce you to some of the most popular productivity tools available.

**Learning Objectives:**
1. Describe how to incorporate Web-based tools into your own personal information management system to save time and accomplish more.
2. Discuss how to find and evaluate similar tools and follow trends in technology that could impact your productivity in the future.
3. Explain how to acquire free Web tools that can benefit you with no cost to you or your district.

**Speaker:** Jennifer Bolton-Carls, Assistant Superintendent for Management Services, Otsego Northern Catskills BOCES, Stamford, NY; Matthew Cardinale, Director of Membership and Operations, NYSASBO, NY

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

**Technology, the Law, and Schools: Emerging Issues, DG070**

Room: 604

This interactive session is designed to provide school business officials with a basic working knowledge of emerging issues involving technology, the law, and education. Examine controversies about such issues as social networking sites, sexting, and acceptable use policies for district-owned and operated computer systems. Review relevant litigation and practical considerations for developing sound policies that ensure not only the appropriate use of technology, but how school business officials can work with other education leaders to avoid being sued over misuse of technology in educational settings.

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

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

**Key Performance Indicators for Facility Operations, DG101**

Room: 605

Establishing key performance indicators (KPIs) is essential for determining how well your department is doing. Demonstrating success through quantitative measuring is important for benchmarking and communicating to the school board. This presentation will identify key performance indicators for facility operations and present a strategy to determine the KPI for your school district.

**Speaker:** Roger Young, Retired Assistant Superintendent for Finance/Facilities, Roger Young and Associates, Andover, MA

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

**Transforming School Procurement Through Better Spend Visibility, Cooperation, and Measurement, DG120**

Room: 606

With better access to information about how much is spent, on what, and with whom, purchasing and procurement teams can make significant contributions to their districts' bottom line and reduce costs without harming the education experience of their students. Learn how Baltimore County Public Schools and four other districts set out to identify savings opportunities, procure cooperatively to reduce costs, and measure their results.
School business officials need to know that their operations are well managed. Using Key Performance Indicators (KPIs) and benchmarking as a regular part of the management routine is an important way to provide high-quality services to students. KPIs allow school business officials to identify problem areas in operations, to measure progress at correcting those areas, and to demonstrate the efficiency and effectiveness of programs. Participants will learn how to turn KPIs into benchmarks and use those benchmarks to establish best practices.

**Learning Objectives:**
1. Explain how to define and develop a KPI and how to effectively capture the data required to use it.
2. Discuss how to turn KPIs into benchmarks.
3. Describe how to analyze benchmarks to determine best practices.

**Speaker:** John Fahey, Senior Consultant, Tyler Technologies, Latham, NY

**Room:** 614

**CPEs:** 1.0

**Program Level:** Basic

**Field of Study:** Personnel, HR, Taxes

**Advance Preparation:** None

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School districts must protect employee rights under Workers Compensation, the Americans with Disabilities Act, and the Family Medical Leave Act, as well as individual state ill and injured employees protective laws. The patchwork approach by federal and state legislatures have left a framework of criss-crossing rights and responsibilities. Learn how to develop a reasoned and understandable approach to this tangled web of compliance obligations.

**Speakers:** Bret McKitrick, Attorney, Simandl & Prentice, SC, Waukesha, WI; Robert Simandl, Attorney, Simandl & Prentice, SC, Waukesha, WI

**Room:** 612

**CPEs:** 1.0

**Program Level:** Basic

**Field of Study:** Management Advisory Services

**Advance Preparation:** None

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The financial environment for school districts is changing considerably and will continue to change in the coming years. Educational achievement mandates remain high, yet essential sources of revenue at federal, state, and local levels are limited and uncertain. More than ever, school business officials must find ways to convince school boards and other district administrators that the crisis is real and to seek their support in sometimes difficult efforts to increase revenues and reduce expenditures to bring their budgets in balance.

**Speakers:** William T. Hartman, Ph.D., Professor, Pennsylvania State University, University Park, PA; Robert Schoch, Director of Business Administration, North Penn School District, Lansdale, PA; Timothy Shrom, Business Manager, Solanco School District, Quarryville, PA

**Room:** 610

**CPEs:** 1.0

**Program Level:** Basic

**Field of Study:** Management Advisory Services

**Advance Preparation:** None

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Our expert panel will continue Saturday’s discussion to help you encourage employee 403(b) plan participation and retirement readiness, with a focus on responding to your individual questions. First, they will provide updates on the final IRS 403(b) prototype program, if it has been issued, and on IRS compliance activity in the area of “universal availability”. Carolyn Warner, founder and president of Corporate Education Consulting, Inc. will moderate the session.

**Learning Objectives:**
1. Discuss the components of an effective employee retirement plan education program and how it can enhance this employee benefit.
2. Discuss recent IRS activity regarding "universal availability" and identify measures to keep your district in compliance.
3. Assuming its release, explain the status of the IRS prototype 403(b) plan program and whether it meets the design needs for your district’s plan.

**Speakers:** Bob Architect, Vice President, Compliance and Market Strategy, VALIC, Washington, DC; Linda Segal Blinn, Vice President, Technical Services, ING, Windsor, CT; Phil Haslam, Divisional Sales Director, MetLife, Carlsbad, CA; John Kevin, Market Manager, K-12, VALIC, Linthicum, MD; Ellis Lowder, President, TSA Training and Consulting for AXA Equitable, Tucson, AZ; Edie Russo, Vice President, Advanced Product Support, AXA Equitable, Secaucus, NJ; Rick Schulenburg, Vice President of National Market Alliance, Horace Mann, Springfield, IL; Richard A. Turner, Vice President and Deputy General Counsel, VALIC, Houston, TX

**Room:** 614

**CPEs:** 1.0

**Program Level:** Basic

**Field of Study:** Management Advisory Services

**Advance Preparation:** None
DAILY SCHEDULE: SUNDAY

9:15 a.m. - 10:15 a.m.
Creating Healthy Schools for the Next Generation, DG232

Room: 603

A healthier school environment can result in greater academic achievement and healthier lives for students and staff. Learn how one national cooperative purchasing program offers contracts that offer healthy solutions for your district.

Speakers: Richard Krumrine, Supervisor of Buildings and Grounds, Great Valley School District, Malvern, PA; Barbara Nissel, Food Service Supervisor, Great Valley School District, Malvern, PA; Stacy Lofton, Registered Dietician, Premier, Inc., Portland, OR

9:15 a.m. - 10:15 a.m.
EDUNOMICS Part 2, DG182b

Room: 607

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

This presentation of U.S. economic data includes interest rate targets; yield curve analysis; historical returns; CPI, PPO, GDP, ISM information; employment; retail sales; housing data; and political, legislative, and economic trends. A panel of business officials will discuss education trends and the actions districts must take to change the economic and political environment.

Learning Objectives: 1. Describe national economic trends and present action items for future consideration in your district. 2. Discuss your district’s regional concerns and approaches for dealing with them. 3. Explain how to drill down to local level issues and share information, trends, and action plans with other school business officials.

Speakers: Jeff Carew, Vice President, Director-Wisconsin Office, PMA Financial Network, Inc., Milwaukee, WI; Erin Green, Director of Business Services, Greendale School District, Greendale, WI; Joan N. Saylor, Ed.D. RSBA, Business Administrator, Keesnburg School District, Jacobstown, NJ; Marvin L. Dereef, SFO, Executive Director of Budget Services, Fulton County Schools, Atlanta, GA; Eric Smith, Assistant Superintendent for Business, Santa Barbara School District, Santa Barbara, CA

10:30 a.m. - 10:45 a.m.
Information Technology Showcase
Exhibit Hall Booth 627
(See page 46 for complete listing.)

10:30 a.m. - 11:00 a.m.
Open Bylaws Meeting
Room: 305

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

10:45 a.m. - 12:00 p.m.
Clinic Tables
Room: 6E
(See page 40 for complete listing.)

11:00 a.m. - 12:00 p.m.
Guest Program
Starbucks Coffee Tasting and Education
Sheraton Seattle Hotel, Willow AB, Second Floor

Experience Seattle’s world famous coffee culture. The caffeine-driven lifestyle that Seattleites crave is often attributed to the Starbucks Coffee Company. Founded in Seattle in 1971, Starbucks is an essential experience for any local visitor. A Starbucks Education Specialist will inform you about the Starbucks Company, share the “bean to cup” philosophy, and teach the proper way to “taste” coffee.

ASBO’s Coffee Tasting and Education program benefits the Starbucks Foundation, which supports coffee, tea, and cocoa communities; finances sustainable water programs around the world; fosters education in China; and assists in the recovery and revitalization of Gulf Coast communities.

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

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

2:15 p.m. - 3:15 p.m.
Eagle Award Recipients Reception
By Invitation Only
Sheraton Seattle Hotel, Pike Street Tower, Cedar, Second Floor

2:15 p.m. - 3:30 p.m.
Gold Mine Sessions
Room: 6E
(See page 43 for complete listing.)

2:30 p.m. - 3:30 p.m.
Live Chat: Cut Costs, Drive Revenue, Improve Performance and Health Through Sustainable Operations and Management
Room: 601

DISCUSSION GROUPS

2:30 p.m. - 3:30 p.m.
Accelerating Continuous Improvement: Applying Quality Management Principles and Practices to Tough Budgets, DG160

Room: 613

Applying quality management principles and practices to difficult budget decisions can benefit school business managers. This session will showcase studies from the support and the instructional services areas relative to the use of quality management to raise revenues and reduce expenditures.

Speaker: Robert Schoch, Director of Business Administration, North Penn School District, Lansdale, PA

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

CPE

Room: 609

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

School business officials are entrusted with spending billions of dollars on special education (SPED) personnel, goods, and services annually. Outsourcing can provide considerable cost savings to the district, but not without pitfalls. This discussion will explore SPED outsourcing options and other methods of purchasing and procurement. We will explore new assistive technology, its usefulness, and the anticipated costs to the district.

Learning Objectives: 1. Identify benefits and pitfalls of SPED outsourcing. 2. Discuss methods of SPED purchasing and procurement. 3. Outline new trends in assistive technology.

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

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2:30 p.m. - 3:30 p.m.
Continuous Professional Development—A Cost or Benefit?, DG090

Room: 603

This session will share examples of continuous professional development (CPD) programs to advance the SBO/SBM profession which, while in the short term has proved a major investment in time and money, has led to significant cost and resourcing efficiencies that have more than counter-balanced the initial and ongoing investment. The presenters will argue that investment in CPD is critical for the profession, schools, and the children they serve, and must be supported by the sector/school and individuals.

Speakers: Trevor Summerson, Head of School Business Management Programmes, National College for the Leadership of Schools and Children's Services, Nottingham, England; Debra Scourfield, Director of SBM Programmes, Anglia Ruskin University, Chelmsford, England

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2:30 p.m. - 3:30 p.m.
Chemical Safety in Schools, DG109

Room: 604

The high school chemistry teacher retired after a 35-year career in your district and you discover chemicals in the storage closet or stockroom that were purchased 30+ years ago; many of the labels have disintegrated. One of the most overlooked potential hazards to school occupant safety is the improper management of chemicals from the custodial closet to the classroom. This presentation will focus on best practices and processes for storing chemicals, dealing with legacy chemicals, inventory management, and disposal.

Speaker: Dave Waddell, Healthy Schools Project Manager, Local Hazardous Waste Management Program in King County, Seattle, WA

As an ASBO Strategic Partner, Office Depot is proud to provide you with the office and school resources to help you succeed and maximize your budget. We’ve also maximized our contribution to local communities by sponsoring programs that impact the nation’s schools. We’ve also become a recognized environmental leader by following our vision to "buy green, be green, and sell green." Visit us at Booth 405 to learn how Office Depot can help your organization.

Office DEPOT
**Daily Schedule: Sunday**

**2:30 p.m. - 3:30 p.m.**
*How School Districts Have Navigated the Current Credit Climate*, DG128

- **Room:** 607
- **CPE:**
- **CPEs:** 1.0
- **Program Level:** Basic
- **Field of Study:** Finance
- **Program Prerequisites:** None
- **Advance Preparation:** None

School district debt managers are being asked to understand new financing structures and deal with challenges surrounding other post-employment benefits (OPEB) and pension funding. How can they understand all these issues? This session will share how school districts have navigated the current climate successfully.

**Learning Objectives:**
1. Describe different financing vehicles including VRDOs, BABs, QSCBs, and swaps that may present challenges for school district debt managers.
2. Explain how other post-employment benefit and pension funding can create challenges for school districts.
3. Contrast different school districts and how they have navigated these issues.

**Speaker:** Misty Newland, Director, Standard & Poor's, San Francisco, CA

**2:30 p.m. - 3:30 p.m.**
*Making Strategic Benefit Decisions in the Era of Health Care Reform*, DG145

- **Room:** 608
- **CPE:**
- **CPEs:** 1.0
- **Program Level:** Basic
- **Field of Study:** Personnel/HR, Business Law
- **Program Prerequisites:** None
- **Advance Preparation:** None

This session will begin with an overview of the latest health-care reform regulatory and legislative developments in 2011. Participants will receive a roadmap for making sound, strategic benefit decisions that drive employee attraction and engagement and maximize allocated resources given health care reforms requirements such as the pay-or-play mandate, free-choice vouchers, and Cadillac Plan taxes. Additional key strategic issues will be examined from an empirical perspective, including how the combination of significant health care reform changes and severe budgetary constraints may be changing the benefits dynamic in school districts.

**Learning Objectives:**
1. Describe strategies for maximizing the impact of allocated benefits resources given health care reforms penalties, voucher payments, and tax requirements.
2. Discuss how to apply the principles of total rewards strategies to overall business and human capital strategies and objectives.
3. Explain how you would act on the changing dynamics of benefits expectations and negotiations in your school district.

**Speakers:** Keith Friede, Area Vice President, Training & Organization Development, Gallagher Benefit Services, Inc., Bloomington, MN; David Bein, Executive Director of Business Services, East Maine School District 63, Des Plaines, IL

**2:30 p.m. - 3:30 p.m.**
*Cyberbullying: Keeping Your Students Safe*, DG176

- **Room:** 612

The law says you should be doing something about bullying and cyberbullying. What are you doing? Is it enough? And more importantly, what policies do you need to have in place? This session will show what cyberbullying looks like, how you can prevent it from interfering with the educational process, and what to do when it does.

**Speaker:** Bill Bond, Specialist for School Safety, National Association of Secondary School Principals, Reston, VA

**2:30 p.m. - 3:30 p.m.**
*Environmental Excellence*, DG195

- **Room:** 611

By combining indoor air quality, energy conservation, safety, and pest management as a district standard, the Keller Independent School District in Texas is providing students with an excellent learning environment. Learn more about this exemplary program.

**Speaker:** John Gann, Director of Maintenance, Keller Independent School District, TX

**2:30 p.m. - 3:30 p.m.**
*Using the Cost of Risk to Positively Impact Your Budget*, DG213

- **Room:** 606

This discussion group will review the essentials of risk management and how the cost of risk is captured and measured, interpreted, and used within an organization to effectively improve operations, thus positively affecting the budget.

**Speakers:**
**Learning Objectives:** 1. Describe the essentials of risk management. 2. Explain how the cost of risk can be captured and measured. 3. Discuss how to interpret the cost of risk to more effectively manage the organization's exposures.

**Speaker:** Stacy Corlucci, Risk Management Programs, The National Alliance for Insurance Education and Research, Austin, TX; Priscilla Oehlert, Vice President, Risk Management Programs, The National Alliance for Insurance Education & Research, Austin, TX

**2:30 p.m. - 3:30 p.m.**  
**Arizona ASBO Professional Programs, DG237**

Room: 610

Arizona ASBO has developed extensive business manager and support staff training programs, including a two-year and four-year degree in school business administration. The program serves more than 400 participants annually with special emphasis on training prospective business managers.

**Speaker:** Jeffrey Gadd, Director of Professional Development, Arizona ASBO, Phoenix, AZ

**2:30 p.m. - 3:30 p.m.**  
**HRA: A Tax-Free Solution for Rising Health Care Costs, DG134**

Room: 614

The high cost of post-employment health care, including insurance premiums, often causes employees to delay their retirement. By directing unused sick/vacation day separation pay into a health reimbursement account (HRA), employees can use balances for unreimbursed health-related expenses tax free. When separating from employment, employees receive their funds free of federal, state (if applicable), and FICA taxes. Employers also save the matching FICA. Learn how HRAs are a simple solution to reduce health care costs for the employer and employee.

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

**3:30 p.m. - 4:30 p.m.**  
**Certificate of Excellence Award Recipients Reception**  
By Invitation Only  
Sheraton Seattle Hotel, Pike Street Tower, Aspen, Second Floor

**3:45 p.m. - 4:45 p.m.**  
**Live Chat:** Open Space  
Room: 601

Strike up an impromptu brainstorming or networking session.

**Discussion Groups**

**3:45 p.m. - 4:45 p.m.**  
**Dashboard Reports: The Next Revolution in School District Financial Management, DG100**

**CPE**

Room: 608

CPEs: 1.0  
Program Level: Basic  
Field of Study: Finance, Computer Science  
Program Prerequisites: None  
Advance Preparation: None
A dashboard report provides a real-time snapshot of an organization at any given time. School district dashboards are no different. They are not only useful in internal monitoring, but a great tool for reporting to the public. Find out how dashboards are being incorporated into the daily management of school district finances.

**Learning Objectives:**
1. Evaluate how your district could use dashboard reporting to better manage the district’s financial and human resources and save money and time through efficiencies and resource management.
2. Discuss how your district could use dashboard reporting to better communicate financial, human resource, and other data to board members, staff, and the public.
3. Identify which dashboard reporting model best meets your district’s needs.

**Speaker:** Craig Schilling, Associate Professor, Concordia University Chicago, IL

**3:45 p.m. - 4:45 p.m.**
**Update on the Law of Special Education, DG071**

**Room:** 603

**CPEs:** 1.0

**Program Level:** Basic

**Field of Study:** Business Law

**Program Prerequisites:** None

**Advance Preparation:** None

This interactive session will provide school business officials with a basic working knowledge of the legal issues associated with providing special education for students with disabilities. More specifically, this session examines the parameters of Section 504 of the Rehabilitation Act of 1973 and the reauthorized 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.

**Learning Objectives:**
1. Describe provisions of the federal disability law generally.
3. Discuss the reauthorized Individuals with Disabilities Education Act.

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

**3:45 p.m. - 4:45 p.m.**
**Bids, RFPs, RFQs: Which, When, Why, How, DG103**

**Room:** 605

This hands-on, interactive session will guide participants through determining which procurement method is the most appropriate for obtaining goods and services and for satisfying the requirements of the organization. Participants will gain a working knowledge of how to manage the process from the legal ad through final selection, from information that should be submitted up front to the best way to handle fees, to the importance of treating all respondents fairly and ethically. They will take home a best practices primer.

**Speakers:** Corinne Eisenstein, Director of Business Services, Meriden Public Schools, Meriden, CT; Wilma Petro, Purchasing Officer, City of Meriden, Meriden, CT

**3:45 p.m. - 4:45 p.m.**
**Health Care Reform Implementation—A School District’s Perspective, DG077**

**Room:** 611

Review the implementation of health care reform legislation in a school district with a focus on cost-effective strategies to minimize current and future liabilities and expenditures.

**CPE**
The Capitalizing on Complexity: Insights from the 2010 IBM Global CEO study, which was based on face-to-face interviews with 1,541 CEOs, general managers, and senior public sector leaders, attempted to explore the key leadership qualities at a time of recession and increased need to manage high levels of business complexity. Three leadership qualities stood out among others: creativity, integrity, and global thinking. Join this session to explore ways to awaken creative thinking in your organization, define the meaning of integrity, and identify ways of demonstrating integrity to contribute to organizational trust and engage global thinking to solve an organizational problem.

Learning Objectives: 1. Describe how to integrate creative thinking into your organization. 2. Discuss strategies for integrating integrity into your organization. 3. Explain how global thinking can benefit your organization.

Speaker: Sirin Kopruçu, Principal, StrategicStraits, Inc., Washington, DC

3:45 p.m. - 4:45 p.m.
The BIG Program: An Innovative Approach to Budget Input and Communications, DG205

Room: 607
CPEs: 1.0
Program Level: Basic
Field of Study: Communications, Finance
Advance Preparation: None

The world of school finance is a difficult topic to communicate to stakeholders. Learn how one district found an innovative way of explaining and involving constituents in the budgeting process and garnering their input. Facing unprecedented financial pressure due to potential funding cuts by the state, this Kansas district developed an electronic interactive budget generator that provided a visual representation of the difficulty of the budgeting process and provided statistical feedback to the district. This feedback helped the board in their decision making process regarding the upcoming budget.

Learning Objectives: 1. Describe a plan for establishing two-way budget communication with your school board and community. 2. Develop a user-friendly exercise that will educate all stakeholders about the difficult budget decisions and the relationship between the choices that must be made. 3. Demonstrate how you would provide immediate feedback to stakeholders to stimulate further discussion and to define areas of group consensus or high diversity.

Speaker: Doug Schwinn, Director of Business, USD 230 Spring Hill, Spring Hill, KS
Nearly every school district across America has a clutter problem that is not being properly addressed. Greendale and Laconia School Districts have demonstrated sustainable results in reducing clutter throughout their facilities by implementing various successful strategies and policies. Come learn how these strategies and policies can help eliminate clutter in your schools and improve your bottom line.

Speakers: Brian Koffarnus, Director of Buildings, Grounds and Food Service, Greendale School District, Greendale, WI; Ed Emond, Business Administrator, Laconia School District, Laconia, NH

Giving back never tasted so good. A portion of the profits from ASBO’s Tom Douglas Dine Around will be donated to a local food bank.

Monday, September 19

7:00 a.m. - 8:00 a.m.
Coffee Break
East Lobby, Level Six
Sponsored by Tyler Technologies.

8:00 a.m. - 9:00 a.m.
Live Chat: Open Space
Room: 601
Strike up an impromptu brainstorming or networking session.

GASB 45 created new requirements for public entities to recognize and value post-employment benefit (OPEB) liabilities. All school entities that have OPEB now have a liability reported on the statement of assets and liabilities. Public entities that plan to fund the liability must meet special requirements to optimize the benefit to the financial statements. Funds invested toward an OPEB obligation must be invested in a specific fashion through an irrevocable trust in order to be used to offset the OPEB liability on the balance sheet. This session focuses on the keys to setting aside and investing funds against OPEB liability and explaining the options to your school board.
Learning Objectives: 1. Describe the requirements of GASB 45 for reporting an OPEB liability and for setting aside funds to meet that liability. 2. Review the attributes of an investment program that would meet the requirements of GASB 45 in relation to offsetting the OPEB liability to the maximum degree possible. 3. Present techniques for framing the OPEB liability issue for the school board and helping them understand the pros and cons of investing funds against an OPEB liability.

Speakers: David Sallack, Managing Director, PFM Asset Management LLC, Harrisburg, PA; John Molloy, Senior Managing Consultant, PFM Asset Management LLC, Harrisburg, PA; Charles Peterson, Jr., Director of Cooperative Business Services and Operations, Central Susquehanna Intermediate Unit No. 16, Lewisburg, PA

8:00 a.m. - 9:00 a.m.
School Risk Management for the New Business Official, DG116

Room: 606
CPEs: 1.0
Program Level: Basic
Field of Study: Management Advisory Services
Program Prerequisites: None
Advance Preparation: None

Many school business officials are assuming the role of school risk or safety manager. This session will address the leading loss exposures for public schools, requisite insurance coverages, and practical risk control methods to control these exposures. Topics will include major loss drivers for property, motor vehicle, public, and employment liability, and important insurance coverages such as special exposures, sexual misconduct, athletics, student travel, and facility use by outside groups. Loss control methods for preventing accidents and litigation will be introduced.

Learning Objectives: 1. Using historic loss trends, identify loss exposures existing within a public school district with the potential to cause significant injury or property damage. 2. Describe how to implement risk management programs within your district. 3. Identify best practices and risk management controls to control loss exposures.

Speaker: Bob Bambino, Sr. Vice President of Risk Management, Wright Risk Management and WRM America, Uniondale, NY

8:00 a.m. - 9:00 a.m.
How to Beat Medical Cost Inflation, DG167

Room: 609
CPEs: 1.0
Program Level: Basic
Field of Study: Personnel/HR, Specialized Knowledge & Applications
Program Prerequisites: None
Advance Preparation: None

Medical cost inflation has averaged 10% -12% for the past several years. Some employers have been able to stave off the effects of these increases. One large consortium of more than 20 school districts has had annual increases of 6% or less for the past four years, saving their districts by avoiding some 40% in medical costs during that time. This session will include information and data about proven ways to cut district medical costs, followed by open discussion about such cost-cutting strategies as group purchasing discounts, negotiation tactics, the use of "consumerism" and health savings accounts, and data-driven wellness programs targeted at high-cost utilization components.

Consider partnering with an industry expert to help with the challenges of meeting 403(b) compliance regulations. Meet Retirement Manager, an easy-to-use online platform that will help you meet your compliance requirements and let you direct your financial resources towards educating students instead of TPA fees. Visit us and get professional compliance solutions from an experienced industry leader. Booth 415 or attend our Clinic Table 001 with Bob Architect, 403(b) compliance, Sunday, 10:45-12:00.
Learning Objectives: 1. Explain various methods that can be used to reduce medical costs. 2. Discuss data and results of each method and the process each district undertook to implement change. 3. Debate in open discussions the merits, challenges, and strategies needed for participants to make these changes in their own organizations.

Speakers: Andrea Billings, Plan Administrator, Valley Schools Employee Benefit Trust, Phoenix, AZ; Joel Wirth, Chief Financial Officer, Chandler Unified School District, Chandler, AZ

8:00 a.m. - 9:00 a.m.
The Educator and the Business Administrator: Making the Most of This Relationship, DG171

Room: 610

Teachers and administrators often view school district business departments as a necessary evil. Conversely, school business officials are critical of their educator colleagues because they believe they have "no clue" when it comes to finances. Ultimately, both have the same goal: the education of children. A former high school teacher, the presenter has replaced two business administrators in separate districts who were removed because of their inability to work well with educators. He will discuss how school business managers can ensure positive working relationships with educators.

Speaker: Robert Petersen, Business Administrator, Weber School District, Ogden, UT

8:00 a.m. - 9:00 a.m.
How's Your Competence Viewed?, DG230

Room: 612

In December 2010, the Baltimore County Public Schools Office of Purchasing attained the NIGP Outstanding Agency Accreditation Achievement Award. This award formally recognizes excellence in public procurement by establishing a body of standards that should be in place for a solid purchasing operation and a demonstration of best practices. Learn about the award requirements, how Baltimore County Public Schools met these requirements, and why it is important in obtaining credibility with your constituents.

Speaker: Richard Gay, Purchasing Manager, Baltimore County Public Schools, Timonium, MD

8:00 a.m. - 9:00 a.m.
TIPRA Repeal of 511, DG236

Room: 604

A new federal requirement will impose additional federal reporting responsibilities on schools and other local governments. 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 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. The IRS has issued proposed regulations implementing the 3% withholding law that is scheduled to take effect on Jan. 1, 2012. While the threshold may limit the application of TIPRA, state contract purchases or other cooperative purchasing arrangements could subject much smaller school purchases to the withholding requirement. Learn about the requirement and how it 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

8:00 a.m. - 9:00 a.m.
Zero Waste Schools, DG350

Room: 603

Join us for a look at the basics of implementing zero waste, recycling, and composting programs in schools, including the purchase of compostable food-service ware. Zero waste is a feasible and important sustainability tool for schools nationwide. This session will touch on some of the basic operational and educational strategies that lead to a success. Lessons learned by the first comprehensive zero waste schools program in the nation will be explored, including purchasing of compostable food-ware, recycling, composting, and waste reduction practices appropriate in a school setting.

Speaker: Cyndra Dietz, Program Director, Boulder County School Recycling and Environmental Education Program—Eco-Cycle, Boulder, CO

9:15 a.m. - 10:15 a.m.
Live Chat: Open Space
Room: 601

Strike up an impromptu brainstorming or networking session.
DISCUSSION GROUPS

9:15 a.m. - 10:15 a.m.
Creating a Collaborative Transportation Service: A Case Study for Success, DG057

Room: 603

The state of Rhode Island has begun implementing a statewide student transportation system aimed at developing a shared transportation system that works across jurisdictional boundaries. The session will focus on all aspects of the process, from initial feasibility assessment to system design and the phased implementation process. The strategies Rhode Island officials used to address policy issues, allocation of costs and savings, operations, and on-going political challenges associated with making the system work also will be discussed.

Speakers: Tom Platt, President, Management Partnership Services, Inc., Rockville, MD; Carolyn Dias, Chief of Operations, Rhode Island Department of Education, Providence, RI

9:15 a.m. - 10:15 a.m.
The PASBO ERC: Your Professional Electronic Library, DG063

Room: 613

The Pennsylvania ASBO Electronic Resource Center (ERC) provides an online database of best practices and resource documents in school business management. Learn about the valuable resources housed on the ERC that can have a measurable impact within your local educational agency and how to access them.

Speakers: William McGill, Director of Technical Assistance, PASBO, Harrisburg, PA; Susan Nouse, Chief Technology Officer, PASBO, Harrisburg, PA

9:15 a.m. - 10:15 a.m.
LEAN Goes to School, DG084

Room: 610

This presentation will address performance improvements for school business procedures through the use of LEAN. This session will give an overview of LEAN as a method to reduce costs, increase efficiency, and provide accountability. School examples of efficiency improvement and savings will be shared.

Speaker: Betty Zimdars, Assistant Superintendent Business Services, Howard-Suamico School District, Green Bay, WI

Welcome to ASBO International’s 2011 Annual Meeting and Expo in Seattle! Virco’s long-standing support for school business officials includes serving as an ASBO International Corporate Strategic Partner, as well as sponsoring the ASBO Pinnacle Awards for 19 consecutive years. We invite you to stop by Virco’s Booth 301 and visit with us during the Annual Meeting. We look forward to seeing you and to serving you whenever you need furniture and equipment for your district.

9:15 a.m. - 10:15 a.m.
Preparing for Student Mobile Learning, DG086

Room: 614

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

Ready or not, here they come. Whether you prefer to ban or embrace student-owned or district-owned devices, a major influx of mobile Wi-Fi and 3G/4G devices are entering the classroom. Before being overwhelmed, it helps to understand the costs and benefits of these devices, plan for managing these devices, and develop the required wireless network infrastructure. Different approaches and actual district cost/benefit case studies conducted by the Consortium of School Networking (CoSN) will be reviewed, along with planning for wireless network requirements.

Learning Objectives: 1. Evaluate the benefits and costs of supporting mobile learning devices: district and/or student owned. 2. Explain considerations for developing or upgrading school wireless local area networks (WLAN). 3. Discuss other considerations that need to be addressed before embracing various mobile devices, including use and filtering policies.

Speaker: Rich Kaestner, Project Director, CoSN, Philomath, OR
DAILY SCHEDULE: MONDAY

9:15 a.m. - 10:15 a.m.
Leadership Matters, DG122

Room: 606

CPE

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

Educational reforms are coming at us fast and furious. How do we respond? What kind of leaders do we want to be? While leaders aren't necessarily born, they do have certain predispositions that make them leader ready. How they choose to lead as they develop leadership skills is critical now more than ever. This presentation focuses on the decline of common good and the Servant Leadership we need to stop the decline and rebuild common good in our educational system and country before it is too late.

Learning Objectives: 1. Describe the concept of "common good" as it applies to the educational system. 2. Discuss the characteristics of the Servant Leadership model and how this model differs from other forms of leadership. 3. Explain how you might adapt the Servant Leadership model to your role in the school district.

Speaker: William Roberson, Educational Leadership Professor and Consultant, Indiana Wesleyan University, Camby, IN

9:15 a.m. - 10:15 a.m.
Centralized Purchasing and Your Bottom Line, DG165

Room: 608

Every school district is unique in its purchasing practices. This session will provide guidance on developing a centralized purchasing program. The model presented can help a school district maintain a controlled budget that saves money and staff time, improving the budget's bottom line. It requires minimal work on the part of the district and allows access to a multitude of already-established national contracts and bidding services.

Speakers: Sue Hayman, Marketing Coordinator, Shared Purchasing Solutions, LaCrosse, WI; Joan Hauser, Marketing Consultant, Shared Purchasing Solutions, LaCrosse, WI; Jeff Schuster, Nutrition Services Manager, Shared Purchasing Solutions, LaCrosse, WI; Rick Gay, Purchasing Manager, Baltimore County Public Schools, Timonium, MD

9:15 a.m. - 10:15 a.m.
Beyond the Bottom Line—The Extraordinary Evolution of the School Business Official, DG164

Room: 607

Education is big business. This session provides insights into the dynamic evolution and exponential expansion of education business and the rise of the school business official—now an indispensable member of educational leadership teams. School business officials are pivotal to future developments in education. Based on research from around the world, this session focuses on educational leadership capacity-building for business managers in its most comprehensive sense, while analyzing current trends to present probable and possible future scenarios for the profession.

Speaker: Karen Starr, Chair, School of Development and Leadership, Deakin University, Melbourne, Victoria, Australia

9:15 a.m. - 10:15 a.m.
Wisconsin Schools Wage and Benefit Comparability Tool, DG170

Room: 611

With a change in state law that once again encouraged the use of collective bargaining arbitration, Wisconsin school districts began looking for a way to compare wages and benefits between school districts. A chance meeting between a school business manager and a school board member launched the development of a Web-based wage and benefit comparability tool. Learn more about this tool, which allows users to collect data by employee type, filter the data, and create html, PDF, or Excel reports by district size, geographic location, county, athletic conference, and/or union affiliation. Users are encouraged to upload collective bargaining agreements, allowing others to search for specific items.

Speakers: Jeff Dellutri, Director of Business Services, Nicolet High School District, Glendale, WI; Shawn Yde, Director of Business Services, Whitefish Bay School District, Whitefish Bay, WI; Laurie Letts, Global Benefits Coordinator, Aon Hewitt, Lincolnshire, IL
DAILY SCHEDULE: MONDAY

9:15 a.m. - 10:15 a.m.
GASB Update/CPE, DG226

Room: 612
CPEs: 1.0
Program Level: Basic
Field of Study: Accounting (Governmental)
Program Prerequisites: None
Advance Preparation: None

Learn directly from 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. Evaluate the operation of your plan vs. 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, Memphis, TN

10:30 a.m. - 12:30 p.m.
Closing General Session
Room: 6ABC

**Business Meeting**
Presiding: Brian L. Mee, SFO, RSBA
Vice President, ASBO International

**Installation of Officers**
Angela D. Peterman, RSBS
Past President, ASBO International

**Presentation of the 2011 ASBO International Pinnacle Awards**
Brian L. Mee, SFO, RSBA
Robert Virtue
President, Virco Inc.

9:15 a.m. - 10:15 a.m.
ESEA Reauthorization Update, DG234

**ECON**

Room: 604

NCLB 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. 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.

**Speaker:** Ron Skinner, Assistant Executive Director, ASBO International, Reston, VA

9:15 a.m. - 10:15 a.m.
IRS Perspective on Matching Your 403(b) Plan Operation to Your Written Plan, DG351

**ECON**

Room: 605
CPEs: 1.0
Program Level: Basic
Field of Study: Accounting (Governmental)
Program Prerequisites: none
Advance Preparation: none

School districts are now required to have a written 403(b) plan. Does your plan operation match the provisions of the plan? Hear the latest information from the IRS and obtain guidance about how to correct form defects.

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

**Speaker:** David Bean, Director of Research and Technical Activities, Governmental Accounting Standards Board, Norwalk, CT

12:30 p.m. - 1:30 p.m.
Book Sales and Signing
East Lobby, Level Six

Victoria Labalme’s minibooks will be available for purchase immediately following the General Session. These minibooks engagingly summarize the key points from Victoria’s live keynote performances and pack that perfect, quick inspiration we all need in a crazy-busy-nuts world.
DAILY SCHEDULE: MONDAY

1:00 p.m. - 3:30 p.m.
Sailing on Puget Sound
Additional Fee and Advance Registration Required
Buses depart from Union Street on the South Side of the Sheraton Seattle Hotel

1:00 p.m. - 5:00 p.m.
Experience Northwest Wine Tour
Additional Fee and Advance Registration Required
Buses depart from Union Street on the South Side of the Sheraton Seattle Hotel

1:30 p.m. - 4:30 p.m.
Positive Impact Program: Northwest Harvest
Advance Registration Required
Buses depart from Union Street on the South Side of the Sheraton Seattle Hotel

2:00 p.m. - 5:00 p.m.
Back by Popular Demand! Candace BelAir’s Leadership Communication Training
Room: 608
Additional Fee Required

ASBO Thanks
Standby Speaker Carolyn Warner
Founder and President of Corporate Education Consulting, Inc.

LIVE CHAT SESSIONS

Room: 601
Continue the conversation. Dive deeper into a session topic. Set with round tables and comfortable furniture, Live Chat Sessions provide a more intimate, in-depth presentation format for conference presenters to really engage attendees in a casual, robust Q&A session. Head to Room 601 for an impromptu brainstorming or networking session. Start up your own discussion on a topic of your choice or attend one of the scheduled sessions below.

To choose your own subject, simply jot down the topic you’d like to discuss 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.

Saturday
11:00 a.m. - 12:00 p.m.
Evolution or Revolution: Knowledge Is Power in Teacher Contract Negotiations
Facilitator: Gail M. Zeman, Consulting School Business Administrator, Rockport, MA

1:45 p.m. - 2:45 p.m.
School Business Management—An International Dimension
Facilitator: Trevor Summerson, Head of School Business Management Programmes, National College for the Leadership of Schools and Children’s Services, Nottingham, England

Sunday
8:00 a.m. - 9:00 a.m.
Open Space
Strike up an impromptu brainstorming or networking session.

9:15 a.m. - 10:15 a.m.
SFO® Certification: What’s in It for You?
Facilitator: Bambi Statz, Professor, University of Wisconsin-Whitewater, Dane, WI

2:30 p.m. - 3:30 p.m.
Cut Costs, Drive Revenue, Improve Performance and Health Through Sustainable Operations and Management

3:45 p.m. - 4:45 p.m.
Open Space
Strike up an impromptu brainstorming or networking session.

Monday
8:00 a.m. - 9:00 a.m.
Open Space
Strike up an impromptu brainstorming or networking session.

9:15 a.m. - 10:15 a.m.
Open Space
Strike up an impromptu brainstorming or networking session.
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Please visit us at Booth #201.
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.

**Challenges of Meeting 403(b) Compliance Regulations, CT001**

**Speaker:** Bob Architect, Vice President, Compliance and Market Strategy, VALIC, Washington, DC

**U.S. Communities Marketplace Makes Purchasing Simpler!, CT002**

**Speaker:** Alexis Turner, Program Manager, U.S. Communities, Shoreline, WA

**Budgets, Benefits, and Talent—Building a Win, Win, Win Scenario for Your District, CT003**

**Speakers:** Doug Peters, National Director, Distribution Strategies, MetLife, Somerset, NJ; Matt Sledge, Divisional Sales Director, MetLife, Tempe, AZ

**Help Your Employees Understand the Importance of Participating in the District's Voluntary Retirement Plan, CT004**

**Speakers:** Ketul Thaker, National Director, ING, Windsor, CT; Linda Segal Blinn, Vice President, ING, Windsor, CT

**Horace Mann Teams with DonorsChoose.org to Help Fund Classroom Projects, CT005**

**Speaker:** Paul Corsi, Vice President - Field Market Alliance, Horace Mann, Bel Air, MD

**Make Your Retirement Benefits Package the Best It Can Be, CT006**

**Speaker:** Curt May, Divisional Senior Vice President, AXA Equitable, Deerfield, IL

**The Financial Impact and Feasibility of Shared Services in School Districts, CT007**

**Speaker:** Rick Copeland, Director of Market Development, Tyler Technologies, Falmouth, ME

**Solar for Schools, CT008**

**Speaker:** Bruce Munson, Account Executive - K12, Johnson Controls, West Valley City, UT

**Leave Management: FMLA, State Leaves, and Beyond, CT009**

**Speaker:** Damien Balazs, Assistant Director - Absence Management, The Hartford, Simsbury, CT

**Are You Ready for the 2012 Lighting Legislation Changes?, CT010**

**Speaker:** Jeffrey Rehm, Services and Solutions Development Manager, Grainger, Lake Forest, IL

**How to Benefit from Purchasing Card Programs During Tough Economic Times, CT011**

**Speaker:** Andre Blanchard, Managing Director - North American Public Sector, BMO Spend & Payment Solutions, BMO/Harris, Toronto, ON
Key Cost and Labor Metrics for Your Facilities Operation and Practical Ways to Reduce Spending, CT012

Speaker: John Kandemir, Associate Vice President, Marketing, ARAMARK Education, Philadelphia, PA

What Is Your Health Care Strategy?, CT013

Speaker: Paul Arvin, Annuity Project Manager, American Fidelity, Oklahoma City, OK

Innovative Strategies for Reducing the Cost of Document Production and Print Management, CT014

Speaker: Troy Hamilton, National Program Manager - Public Sector Print, Office Depot, Seattle, WA

Software Integration: Six Steps to Success, CT015

Speaker: Pamela Ely, Product Manager, CRS Advanced Technology, Montoursville, PA

Innovative Management Methods for Curriculum-Based Devices, CT016

Speaker: Jason Lasiewicz, Product Manager, Follett Software Company, McHenry, IL

Student Integrated Billing/Online Payments, CT017

Speaker: Ryan Kerr, Solutions Specialist, Rycor Software, Vancouver, BC

The World of Roth: Understanding the New Roth 403(b) Rules, CT018

Speaker: David Blask, Senior Pension Consultant, Lincoln Investment Planning, Inc., Wyncote, PA

Budgeting—Shorten Your District’s Budget Cycle, CT019

Speaker: Tony Olson, Vice President of Marketing, MyBudgetFile.com, Stony Plain, Alberta

Improve Your Financial Transparency with a Hosted Analytics Solution, CT020

Speaker: Wes Rehm, Solutions Architect, SAS, Cary, NC

Teacher Evaluations: New Policies = New Data Management Needs, CT021

Speaker: John Raymond, President, PowerIT, Oakville, CT
The Countdown to 2012 is on...

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Gold Mine Sessions

Sunday, September 18, 2011
2:15 p.m. - 3:30 p.m.
Room: 6E

The Gold Mine Sessions feature roundtables, each focused on a different aspect of school district management. Participants change tables every 20 minutes, with 10 people at a table each time.

SFO® Certification: When Will You Earn It?, GM001
Come learn about the Certified Administrator of School Finance and Operations® (SFO®) program from current SFO-certified professionals and members of ASBO's Certification Commission. Not sure how to prepare for the exam or want to learn more about the steps to earn the certification? Visit this Gold Mine session for a chance to find out more in a small-group setting.

Speakers: Bambi Statz, Professor, University of Wisconsin-Whitewater, Dane, WI; Jason S. Hale, Ed.D., CPA, Director of Business, New Castle County Vocational Technical SD, Wilmington, DE; Avery L. Embry, MBA, Chief School Financial Officer, Talladega County Schools, Talladega, AL

Wellness and Negotiated Incentives to Participate, GM002
Learn how establishing a wellness program can save health care costs, and how employees who participate can reduce the cost of their health care premiums. Combining wellness with a health care committee can also lead to a better negotiated agreement, as well as a better informed consumer of health care at the point of service.

Speaker: Jerry Zgrabik, Business Manager, Bedford City SD, Bedford, OH

Writing for SBA, GM003
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, Panzer Chair in Education, Department of Educational Leadership, School of Education & Allied Professions, University of Dayton, Dayton, OH

How to Prepare a Comprehensive Annual Financial Report (CAFR), GM004
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: ASBO International's Certificate of Excellence Advisory Committee

Utilizing Technology for Affordable and Effective Capital Planning, GM005
Now more than ever, educational leaders must properly forecast the capital replacement and renewal needs of their organizations to ensure that facilities are well maintained and provide an environment that supports teaching and learning. Accurate, timely, and comparable facility condition information is necessary for budget planning, obtaining funding, and establishing a timeline for completing needed improvements. With tight budgets further limiting funds available for capital planning, technology is the key to cost effectively projecting and managing your capital needs.

Speaker: Wayne Blazek, Facilities and Construction Manager, Douglas County Schools, Castle Rock, CO
Integrating ENERGY STAR into Your K–12 Schools’ Energy Management Program, GM006

K–12 schools are improving the efficiency of their buildings with the help of the U.S. Environmental Protection Agency’s (EPA’s) ENERGY STAR program. EPA provides tools, resources, and expert assistance in helping you manage your district’s energy use—all at no cost. EPA’s Portfolio Manager is an interactive energy management tool that helps track and assess energy and water consumption across an entire portfolio of buildings. The Cash Flow Opportunity Calculator helps decision makers answer questions about energy efficiency investments and provides innovative financing solutions for making upgrades. Many school districts across the country have earned Leaders recognition for improving their energy efficiency from 10% to 50%. The presentation will include real-world success stories from K–12 districts that have benchmarked their buildings and saved money with ENERGY STAR.

Speaker: Kudret Utebay, Senior Associate, The Cadmus Group, Inc./ENERGY STAR, Arlington, VA

Impact of Facilities Management on Budgets and Learning, GM009

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.


High Performance Schools for the Rest of Us, GM010

With some 133,000 K–12 schools open for classes in the United States, most of the schools of the future are already built. Explore how states from Hawaii to Maine are using the CHPS® National Core Criteria and Credit Library to take an integrated design approach for upgrading the major building systems of their existing schools to realize the many benefits of high performance schools. The session will take a quick dive into successful strategies for HVAC, lighting, building envelope, and interior finishes for major renovation projects.

Speaker: Bill Orr, Executive Director, Collaborative for High Performance Schools (CHPS), Sacramento, CA
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Join your colleagues at Booth 627 in the heart of the Exhibit Hall for the Information Technology Showcase, featuring U.S. Communities, Retirement Manager, crisis communication, budget, and data management tools.

**Saturday, September 17**

**3:30 p.m. - 4:00 p.m.**  
**Social Media Boot Camp for Crisis Communications,**  
**IT001**  
This seminar will cover how school officials can use the power of social media to get the word out. We will discuss social media "pros and cons" as well as alternative ways to interact with parents, staff and the community. The K12 Alerts system empowers school administrators to simply publish alerts to social media outlets for instant crisis communications.  
**Speaker:** Gregory Bender, President and CEO, K12 Alerts, Bainbridge Island, WA

**4:00 p.m. - 4:30 p.m.**  
**U.S. Communities Marketplace Makes Purchasing Simpler, IT002**  
As part of an ongoing effort to provide solutions to procurement professionals, U.S. Communities has launched an online marketplace to make purchasing quality products and services simple! The marketplace is available at no cost, provides quick visibility into products and pricing, and integrates many U.S. Communities supplier contracts into a single shopping environment. Purchases can be made using a p-cards or credit card. See how the new marketplace can help your school district save time and money.  
**Speaker:** Alexis Turner, Program Manager, U.S. Communities, Shoreline, WA

**5:00 p.m. - 5:30 p.m.**  
**When Every Dollar Counts, IT004**  
Budgeting in most organizations is met with trepidation, stress, frustration and sometimes just pure lack of interest. These emotions are quite normal considering the final product is based in uncertainty, and intended to predict the future, or at least take a calculated stab at it. When absolutely every dollar does count, tools such as Enterprise Scenario Planning™, enable you to quickly and accurately rationalize and support the myriad of difficult decisions you face and make every day.  
**Speakers:** Scott Cropley, President, Andrew-Scott, LLC, Vancouver, WA; Julie Olson, Director of Sales and Marketing, Andrew-Scott, LLC, Vancouver, WA

**Sunday, September 18**

**1:00 p.m. - 1:30 p.m.**  
**Teacher Evaluations: New Policies = New Data Management Needs, IT005**  
A consensus is growing among national, state, and local K–12 education leaders that real teacher accountability is one of the critical pieces of K–12 school improvement strategy, and that now is the time to get serious about it. This presentation looks at some of the recent events contributing to a more comprehensive, performance-based approach to teacher evaluation, challenges of implementation, and elements and systems a school district would need to institute such a program.  
**Speaker:** John Raymond, President, PowerIT, Oakville, CT
What Is SFO\textsuperscript{®} Certification?
ASBO International’s Certified Administrator of School Finance and Operations\textsuperscript{®} (SFO\textsuperscript{®}) program recognizes school business officials who demonstrate a combination of experience and education and who have demonstrated a mastery of the knowledge and skills required to be an effective school business leader. The SFO program has five parts: eligibility, code of conduct, exam, annual renewal, and recertification.

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GUEST ACTIVITIES

Registered guests are welcome to attend the General Sessions, visit the Exhibit Hall, and enjoy the two receptions alongside full registrants. Guests are not permitted to attend educational sessions. The following programs have been designed specifically for guests.

**Saturday, September 17, 2011**
11:00 a.m. - 12:00 p.m.
Guest Program
**Book Club: Hotel on the Corner of Bitter and Sweet**
Room: 303
(See page 15 for complete listing)

**Sunday, September 18, 2011**
11:00 a.m. - 12:00 p.m.
Guest Program
**Starbucks Coffee Tasting and Education**
Sheraton Seattle Hotel, Willow AB, Second Floor
(See page 26 for complete listing)

Solar for Schools

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2011 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 18 years. The Eagle Awards and the Eagle Institute are proudly sponsored by AXA Equitable. The 2011 recipients will be recognized at the Opening General Session on Saturday, September 17.

International Eagle Award

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Deputy Superintendent
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2011 Pinnacle Awards

The ASBO International Pinnacle Awards 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 19.

Pinnacle of Excellence Award

Cathy M. Antee, CPA, SFO
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Hoover, AL

Pinnacle of Achievement Awards

Deborah Frazier, CPA, SFO
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Madison County Board of Education
Richmond, KY

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School Business Administrator/Board Secretary
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Perth Amboy, NJ

Thomas Kurucz, Ed.D.
Deputy Superintendent Operations
Lee’s Summit R-7 School District
Lee’s Summit, MO
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Visit www.asbointl.org/ExecutiveLeadershipForum for more information.

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Your experience can help shape the future of your professional association.

Volunteer as a member of one of ASBO International's Committees to become an integral part of the organization and give back to your profession in a meaningful way.

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One of the greatest benefits of being an ASBO International member is the opportunity to make a difference, not only in your school district, but at the national and international level as well.

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**Exhibit Hall Highlights**

**Saturday, September 17**

3:00 p.m. - 6:00 p.m.

**Opening Reception**
*Sponsored by Johnson Controls, Inc.*

**Sunday, September 18**

10:30 a.m. - 2:15 p.m.

**Tully’s Custom Espresso Drinks in Lounge 717**
*Courtesy of Johnson Controls, Inc.*

12:00 p.m. - 1:00 p.m.

**Lunch in the Hall**
*Sponsored by BMO Financial Group.*

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**Recharge at the Massage Lounge**

**Exhibit Hall Booth 103**

Take a minute to relax with a complimentary upper body massage provided by professional massage therapists. *Sponsored by The Hartford.*

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**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.

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**ASBO Booth, Bookstore and Pin Trading Zone**

**Booth 126**

The ASBO Bookstore features top-selling publications, friendly ASBO staff to assist you with conference information, and ASBO program and membership details. Visit daily to turn in your *Seattle Music Experience* game card for a chance to win prizes!

---

**Create Your SFO Library**

**Booth 126**

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

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**Go Green, Get Lean**

**Booth 126**

According to Walk Friendly Communities, an organization devoted to promoting safe walking environments in U.S. cities, Seattle is one of the most walkable cities. How many steps will you walk at the AM&E? Be one of the first 300 attendees to enter ASBO’s new pedometer contest and walk your way to winning the Grand Prize! Register and pick up your pedometer at Booth 126. Come back by 2:00 p.m. on Sunday, September 18, record your steps, return your pedometer, and be entered to win the Grand Prize. The winner will be announced at the Closing General Session. Limited to the first 300 registrants. Must be present to win.

---

**Give the Gift of Butterflies/Backpack Collecting**

**Booth 126**

Yes, butterflies. You know the feeling? The first day of school, the promise of an exciting new year, butterflies in your stomach? By partnering with Communities in Schools of Seattle (CISS), ASBO has made it easy for exhibitors and attendees to demonstrate their commitment to making a difference for the students we all serve. CISS provides school supplies for more than 7,500 low-income students at 32 schools. Each year, backpacks are the most-needed item. Make a difference for Seattle’s underprivileged students—donate a backpack! Forgot to pack one in your luggage? Pick one up in downtown Seattle or make a monetary donation.
ABM Janitorial Services  
Booth 509  
2632 West Medtronic Way  
Tempe, AZ 85281

ABM Industries Incorporated is the leading provider of facility services in the United States. With fiscal 2010 revenues of approximately $3.5 billion and approximately 95,000 employees, ABM provides janitorial, facility, engineering, parking, and security services for thousands of commercial, industrial, institutional and retail facilities across the United States, Puerto Rico, and British Columbia, Canada.

The Active Network, Inc  
Booth 805  
10182 Telesis Court, Ste. 100  
San Diego, CA 92121

Active Network, Educate provides leading school administration software solutions for public K–12 schools and school districts, including student fund accounting, student fee tracking and receipting, and online student store software. Our Blue Bear software solutions are available in Web-based or desktop-based platforms, can be hosted and managed by Active or by your organization, and are available as one integrated system. Thousands of schools are using Active to eliminate fraud, reduce staff workload, generate more revenue, and process onsite or online credit card and online payments. Learn more at www.ActiveEducate.com.

AEPA, the Association of Educational Purchasing Agencies  
Booth 716  
2111 Pontiac Lake Rd.  
Waterford, MI 48328

AEPA's mission is to cooperate and work together to secure multi-state volume purchasing contracts that have benefits that are measurable and cost-effective, and that continuously exceed our membership's expectations. AEPA accomplishes this mission by using leading edge technology and futuristic business practices. Visit www.aepacoop.org for affiliate contact information and phone numbers. AEPA also has a strategic partnership with the Association of Education Service Agencies.

Aesop - Frontline Technologies, Inc.  
Booth 219  
397 Eagleview Blvd.  
Exton, PA 19341

Aesop is an automated substitute placement and absence management system used by more than 2,700 school districts in the United States.

American Fidelity Assurance Company  
Booth 521  
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Oklahoma City, OK 73125

American Fidelity Assurance Company provides employee benefit plans to educators and IRS Section 125 Plan Administration.

Apex Online Development  
Booth 823  
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Lake Elmo, MN 55042

We are developers of a patent-pending Web-based environmental health and safety management system named The Total Program. This completely modular system meets all requirements in one easy-to-use system. Coupled with HandiForms, our mobile data management system, users will save up to 70% in time when survey data is directly synchronized into The Total Program, where powerful workflow engines extract survey issues and assign them to specific individuals for correction, tracking the whole life cycle. Come see our educational session, DG207.

ARAMARK Education  
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Philadelphia, PA 19107

ARAMARK Education provides a complete range of food, facility, uniform, and other support services to more than 500 K–12 school districts nationwide. We offer on-site and off-site breakfast and lunch meal programs, after-school snacks, catering, nutrition education, and facilities management services, including maintenance, custodial, grounds, and energy management. Our programs are designed to encourage healthy eating habits, increase meal participation, and create safe, clean, comfortable learning environments for students and the district community.

ASBO International  
Booth 126  
11401 North Shore Dr.  
Reston, VA 20190

The Association of School Business Officials International (ASBO) is a professional association that provides programs and services to promote the highest standards of school business management practices, professional growth, and the effective use of educational resources.

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Booth 709  
3526 E. Ft. Lowell Rd.  
Tucson, AZ 85716

Ascension vertical portable wheelchair lifts provide access to stages and platforms for individuals with disabilities. The lift is completely self-contained and compact, requiring neither additional components nor installation. The Ascension lifts are ADA compliant and don't require a machine tower or access ramps. The portability feature makes it possible to provide accessibility in multiple locations with just one lift. Use it when and where you need it, then simply store it away!

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Bankers Trust Company provides a variety of public funds and corporate trust services to local government investment pools and school districts throughout the nation. Public fund services include online account access, fund administration, custody services, investment advisory, and cash management services. Our corporate trust services include loan financings, student loan issues, pooled financing, general obligations, indentures, and cash anticipation programs.
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Booth 607
W256N11345 Pilgrim Rd.
Germantown, WI 53022

CBIZ Valuation Group's Capital Asset Practice specializes in providing cost-effective capital asset inventory, bar code tagging, and valuation services to school districts related to the financial reporting requirements set forth by GASB 34.

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Booth 101
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Rye Brook, NY 10573

Chartwells School Dining Services brings fresh ideas and innovative concepts to school dining services. Chartwells currently manages more than 500 public school districts; we serve approximately 2.3 million students in over 4,000 elementary, middle, and high schools across the country. With over 8,000 associates, we are dedicated to providing our customers with the best school dining program possible. For more information, please visit www.eatlearnlive.com.

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Decision Lens
Booth 537
4250 North Fairfax Dr., Ste. 1410
Arlington, VA 22203

Decision Lens offers a transparent decision-making process that districts can defend to parents and the community. Our methodology and collaborative software platform allow stakeholders to prioritize and quantify important success criteria, and then evaluate options against those criteria. The result is a prioritized list of what options best meet the district's goals. If your district faces important planning or strategic decisions, Decision Lens can help.

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Booth 609
488 Main Ave.
Norwalk, CT 06851

District Administration is the leading provider of practical insights and strategies for K–12 administrators throughout the United States. The District Administration Leadership Institute produces special events and creates communities for the nation's top K-12 leadership.
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Booth 715
4300 Weaver Pkwy.
Warrenville, IL 60555

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E&I aggregates the purchasing power of 1,600+ members to provide lower costs for higher ed. Public Sourcing Solutions (PSS) is a division of E&I delivering contract savings to public entities.

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Booth 616
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(Andrew Scott, LLC)
Booth 333
22011 NE 99th St.
Vancouver, WA 98682

Enterprise Scenario Planning (ESP™) is a full-featured budget modeling and decision support system geared toward public sector organizations with diverse operating units challenged to meet the ever-increasing demands for efficiency, accuracy, and accountability in their budgeting processes. ESP utilizes a logical process in developing an organization’s budget from high-level strategic modeling and forecasting all the way down to creating the actual operating budget details suitable for loading back to the ERP Systems.

E-Rate Online, LLC
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Bridgeport, CT 06611

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Beaverton, OR 97005

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Booth 121
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Financial institutions, and online. Individuals, institutions, and businesses— college savings plans. The Hartford serves millions of customers worldwide—including individuals, institutions, and businesses—through independent agents and brokers, financial institutions, and online.

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Booth 601
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Mail #C803
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Tempe, AZ 85284

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ISCO Industries
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PO Box 423
Milwaukee, WI 53202

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Towson, MD 21286

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KCDA Purchasing
Booth 217
18639 - 80th Ave. South
Kent, WA 98032

KCDA is a purchasing cooperative owned by Washington’s public school districts. KCDA saves money for members by creating volume purchasing and fulfilling bid law requirements. KCDA manages centralized receiving, warehousing, and distribution while offering additional contracts to provide a single-source for consumable supplies, facilities projects, and technology equipment.

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Booth 436
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Canonsburg, PA 15317

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Irving, TX 75039

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Keystone Purchasing Network
Booth 328
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Milton, PA 17847

The Keystone Purchasing Network offers national cooperative purchasing contracts for furniture, flooring, vehicles, food service equipment, matting, Medicaid billing, and many other commodities. Visit us at www.theKPN.org for more information or email: info@theKPN.org
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<th><strong>Booth 109</strong></th>
<th>1330 Bellevue St.</th>
<th>PO Box 8100</th>
<th>Green Bay, WI 54302</th>
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<tr>
<td>KI manufactures innovative furniture and movable wall system solutions for educational environments. KI tailors products and service solutions to the specific needs of each customer through its unique design and manufacturing philosophy. For more information, visit <a href="http://www.ki.com">www.ki.com</a></td>
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<th><strong>Lakeshore Learning Materials</strong></th>
<th><strong>Booth 705</strong></th>
<th>2695 E. Dominguez St.</th>
<th>Carson, CA 90895</th>
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<tr>
<td>Lakeshore Learning Materials is one of the nation’s premier manufacturers of educational materials for elementary programs and early childhood organizations. We stake our reputation on the quality of our products, developing dependable, exclusive materials you won’t find anywhere else— including rugged classroom furniture that’s backed by a no-nonsense lifetime warranty! Plus, we offer a variety of services to make shopping with Lakeshore a breeze— such as paperless ordering and invoicing, online order tracking, custom Websites and more.</td>
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<th><strong>Booth 632</strong></th>
<th>380 St. Peter St.</th>
<th>St. Paul, MN 55102</th>
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<td><strong>Lincoln Investment Planning, Inc.</strong></td>
<td><strong>Booth 806</strong></td>
<td>218 Glenside Ave.</td>
<td>Wyncote, PA 19095</td>
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<th><strong>Kronos Incorporated</strong></th>
<th><strong>Booth 519</strong></th>
<th>297 Billerica Rd.</th>
<th>Chelmsford, MA 01824</th>
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<tr>
<td>Kronos helps organizations of all sizes unlock opportunities to control labor costs, minimize compliance risk, and improve workforce productivity. Our easy-to-own time and attendance, scheduling, absence management, HR and payroll, hiring, and labor analytics solutions and services provide complete automation and high-quality information and deliver the experience our customers expect.</td>
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<th><strong>Management Information Group</strong></th>
<th><strong>Booth 720</strong></th>
<th>9746 N. 90th Pl., Ste. 105</th>
<th>Scottsdale, AZ 85258</th>
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<td>SchoolLogic has been designed by and for schools that want a centralized online Web-based student management system. SchoolLogic provides teachers and administrators with immediate and easily accessible student information, all via the Internet. Visit us at schoollogic.com.</td>
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<th><strong>Booth 337</strong></th>
<th>8451 Xerxes Ave. North</th>
<th>Brooklyn Park, MN 55444</th>
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<tr>
<td>Established in 1960, McKinstry is a full-service design, build, operate, and maintain firm. McKinstry’s professional staff and trades people deliver a range of services, including engineering and design, construction, construction management, utility/energy/LEED services, on-site facility management, architectural metals, commissioning, testing and balancing, 24/7 service, and maintenance. McKinstry’s Cycle of Services creates a continuum of expertise and assistance that our clients can access at any point in the life of their building.</td>
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<th><strong>Booth 617</strong></th>
<th>211 East Main St., Ste. 100</th>
<th>Lakeland, FL 33801</th>
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<tr>
<td>MyBudgetFile.com is 21st century budgeting technology designed for K-12 education. It is Web-based which means it operates in the clouds no software, no templates. Your budget is tailor-made to meet your needs, managed through a single source, allowing the data to be available to you anytime from anywhere.</td>
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<th><strong>National Life</strong></th>
<th><strong>Booth 227</strong></th>
<th>250 South Executive Dr., Ste. 300</th>
<th>Brookfield, WI 53005-4272</th>
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<tr>
<td>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 helping you prevent liability and grievances.</td>
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\(^1\) Source: LIMRA, Not-for-Profit Market Survey, first quarter 2011 results. Average assets per participant based on full-service business.

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