

EXECUTIVE
LEADERSHIP
FORUM

PROGRAM BOOK



FEBRUARY 13-15, 2020



ASSOCIATION OF
SCHOOL BUSINESS OFFICIALS
INTERNATIONAL

WELCOME TO THE 2020 EXECUTIVE LEADERSHIP FORUM

Dear Dedicated Leader,


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

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

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

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

Sincerely,



Claire Hertz
President
ASBO International

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- Employee Education and Communication



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 SCHEDULE-AT-A-GLANCE

THURSDAY, FEBRUARY 13

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

FRIDAY, FEBRUARY 14

7:00 am – 12:00 pm Celestin North Foyer (Level 3)	Registration
7:30 am – 8:15 am Celestin A–C (Level 3)	Breakfast
8:15 am – 8:35 am Celestin A–C (Level 3)	Welcoming Remarks
8:35 am – 10:35 am Celestin A–C (Level 3)	Advocacy and Empowerment: Finding Your Voice and Creating Space for Others to Assert Theirs
10:35 am – 10:50 am Celestin A–C (Level 3)	Coffee Break
10:50 am – 12:50 pm Celestin A–C (Level 3)	Strategic Leadership for Executives in Education
1:00 pm – 2:00 pm Celestin D (Level 3)	Lunch

2:15 pm – 4:15 pm
Celestin A–C (Level 3)

**Inclusive Leadership 2030:
Strategies and Practices for
the Future Workforce**

4:15 pm – 4:30 pm
Celestin A–C (Level 3)

Wrap Up

SATURDAY, FEBRUARY 15

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

Breakfast

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

Opening Remarks

8:30 am – 10:30 am
Celestin A–C (Level 3)

Leading Positive Performance**

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

Break and Refreshments

10:45 am – 12:45 pm
Celestin A–C (Level 3)

Leading Positive Performance *Continued*

12:45 pm – 12:55 pm
Celestin A–C (Level 3)

Wrap Up

***Access session prework in the Attendee Service Center through the link in your email reminder, if you haven't already.*



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¹ AXA Equitable Life Insurance Company LIMRA, Not-for-Profit Survey, Q3, 2019, based on 403(b) plan assets, participants and contributions.

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Earning SFO Contact Hours, CPE, and CAE Credits

NEW this year: Scan in and out of each session to track your credit hours.

Earn up to 12 SFO recertification contact hours, 12 CPE credits, and 12 CAE credits for attending Friday and Saturday sessions.

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

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

Questions? Email abarton-kramer@asbointl.org

CAE Credits: ASBO International is a pre-approved education provider through ASAE.

Educational sessions can count as credit toward the application or renewal of the Certified Association Executive (CAE) credential through ASAE.



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

Some see a
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*Alliance for Consumer Education, 2019 (www.consumer.org/stopgerms).

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THURSDAY, FEBRUARY 13

8:00 am – 6:00 pm Celestin North Foyer (Level 3)	Registration
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4:15 pm – 5:30 pm <i>(Invitation Only)</i> Celestin G-H (Level 3)	Affiliate Executive Directors Group Business Meeting
.	
6:00 pm – 7:30 pm Celestin D (Level 3)	Welcome Reception and Vendor Showcase

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

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

FRIDAY, FEBRUARY 14

7:00 am – 12:00 pm Celestin North Foyer (Level 3)	Registration
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7:30 am – 8:15 am Celestin North Foyer (Level 3)	Breakfast
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8:15 am – 8:35 am Celestin A-C (Level 3)	Welcoming Remarks Claire Hertz, SFO President, ASBO International



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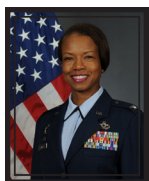
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FRIDAY, FEBRUARY 14

8:35 am – 10:35 am
 Celestin A-C (Level 3)

**Advocacy and Empowerment:
 Finding Your Voice and Creating
 Space for Others to Assert Theirs**



Presenter: Colonel Yvonne Spencer

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

Learning Objectives:

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

SFO/CPE/CAE: 2.4

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

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10:35 am – 10:50 am Coffee Break
 Celestin A-C (Level 3)





Why Add Security Benefit to Your District's 403(b) Plan?

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

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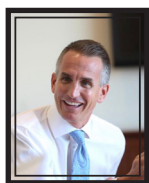
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FRIDAY, FEBRUARY 14

10:50 am – 12:50 pm
 Celestin A-C (Level 3)

**Strategic Leadership for Executives
 in Education**



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

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

Learning Objectives:

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

SFO/CPE/CAE: 2.4

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

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1:00 pm – 2:00 pm
 Celestin D (Level 3)

Lunch



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FRIDAY, FEBRUARY 14

2:15 pm – 4:15 pm

Celestin A-C (Level 3)

Inclusive Leadership 2030: Strategies and Practices for the Future Workforce



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

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

Learning Objectives:

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

SFO/CPE/CAE: 2.4

SFO Domain: Management of Human Resource Functions

Field of Study: Personnel/Human Resources – Non-technical

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4:15 pm – 4:30 pm

Celestin A-C (Level 3)

Wrap Up

Claire Hertz, SFO

President, ASBO International

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We're proud to support education.
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SATURDAY, FEBRUARY 15

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

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

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



Presenter: Devin Hughes
Chief Inspiration Officer
International Thought Leader Network

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

Learning Objectives:

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

SFO/CPE/CAE: 4.8

SFO Domain: Management of Human Resource Functions

Field of Study: Personnel/Human Resources – Non-technical

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

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



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INTERNATIONAL

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INDIVIDUAL RECOGNITION



DISTRICT RECOGNITION



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ASSOCIATION OF
SCHOOL BUSINESS OFFICIALS
INTERNATIONAL

FUTURE MEETINGS

2020

LEGISLATIVE ADVOCACY CONFERENCE

July 7–9, 2020 • Washington, D.C.

EAGLE INSTITUTE

July 14–17, 2020 • Québec City, Canada

ANNUAL CONFERENCE & EXPO

October 2–5, 2020 • Nashville, Tennessee

2021

EXECUTIVE LEADERSHIP FORUM

February 25–27, 2021 • San Antonio, Texas

ANNUAL CONFERENCE & EXPO

October 13–16, 2021 • Milwaukee, Wisconsin

2022

EXECUTIVE LEADERSHIP FORUM

February 3–5, 2022 • Savannah, GA

ANNUAL CONFERENCE & EXPO

September 14–17, 2022 • Portland, Oregon

2023

ANNUAL CONFERENCE & EXPO

October 18–21, 2023 • National Harbor, Maryland