

February 14, 2013

8:30 AM

Board of Directors Meeting

Ritz Carlton, New Orleans

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***Core Purpose:***

To lead the school business profession by providing growth opportunities and a network of support.

***Big Audacious Goal (BHAG):***

ASBO is globally recognized, respected, and consulted as the expert in the school business profession.

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**BOARD MEMBERS**

Ron McCulley, CPPB, RSBO, President  
Terrie Simmons, RSBA, CSBO, Vice President  
Brian L. Mee, RSBA, SFO, Immediate Past President  
John D. Musso, CAE, RSBA, ASBO Executive Director  
Brenda Burkett, SFO, CPA  
Mark Pepera, SFO, RSBO  
Mindy Stooksbury, EdD, RSBA, PHR, IPMA-CP  
Claire Hertz  
Jennifer Bolton-Carls, EdD  
Tom Wohlleber

**STAFF**

Ron Skinner, CAE, ASBO Deputy Executive Director  
Siobhán McMahon, ASBO Assistant Executive Director  
Sabrina Soto, ASBO Assistant Executive Director  
Arlene H. Olkin, PhD, ASBO Director of Leadership Development  
Vee Boehringer, ASBO Director of Recognition and Certification

**GUESTS**

Josh Peach, CMAC Chair (by conference call)  
David Varda, AEDG Chair  
Bert Huszcza, AEDG Vice Chair  
Trevor Summerson, International Representative to the Board  
Chuck Peterson, Board Candidate  
Melody Douglas, Bylaws Committee Chair

**CALL TO ORDER**

Ron McCulley called the meeting to order at 8:45

**ROLL CALL**

All board members were present except Terrie Simmons. Ron began the meeting with an update on Terrie and her husband Randy.

## **DISTRIBUTION OF ITEMS**

- a. Conflict of Interest and Anti-trust Documents John discussed the conflict of interest, anti-trust document, and other governance documents, and then gave the board members time to review and complete the documents.

## **AGENDA**

- a. Approval of Agenda Brian moved to approve the agenda, Brenda seconded. Motion approved unanimously.
- b. Approval of Board Meeting Minutes Brenda moved to accept the Board meeting minutes, Brian seconded. Brian moved to approve the executive committee meeting minutes, Ron seconded. Both approvals passed unanimously.

## **DISCUSSION ITEMS**

- a. Bylaws Committee Melody Douglas began a report concerning the recommendations of the Bylaws Committee. She then proceeded to go through the document listing all of the changes being proposed in the bylaws.

The group discussed the process for finding replacement board seats when needed, and the intent of the Bylaws Committee. One change suggested was to indicate that ex-officio board members added under the suggested language in article V. Section 1, will be non-voting members of the board.

The board members thanked Melody and the Bylaws Committee for all of their work.

Melody discussed a suggestion from the Bylaws Committee to add a governance session to the annual meeting that would allow for interested members to hear about the state of the association and give input on governance issues.

John talked about the history of a meeting like this based on past experience, and Melody noted that the open bylaws session would be a part of this meeting. Mark noted that timing would be important for this meeting to maintain maximum interest.

Ron noted that the board will be asked to give feedback by the March board conference call so that the process to approve the bylaws can start.

Ron S. asked a question about the process associated with approval of the bylaws by the members. After a discussion, Mark moved that the bylaws question be presented on the ballot as a yes/no question with no choice to abstain, members will be able to

not vote on the question, and the two thirds majority will be of the total votes cast on the question of the bylaws passage. Brian seconded, motion passed unanimously.

- b. Final Reading of Board Policies  
John presented the endorsement and expense tracking policies that had a first reading in the prior board meeting.  
  
Ron M. discussed the changes to the policy on attendance at board meetings.  
  
The group discussed the attendance policy.
- c. Corporate Members Advisory Committee  
Josh began by reporting out on the current state of the CMAC and the efforts to gather information and recruit for a new vice chair of the CMAC. He noted how useful the Corporate Corner articles by Siobhan are and he would like to help get more vendors to read the columns. He outlined a process to move forward for the board's consideration. The option of either disbanding the committee altogether or opening it up to all corporate members was discussed, and the group further discussed how a representative at the board meetings would be selected.

## **ACTION ITEMS**

- a. 2013 Committee Manual  
John discussed the changes to the committee manual. Tom asked about the role of the board members as a committee liaison.
- b. 2013 Personnel Manual  
John presented the personnel manual changes as well. Both manuals were moved for approval by Tom, seconded by Brenda. Motion passed unanimously.
- c. 2014 Budget  
John presented the budget document. He talked about the process and noted that the budget as presented put approximately \$75,000 back into the reserves of the association, while also recommitting an additional \$40,000 into the marketing budget. Brian noted the success of the strategic partnership program has helped make the budget process easier, and reminded the board that regular increases of dues and fees are better than larger sporadic increases.  
  
Ron S. discussed the addition of potential membership in the Committee for Education Funding that was included in the budget. Ron M. thanked the staff for the smoother process this year and collaboration with the executive team. Tom complimented the layout and narrative of the budget.  
  
Mark asked if there were any assumptions in the budget that might affect the projections. John discussed strategic partnerships as

well as meeting attendance and expenses.

Tom asked what was not included in the budget that might have been if resources were plentiful. The group talked about the benefit of additional staff to focus on committee work and legislative action, as well as marketing resources to promote membership and the SFO program.

Mindy asked about the cost of a legislative position on staff and noted that there may be ways to find the resources that are necessary to accomplish this. Trevor noted some changes in his own organizations budget that have caused them to be more creative.

Following the discussion, Brian moved to approve the budget, Mark seconded. Motion passed unanimously.

- d. 2013 Functional Areas of Engagement  
Ron began a discussion about the functional areas of engagement document that is completed by the board of directors and the usefulness of the document.

John talked about the history and the process behind the document, and Brian noted the executive committee involvement in the creation of the new columns in the document.

Jenna moved to approve the functional areas of engagement as presented, Mindy seconded. Motion passed unanimously.

- e. Board Policies  
Ron noted that the board policies had been discussed and asked for any additional comments. Brenda moved to approve all of the policy changes as presented, Claire seconded. The policies in each of the following areas were approved unanimously.
  1. Program and Services
  2. Expenses
  3. Board Member Attendance Policy
  4. Board of Directors Code of Conduct

- f. 2013 Committee Leader Appointments  
John discussed the changes to the committee leaders. Tom moved to approve the new leaders as presented, Mark seconded. The motion was approved unanimously.

## **PROGRAM UPDATES**

- a. Net Promoter Score  
Ron S. presented the latest Net Promoter scores for the association and talked about the next steps the staff will be taking to improve member satisfaction using the net promoter information.

- b. Membership, Marketing, and Communication

Siobhan presented the latest information on membership levels as well as member retention. She discussed the new member benefit approved in the presented budget—a tangible leadership column. She then gave an update on marketing and communications, including an update on the progress for the new website. And she noted that print advertising revenue remains strong, and that there is a plan to introduce a meeting app at the 2013 conference.

She also discussed the roll out of a short write up of the new membership model.
- c. Events & Corporate Partnerships

Sabrina gave an update on the Leadership Forum statistics and the logistics for the meeting, as well as the date and location for the 2014 event.

She also presented on the 2013 AM&E schedule and noted changes to the schedule.

Sabrina gave an update on the corporate partnerships program
- d. Leadership Development

Arlene noted that this is no longer a report on professional development, but rather, leadership development. She went on to report on the various leadership focused activities to include the Eagle Institute and SFO prep.
- e. Recognition and Certification

Vee gave an update on the certification and recognition programs noting that there is slow growth in some of the longer term programs, but they are still growing. She also reported on the growth of affiliate action around certification and the tracking of applicants and certificants due for renewal.

## REPORTS

- a. Board Committee Liaison Reports

There were no committee liaison updates.
- b. Board Visitation Reports

There had been no affiliate visitations on which to report.
- c. AEDG Chair Report

David noted that the June AEDG meeting will be held in Nashville in 2013. And he noted that John Crafton would be talking at today's AEDG meeting about some affiliate activities in Boston at the annual meeting.
- d. CMAC Chair Report

Josh gave his report as part of the discussion section of the agenda.

- e. International Representative Report Trevor introduced himself and his organization to the new board members. He updated the group on some of the relevant changes in England and for the National College.
- Trevor discussed a recent announcement about the merger of the National College and the national teaching agency.
- He then updated the board on activities related to Australia, India, and South Africa.
- f. President's Report Ron noted that he now understands why Brian was nervous before his first meeting last year even though he had been on the board for 4 years before that.
- g. Executive Director's Report John reported that we would be activating the policy committee to discuss governance costs as directed by the executive committee in January.

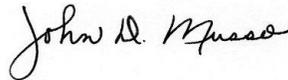
**EXECUTIVE SESSION** Tom moved to go into executive session, Mindy seconded. Executive session began at 2:00 p.m.

**BOARD COMMENTS** There were no comments.

**ADJOURN** The group came out of executive session and Brenda moved to adjourn at 2:10 p.m. Jenna seconded. Motion passed unanimously.



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Ron McCulley, CPPB, RSBO  
President



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John D. Musso, CAE, RSBA  
Executive Director



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April 18, 2013

11:30 AM

Board of Directors Meeting

Phone Conference

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Claire Hertz  
Jennifer Bolton-Carls, EdD  
Tom Wohlleber

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Arlene H. Olkin, PhD, ASBO Director of Leadership Development  
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Angela Tombul, ASBO Executive Assistant

**GUESTS**

Josh Peach, CMAC Chair  
David Varda, AEDG Chair  
Bert Huszcza, AEDG Vice Chair  
Tony Dragona, Board Candidate  
Chuck Peterson, Board Candidate

**CALL TO ORDER**

President McCulley called the meeting to order at 11:35am.

**ROLL CALL**

All board members were present, except for Jennifer Bolton Carls.

## APPROVAL OF AGENDA

### MOTION:

John Musso noted that a vote would need to be taken on the Bylaws recommendation today so it was moved to an action item. Brenda Burkett moved to approve the agenda as amended. Terrie Simmons seconded. All were in favor. Motion passed.

## APPROVAL OF MINUTES

- a. February 13, 2013 Executive Committee Meeting Minutes  
Brian Mee moved to approve the Executive Committee minutes from the February 13, 2013 meeting. Ron McCulley seconded. All were in favor. Motion passed.
- b. February 14, 2013 Board of Directors Meeting Minutes  
Mark Pepera moved to approve the Board of Directors minutes from the February 14, 2013 meeting. Brenda Burkett seconded. All were in favor. Motion passed.

## DISCUSSION ITEMS

- a. Bylaws  
President McCulley noted to the Board that the Bylaws Committee met and made several recommendations with regard to changes to the Bylaws. John Musso commented on the amount of time that went into the clean-up of the Bylaws. President McCulley thanked the committee for their work.
- b. International Representative Replacement Next Steps  
President McCulley noted that Trevor Summerson's term as the International Representative to the Board will be up on December 31, 2013. President McCulley presented the idea of allowing the International Committee to make a recommendation to the board, similar to the process that CMAC went through for filling the vice chair position. John Musso noted that another option would be to open up a call for nominations. Terrie Simmons suggested using an application process similar to the one used to fill the board vacancy. Discussion about possible next steps ensued.

## ACTION ITEMS

- a. Approval of Corporate Member Registration Fee Increase  
John Musso reported to the board that the rate that corporate members have paid in the past needed to be increased for various reasons. There would be a small increase in revenue for the association but it would also attract some who don't exhibit. The proposed increase was approved by the Executive Committee so production of printed materials could begin.

### MOTION:

Tom Wohlleber moved that the Board formally approve the increase for corporate member registration at the Annual Meeting & Expo by \$200 to a rate of \$875 before the early bird deadline and to \$975 after the early bird deadline. The amount for a corporate member one-day pass will be increased by \$200 to \$470. Mindy Stooksbury seconded. All were in favor. Motion passed.

- b. Approval of Bylaws changes

**MOTION:** Claire Hertz moved to approve the Bylaws as presented. Terrie Simmons seconded. All were in favor. Motion passed.

## PROGRAM UPDATES

- a. Communications, Marketing, and Membership  
Siobhán McMahon reported to the board that membership is holding steady. She mentioned the new membership model and the recent trip to the UK and the potential for new members that came from that trip. The new website is underway and the process is moving quickly. She also noted that the Editorial Advisory Committee will be meeting here at the ASBO Headquarters at the end of the month.
- b. Corporate Partnerships  
Sabrina Soto reported to the board that all the slots for event partners have been filled. Corporate Partnerships is going strong.
- c. Events  
Sabrina Soto briefed the board on the VIP housing opening for the AM&E. Registration and housing for the general membership is set to open on May 1, 2013.
- d. Leadership Development  
Arlene Olkin gave the Board an update on the Global School Business Network. She noted that micro sites for the affiliates may be needed based on their requests. The work that ASBO is doing now is to determine how these micro sites will be maintained. Arlene also gave a brief update on the Eagle Institute and on the sessions being selected for the 2013 AM&E. She also mentioned Career Central and the career coach that was successful last year. CPE credits will also be available for those who attend the AM&E.
- e. Recognition and Certification  
Vee Boehringer updated the board on Eagle, Pinnacle, and Bridges applications. COE and MBA cycles are nearly complete. She mentioned the "Pathways to the MBA Program" that will be rolled out this year. Certification also continues to grow.

## REPORTS

- a. Board Committee Liaison Reports  
There were no reports.
- b. Board Visitation Reports  
TX – February 18-22, 2013 Brenda Burkett and Mark Pepera did a combined presentation on the MBA.  
  
PA – March 19-22, 2013 Ron McCulley, Mark Pepera, and Brenda Burkett were in Pennsylvania.  
  
CA – April 3-6, 2013 Ron McCulley and Terrie Simmons attended.

CO – April 10-12, 2013 Ron McCulley, Terrie Simmons, Brian Mee, Brenda Burkett. Terrie Simmons congratulated Ron McCulley on receiving the Service to the Profession Award, the highest award that CASBO gives out.

LA – April 9-12, 2013 Mindy Stooksbury was impressed with the attendance at this conference.

OK – April 17-19, 2013 Brenda Burkett noted to the attendees that ASBO International non-members are eligible to apply

NE – April 18-19, 2013 Claire Hertz is currently at the Nebraska conference.

- c. AEDG Chair Report David Varda reported to the Board about the upcoming AEDG meeting in June. He reported on registrations to date and the agenda. He also noted that many of the AEDG members are excited to promote the SFO program.
- d. CMAC Chair Report Joshua Peach reported that he is hopeful a decision will be made about the direction of the committee. He also mentioned the candidate for the vice chair. Ron McCulley noted the bio for Hans Gerressen was sent to the board yesterday. Ron would like to see Joshua Peach stay on as the chair for one more year allowing Hans to become familiar with the role before becoming chair. Brian Mee agreed with Ron's suggestion to give Hans additional time before becoming the chair. This will be discussed at a later time.
- e. International Representative Report John Musso noted that Trevor is retiring in June.
- f. President's Report President McCulley thanked Terrie for mentioning the Service to the Profession Award. He also asked that as board members go to their visitations that they thank any of our partners that they see.
- g. Executive Director's Report John Musso noted that the May conference call has been cancelled and that there is no call for June. The next scheduled call is July 18, but that a call can be scheduled if needed.

John asked that everyone book their flights for the August meeting soon.

John also reminded the board that the auditor asked that their receipts have supporting details added to them prior to submitting them.

#### **BOARD COMMENTS**

Terrie Simmons thanked everyone for their concern and support during Randy's illness.

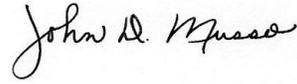
**ADJOURN**

Brenda Burkett moved to adjourn. Tom Wohlleber seconded. All were in favor. Meeting was adjourned at 12:45pm.



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Ron McCulley, CPPB, RSBO  
President



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John D. Musso, CAE, RSBA  
Executive Director

May 23, 2013

11:30 AM

Board of Directors Meeting

Phone Conference

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Claire Hertz  
Jennifer Bolton-Carls, EdD  
Tom Wohlleber

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Vee Boehringer, ASBO Director of Recognition and Certification  
Angela Tombul, ASBO Executive Assistant

**GUESTS**

Josh Peach, CMAC Chair  
David Varda, AEDG Chair  
Bert Huszcza, AEDG Vice Chair  
Trevor Summerson, International Representative to the Board  
Tony Dragona, Board Candidate  
Chuck Peterson, Board Candidate

**CALL TO ORDER**

President McCulley called the meeting to order at 11:35 A.M.

**ROLL CALL**

All board members were present, except Tom Wohlleber who joined the call at 11:42 A.M and Terrie Simmons who was not on the call.

## APPROVAL OF AGENDA

**MOTION:** Brenda Burkett moved to approve the agenda as presented. Mindy Stooksbury seconded. All were in favor. Motion passed.

## APPROVAL OF MINUTES

**MOTION:** Brenda Burkett moved to approve the minutes from the April 18, 2013 Board of Directors Phone Conference Call. Brian Mee seconded. All were in favor. Motion passed.

## ACTION ITEMS

- a. Committee Leader Update Kay Watson, Vice Chair of Risk Management, has served a total of six years and stepped down on January 1, 2013. The Risk Management Committee has nominated Donna Luhning as the new Vice Chair.

**MOTION:** Mark Pepera moved to approve the recommendation of Donna Luhning as Vice Chair of the Risk Management Committee effective immediately. Brenda Burkett seconded. All were in favor. Motion passed.

- b. Appointment of CMAC Vice Chair Jeff Carew's position as chair of CMAC expired this past year. Josh Peach who sat as vice chair is now chair of that committee. The position of vice chair has been vacant as Josh has been attempting to find someone to fill that position.

**MOTION:** Brian Mee moved to nominate Hans Gerressen as the Vice Chair of CMAC effective immediately and to have Joshua Peach remain as the Chair until December 31, 2014. Brenda Burkett seconded. All were in favor. Motion passed.

- c. Re-Appointment of International Representative The term for the ASBO Board of Directors International Board Representative Trevor Summerson ends December 31, 2013. The board began a discussion on the process of selection of the new representative on their last board call. It was noted that Trevor has brought tremendous value to the board during his two year term. While there are several good candidates to take his place, they would not have the background or contacts that Trevor has that are very beneficial to ASBO.

Mark Pepera moved to approve the reappointment of Trevor Summerson as the ASBO Board of Directors International Board Representative for another two (2) year term beginning January 1, 2014 and ending December 31, 2015. Mindy Stooksbury seconded. All were in favor. Motion passed.

**BOARD COMMENTS**

Brenda Burkett discussed the devastation in Oklahoma and the impact on her school district, family, and friends.

Tom Wohlleber briefed the board on the first SFO study group held in Wisconsin.

Trevor Summerson noted that Karen Starr told him that many of the delegates were pleased to have had Ron McCulley at their

**ADJOURN**

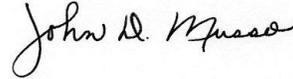
Jenna Bolton Carls moved to adjourn. Mark Pepera seconded. All were in favor.



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Ron McCulley, CPPB, RSBO  
President

Meeting was adjourned at 11:52 A.M.



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John D. Musso, CAE, RSBA  
Executive Director



## Association of School Business Officials International

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Reston, VA 20190-4200

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[www.asbointl.org](http://www.asbointl.org)

August 16, 2013

8:30 AM

Board of Directors Meeting

Reston Hyatt Town Center

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Claire Hertz  
Jennifer Bolton Carls, EdD  
Tom Wohlleber

### **STAFF**

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Angela Tombul, ASBO Executive Assistant

### **GUESTS**

Josh Peach, CMAC Chair  
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David Varda, AEDG Chair  
Bert Huszcza, AEDG Vice Chair  
Trevor Summerson, International Representative to the Board  
Tony Dragona, Board Candidate  
Chuck Peterson, Board Candidate

### **CALL TO ORDER**

President McCulley called the meeting to order at 9:00am.

### **ROLL CALL**

All board members were present.

### **APPROVAL OF AGENDA**

Ron McCulley noted that three action items were to be added to the agenda, the formation of an ad hoc committee to review the

board self-evaluation form, the formation of the Professional Task Force Committee, and the approval of the executive director's contract.

**Motion:** Brenda Burkett moved to approve the agenda with the additional action items and with the strategic plan action item being postponed to a later meeting. Mark Pepera seconded. All were in favor.

## APPROVAL OF MINUTES

**Motion:** Brian Mee moved to approve the May 23, 2013 Board of Directors meeting minutes, with the final sentence of Trevor's comment being inserted. Jenna Bolton Carls seconded. All were in favor.

## DISCUSSION ITEMS

- a. Lake Anne Revitalization John Musso introduced the Republic National, LLC President David Peter who presented Republic's vision for the new ASBO building and the surrounding area to the group.
- b. ASBO International Election Ron Skinner reported that the elections would begin on September 25 and conclude on October 9. He noted to the group that ballot would look different for members this year since the Bylaws changes would be included. He wished the candidates good luck.

## ACTION ITEMS

- a. Dr. Fred Hill Distinguished Service Award

**MOTION:** Brian Mee moved to approve the recipient of the Dr. Fred Hill Distinguished Service Award to be presented at the Second General Session in Boston. Brenda Burkett seconded. All were in favor.

- b. Committee Leaders

**MOTION:** Mark Pepera moved to select Marvin Dereef as Vice Chair of the Accounting, Auditing, and Budgeting Committee effective immediately. Brenda Burkett seconded. All were in favor.

- c. Authorization to negotiate with developers

**MOTION:** Brenda Burkett moved to authorize staff to begin negotiations that will ultimately lead to a final contract for the board's review and approval. Tom Wohlleber seconded. All were in favor.

- d. Audit

**MOTION:** Brenda Burkett moved to approve the audit as presented. Terrie Simmons seconded. All were in favor.

- e. Board Ad Hoc Committee to Review the Self-Evaluation Instrument

**MOTION:** Brenda Burkett moved to appoint a committee to review the board self-evaluation instrument. The committee will consist of Brenda Burkett, Mindy Stooksbury, Jenna Bolton Carls, and Terrie Simmons. Mindy Stooksbury seconded. All were in favor.

- f. Board Ad Hoc Committee to Review Professional Committees' Processes

**MOTION:** Claire Hertz moved to approve the formation of an ad hoc committee to review the Professional Committees and their processes. The committee will consist of Mindy Stooksbury, Tom Wohlleber, and Claire Hertz. Mark Pepera seconded. All were in favor.

- g. Executive Director Contract

**MOTION:** Brian Mee moved to approve the executive director's contract. Mindy Stooksbury seconded. All were in favor.

## **PROGRAM UPDATES**

- a. Communications, Marketing, and Membership  
Siobhan McMahon reported on the new website launch, the process of developing it, and the updated branding. She spoke about the buyer's guide and the progress on that. Siobhan also briefed the board on the status of membership and on the Global School Business Network.
- b. Corporate Partnerships  
Ron Skinner updated the board on the Corporate Partnerships, Events, and Leadership Development programs. He noted that partnerships were strong, most contracts were being renewed, and also discussed possible sponsorship of the SFO program by Horace Mann.
- c. Events  
Mary Quigg reported to the board on the exhibitor numbers for this year. Ron Skinner gave the board an update about the annual meeting. He also gave the dates and locations for future Executive Leadership Forums and AM&E.
- d. Leadership Development  
Ron Skinner spoke to the board about the Executive Leadership Forum content for Disney. He also noted that there are technological improvements that are being considered for future AM&Es.
- e. Recognition and Certification  
Vee Boehringer updated the board on the Eagle Awards, the Pinnacle Awards, the Bridges to the Future Program, the Eagle Institute, and the COE and MBA programs. She told the board about the new Pathways to the MBA.

Vee told the board about the messaging and commitments on behalf of the Affiliates has resulted in an increase in participation

for the SFO program. She also noted the beta-test takers are coming up for recertification.

## REPORTS

- a. Board Committee Liaison Reports
  - b. Board Visitation Reports
  - c. Policy Committee Update
  - d. AEDG Chair Report
  - e. CMAC Chair Report
  - f. International Representative Report
  - g. President's Report
  - h. Executive Director's Report
- There were no updates.
- Terrie Simmons said that Arizona ASBO was wonderful.
- Tom Wohlleber went to Montana ASBO and they were very welcoming.
- Mark Pepera noted he has been hearing talk at his visitations about certification and about programs on the whole.
- Terrie Simmons briefed the board on the work that the Policy Committee has been doing thus far.
- David Varda told the board, he Affiliate Executive Directors Group had their summer meeting in Nashville. The next summer meeting will be in Bedford Springs, PA and then in 2015, it will be out west. David commented that they are seeking Vice Chair candidates for next year.
- Joshua Peach briefed the board on the CMAC status. The meetings are no longer being held on a monthly basis making the meetings more substantial.
- Trevor Summerson noted that John Musso and Ron McCulley visited the UK. He brought several international updates and opportunities to the attention of the board.
- President McCulley shared a projection of expenses for his guests for the annual meeting.
- John Musso announced that Bill Chandler was no longer at Sherwood, but that the accounting services we get from them would not be impacted.

## BOARD COMMENTS

President McCulley expressed that he hopes the board members enjoy their time on the board.

Brian Mee confirmed that the journey is awesome. And also thanked the staff for their support.

Brenda Burkett noted that this past three days has been very exciting.

Mindy Stooksbury agreed.

Tom Wohlleber said he was happy to be a part of the board.

Hans Gerressen thanked the group for having him in the mix.

Trevor Summerson hopes that the actions that come from the Strategic Planning session ensure that school business officials take their place as school leaders.

Tony Dragona noted that the team building exercise was incredible and the meeting on the whole was very interesting to be a part of.

Chuck Peterson thanked the board for inviting him to be a part of the meetings and the strategic planning session this year.

Bert Huszcza thanked the board for having him here and for the good meeting.

David Varda noted that there is much opportunity for collaboration.

Jenna Bolton Carl noted that she hopes that she gets back as much as she gets from the opportunities available to her from being on the board.

Claire Hertz has enjoyed getting to know everyone and appreciates the possibilities that will come from the Global School Business Network.

Mark Pepera thanked the group for camaraderie between the group and is excited for the direction ASBO is headed and that he has gotten to be a part of it.

Terrie Simmons thanked the group for their contributions and collaborations during the Strategic Planning. She also thanked each person for their time that they give to ASBO when they leave their districts and families. She is honored to be a part of this group. She wished both Brenda and Mark much luck in the campaign. She thanked John and the staff for a good meeting.

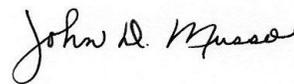
**ADJOURN**

Brenda Burkett moved to adjourn. Mark Pepera seconded. The meeting adjourned at 12:47pm.



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Ron McCulley, CPPB, RSBO  
President



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John D. Musso, CAE, RSBA  
Executive Director



Association of School Business  
Officials International

11401 North Shore Drive  
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October 24, 2013  
Board of Directors Meeting

Sheraton Downtown Boston  
Boston, Massachusetts

*Core Purpose:*

To lead the school business profession by providing growth opportunities and a network of support.

*Big Audacious Goal (BHAG):*

ASBO is globally recognized, respected, and consulted as the expert in the school business profession.

**BOARD MEMBERS**

Ron McCulley, CPPB, RSBO, President  
Terrie Simmons, RSBA, CSBO, Vice President  
Brian L. Mee, RSBA, SFO, Immediate Past President  
John D. Musso, CAE, RSBA, ASBO Executive Director  
Brenda Burkett, SFO, CPA  
Mark Pepera, SFO, RSBO, MBA  
Mindy Stooksbury, EdD, RSBA, PHR, IPMA-CP  
Claire Hertz  
Jennifer Bolton Carls, EdD  
Tom Wohlleber

**STAFF**

Ron Skinner, CAE, ASBO Deputy Executive Director  
Siobhán McMahon, ASBO Assistant Executive Director  
Vee Boehringer, ASBO Director of Recognition and Certification  
Arlene Olkin, ASBO Director of Leadership Development  
Angela Tombul, ASBO Executive Assistant

**GUESTS**

Hans Gerressen, CMAC Vice Chair  
David Varda, AEDG Chair  
Bert Huszcza, AEDG Vice Chair  
Trevor Summerson, International Representative to the Board  
Tony Dragona, Board Candidate  
Chuck Peterson, Board Candidate

**CALL TO ORDER**

President McCulley called the meeting to order at 8:58am.

**ROLL CALL**

All board members were present.

**APPROVAL OF AGENDA**

**Motion:** Tom Wohlleber moved to approve the agenda. Brenda Burkett seconded. All were in favor.

## APPROVAL OF MINUTES

### August 13, 2013 Executive Committee Meeting Minutes

**Motion:** Brian Mee moved to approve the August 13, 2013 Executive Committee meeting minutes. Terrie Simmons seconded. All were in favor.

### August 16, 2013 Board of Directors Meeting Minutes

**Motion:** Tom Wohlleber moved to approve the August 16 and 17, 2013 Board of Directors meeting minutes, with two typos corrected. Jenna Bolton Carls seconded. All were in favor.

## DISCUSSION ITEMS

### a. ERS Strategic Briefing on the Role of the CFO

Don Hovey of Education Resources Strategies (ERS) spoke to the board about the research that ERS has been doing on the role of the CFO as a strategic source of information for their districts. ERS is a non-profit dedicated to organizing the time, talent and technology in school districts. He walked the group through some of the resources on their website and gave them insight into what many school business officials see themselves and how their districts see them. Discussion ensued about the ways that ASBO can provide leadership training and education for ASBO members.

### b. US Communities Update

John Musso updated the board on a recent meeting with US Communities. He noted that there have been some struggles with a request for ASBO International to endorse US Communities and with an issue that US Communities has with another partner.

### c. Strategic Plan Update/Calendar

John Musso explained that ASBO has received a preliminary draft of the Strategic Plan from Tecker. Terrie Simmons opened discussion about how the roll-out to the membership can occur.

### d. Annual Meeting & Expo logistics and schedule

The board members were briefed on the upcoming week and their duties at various functions including the exhibit hall, receptions, and the general sessions.

## ACTION ITEMS

### a. Committee Leader Appointments

John Lang, Vice Chair of the Pupil Transportation Committee, is no longer working in a position involved with pupil transportation, serving as executive director of Maryland/DC ASBO. While still eligible to serve, John has chosen to step down as Vice Chair of this committee.

The Meritorious Budget Award (MBA) Advisory Committee's current chair, Gary Frisch, has reached his term limit of nine years. The Vice Chair, Paul Kelly, has accepted the nomination as the Chair. Ryan Ghizzoni is recommended as the new Vice Chair.

**MOTION:** Mark Pepera moved to accept Ryan Ghizzoni as the Vice Chair and Paul Kelly as the Vice Chair of the Meritorious Budget Award Advisory Committee and to appoint Burt Blackburn as Vice Chair of the Pupil Transportation Committee effective immediately. Brenda Burkett seconded. All were in favor.

**b. Annual Attorney Appointment**

John Musso explained that Art Herold has served as the ASBO attorney for many years and does a good job for the association.

**MOTION:** Brenda Burkett moved to appoint Arthur Herold as the ASBO International attorney of record. Claire Hertz seconded. All were in favor.

**PROGRAM UPDATES**

**a. Communications, Marketing, and Membership**

Siobhan McMahon updated the board on the membership levels, the progress of the Global School Business Network, the new website, and the rebranding efforts.

**b. Corporate Partnerships**

Ron Skinner updated the group on the Corporate Partnership program explaining that we have one partner stepping away (MetLife) and another partner (AIS) with whom the executive team will be meeting to discuss their partnership and assess how things are going. He noted several updates about the other sponsors.

**c. Events**

Ron Skinner updated the group on registration numbers and events happening in Boston. He spoke about future events and progress being made on contracts for Executive Leadership Forum and Eagle Institute.

**d. Leadership Development**

Arlene Olkin updated the board on the mobile app. She noted the work being done to secure future keynote speakers and leadership development opportunities. She spoke about the SFO certification preparation programs. Arlene also touched on the Education On Demand site.

**e. Recognition and Certification**

Vee Boehringer briefed the board on the SFO program explaining that the interest is growing in the program. She briefed the board on the affiliates who are offering study groups for the SFO exam. Vee noted some statistics for the award programs. Brian began a discussion on the new check lists for the MBA award and the impact that they have on current MBA recipients.

**REPORTS**

**a. Board Committee Liaison Reports**

There were no liaison reports as the board liaisons will be meeting with their committees during the coming week.

**b. Board Visitation Reports**

There were no new board visitations to report on.

**c. Ad Hoc Committee (Board Self Evaluation) Update**

Jennifer Bolton Carls updated the board on the work of the Ad Hoc Committee for the Board Self Evaluation. She noted that their goal was not to start over and change the entire instrument, but rather to review the questions and determine if there should be any edits. The committee met via phone and has suggested a four minor adjustments and the addition of one question to the existing board self-evaluation instrument.

**d. Ad Hoc Committee (Committees) Update**

Mindy Stocksby updated the board on the progress of the Ad Hoc Committee for the Review of the Standing Committees. She explained that they would be reviewing the entire structure of committees. The committee members will be joining the Committees Meeting to talk to the committee leaders on Saturday and get feedback from this process.

**e. AEDG Chair Report**

David Varda explained to the board what was on the agenda for the AEDG meeting on Saturday. He noted that David Lewis will be the incoming AEDG Vice Chair.

**f. CMAC Chair Report**

Josh Peach briefed the board on things to expect in the exhibit hall and with vendors.

**g. International Representative Report**

Trevor Summerson indicated that there was little change since August, but asked Claire Hertz to brief the board on the online course. Trevor spoke briefly about the National College.

**h. President's Report**

President McCulley noted that this was the last face to face meeting for this board.

**i. Executive Director's Report**

John Musso noted that the Bylaws passed in the election and the Bylaws Committee will be thanked and the changes will be incorporated.

**BOARD COMMENTS**

President McCulley expressed his appreciation for the work the board members have done this past year, the support that ASBO staff have provided, and said the year has been wonderful.

Terrie Simmons commended Ron McCulley and Brian Mee for their leadership. She asked that board members to please return their visitation selections to her.

Brian Mee thanked the board, the executive committee, John, and the staff for a wonderful ride and their work.

Mark Pepera thanked David Varda for his service. He wished Brenda luck in the future. He also wish Brian Mee luck. He commended Ron on his leadership this year.

Claire Hertz appreciates the guidance she has received from so many.

Tom Wohlleber reiterated that the experience of being a board member is phenomenal.

Tony Dragona looks forward to the future.

Josh Peach is honored to be a part of the group.

Hans Gerressen noted that this is a group of quality individuals dedicated to a cause and is honored to be a part of it.

Trevor Summerson commented that ASBO International has come a long way over the years and the founding members would be proud of where the association stands today.

Bert Huszcza remarked that these meetings are wonderful and you find ways to remain active in the association, even after your service to the board ends.

David Varda thanked the board for the experience and the friendships.

Chuck Peterson noted that he appreciates the year of introduction to the board that has prepared him for his service.

Jenna Bolton Carls commented that she is thankful for the opportunity to be a part of the board.

Mindy Stooksbury is looking forward to another year of service.

Brenda Burkett said that being an ASBO member and serving on the board has made her career so much more rewarding. She noted that she was proud of the election participation rates.

John Musso commented that seeing board members leave is difficult on staff and the friendships formed are meaningful for the staff.

**ADJOURN**

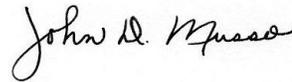
Brian Mee moved to adjourn. Brenda Burkett seconded. All were in favor.

President McCulley adjourned the meeting at 2:10 pm.



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Ron McCulley  
ASBO International, President



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John Musso  
ASBO International, Executive Director

November 21, 2013

11:30 AM

Board of Directors Meeting

Phone Conference Call

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**Big Audacious Goal (BHAG):**

ASBO is globally recognized, respected, and consulted as the expert in the school business profession.

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Claire Hertz  
Jennifer Bolton Carls, EdD  
Tom Wohlleber

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Siobhán McMahon, ASBO Assistant Executive Director  
Sabrina Soto, ASBO Assistant Executive Director  
Vee Boehringer, ASBO Director of Recognition and Certification  
Arlene Olkin, ASBO Director of Leadership Development  
Angela Tombul, ASBO Executive Assistant

**GUESTS**

Joshua Peach, CMAC Chair  
Hans Gerresseen, CMAC Vice Chair  
David Varda, AEDG Chair  
Bert Huszcza, AEDG Vice Chair  
Tony Dragona, Board Candidate  
Chuck Peterson, Board Candidate

**CALL TO ORDER**

President McCulley called the meeting to order at 11:32am.

**ROLL CALL**

All board members were present.

**APPROVAL OF  
AGENDA**

**Motion:** Brenda Burkett moved to approve the agenda. Jenna Bolton Carls seconded. All were in favor.

## APPROVAL OF MINUTES

**Motion:** Mark Pepera moved to approve the October 24, 2013 Board of Directors meeting minutes. Brenda Burkett seconded. All were in favor.

**Motion:** Brian Mee moved to approve the October 23, 2013 Executive Committee meeting minutes. Terrie Simmons seconded. All were in favor.

## DISCUSSION ITEMS

- a. Strategic Plan                      President McCulley recommended that the draft strategic plan be put in front of all members for comments and the board agreed. The deadline for submitting comments will be the end of the year and voting on this plan will be at the February 2014 meeting.

## REPORTS

- a. Board Committee Liaison Reports                      There were no updates.
- b. Board Visitation Reports                      There were no reports. President McCulley noted that several people attended the CEO Symposium and that he found it valuable. Claire Hertz agreed. Terrie Simmons found it useful as well.
- c. AEDG Chair Report                      David Varda reported that there are several volunteers working to coordinate work on the legislative issue that was discussed at the AEDG meeting.
- d. CMAC Chair Report                      Joshua Peach briefed the board on the feedback that he has received from vendors.
- e. President's Report                      President McCulley wished the group a happy Thanksgiving.
- f. Executive Director's Report                      John Musso announced that NIGP will not be a part of US Communities as of January 1, 2014. Ron Skinner said he would post a comment about this to AEDG to answer questions they may have about NIGP's decision.

## BOARD COMMENTS

Claire Hertz asked when the website would be up and running. Ron Skinner said it would be up by the first week of December.

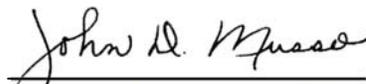
Tom Wohleber asked when the draft strategic plan would be available for comment. John Musso replied by the end of the day.

## ADJOURN

Terrie Simmons moved to adjourn. Mark Pepera seconded. The meeting adjourned at 11:56am.



Ron McCulley, CPPB, RSBO  
President



John D. Musso, CAE, RSBA  
Executive Director