



*Executive*  
**LEADERSHIP**  
*forum*

2013 Executive Leadership Forum  
New Orleans, LA  
February 14-16

Registration Opens October 22, 2012

*"The program was amazing...top notch professional development."*



Association of School Business  
Officials International

STRATEGIC PARTNERS





# Executive LEADERSHIP forum

2013 Executive Leadership Forum  
New Orleans, LA  
February 14–16



## A Higher Level of Leadership

The Executive Leadership Forum brings together leaders in the school business management community to exchange information, engage in quality professional development, and build relationships that will enhance their school districts' business practices. Attendance is limited to 300 attendees for this highly valued conference.

**Take this opportunity to focus on leadership development and higher-level learning and thinking skills.**

## TENTATIVE SCHEDULE

### Thursday, February 14

6:00 p.m. – 7:30 p.m.  
**Welcome Reception with Exhibits**

### Friday, February 15

7:15 a.m. – 8:00 a.m.  
**Continental Breakfast**

8:00 a.m. – 9:45 a.m.  
**Ritz-Carlton Leadership Center: It's All About Leadership**

Having the right leadership in place is a critical tenet of Ritz-Carlton's success. Employees want to be led by authentic leaders who are dynamic, transparent, competent, and fair. Ritz-Carlton Leadership Center faculty will help you take your skills to the next level. Begin with a leader's self-assessment, then explore Ritz-Carlton's 12 principles of leadership, consider their approach to driving the employee promise for world-class performance, and learn the significance of what they call "life's board of directors."

9:45 a.m. – 10:00 a.m.  
**Break**

10:00 a.m. – 11:45 a.m.  
**Ritz-Carlton Leadership Center: Adding Value Through Social Responsibility and Community Engagement**

Ritz-Carlton demonstrates an award-winning commitment to social responsibility through its Community Footprints program, which successfully engages customers, employees, and the community.

Learn the role of leadership in making social responsibility and community engagement a core operating principle. Explore the rewards, benefits, and challenges of a social responsibility commitment and consider how to leverage core competencies of employees and the community in making a positive impact.

**11:45 a.m. – 12:15 p.m.**

**Pick Up Boxed Lunch and Board the Buses**

**12:15 p.m. – 1:30 p.m.**

**Lunch on the Bus While En Route to Luling, Louisiana**

**1:30 p.m. – 5:00 p.m.**

**Building a High-Tech Professional Learning Center: A Collaborative Vision** (Field Experience)

Born out of what was once a K-Mart, the high-tech Professional Learning Center (PLC) in Luling, Louisiana, is a stellar example of how visionary school and community leadership can build a state-of-the-art facility for fostering educational excellence at great savings to the community. ASBO member Jim Melohn, CFO with the St. Charles Parish Public Schools, has assembled a team of school and community leaders, the architect, a public relations expert, and others involved in the PLC to take you on a tour of the facility. The tour includes an interactive exploration of the collaborative effort that made it a reality.

**5:00 p.m. – 5:15 p.m.**

**Board Buses**

**5:15 p.m. – 6:30 p.m.**

**Return Trip to Ritz-Carlton**

**6:30 p.m.**

**Dinner On Your Own—Explore New Orleans!**

## Saturday, February 16

**7:15 a.m. – 8:00 a.m.**

**Continental Breakfast**

**8:00 a.m. – 11:00 a.m.**

**FranklinCovey: Smart Trust**

Trust is hard, real, and quantifiable. It can be created and destroyed, taught and learned, lost and restored. Learn from the Global Speed of Trust Practice at FranklinCovey how trust can be the hidden variable that will become your most leverageable tool, giving you a distinct advantage as you work with all your stakeholders—inside and outside your organization. During this high-energy hands-on workshop, based on Stephen M. R. Covey and Greg Link's new book, *Smart*

*Trust*, you'll learn their principles for creating prosperity, energy, and joy in a low-trust world. In small and large-group activities, you'll explore the skills you can use to identify and close the trust gaps and develop a high-trust, high-performance organization.

**Presenter:** LeRoy Maughan, a highly sought-after presenter for the Global Speed of Trust Practice at FranklinCovey, is a professional mentor and keynote speaker. He believes that true success is a collaborative experience, hallmarked by innovation and mutual trust. His engaging style fosters creative thinking, lively dialogue, and activities aligned with purpose, intent, and results.

**11:00 a.m. – 11:15 a.m.**

**Break**

**11:15 a.m. – 2:00 p.m.**

**New Orleans Convention and Visitors Bureau Presentation Luncheon**

When Hurricane Katrina devastated New Orleans, the New Orleans Convention and Visitors Bureau had the formidable responsibilities of implementing an emergency communication plan during the storm and rebuilding tourism in its aftermath. Explore principles of crisis management from a convention/visitors bureau and communications/media perspective that can strengthen preparedness planning in your district.

### Earn Education Credits

ASBO International will issue CPE credits for Friday's and Saturday's educational sessions. Visit ASBO's website for details: [www.asbointl.org](http://www.asbointl.org)

## HOTEL ACCOMMODATIONS

### The Ritz-Carlton, New Orleans

921 Canal Street  
New Orleans, LA 70112

Welcoming visitors with Southern hospitality and singular style, The Ritz-Carlton, New Orleans is located in the heart of the French Quarter on Canal Street, just one block from Bourbon Street.

**Rate:** \$219\* (single/double)

\*Rate does not include 13% hotel occupancy tax and additional \$2 occupancy fee.

**To book your room:** Register for the meeting. In your confirmation email, you will receive instructions for reserving your room in the ASBO block.

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*"Best leadership development to date."*

ASBO International  
11401 North Shore Drive  
Reston, VA 20190-4200

P 866.682.2729  
F 703.708.7060  
www.asbointl.org

## REGISTRANT INFORMATION

(Please type or print)

Member ID Number: \_\_\_\_\_

First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_

Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

District/Employer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

**Check all that apply:**  Ph.D.  Ed.D.  CPA  Other \_\_\_\_\_

Check if this is a change in your address or other contact information.

Check if you are chair/vice chair of an ASBO International Professional Committee.

Check if you are an Executive Director or Board Member of an ASBO Affiliate.

Check if you are an ASBO International Committee Member.

## GUESTS

Only for accompanying registrants who are not eligible for membership with ASBO International. Guest registration includes one reception.

See [www.asbointl.org/eligibility](http://www.asbointl.org/eligibility), or call ASBO at 866.682.2729 x7080.

Bringing a guest? Please include the guest name for badge purposes.

First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_

Last Name: \_\_\_\_\_

Name for Badge: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Email: \_\_\_\_\_

For guests age 18 and under there is no registration fee.

## REGISTRATION FEES

**Membership Package:** **\$661**

(Includes registration and ASBO membership.)

Active Member  
 Individual  School

**Registration Only:**

Active Member \$450  
 Nonmember, School Business Official \$700  
 Guest \$80  
 Corporate Member \$995 (limited to 25)

## SPECIAL NEEDS

Please indicate if you or a guest has dietary restrictions/allergies to any of the following:

Milk  Tree Nuts  Gluten  
 Whey  Peanuts  Eggs  
 Soy  Shellfish  Fish

Other, please specify: \_\_\_\_\_

Check here if you or a guest has a special need such as access to events or other concerns that may require special services.

Description: \_\_\_\_\_

## EMERGENCY CONTACT INFORMATION

Please type or print the name of the person to contact in case of emergency.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Relation: \_\_\_\_\_

Phone Number: \_\_\_\_\_

## QUESTIONS

For questions regarding registration, please call us at 866.682.2729 x7080.

There is a \$100 cancellation fee on all paid registrations. No refunds given after Monday, January 14, 2013.

For more information on the 2013 Executive Leadership Forum, visit [www.asbointl.org](http://www.asbointl.org)

## Easy Way to Register!

Fax to ASBO International at: 703.708.7060  
Please allow 3 business days for processing.

## TOTAL FEES AND METHOD OF PAYMENT

(All fees in U.S. funds)

Registration Fee \$ \_\_\_\_\_

Guest Registration \$80 x \_\_\_\_\_ = \$ \_\_\_\_\_

**TOTAL AMOUNT DUE \$ \_\_\_\_\_**

Check Enclosed  \* Purchase Order # \_\_\_\_\_

Credit Card:  Visa  MasterCard  American Express

Name on Card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

\* **Purchase Order**—Receipt of a purchase order does not constitute payment.

**Limited to 300 attendees—this exclusive conference will sell out quickly. Act now to participate.**