

Request for Extended Travel

(THIS REQUEST FORM REQUIRED FOR TRAVEL OUTSIDE OF THE 200-MILE RADIUS)

NAME: MARY LARSON

DATE: 11/22/10

DEPT/BUILDING: BUSINESS SERVICES

PURPOSE:

Attend the annual Association of School Business Officials Leadership Conference to be held in Dallas, Texas.

DISTRICT BENEFIT:

This is an opportunity for professional development from the organization that supports school business managers internationally. This is the yearly leadership conference to develop the school business manager. Leadership this year is centered towards emergency management and decision making. There is also a session and tour of the Dallas Cowboys Stadium which was built using U.S. EPA's National Environmental Performance Track reducing solid waste, energy use and water. This is something to consider with future Parkrose School District construction projects.

I am requesting that this conference be paid from the Risk Management Fund which has dollars budgeted for professional development.

TRAVEL DETAILS: 1. **DESTINATION:** Dallas, Texas
2. **TRAVEL DATES:** February 24, 2011 – February 26, 2011

<u>ESTIMATED EXPENSES:</u>	<u>DESCRIPTION</u>	<u>COST</u>
• TRAVEL	Air fare	429.00
• MEALS	Per diem \$ per day	83.00
• LODGING	Conference hotel \$205.00	410.00
• REGIS/FEES	Conference registration	450.00
• SUBSTITUTE		
• OTHER	Airport transfer	30.00

TOTAL: \$1402.00

BUDGET SOURCE(S):

Source	Budget Code	Amount
• GENERAL FUND:		
• WORKSHOP FUNDS:		
• CONTRACT REQUIREMENT:		
• OTHER: RISK MANAGEMENT FUND	33-79-2528-00-342	1402.00

TOTAL: \$1402.00

SUPERVISORS RECOMMENDATION AND COMMENTS:

SUPERVISOR SIGNATURE: _____

SEND FORM TO SUPERINTENDENT/DESIGNEE:

SUPERINTENDENT/DESIGNEE RECOMMENDATIONS/COMMENTS:

OK K Gray
11-17-10

BOARD ACTION:

NOT-REQUIRED _____ REQUIRED APPROVED _____ DISAPPROVED _____

DATE: _____

I AGREE THAT ALL OF THE INFORMATION ON THIS FORM IS ACCURATE AND TRUE TO THE BEST OF MY KNOWLEDGE.

EMPLOYEE SIGNATURE: Mary Joasem

DATE: 11/8/10

Executive LEADERSHIP forum

February 24-26, 2011 • Grapevine, TX



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

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 only. See 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: **\$640**
(Includes registration and ASBO membership.)

- Active Member
 Individual School

Registration Only:

- Active Member \$450
 Nonmember, School Business Official \$700
 Guest \$50
 Corporate Member \$995 (limited to 30)

TOTAL FEES AND METHOD OF PAYMENT (all fees in U.S. funds)

Registration Fee \$ _____

Guest Registration \$50 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.

SPECIAL NEEDS

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

- | | | |
|---|------------------------------------|---------------------------------|
| <input type="checkbox"/> Milk | <input type="checkbox"/> Tree Nuts | <input type="checkbox"/> Gluten |
| <input type="checkbox"/> Whey | <input type="checkbox"/> Peanuts | <input type="checkbox"/> Eggs |
| <input type="checkbox"/> Soy | <input type="checkbox"/> Shellfish | <input type="checkbox"/> Fish |
| <input type="checkbox"/> 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 24, 2011.

For more information on the 2011 Executive Leadership Forum, visit www.asbointl.org

Easy Way to Register

Fax to ASBO International at: 703/708-7060
Please allow 3 business days to process.

Registration opens November 1, 2010

Register at www.asbointl.org

Executive
LEADERSHIP
forum

School systems are tightly threaded like cogs in a machine,
each piece dependent upon the other.

February 24–26, 2011 • Grapevine, TX

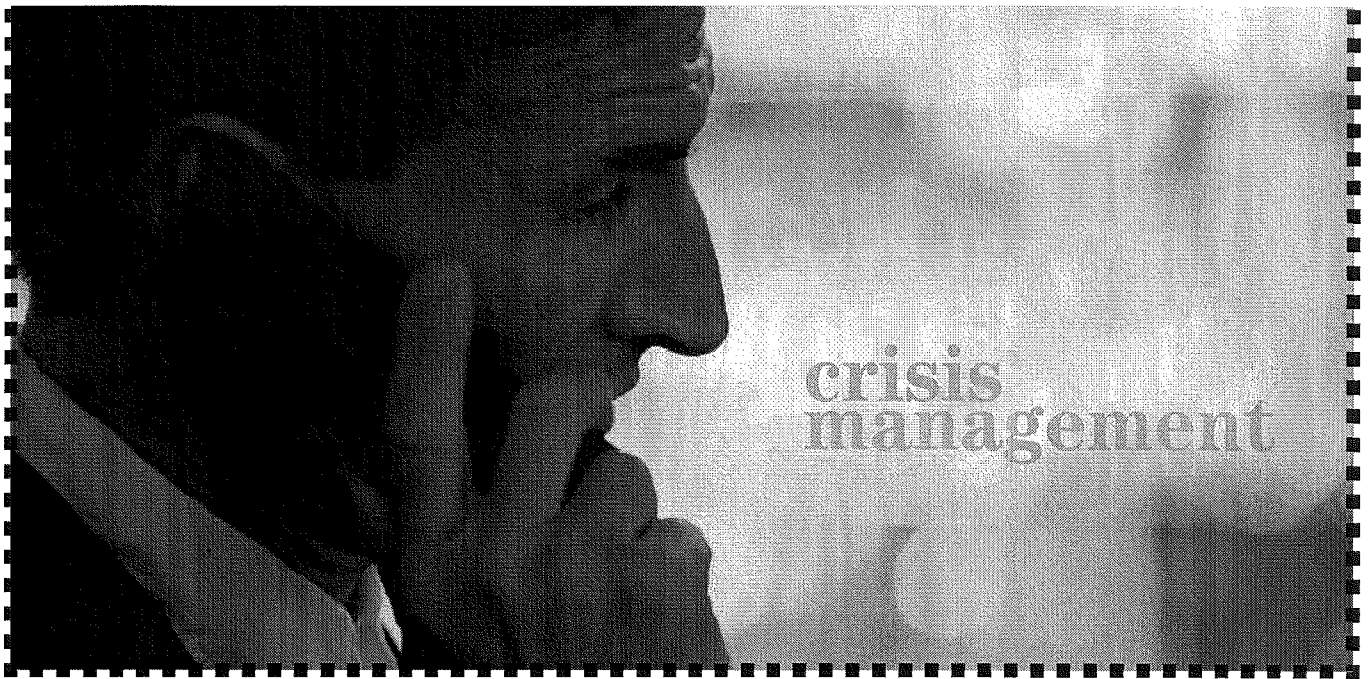
Exclusive—Limited to 300 Attendees



**Association of School Business
Officials International**

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

P 866/682-2729
www.asbointl.org



Are you ready for the unexpected?

A call comes into your office that a student has been critically injured during football practice at the high school. You must contact key people to handle the emergency and provide immediate and ongoing support to the students, school employees, and the student's family. Where do you begin?

As district CFO, you supervise the transportation department. You receive a call that a school bus making its morning pickups has overturned on a dirt road on its way to school. The only information you have was provided by a parent who was behind the bus at the time it overturned. What's your first move?

A middle school student, the victim of ongoing bullying by four high school students, is physically attacked on school property. Working with the police department and other district personnel, you are responsible for communicating with parents and the media. Do you know what to say—and what not to say?

If these questions have you searching for answers, look no further than the 2011 ASBO Executive Leadership Forum.

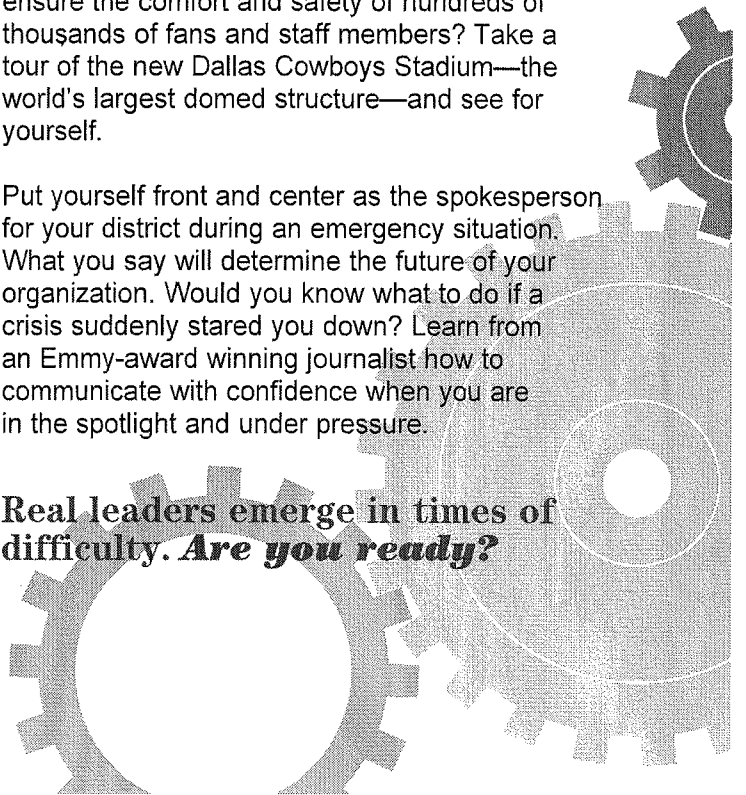
Join 300 of your colleagues as you learn first-hand what it means to lead effectively—especially in times of crisis.

Imagine yourself as a senior director working for American Airlines on September 11, 2001. How would you have led the company, its employees, and their families through the aftermath of the terrorist strikes? You will hear from those who were called on to do just that.

Think about what it takes to plan a multi-billion dollar public facility set to host one of the most popular events in the world. How would you ensure the comfort and safety of hundreds of thousands of fans and staff members? Take a tour of the new Dallas Cowboys Stadium—the world's largest domed structure—and see for yourself.

Put yourself front and center as the spokesperson for your district during an emergency situation. What you say will determine the future of your organization. Would you know what to do if a crisis suddenly stared you down? Learn from an Emmy-award winning journalist how to communicate with confidence when you are in the spotlight and under pressure.

Real leaders emerge in times of difficulty. Are you ready?



Get your leadership gears in motion

Your day is full of challenges as you focus on keeping the school district engine running smoothly and efficiently. Success takes more than a keen eye for detail and knowledge of federal regulations. It takes true leadership.

When was the last time you gave your leadership engine a tune up? The ASBO Executive Leadership Forum will help you renew, re-energize, and rev up your leadership skills. You can't afford to miss this targeted professional development opportunity. Here's why:

Content Tailored Just for You

School business officials are distinctive among education leaders. You may not be in the classroom, yet every decision you make affects learning. Recognizing the unique role you play in the school district, ASBO developed a professional development program like no other. It speaks specifically to you.

You make crucial decisions. Learn about effective decision making, crisis management, and communication from American Airlines personnel who were on duty on September 11, 2001; from Candace BelAir, Emmy Award-winning journalist and crisis communications specialist; and from the folks who planned and constructed the new \$1.2 billion Dallas Cowboys stadium.

You promote teamwork. Gaylord Hotels has built its company reputation on a "one team, one dream" ideal. Find out how you can replicate Gaylord's successful model in your district to promote collaboration, cooperation, and exemplary customer service.

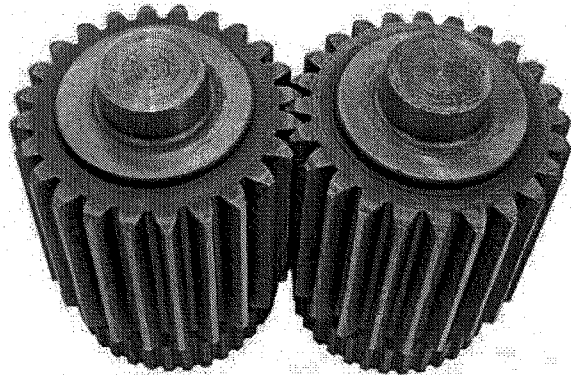
You recognize the importance of life-long learning. Here's your chance to focus on your own professional development. The more you know, the more you can pass on to those in your district.

Opportunities to Build Your Network

There's nothing more powerful than a network of colleagues you can call on for guidance. At the Executive Leadership Forum you'll be surrounded by people who share your challenges, have overcome obstacles, and can help you make difficult decisions. You can draw on their experience and expertise and expand your network of go-to colleagues.

Hands-on Experiences

There's no experience like a first-hand experience. You'll learn the back-story of American Airlines' crisis management process on September 11 from those who were there. And, you'll go behind the scenes of the Dallas Cowboys' new stadium and find out what it takes to plan, build, and manage a facility with energy efficiency, sustainability, and risk management in mind.



Don't miss this unique opportunity.

ASBO's Executive Leadership Forum brings together the best of the best in school business for an exceptional leadership experience. It's the place to be to fill your resource toolbox, oil your leadership gears, and put you and your district back on the track to success.



Association of School Business Officials International

Tentative Schedule



Thursday, February 24

6:00 p.m. - 7:30 p.m.

Welcome Reception

Network with your colleagues and visit the exhibits.

Friday, February 25

8:00 a.m. - 12:00 p.m.

General Session:

American Airlines: Back from the Brink
American Airlines Staff Training Specialists

Step into the role of an American Airlines employee in the first few hours after the hijacked airplanes struck the World Trade Center. Beginning with an interactive SWOT analysis of American Airlines prior to the terrorist attacks, American Airlines employees will immerse you—as an American Airlines employee—in a simulation of the events of the day as they experienced them. Presented with real challenges, you will be called on to make critical decisions and work as a team throughout the simulation. Learn how American Airlines avoided bankruptcy in the wake of the tragedy. The presenters will then link this experience to crisis situations you face in your school district.

12:00 p.m. - 12:45 p.m.

Lunch

1:00 p.m. - 1:30 p.m.

General Session: Gaylord Culture
Gaylord Texan Leadership

How does Gaylord Hotels' commitment to taking care of employees (STARS) motivate those employees to take care of Gaylord guests with a comparable focus on service? Learn the secret recipe that separates Gaylord from its competitors and enables the success of its chain. Gaylord Hotels has built its reputation on a "one team, one dream" ideal that can inform any business operation, including your school district.

1:45 p.m. - 3:45 p.m.

Breakout Sessions

Gaylord Texan Leadership

Rotate through three half-hour breakout sessions (1:45–2:15 p.m., 2:30–3:00 p.m., 3:15–3:45 p.m.) for an insider's view of the Gaylord ideal in action.

Session 1 – Retention Initiatives: How Do We Keep Our STARS Satisfied & Engaged?

Session 2 – Leadership at the Gaylord Texan: What Does It Take To Be a Successful Leader?

Session 3 – Tour of Back of House: Where the Texan Culture Truly Comes to Life

4:00 p.m. - 4:30 p.m.

Closing General Session
Gaylord Texan Leadership

Feel like a STAR! The closing general session will include a heaping portion of Gaylord Texan spirit and an ASBO Rally that will send you back to your school ready to lead, motivate, and engage your team.

Registration opens November 1, 2010 • Register at www.asbointl.org



Executive LEADERSHIP forum

5:30 p.m. – 9:00 p.m.

Dallas Cowboys Stadium Field Experience and Reception

The sheer enormity of the new \$1.1 billion Dallas Cowboys stadium is breathtaking. The largest domed stadium in the world, the building also boasts the world's largest column-free interior and the largest high definition video screen, which hangs from 20-yard line to 20-yard line. But there's so much more to the structure than concrete, steel, and glass. Enjoy the tasty stadium fare as you learn how stadium officials audited fan behavior to develop a plan to reduce solid

waste by 25%, energy use by 20%, and water consumption by 1 million gallons—and then got employee buy-in for a commitment to social responsibility.

Take a back-stage VIP tour of the stadium to visit the owners' box, step inside the locker room, see the field being set up for community use, and explore the risk management strategies in place for this 10-story facility. Discover how this stadium—the first sports venue to participate in the U.S. EPA's National Environmental Performance Track program—geared up to host the 2011 Super Bowl and what stadium officials learned from the experience.



At the Executive Leadership Forum you'll be surrounded by people who share your challenges, have overcome obstacles, and can help you make difficult decisions.

Tentative Schedule

Saturday, February 26

8:00 a.m. – 12:00 p.m.

**General Session: Communicating
Confidently in a Crisis**

Candace BelAir, Emmy Award-winning Journalist

Crisis situations are the publicity nightmares that catch the eyes of savvy reporters and make headline news. Almost as soon as you become aware of the crisis, your phone rings. It's a reporter who wants your reaction to the crisis unfolding right before your eyes. In an instant, you need to articulate a statement without getting trapped in your own words.

Candace BelAir, Emmy Award-winning journalist and crisis communications specialist, will use footage of real business people communicating in crises to show you how to deal with the media more effectively in the midst of a crisis. You'll learn what professional spokespersons already know, including

- What to do when a reporter calls and how to avoid getting trapped in your own words.
- Why saying "no comment" or deferring media questions to your attorney could be the kiss of death.
- What single question you should fear most and how to answer it.
- How three simple secrets can help a reporter see your point of view—and even take your side.

You'll also experience first-hand how to cope with crises using a real-time mock disaster, taken directly from the world of school business officials.

When the unexpected happens, having a solid crisis communications strategy is like first aid training—you never know when or if you'll need it, but the knowledge can save your life—and your reputation.



Hotel & Transportation



One of the most unique small cities in the United States, Grapevine, Texas, is situated between Dallas and Fort Worth—less than 10 minutes from the DFW airport.

Hotel

The Executive Leadership Forum will be held at the Gaylord Texan Hotel and Convention Center, where you'll find lush gardens, winding pathways, climate-controlled glass atriums, and distinctive shopping, dining, and recreation options all under one roof.

To book your room, first register for the meeting. In your confirmation email, you will receive directions for reserving your room in the ASBO block.

Rate: \$205 (single/double)

The Gaylord Texan
1501 Gaylord Trail
Grapevine, Texas 76051

Transportation

The Gaylord Texan Transportation department is available 24 hours a day, 7 days a week for individuals and groups. For rates, information, or reservations please call the hotel at 817/778-2277 or schedule your direct, private transportation online.

Super Shuttle also provides transportation between DFW Airport and the Gaylord Texan resort. When taking Super Shuttle, please plan for a one-hour trip each way between the hotel and the airport.

For additional information or to make a reservation, call Super Shuttle at 800/258-3826 or book your shared van ride online.



GAYLORD TEXAN®