

## LEADERSHIP, HISTORY, INSIGHTS

**Gain leadership insights from one of the most gifted orators in history.**

Abraham Lincoln's presidency was marked by epic adversities, including war and financial crisis. In those turbulent times, it was his gift for speaking and writing that helped build the trust and confidence of a divided nation.

Join award-winning experts and a community of your peers as you travel back to the Civil War for historical insights and lessons you can apply to your own school environment.

You will leave this one-of-a-kind experience with the communication techniques to build trust and confidence among your stakeholders and the leadership skills to help your school district thrive in the challenging economic times ahead.

## SCHEDULE OF EVENTS

### Tuesday, July 12

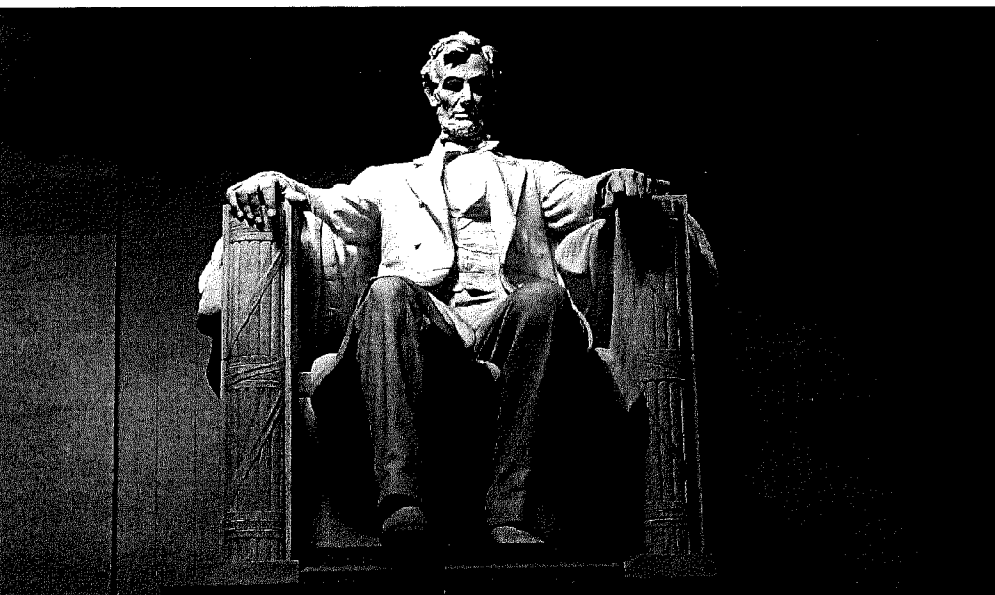
Arrive at the Capital Hilton Hotel, Washington, D.C. by 4:30 p.m.

- Welcome Reception and Dinner
- **The Leader as a Communicator**  
*Dr. Jeffrey McCausland, Colonel, U.S. Army (retired) and Founder/CEO of Diamond6 Leadership and Strategy*

Communication is fundamental to effective leadership. Leaders are careful to consider the mechanisms available to them to communicate and select the best tool for the message and the moment. This seminar examines the importance of, barriers to, and strategies for effective communication.

### Wednesday, July 13

- Breakfast at the Capital Hilton Hotel
- Tour **Ford's Theatre and Museum**  
Explore the newly renovated museum and the infamous theater.
- **Lincoln's Second Inaugural Speech**  
*Ford's Theatre, Education Programming, Ford's Theatre Society*  
  
Learn about Abraham Lincoln's Second Inaugural Speech, perhaps the finest inaugural speech in American history. What sources did Lincoln use to write this short, but compelling speech? What communication skills did he use to speak to different audiences?
- Lunch
- **Abraham Lincoln as a Communicator**  
Lincoln served as the leader of the nation during some of our most difficult times. We can learn from his extraordinary speeches how he used particular moments to communicate a vision.
- Tour the **Arlington House** (Custis Lee Mansion)  
*Presented by the National Park Service*  
  
Explore the home of Robert E. Lee and his family, built by George Washington Parke Custis as a memorial to George Washington, his step-grandfather. Located in Arlington National Cemetery.
- **Dinner and Reflections on the Day's Experiences**  
Discuss what you learned from the day's events and how it can be applied to your leadership and communication skills.



## Thursday, July 14

- Breakfast at the Capital Hilton Hotel
- **Organizational Culture and Change**  
*Dr. Jeffrey McCausland*

As a leader, your goal is to align your organization's culture, mission, and strategy into a unified vision. Learn what makes your organization tick, and how to communicate changes that will result in success.

- **Ethical Decision Making for Modern Leaders**  
*Art Athens, Director at the Stockdale Center for Ethical Leadership, U.S. Naval Academy*

Effective leadership is a function of defining a vision and then convincing others to follow the direction you have set. Find out how you can "communicate" this essential leadership quality to those you lead.

- Lunch
- **What's Next: Stretching School Dollars**  
*Frederick M. Hess, Resident Scholar and Director of Education Policy Studies, American Enterprise Institute*

Concurrent pressures to reduce costs and increase student achievement have never been greater. Not only is cost-cutting essential in this era of tightened resources, but eliminating inefficient spending is critical. This session will open the doors to a discussion on "what are the next steps."

- Participants have the evening free to explore Washington, D.C.

## Friday, July 15

- Breakfast at the Capital Hilton Hotel
- **Effective Communication for Leaders**  
*Dr. Jeffrey McCausland, Panel Chair*

How can the media help you convey change? This panel of communications professionals will discuss how to avoid misconceptions, misinterpretations, and present the message you wish to get across.

- **Communications Strategy Discussion**  
Discuss with media professionals ways to implement a successful communications strategy.
- Lunch
- Conference Conclusion: 12:00 p.m.

Tentative schedule. Subject to change

*"I have attended many conferences over the years, and am often disappointed with the lack of relevance or real learning that can be taken away. This is not the case with the Eagle Institute."*

Cody McClintock, Superintendent of Business Services,  
Red Deer Public SD No. 104, Red Deer, Alberta, Canada

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



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*"The Eagle Institute was the best leadership training I've ever experienced. I returned to work with a renewed spirit and a head full of ideas to implement in my daily leadership."*

Pattie Griffin, Director of Human Resources,  
San Angelo Independent School District, San Angelo, TX

Use this form to register for the  
2011 Eagle Institute

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

ASBO International Member Number: \_\_\_\_\_

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

I accept the invitation to attend the 2011 Eagle Institute.  
Enclosed is the registration fee of \$1,900.

I accept the invitation to attend the 2011 Eagle Institute.  
Please send the invoice of \$1,900 to:

Me  Other: \_\_\_\_\_

Hotel reservations are made as part of your registration. Please indicate your room preference:

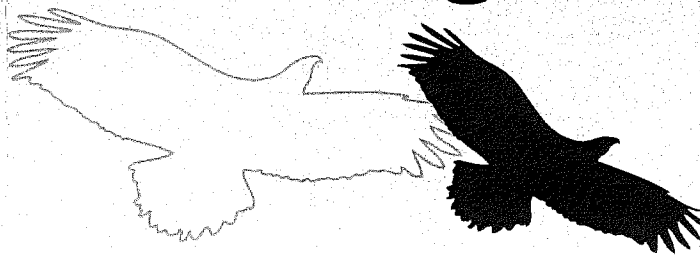
Queen/King Bed    or     2 Double Beds

**Cancellation Policy:** If you cancel in writing by May 27, 2011, ASBO will refund your registration fee. Cancellations after that day will incur a \$500 fee.

You may mail, fax (703.478.0205), or scan this form to secure your reservation.

For questions or additional information please contact Vee Boehringer, Recognition Programs Manager, at 866.682.2729 x7069 or vboehringer@asbointl.org.

# 2011 Eagle Institute



## EAGLE INSTITUTE AT A GLANCE

**Dates:** July 12-15, 2011

**Location:** Washington, D.C.

**Hotel:** The historic Capital Hilton Hotel is located just two blocks from the White House, in the heart of Washington, D.C. Recognized on the National Register of Historic Places, this beautiful hotel is convenient to the Washington Monument and memorials, Smithsonian Museums, world-class shopping, theater, dining, and much more. Hotel reservations are made as part of your registration, unless you notify us otherwise.

**Airports:** The Reagan National Airport has its own Metro Station. This connection will bring you to the hotel's nearby Metro stations. The Dulles International Airport and Baltimore-Washington airports are about an hour away.

**Transportation:** Personal airfare and transportation to and from the airport are not provided.

**Guest Activities:** Because the Eagle Institute is typically a sold-out event, there are no extra spaces for guests to join us in our activities. Guests are welcome to explore the city's museums and other sites on their own.

**Cancellation Policy:** If you cancel in writing by May 27, 2011, ASBO will refund your registration fee. Cancellations after that day will incur a \$500 fee.

**Registration Information:** Visit [www.asbointl.org/EagleInstitute](http://www.asbointl.org/EagleInstitute) today for more details and to register for this premier leadership experience.

RSVP TO RESERVE YOUR SPOT TODAY!

**Exclusive Experience Limited to 40 Participants**

This four-day institute, for rising and established leaders in school business management, sells out every year. You'll be inspired and challenged as you examine today's school business management issues through a historical lens.

Join a select group of your peers and learn to

- Communicate a vision for success that others will follow.
- Build trust and confidence among your various stakeholders.
- Build a professional network of high-performing, motivated education leaders.

The \$1,900 all-inclusive registration fee covers all expenses, including

- All conference materials
- All entrance fees and access to all sessions
- Refreshment breaks
- 4 days/3 nights of lodging at the Capital Hilton Hotel
- All meals (excluding Thursday evening).

The registration fee does not include

- Transportation to and from the Washington, D.C., airports
- Thursday evening meal.

Visit [www.asbointl.org/EagleInstitute](http://www.asbointl.org/EagleInstitute) for more details.

AXA Equitable is the proud sponsor of the Eagle Institute and Eagle Awards.



# 2011 Eagle Institute

July 12-15 • Washington, D.C.



LEADERSHIP  
THE POWER OF COMMUNICATION



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