

**Southeastern Association  
of School Business Officials  
Conference and Discovery Forum**

**Registration Packet**



**Hyatt Regency  
Greenville, South Carolina  
April 16-18, 2024**



## Southeastern Association of School Business Officials Conference At a Glance

<b>Date</b>	<b>Agenda</b>	<b>Time</b>
<b>Monday, April 15, 2024</b>	SASBO Board of Director Meeting	9:00 am - 1:00 pm
	SASBO Emerging Leaders Meeting	2:00 pm - 5:00 pm
	Registration/Information Desk Open	3:00 pm - 5:00 pm
<b>Tuesday, April 16, 2024</b>	Registration/Information Desk Open	7:00 am - 4:00 pm
	Exhibitor's Move in	7:00 am - 9:00 am
	Exhibitor Meeting	8:30 am - 8:45 am
	Concurrent Workshops	8:30 am - 9:20 am
	Concurrent Workshops	9:30 am - 10:20 am
	Exhibits Open with Refreshment Break	10:20 am - 11:20 am
	Concurrent Workshops	11:20 am - 12:10 pm
	Lunch/Networking/Business Meeting	12:10 pm - 1:45 pm
	Concurrent Workshops	1:55 pm - 2:45 pm
	Executive Director's Meeting	2:00 pm - 4:00 pm
	Exhibits Open	2:45 pm - 3:30 pm
	Concurrent Workshops	3:30 pm - 4:20 pm
	Welcome Reception with Exhibitors (Exhibitor Door Prizes @ 5:00 pm)	4:30 pm - 5:30 pm
<b>Wednesday, April 17, 2024</b>	Registration/Information Desk Open	7:30 am - 11:30 am
	Breakfast	7:15 am - 8:20 am
	Keynote Speaker	8:30 am - 9:45 am
	Keynote Speaker	10:00 am - 11:15 am
	Lunch with Challenge Instructions	11:15 am - 12:15 pm
	SASBO Draft	12:15 pm - 12:45 pm
	The Great SASBO Footprint Challenge	12:45 pm - 4:00 pm
	Free Night	4:00 pm - Until
<b>Thursday, April 18, 2024</b>	Registration/Information Desk Open	7:30 am - 11:30 am
	Breakfast	7:15 am - 8:20 am
	Keynote Speaker	8:30 am - 9:45 am
	Roundtable Discussions	10:00 am - 11:15 am
	Lunch & Discovery Forum Sessions	11:30 am - 4:00 pm
	President's Reception (by invitation)	5:30 pm - 6:30 pm
	Dinner & Entertainment	6:30 pm - 9:30 pm

## Greenville, South Carolina

Greenville is a city that will surprise you, engage you, charm you, delight you. Maybe it'll be the first time you stroll along the wide, welcoming sidewalks that frame our award-winning Main Street or when you step out onto Liberty Bridge at Falls Park on the Reedy and gaze down at the energetic tumble of waterfalls below. Maybe it'll be when you stride through the gates of Fluor Field, the Fenway-inspired ballpark that anchors our bustling West End or maybe it'll happen somewhere in-between—when you lean into an open-air artist's studio, grab a bite to eat at a street-front café or pause to sing along with a talented street musician—that you'll realize that you are someplace very special.



Given the fact that Greenville was once a town driven by the textile industry, it seems appropriate that Main Street has become the connective thread that weaves our downtown together. With its wide, tree-lined sidewalks (wait until you see it at night, when twinkling lights create a magical canopy), this bustling boulevard has turned Greenville into a true walking city, and step-by-step, you'll discover its treasures.

The SASBO officers describe Greenville as a cross between Savannah (for the beauty) and Gatlinburg (for the walkability and small town charm).

## Getting to Greenville

Driving? Nestled in the foothills of the Blue Ridge Mountains, Greenville is conveniently located halfway between Atlanta and Charlotte providing excellent highway access (I-85, I385, I-185, I-26).

The City of Greenville owns the attached parking garage to the Hyatt Regency for \$7.00 per night for self-parking.

The Greenville–Spartanburg International Airport located along I-85 is 13 miles from the conference hotel and is a major airport with flights provided by Allegiant, American Airlines, Contour Airlines, Delta Air Lines, Inc., Silver Airways, Southwest Airlines, and United Airlines. They service over 100 departing non-stop flights daily. Once you arrive, there are a few options for ground transportation to take you to the Hyatt Regency Greenville.

Ground transportation –

Uber, Lyft, and rental cars are available at the airport.

## Conference Highlights

### Tuesday concurrent educational breakout session topics to include:

Activity Funds and Crowd Funding

Legal Pitfalls

School Level Reporting...What US Dept of Ed is asking us for?

Blended Rates

Budgeting Best Practices and Board Communication

Audit Issues

Federal Funding Update

Principals of Ethical Leadership for School Business Officials

Millennials in the Workplace

Artificial Intelligence

GASB Updates

Quotes to Lead and Learn By

The Language of School Nutrition

Funding Formula Roundtable

Imposter Syndrome – Limiting Beliefs

Federal Food Service Funds and Procurement Standards

Strategic Budgeting

Fraud



## Discovery Tracks

This year, ALL attendees will attend “The Great SASBO Footprint Challenge” for your discovery track on Wednesday. On Thursday you will choose between tracks. Spaces for each track are limited, so register early for your top choice!

Each morning we will begin together as one group for a leadership based general sessions presented by top notch keynote speakers and networking. Following the leadership session, we will break out into our groups for lunch and the afternoon activities.

## Wednesday Discovery Track Day

Join us at 8:30 to begin our day with engaging sessions!

**8:30 – 9:45**

**Speaker: Steve Heffner**

**“From A-ha to TA-DA! – Magically level up your performance by breaking through your invisible mind traps.”**

Each of us has amazing performance potential, but to reach it we must recognize and break through the hidden illusions that are barriers to our success.

In this motivational and entertaining program, learn how to achieve “TA-DA!” moments of success and self-improvement by recognizing and overcoming the false beliefs and stories that can trick us into negativity, fear and settling for the status quo.

Key take-aways:

- Learn the secrets of attention control to better defeat distraction and misdirection
- Prioritize and leverage the massive advantages of high trust relationships
- Step out their comfort zone by recognizing and mitigating the status quo bias

**10:00 – 11:15**

**Speaker: Alex Brown**

**“Dealing with Difficult People”**

Why can't everyone just be like me? Wouldn't the world be an easier place that way? Too often we allow our differences to divide us and distract us from being our best.

Join Alex and he will help you reframe how you view people who are different from you with the intent of creating more peaceful and productive work relationships.



## Wednesday Discovery Track Day

**11:15 – 12:15 Lunch**

**12:15 – Break into Teams for Challenge**

### The Great SASBO Footprint Challenge



After meeting your teammates, follow instructions as you have a scavenger hunt on our walk to Group Therapy for experimental entertainment. Focus on creative problem solving, precision communication and strengthening organization within a team, as well as building rapport with your fellow SASBO friends.

## Thursday Discovery Track Day

**Join us at 8:30 to begin your day with engaging sessions!**

**8:30 – 9:45 All Tracks**

**Speaker: Kristin Scroggin**



### “Generation “THEM””: Managing a Multi-Generational Workforce”

Join us to examine the “WHY” behind each American generation’s common perspectives so that we can better understand one another and build more cohesive teams. This presentation will give you a solid understanding of generational norms and the importance of attracting and retaining top young talent to ensure sustainability while allowing them to laugh at how silly we are deep down.

**10:00 – 11:15 All Tracks**

**Networking Session**

### “Make Your Footprint with Connections that Payoff.”

Participate in multiple roundtable topics to share and network ideas with your fellow SASBO members. Make connections and return home with new perspectives and innovative ideas.

**11:15 – 4:00 Lunch & Choose Between Tracks**

## Thursday Discovery Tracks

### Track 1

#### **“Trailblazers Challenge: Conquer the Courses and Leave Your Footprints Behind” Flying Rabbit Adventures (Limited to 50)**



After lunch, load buses to Flying Rabbit Adventures to focus on physical and mental challenges. Weight limit of 285 lbs and height minimum of 50 inches and maximum height of 80 inches.

Built on five acres of heavily wooded land, the Flying Rabbit will offer participants a three-story, tree-spanning obstacle course featuring 58 uniquely designed athletic experiences which will appeal to adventure seekers of all abilities.

These exhilarating tree-top activities include rope walks, swinging platforms, climbing elements, zip lines and more.

### Track 2

#### **“Savoring Footprints: A Culinary Journey Through Flavorful Paths” Truist Culinary and Hospitality Innovative Center (Limited to 40)**

After lunch, load buses to the Truist Culinary and Hospitality Innovative Center. Combining cooking demonstrations, and hands-on learning to strengthen your connections through teambuilding activities.



Watch as our experienced culinary educators teach the history, traditions, and practical applications of your favorite culinary topics. Participate in a lively, interactive class to feel like you are part of your favorite food TV show. You will also enter Greenville Technical College’s commercial kitchen to become a culinary cook for the afternoon.

### Track 3

#### **“Echoes of the Past: Tracing the City’s Footprints” Greenville History Tour (Limited to 50)**

After lunch, load buses for a history tour of Greenville both on and off the bus. Learn about the development of the city from its origins to the great revitalization of the last decades.



An experienced historian will narrate the tour and give you insights into how the city has changed and developed. Walk across the Reedy River Falls Bridge and other historical areas of Greenville.

## **Thursday Discovery Tracks**

### **Track 4**

#### **“Footprint Quest: Unleashing Team Unity in the Escape Challenge” Breakout Games Escape Rooms (Limited to 30)**

After lunch, walk to the Breakout Games to focus on creative problem solving, precision communication and strengthening organization within a team, as well as building rapport with your peers as you immerse yourself, challenge your skills, solve the mystery and escape!



### **Track 5**

#### **“Tracing the Legacy: Exploring BMW’s Factory Footprint” BMW Zentrum Museum and Factory Tour (Limited to 25)**



After lunch, load buses to the BMW Zentrum Museum and manufacturing facility. Tour the Zentrum Museum and receive a 50-minute walking “glimpse” tour into the plant processes. Tour guides will lead guests to the metal finish area of the body shop, to see the rear hatch, doors, and hood attached to the vehicle by high-precision robots. Guides will also explain the paint shop process as guests watch associates working separated by a glass wall. You will also learn about the overall process of how the Ultimate Driving Machine comes “alive”.

## **Thursday Evening Event**

### **Evening of Food, Fun and Entertainment!**



Enjoy an evening at the hotel!

**Wear your favorite team gear.**

Dinner will be served at 6:30.

**Entertainment to include games, music and prizes!**

**Make your plans now to join us and register for the conference!**

## Hotel Reservations

The Hyatt Regency Greenville, the site of the 2024 conference and offers guests the perfect balance of Southern hospitality and modern amenities. Located in the trendy downtown area of Greenville, they're near the area's best dining, shopping, and entertainment.

Special conference rates of \$165.00 (single/double occupancy) plus state, county and city taxes (currently 13.3%) are available through March 25<sup>th</sup> or until the group block is sold out, whichever comes first.



To make reservations go to: [Hyatt Regency Greenville Link](#)

## Registration Information

**Registration** – \$350 until March 5 for early bird pricing  
\$400 from March 6 to April 2 and  
\$450 after April 2

Adult guest and retiree fees to participate in all meals and events, including off site discovery tracks with same registration fees listed above.

Guest and retiree tickets to the closing event only are \$100.

**Register** - On Line at [www.sasbo.org](http://www.sasbo.org) or at this [direct link](#).

**Membership Dues** – SASBO membership dues must be current to register and can be paid with registration.

**What to Wear** - Casual and comfortable attire is encouraged for the conference, especially Wednesday and Thursday for the off-site Team Building and Discovery Tracks.

**Certification** - Certificates of attendance will be awarded. The conference provides a great way for you to earn the CPE's needed for re-certification. Maximum CPE hours that can be earned is 18.

### Questions -

Contact: Sandy Halliwell, Executive Director  
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## Cancellation Policy

Written registration refund requests received 35 days before the first day of the conference (March 12) will receive a refund of 90%; from 35 to 2 weeks prior to the conference (March 13 to April 1) is 50%. No refunds are available within 2 weeks of when the conference starts (April 2). Substitutions are allowed up to 1 day prior to the conference.

## Safety Guidelines

The Hyatt Regency Greenville will meet or exceed CDC guidelines in place at the time of our conference. You must agree to safety measures to complete registration for the conference. See the [Hyatt's Commitment to Care](#)

## Save the Date

74<sup>th</sup> SASBO and LASBO Joint Conference and Discovery Forum –  
March 24-27, 2025 at the Sheraton New Orleans Hotel  
New Orleans, Louisiana

