

**SOUTHEASTERN ASSOCIATION  
OF SCHOOL BUSINESS OFFICIALS  
CONFERENCE AND DISCOVERY FORUM**

**Registration Packet**



*Thank You for Being a Member,  
Celebrating 70 Years of SASBO!*

**IP Resort  
Biloxi, Mississippi  
April 20 - 22, 2021**

# **Southeastern Association of School Business Officials Conference Schedule**

## **Monday, April 19, 2021**

SASBO Board of Directors Meeting 9:00 am – 5:00 pm  
Conference Registration & Information Desk Open 2:00 pm – 5:00 pm  
SASBO Emerging Leaders Meeting 2:00 pm - 5:00 pm

## **Tuesday, April 20, 2021**

Conference Registration & Information Desk Opens at 7:30 am – 4:00 pm  
Concurrent Workshops 8:30 am - 9:20 am  
Concurrent Workshops 9:30 am - 10:20 am  
Exhibits Open with Refreshment Break 10:20 am - 11:00 am  
Concurrent Workshops 11:00 am - 11:50 am  
Lunch/Networking/Business Meeting 12:00 pm - 1:45 pm  
Exhibits Open 1:45 pm – 2:30 pm  
Executive Director's Meeting 2:30 pm – 4:30 pm  
Concurrent Workshops 2:40 pm - 3:30 pm  
Concurrent Workshops 3:40 pm – 4:30 pm  
Welcome Reception with Exhibitors 6:00 pm – 7:30 pm  
(Exhibitor Door Prizes)

## **Wednesday, April 21, 2021**

Breakfast on Your Own  
Registration/Information Desk Open 7:30 am - 1:30 pm  
Discovery Forum Speaker 8:30 am - 11:15 am  
Break 9:45 am - 10:00 am  
Lunch & Discovery Forum Sessions 11:30 am - 4:00 pm  
Free Night 4:00 pm - Until

## **Thursday, April 22, 2021**

Breakfast on Your Own  
Registration/Information Desk Open 7:30 am - 1:30 am  
Discovery Forum Speaker 8:30 am - 11:15 am  
Break 9:45 am - 10:00 am  
Lunch & Discovery Forum Sessions 11:30 am - 4:00 pm  
President's Reception (by invitation) 5:30 pm - 6:30 pm  
Dinner/Entertainment/Dancing 6:30 pm - 9:30 pm

## **Friday, April 23, 2021**

Have a Safe Trip Home!



## Biloxi, Mississippi

Biloxi is one of the oldest communities in the country, having first been settled in 1699. Today, the city is a cultural melting pot, with a year-round schedule of celebrations, set against a backdrop of sugar-white sand beaches, great deep-sea or freshwater fishing, an array of championship golf courses, museums and historic sites, tantalizing seafood restaurants, and the excitement of 24-hour non-stop casino resorts.

Of course, our strongest assets are the smiling faces and warm hospitality that await you. But don't just take our word, [see for yourself!](#)



## Getting to Biloxi

Driving? Biloxi is as easy to get to as it is to get around!

[Gulfport-Biloxi International Airport \(GPT\)](#) is a major airport with flights provided by Allegiant, American, Delta, United and Sun Country and is located within 25 miles from Biloxi. Once you've arrived, there are plenty of options for ground transportation to take you to the IP Resort.

Another flight option is the [Louis Armstrong New Orleans International Airport \(MSY\)](#) with 10+ airlines arriving and departing daily. This is 1.5 hours from the IP Resort.



## Conference Highlights

### Concurrent draft educational breakout session topics to include:

Tips for Fraud Prevention  
School Your Patrons on School Finance - Communicating Your Budget to District Stakeholders  
Writing a Management Discussion & Analysis (MD&A)  
Emotional Leadership Dilemmas  
School Board Relations with the Business Office  
Millennials in the Workplace  
How Customer Friendly is Your School District  
1:1 Initiative - What Now?  
Getting Things Done in Your Pajamas: Tips for Working Remotely  
Social Media Do's & Don'ts  
Effective Advocacy  
Leadership Skills - Working Together and Time Management  
GASB Update  
Employee vs. Independent Contractor & Taxable Fringe Benefits  
Child Nutrition Survival  
Creative Financing for Capital Projects  
Internal Auditing for Large and Small Districts  
Platinum Customer Service  
Using Data Analytics for Benchmarking and Communicating Your District Story  
Personnel Hot Topics

### Discovery Tracks

This year, for the first time, you will be able to select TWO Discovery Track options—one for Wednesday and one for Thursday. Spaces for each track are limited, so register early for your top two choices!

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



## Wednesday Discovery Tracks

**Join us at 8:30 to begin our day with Judson Laipply for an engaging session on how to “Lead Your Evolution”**

**8:30 – 11:15 All Tracks**

**Speaker: Judson Laipply**



### **“Lead Your Evolution”**

Everything changes. Not everything evolves. Every organization needs leaders who can lead the evolution. Change is inevitable; evolving is not. Evolving means becoming a better version of ourselves, our organizations, our world by focusing on the things we have influence over.

Overcoming the adverse reaction to chaos and embracing the struggles that strengthen allow leaders to help their organizations to evolve. The world is moving faster and faster requiring a constant evolving mentality. Never rest on laurels or past accomplishments instead seeking to grow, stretch, and evolve. Learn from those that came before and refused to evolve and gain insight into how you can lead your evolution.

**11:30 – 4:00 Choose Between Tracks –**

**Track 1**  
**Blanche’s Riverboat Adventure**  
**(Limited to 50)**



After lunch at the hotel, follow Blanche for transportation down to the “Rusty Anchor” to board the [Betsy Ann Riverboat](#) for a historical and ecological cruise between Deer Island and the gulf coast. Learn about Biloxi’s local history, the seafood industry, the Barrier Islands and wildlife that flourishes in the Mississippi Sound Estuary.

Listen to the captain as he describes the local characters that lived on Deer Island, how the islands got their names and other little-known facts of the Mississippi Gulf Coast. Enjoy beautiful scenery and delightful wildlife sightings including dolphins, brown pelicans and herons.

## Wednesday Discovery Tracks



### **Track 2** **Dorothy's Lesson Plan: Know the Five L's** **(Held at the Hotel)**

Not feeling like venturing out of the hotel? Stay in for lunch and join Dorothy's classroom for guest speaker Judson Laipply for "Five L's for Personal and Professional Development" Laugh, Listen, Learn, Live, and Love.

Laugh with yourself.	Laugh with others.
Listen to yourself.	Listen to others.
Learn from yourself.	Learn from others.
Live for yourself.	Live for others.
Love yourself.	Love all others.

Simple yet powerful. These five words help create a framework for personal and professional development that can cover a wide range of topics including: communication, emotional intelligence, bias, growth, stress reduction, work-life harmony, motivation, member engagement, and more.

Using these five words as a guiding framework Judson Laipply builds a custom interactive workshop designed to engage, educate, enlighten, and entertain. High energy and high content, participants will discuss relevant subject matter that will have direct impact on their lives both personally and professionally. Formatted for fun and function your time with Judson will go by in a snap and not only will you have a blast...you'll learn a ton!



### **Track 3** **Rose's Team Building Art Experience** **(Limited to 40)**

After lunch and transportation to the museum, participate in a team building activity involving painting your own canvas.

Tour the [Ohr-O'Keefe Museum of Art](#) and enjoy all that makes the museum unique: the artists, the architecture, the history, and the landscape. The Ohr-O'Keefe Museum of Art celebrates the innovative, independent and creative spirit of their namesake Mississippi master potter George Ohr (1857-1918). In a fitting tribute to Ohr, artist and architect Frank Fehry designed an award-winning campus of bold, intriguing, self-sufficient structures. The four new buildings and the reconstructed home of Pleasant Reed offer visitors separate but not isolated experiences – together creating a single unified vision connected by the expansive brick plaza and the majestic live oaks. Let the landscape be relaxing and the art inspiring, invigorating and challenging.

## Wednesday Discovery Tracks



### **Track 4** **Sophia Asks: Being a Leader...Are You Hitting the Mark?** **(Limited to 40)**

Picture it...Biloxi 2021

Start off the afternoon with lunch and transportation to your Discovery track activity. Then throw yourself into a team building activity of Axe Throwing. [Skal Axe Throwing](#) is the Mississippi Gulf Coast's only urban axe throwing company, and the only World Axe Throwing League affiliated company in the greater gulf coast area. You're guaranteed a fun and safe team building activity that you will never forget.

Next find out if you will need to use your newly developed knife throwing skills to survive the jungle. Your team's plane has crashed in the jungle and you salvage only 15 items to help you survive. Are these items useful? How will you use them to lead your team out of the jungle?

## Thursday Discovery Tracks

**Join Logan Weber at 8:30 for “Sticks and Stones Exposed: The Truth Behind Words and Relationships”. Is it too early for cheesecake? Asking for a friend.**

**8:30 – 11:15 All Tracks**

**Speaker: Logan Weber**



### **“Sticks and Stones Exposed: The Truth Behind Words and Relationships”**

This hilarious presentation zeroes in on the power of our words and the impact they have on the culture and climate of an organization. What kind of atmosphere are our words creating? One in which professionals strive to work as a strong team or one that is breeding an inability to trust and work together. Discover how to transform your organization and your relationships and how to build a great “community” at work and beyond.

## Thursday Discovery Tracks

11:30 – 4:00 Choose Between Tracks

### **Track 1** **Blanche's Riverboat Adventure** **(Limited to 50)**



After lunch at the hotel, follow Blanche for transportation down to the “Rusty Anchor” to board the [Betsy Ann Riverboat](#) for a historical and ecological cruise between Deer Island and the gulf coast. Learn about Biloxi's local history, the seafood industry, the Barrier Islands and wildlife that flourishes in the Mississippi Sound Estuary.

Listen to the captain as he describes the local characters that lived on Deer Island, how the islands got their names and other little-known facts of the Mississippi Gulf Coast. Enjoy beautiful scenery and delightful wildlife sightings including dolphins, brown pelicans and herons.

### **Track 2** **Dorothy's Lesson Plan: Aspire to Be a Winner** **(Held at the Hotel)**



Not feeling like venturing out of the hotel? Stay in and join Dorothy's classroom for guest speaker Logan Weber for “**The Winner in You**”.

In many school systems today, there is an emphasis on customer service and aspiring to make it a priority. Principles taught include: Practice Makes Permanent (Not Perfect), Excellence – An Act or a Habit, The Power of the Tongue, The Number 1 Secret of Professionals and the 6 Most Powerful Words in the English Language. Using large group discussion, teams, interactive exercises and visuals— this workshop will recharge you to do the “right things.”



## Thursday Discovery Tracks

### Track 3 Rose's Team Building Art Experience (Limited to 40)



After lunch transportation to the museum, participate in a team building activity involving painting your own canvas.

Tour the [Ohr-O'Keefe Museum of Art](#) and enjoy all that makes the museum unique: the artists, the architecture, the history, and the landscape. The Ohr-O'Keefe Museum of Art celebrates the innovative, independent and creative spirit of their namesake Mississippi master potter George Ohr (1857-1918). In a fitting tribute to Ohr, artist and architect Frank Fehry designed an award-winning campus of bold, intriguing, self-sufficient structures. The four new buildings and the reconstructed home of Pleasant Reed offer visitors separate but not isolated experiences – together creating a single unified vision connected by the expansive brick plaza and the majestic live oaks. Let the landscape be relaxing and the art inspiring, invigorating and challenging.

### Track 4 Sophia Asks: Being a Leader...Are You Hitting the Mark? (Limited to 40)



Picture it...Biloxi 2021

Start off the afternoon with lunch and transportation to your Discovery track activity. Then throw yourself into a team building activity of Axe Throwing. [Skal Axe Throwing](#) is the Mississippi Gulf Coast's only urban axe throwing company, and the only World Axe Throwing League affiliated company in the greater gulf coast area. You're guaranteed a fun and safe team building activity that you will never forget.

Next find out if you will need to use your newly developed knife throwing skills to survive the jungle. Your team's plane has crashed in the jungle and you salvage only 15 items to help you survive. Are these items useful? How will you use them to lead your team out of the jungle?

## Thursday Evening Event Evening of Food, Fun, Dancing and Karaoke!



Dinner to be served at 6:30 pm.

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

## Hotel Reservations

The IP Resort, the site of the 2021 conference, is located at 850 Bayview Avenue in Biloxi.

Enjoy superb guest rooms and innovative amenities including:

- Admission to the fitness center
- High-Speed Internet Access
- Computer access with printer at business desk
- Valet and garage parking
- Concierge service
- **In-room coffee, bottled water and safe**
- **Mini Refrigerator**



Special conference rates are available through March 27<sup>th</sup> or until the group block is sold out, whichever comes first starting at \$119.99 per night plus taxes.

\$119.99 rate includes one breakfast buffet and \$12 resort fee.

Double occupancy rate is \$137.99 to include additional breakfast buffet.

Deposit of room rate and 12% tax will be charged when reservations are made.

Ignore any verbiage regarding resort fee. It will not be added.

To make reservations go to: [IP Resort](#)

## Registration Information

**Registration is Easy** - The cost is \$400 for SASBO members and \$200 for guests and retirees.

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

**Membership Dues** - 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 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.

### Questions -

Contact: Sandy Halliwell, Executive Director

P O Box 524

Clinton, MS 39060

Email: [sasbo.org@gmail.com](mailto:sasbo.org@gmail.com)

Phone: 601-941-5747



## COVID Safeguards

SASBO and the IP Resort will meet or exceed CDC guidelines in place at the time of our conference. These may include:

- Daily temperature checks
- Requiring masks (except when eating or drinking)
- Providing hand sanitizer
- Social distance seating
- Food stations handled safely by hotel

You must agree to waiver of liability relating to Coronavirus/COVID-19 and safety measures to complete registration for the conference.

[See IP Health & Safety Protocols here.](#)

## Save the Date

AASBO/SASBO Joint Conference and Discovery Forum -  
April 5-7, 2022 Embassy Suites, Hot Springs, Arkansas

72<sup>nd</sup> SASBO Conference and Discovery Forum –  
April 3-5, 2023 Marriott Downtown, Louisville, Kentucky

