Southeastern Association of School Business Officials
Conference and Discovery Forum

Registration Packet



Sheraton Music City Airport Hotel
Nashville, Tennessee
March 8 - 11, 2027



CONFERENCE AT A GLANCE
Sheraton Music City
Nashville, Tennessee

Date	Agenda	Time
Monday, March 8, 2027	SASBO Board of Directors Meeting	9:00 am - 1:00 pm
	SASBO Emerging Leaders Meeting	2:30 pm - 4:00 pm
	Registration/Information Desk Open	2:00 pm - 5:30 pm
	Exhibitor's Move in	2:00 pm - 4:00 pm
	Welcome Reception with Exhibitors	4:00 pm - 5:30 pm
Tuesday, March 9, 2027	Registration/Information Desk Open	7:30 am - 4:00 pm
	Breakfast	7:30 am - 8:30 am
	Opening General Session	8:30 am - 9:40 am
	Exhibits Open	9:40 am - 10:10 am
	Concurrent Sessions	10:20 am - 11:10 am
	Exhibits Open	11:10 am - 11:40 am
	Lunch/SASBO Business Meeting & Awards	11:40 am - 1:20 pm
	Concurrent Sessions	1:20 pm - 2:10 pm
	Executive Director’s Meeting	2:10 pm - 4:10 pm
	Exhibits Open	2:10 pm - 3:00 pm
	Concurrent Sessions	3:00 pm - 3:50 pm
	Concurrent Sessions	4:00 pm - 4:50 pm
	President’s and SBA Reception (by invitation)	5:00 pm - 6:00 pm
	Open Night	
Wednesday, March 10, 2027	Registration/Information Desk Open	7:00 am - 11:30 am
	Breakfast	7:00 am - 8:00 am
	Concurrent Sessions	8:00 am - 8:50 am
	Exhibits Open	8:50 am - 9:20 am
	Concurrent Sessions	9:20 am - 10:10 am
	Concurrent Sessions	10:20 am - 11:10 am
	Lunch with Exhibitor Door Prizes Giveaway	11:20 am - 12:30 pm
	Discovery Forum Sessions	12:30 pm - 4:30 pm
	Open Night with Transportation	5:30 pm - 10:30 pm
Thursday, March 11, 2027	Registration/Information Desk Open	8:00 am - 11:30 am
	Breakfast	8:00 am - 9:00 am
	Keynote Speaker	9:00 am - 10:15 am
	Concurrent Sessions	10:30 am - 11:20 am
	Lunch	11:30 am - 12:30 pm
	Discovery Forum Sessions	12:30 pm - 4:30 pm
	Off Site Event	6:30 pm - 10:30 pm

Conference Highlights

Tuesday, Wednesday and Thursday concurrent educational breakout session topics to include:

School Activity Funds 101

Managing People, Managing Change

SASBO First Time Attendee Session

Implementing a New Accounting ERP System

Taming the Lion of Fiscal Result-Based Monitoring

Putting AI to Work in the Business Office

Honky Tonk Leadership: Navigating the Loud, Messy, and Unpredictable Realities of Human Resources

Procurement Practices

Beyond the Payment: Modernizing the K-12 School Financial Experience

Demystifying District Dollars: Engaging Stakeholder in the Budget Process

Wage and Hour Issues for Public Schools

Fraud Investigations

Travel in Tune: Hitting the Right Notes in School Business Travel

Funding What Matters

Building Relationships that Build a Successful Department

Cybersecurity

Budgeting Best Practices

Federal Consolidation of Funds for Schoolwide Program and Administration

FMLA & ADA: Managing Leave, Accommodation, and the Overlap

Collection Management Matters

Financial Storytelling for School Districts

SGO Tax Credits

Keep It, Fix It, or Throw It Out: Rethinking the School Business Office

Braided Funding for Increased Student Opportunities

From Manager to Leader: The Ted Lasso Playbook

Dashboarding with Claude Code

Conference Highlights

Tuesday, Wednesday and Thursday concurrent educational breakout session topics to include:

Retirement Strategies and Contract Considerations

Politics, Patience, Professionalism, and the Press: Life Tools for Success

Tracking Fixed Assets with Google Apps Script

When the Thunder Rolls: Emergency Action Plans

Overall Zero Based or Level Service Budget Development

Working Smarter: Building a Culture of Organizational Efficiency

Roles & Responsibilities of a CFO

Title IX

Learning New Chords as We Navigate the New Federal Legislation

GLIDE Over Financial Challenges

Crisis Management in School Finance

Well-Being in the Workplace: The 5 Skills Behind Stronger Teams

Public Speaking Tips

Keynote Speakers

Tuesday Morning Opening Session
8:30 – 9:40 am
Speaker: Michael Bonner



"Audacity to Believe: Thriving in the New Age of Leadership"

Facing technological disruptions and rising turnover, both educators and corporate professionals need more than survival skills. "The Audacity to Believe" empowers leaders to become change makers. Michael Bonner shares how to cultivate a "believer's" mindset, fostering teamwork, creativity, and social capital. He unveils 5 key traits of effective leaders: belief in potential, learning for success, tailored approaches, resilience through failure, and embracing feedback. This keynote will leave you energized and ready to inspire your team or students, unlocking the audacious potential within your organization or classroom.

Keynote Speakers

Thursday Morning General Session
9:00 – 10:15 am
Speaker: Lori Franke Hopkins



"The GOOD STUFF Audit: Leading with People and Purpose"

Some of the most important things we manage in our organizations will never show up on a spreadsheet. Lori Franke Hopkins will invite you to look beyond the numbers and focus on what truly matters: people, relationships, purpose, and the impact we make as leaders.

With a distinguished career spanning education as a teacher, administrator, principal, superintendent, state-level educational leader, university instructor, and professional learning leader, Lori brings a wealth of experience and a refreshing perspective on leadership. An author, musician, and proud United States Marine Corps veteran, she combines practical insight, personal reflection, and engaging storytelling to inspire audiences.

Get ready to reflect, laugh, connect, and turn up the music as we explore how intentional leadership can strengthen our teams, renew our sense of purpose, and remind us why the work we do matters. This engaging and interactive keynote will encourage school business officials to invest in the people behind the numbers and recognize the good stuff that makes a lasting difference in our organizations and communities.

Nashville, Tennessee

Join us in vibrant Nashville, Tennessee, where Southern hospitality, rich musical heritage, and exciting attractions create the perfect setting for learning, collaboration, and networking. Known as Music City, Nashville offers a unique blend of live music, outstanding dining, iconic landmarks, and a lively downtown filled with opportunities to explore. As we gather for the SASBO Annual Conference, themed "Sounds of Success," Nashville provides an inspiring backdrop for connecting with colleagues, sharing best practices, and discovering new ideas to strengthen school business leadership. We look forward to welcoming you for an engaging, productive, and memorable conference experience!



Wednesday Discovery Tracks

Track 1
"Preserving the Sounds of Success"
Country Music Hall of Fame and Museum
Wednesday Only

Explore the history, cultural significance, and evolution of country music at the Country Music Hall of Fame and Museum in Nashville. Through engaging exhibits, historic recordings, iconic instruments, stage costumes, and personal artifacts, you will discover how artists, songwriters, and industry pioneers have shaped American music and influenced generations. This educational experience highlights the connections between music, history, culture, and storytelling while offering you an opportunity to learn more about one of Nashville's most treasured cultural institutions and the musical heritage that makes Music City unique.

Track 2
"A Legacy That Echoes Through Time"
Ryman Auditorium
(Limited to 25)
Wednesday Only

Discover the history and cultural significance of Ryman Auditorium, one of Nashville's most iconic landmarks and a cornerstone of American music. Through a guided tour, you will explore the stories of legendary performers, the evolution of the venue, and its lasting influence on country music and the entertainment industry. Learn how this historic auditorium evolved from its origins as a place for community gatherings and religious events into a world-renowned performance venue known as the "Mother Church of Country Music." This educational experience offers you an opportunity to connect with Nashville's rich musical heritage while exploring the history, architecture, and traditions that have helped shape Music City.

Track 3
"The Rhythm and Roots of Success"
National Museum of African American Music
(Limited to 25)
Wednesday Only

Explore the rich history, cultural influence, and lasting contributions of African Americans to the music industry at the National Museum of African American Music in Nashville. Through interactive exhibits, historic recordings, multimedia presentations, and engaging displays, you will discover how African American musical traditions have shaped genres such as gospel, blues, jazz, R&B, hip-hop, and more. Learn how music has served as a powerful form of cultural expression, storytelling, innovation, and social change throughout American history. This educational experience offers you an opportunity to deepen your understanding of America's musical heritage while exploring the artists, traditions, and influences that continue to shape the nation's cultural landscape.

Wednesday Discovery Tracks

Track 4
"The Soundtrack of Country Music"
Grand Ole Opry
(Limited to 50)

Discover the history and lasting influence of the Grand Ole Opry, one of Nashville's most celebrated cultural institutions and a defining part of American music history. Through a guided tour, you will explore the legacy of the longest-running radio broadcast in the United States, learn how the Opry helped introduce country music to audiences across the nation, and discover the stories behind the artists and performances that shaped its tradition. Explore the venue's role in preserving musical heritage while embracing new generations of performers and fans. This educational experience offers you an opportunity to learn about the evolution of country music, the importance of cultural preservation, and the traditions that continue to make Nashville Music City.

Track 5
"A City in Harmony"
Nashville City Tour
(Limited to 50)

Discover the history, culture, and unique character of Nashville on a guided bus tour through Music City. You will explore the stories behind Nashville's transformation into a nationally recognized center for music, education, business, and tourism. Along the way, learn about the city's historic landmarks, government buildings, entertainment districts, and iconic attractions while gaining insight into the people, events, and industries that have shaped its growth. This educational experience offers you an opportunity to learn more about Nashville's rich heritage, experience its vibrant culture, and discover what makes Tennessee's capital a distinctive and memorable destination.

Track 6
"Mixing It Up: The Perfect Blend of Success"
Stirring Up Connections
(Limited to 50)

Shake up your conference experience with Stirring Up Connections, an interactive, hands-on class designed to bring SASBO attendees together through creativity and collaboration. You will learn the art and techniques of crafting beverages while exploring the importance of presentation, balance, and attention to detail. This engaging experience provides an opportunity to step away from the usual conference routine, build relationships with fellow school business officials, and enjoy a fun, memorable activity in Music City. Whether you are learning a new skill or sharing a few laughs with colleagues, Stirring Up Connections is the perfect recipe for networking, teamwork, and lasting connections!

Thursday Discovery Tracks

Track 1
"Cruising to the Sounds of Success"
Riverboat History Cruise
Thursday Only

Experience Nashville from a different perspective on a scenic riverboat cruise along the Cumberland River. You will enjoy views of the city skyline while learning about the river's historical significance in Nashville's development, including its role in transportation, commerce, and economic growth. Discover how the Cumberland River helped shape the region's history and contributed to Nashville's emergence as a thriving center for business, culture, and tourism. This educational and relaxing experience offers you an opportunity to connect with fellow school business officials, appreciate Nashville's waterfront landmarks, and gain a greater understanding of the river's lasting impact on Music City.

Track 2
"Making a Difference, One Note at a Time"
Service Project at Monroe Carell Jr. Children's Hospital at Vanderbilt
(Limited to 50)
Thursday Only

Make a meaningful difference in the Nashville community through a volunteer service experience at Monroe Carell Jr. Children's Hospital at Vanderbilt, a leading pediatric medical center dedicated to caring for children and supporting their families. You will learn about the hospital's mission, its commitment to advancing children's health, and the important role community partnerships play in supporting patients and families during challenging times. Through a hands-on service project, you will have the opportunity to contribute to the hospital's mission while demonstrating the spirit of service and compassion that strengthens communities. This meaningful experience offers you an opportunity to give back, connect with fellow school business officials, and make a positive impact beyond school business.

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Wednesday Evening

5:30 pm – 10:30 pm
Free Night with Transportation to Downtown Nashville



Thursday Evening Event

6:30 pm – 10:30 pm **"Boots & Bling"**

Dust off your boots, add a little sparkle, and get ready for a fun-filled evening!

Join us for **dinner, drinks, and live music** at **City Winery featuring the John Stone Band!**

Dress to impress with your favorite **denim, boots, cowboy hat, and a little bling!**
Whether you go country chic or full-on Nashville glam, bring your style and get ready to shine!

Transportation will be provided







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

Hotel Reservations

The Sheraton Music City Nashville Airport the site of the 2027 conference. Located within five miles of the Nashville Airport (BNA).

Special conference rates of $174.00 (single/double occupancy) plus state taxes (currently 16.25%) and $2.50 occupancy tax.
Requests for king or two queen beds can be made.
Guest that checks out prior to your reserved checkout date will incur an early departure fee of one night room and tax unless the hotel is advised before check-in.
Daily and overnight self-parking is $16. Daily valet parking is $21 before taxes.
Rooms are available through February 14th or until the group block is sold out, whichever comes first.
To make reservations go to: Sheraton Hotel Link



Getting to Nashville

Driving?
Nashville is easily accessible via major interstates, including I-40, I-65, and I-24. Use GPS or a navigation app for specific directions from your starting point to the Sheraton Music City Nashville Airport Hotel. Be aware that traffic congestion can occur, particularly during morning and evening rush hours, so plan accordingly and allow extra travel time.

Flying?
To fly to Nashville for the conference, your best option is Nashville International Airport (BNA) (flynashville.com).

Ground Transportation –
Uber, Lyft, taxis, rental cars, and hotel shuttle service are available.
The Sheraton Music City offers complimentary airport shuttle service for guests every 20 minutes. Follow the signs at the airport to Ground Transportation – Hotel Shuttles Zone 3.

Registration Information

Registration – $350 through February 2 for early bird pricing
$400 from February 3 to February 23
$450 after February 23

Guests - Guests must be adults who are not eligible for SASBO membership. Guests must be accompanied by a registered member and may join in all meals, events and off-site discovery tracks by paying the same registration fees listed above. Another guest option is individual guest tickets for Tuesday lunch ($90) and Thursday closing event at City Winery ($140).

Register - On Line at www.sasbo.org or at this direct link.

Membership Dues – SASBO membership dues must be current to register and can be paid with registration for $10.

What to Wear – Business casual to casual and comfortable attire is encouraged for the conference, especially Wednesday and Thursday for the off-site 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 18.5.

Questions –

Contact: Sandy Halliwell, SASBO Executive Director
P O Box 524
Clinton, MS 39060
Email: sasbo.org@gmail.com
Phone: 601-941-5747

Cancellation Policy

Written registration refund requests received 35 days before the first day of the conference (January 18) will receive a refund of 90%; from 35 to 2 weeks prior to the conference (January 19 to February 23) is 50%. No refunds are available within 2 weeks of when the conference starts (after February 23). Substitutions are allowed up to 1 day prior to the conference.

Safety, Security and Event Code of Conduct Policy

You must agree to SASBO's safety, security and event code of conduct policy to complete registration for the conference.

Save the Date

77th SASBO Conference and Discovery Forum –
March 28-30, 2028 at Renaissance Atlanta Waverly Hotel & Convention Center
Located in the vibrant Cumberland and Battery Park Area
Atlanta, Georgia