



Pennsylvania Association of  
School Business Officials

2010 - 11

**TEAMWORK**  
*Together We Are  
More Effective*

**56<sup>th</sup> Annual Conference  
and Exhibits Brochure**

**March 15 - 18, 2011**

**David L. Lawrence Convention Center**

**SHARE ~ LEARN ~ SUCCEED**



*Developing educational leaders in school operations*

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**David L. Lawrence Convention Center**

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## **Please join us for the 56th Annual Conference and Exhibits in Pittsburgh, March 15 - 18, 2011!**

In this brochure, you will find valuable information on registration, lodging, educational sessions, networking opportunities and more.

For a detailed list of educational sessions with speakers, please visit the PASBO web site at:  
**[www.pasbo.org/EducationalSessions2011.pdf](http://www.pasbo.org/EducationalSessions2011.pdf)**

Register online and receive a 5% discount!

**Register online today! Go to [www.pasbo.org](http://www.pasbo.org).**

# General Session Speaker

## FIRST GENERAL SESSION

Wednesday, March 16 at 9:15 a.m.

### BILL STRICKLAND

*The Art of Leadership and the Business of Social Change*



Strickland is a mesmerizing speaker who will inspire you to make a difference, in your life and in the lives of those around you. Ever-gracious, he delivers a profoundly simple, optimistic message for leaders: give people the tools they need, treat them with respect, and they will perform miraculous deeds. He also delves into his story of hope: of how a kid from Pittsburgh's ghetto would go on to lecture at Harvard and serve on the board of the National Endowment of the Arts; of his meeting with a pottery teacher who would change his life; of growing a near-bankrupt community center into one of the most acclaimed social organizations in the world. Throughout, he shares his powerful set of beliefs: for example, that we all make ourselves "poor" in one way or another when we accept that we are not smart, experienced, or talented enough to accomplish something. "A successful life is not something you simply pursue - it is something that you create, moment by moment."

## IMPORTANT CHANGES TO REVIEW

In a continuing effort to improve the conference program to meet the needs of PASBO members we have made several important changes for 2011. These changes recognize that you want to maximize your investment of time and resources.

- ◆ Tuesday will primarily be preliminary activities that will include the **Regional Chapter Leadership Meeting** (note later starting time).
- ◆ The one educational program on Tuesday will be the **Super Session**, which will review the first state budget offered by the new Corbett Administration.
- ◆ There will be **longer exhibit hours on Wednesday and Thursday** for members providing more access to the exhibit floor than in previous years. There will **not be exhibit hours on Tuesday** to allow additional move-in and set up time for the more than 300 exhibitors who will join us in Pittsburgh. In addition, Thursday Mini-Workshops have been moved to follow lunch, giving you more flexibility in making the most of your time at the conference.
- ◆ All Wednesday and Thursday programs, exhibits and registration will be on the **river side of the David L. Lawrence Convention Center** increasing convenience for conference attendees, exhibitors and speakers. (Tuesday and Friday registration and programs will be in the Westin.)
- ◆ **Computer labs** will be held on the exhibit floor.

# Schedule At A Glance

## TUESDAY, MARCH 15

### **David L. Lawrence Convention Center**

8:00 a.m. - 5:00 p.m. Exhibitor Move-in/Registration

### **Westin**

12:00 p.m. - 3:00 p.m. Board of Directors Meeting  
 2:00 p.m. - 5:00 p.m. General Registration  
 3:30 p.m. - 5:00 p.m. Super Session  
 5:30 p.m. - 7:00 p.m. Regional Chapter Leadership Meeting  
 (by invitation only)  
 6:00 p.m. - 9:00 p.m. Hospitality Rooms  
 9:00 p.m. - 12:00 a.m. PASBO Social Event

## WEDNESDAY, MARCH 16

### **David L. Lawrence Convention Center**

7:30 a.m. - 8:30 a.m. Continental Breakfast  
 7:30 a.m. - 4:30 p.m. General Registration  
 7:30 a.m. - 4:30 p.m. Exhibitor Registration  
 8:30 a.m. - 10:15 a.m. FIRST GENERAL SESSION  
 10:30 a.m. - 11:00 a.m. First-Time Conference Attendees  
 Welcome Meeting (or at the conclusion  
 of the First General Session)  
 10:30 a.m. - 4:15 p.m. Exhibits Open  
 10:30 a.m. - 11:00 a.m. Meet the Candidates (Immediately  
 following First General Session)  
 11:00 a.m. - 12:00 p.m. Seminars (6)/Computer Lab  
 11:00 a.m. - 4:00 p.m. Voting  
 11:15 a.m. - 12:15 p.m. Seminars  
 12:00 p.m. - 1:15 p.m. Lunch (meal ticket required)  
 1:00 p.m. - 2:00 p.m. Exclusive Exhibit Time  
 1:45 p.m. Drawings for Prizes  
 2:00 p.m. - 2:45 p.m. Clinic Tables/Help Desk  
 2:00 p.m. - 2:45 p.m. Computer Lab  
 2:50 p.m. Drawing for Prizes (Must Be Present)  
 3:00 p.m. - 4:00 p.m. Seminars (6)/Computer Lab  
 4:10 p.m. Drawing for Prizes  
 4:15 p.m. - 5:15 p.m. Seminars (6)  
 4:15 p.m. Exhibits Closed  
 6:00 p.m. - 9:00 p.m. Hospitality Rooms  
 9:00 p.m. - 12:00 a.m. Hospitality Rooms

*NOTE: Dinner on Tuesday and Wednesday is on your own.*

**\*\* Please note that the first seminar time slot on  
 Wednesday will have staggered starts.**

# Schedule At A Glance

## **THURSDAY, MARCH 17**

### **David L. Lawrence Convention Center**

7:30 a.m. - 8:45 a.m.	Continental Breakfast
7:45 a.m. - 8:45 a.m.	Exhibitor Appreciation Breakfast
8:00 a.m. - 8:50 a.m.	Cracker-Barrel Sessions
8:00 a.m. - 4:30 p.m.	General Registration
8:00 a.m. - 4:30 p.m.	Exhibitor Registration
9:00 a.m. - 10:00 a.m.	Seminars (6)
9:30 a.m. - 10:30 a.m.	Computer Lab
9:30 a.m. - 4:00 p.m.	Exhibits Open
9:30 a.m. - 3:00 p.m.	Voting
10:00 a.m. - 11:00 a.m.	Exclusive Exhibit Time
10:45 a.m.	Drawing for Prizes
11:00 a.m. - 12:00 p.m.	Seminars (6)/Computer Lab
11:55 a.m.	Drawings for Prizes
12:00 p.m. - 1:15 p.m.	Lunch (meal ticket required)
12:00 p.m. - 2:00 p.m.	Past Presidents Luncheon and Meeting
1:15 p.m. - 2:30 p.m.	Mini Workshops
2:35 p.m.	Drawing for Prizes (Must Be Present)
2:45 p.m. - 3:45 p.m.	Seminars (6)/Computer Lab
3:55 p.m.	Drawing for Prizes
4:00 p.m.	Exhibitor Packet Distribution
4:00 p.m. - 5:00 p.m.	Seminars (6)

### **Westin**

6:30 p.m. - 8:30 p.m.	PASBO Celebration
7:15 p.m. - 7:30 p.m.	President's Remarks/Reeser Award Presentation
8:30 p.m. - 11:00 p.m.	Entertainment – Dr. Zoot

## **FRIDAY, MARCH 18 - Business Casual Dress Day**

### **Westin**

8:00 a.m. - 9:45 a.m.	General Registration
7:45 a.m. - 8:30 a.m.	Continental Breakfast
8:30 a.m. - 9:30 a.m.	Seminars (4)
9:45 a.m. - 10:45 a.m.	Seminars (4)
11:00 a.m. - 12:30 p.m.	SECOND GENERAL SESSION/Lunch (included in registration, meal ticket required)
1:15 p.m.	Conference Committee Meeting (Immediately following Second General Session)

# Educational Sessions

## ACCOUNTING SEMINARS

### **Blueprint to Prepare for Your Annual Audit \***

Wednesday, 3:00 - 4:00 pm

### **It Takes A Community to Educate a Child \***

*PCEF's \$25 Million Matching Grant Campaign*

Thursday, 9:00 - 10:00 am

### **GASB 54: Are You Committed? \***

Thursday, 11:00 am - 12:00 noon

### **Budgeting Yesterday, Today and Hopefully Tomorrow \***

Thursday, 4:00 - 5:00 pm

## MINI-WORKSHOPS

### **Accounting For Your PSERS Reserve From Start to Finish**

*Managing Your Retirement Reserve Funds*

### **Are You Sweeping Up Interest Income**

### **Pay to Play: The Good, The Bad and The Ugly**

## CLINIC TABLE

**GASB 45 and GASB 54 Help Desk**

## ACT 32 TASK FORCE

### SEMINARS

### **Earned Income Tax Consolidation Update \***

*A presentation on updates of Act 32 during the past year*

Wednesday, 4:15 - 5:15 pm

### **Experiences of Early Implementers of Act 32 \***

*A panel discussion on the 2011 implementation of Act 32*

Friday, 9:45 - 10:45 pm

## MINI-WORKSHOP

### **The School District Employer Responsibilities for Act 32**

*The withholding and paperwork requirements for the district as an employer for Act 32*

## AUDITOR GENERAL

### SEMINAR

### **Recently Released Performance Audit Reports**

Thursday, 11:00 am - 12:00 noon

## MINI-WORKSHOP

### **How Will State Audits Be Handled in the Future with Regards to Child Accounting and PIMS?**

## CLINIC TABLE

**Auditor General Findings Update**

## BENCHMARKING

### SEMINAR

### **Leading Budget Decision-Making Through Tough Times \***

Friday, 8:30 - 9:30 am

## CHARTER SCHOOLS

### SEMINAR

### **The Charter School Movement in PA**

Thursday, 2:45 - 3:45 pm

## MINI-WORKSHOP

### **Public vs. Charter: Similarities & Differences**

## CLINIC TABLE

**Charter Chat: Questions and Answers with Charter School Leaders**

# Educational Sessions

## CHILD ACCOUNTING

### SEMINAR

#### **PIMS Basics: Who Reports What to Whom and When**

*An overview of all PIMS reporting requirements and how the data is used*

Wednesday, 11:15 am - 12:15 pm

### MINI-WORKSHOP

#### **PIMS: Reporting Organization - Who Reports What**

### CLINIC TABLE

#### **PIMS/CAD: Special Student Situations**

*A round table discussion of student reporting and clarification on requirements*

## COMMUNICATIONS

### SEMINARS

#### **Communicating Act 32**

Wednesday, 3:00 - 4:00 pm

#### **Utilizing Social Media**

Wednesday, 4:15 - 5:15 pm

### MINI-WORKSHOP

#### **Right to Know and Electronic Communication**

## COMPTROLLER OPERATIONS

### SEMINAR

#### **Single Audit Updates and Developments: ARRA or Non-ARRA? That is the Question \***

Wednesday, 11:00 am - 12:00 noon

### CLINIC TABLE

#### **AFR Updates and Common Errors**

## COMPUTER LABS

#### **Safe Computing: A Hands-On Experience**

Wednesday, 11:00 am - 12:00 noon

#### **On-Line Community for School Business Officials**

*Using PASBO's New On-Line Community*

Wednesday, 2:00 - 2:45 pm

#### **Punch Up Your PowerPoint**

*Making PowerPoint presentations that really communicate your message*

Wednesday, 3:00 - 4:00 pm

#### **Practical Applications of Excel for the Business Office**

Thursday, 9:30 - 10:30 am

#### **Using Windows 7**

*Hands on with Microsoft's latest operating system*

Thursday, 11:00 am - 12:00 noon

#### **Ask the Experts**

*Everything you ever wanted to ask about technology*

Thursday, 2:45 - 3:45 pm

## CTC/AVTS

### SEMINARS

#### **Administrative Software for CTC/AVTS**

Wednesday, 4:15 - 5:15 pm

#### **Building Considerations for Vocational Energy Projects**

*Partnering for an energy efficient future*

Thursday, 9:00 - 10:00 am

CPE credits are available at seminars marked with an asterisk (\*) after the title.

*All information is tentative and subject to change.*

# Educational Sessions

## CURRENT EVENTS

### SEMINARS

#### **EduJobs Funding \***

Thursday, 2:45 - 3:45 pm

#### **Commonwealth Budget Highlights \* (SUPER SESSION)**

Tuesday, 3:30 - 5:00 pm

#### **Current Events TBD \***

Friday, 9:45 - 10:45 am

### MINI-WORKSHOP

#### **The IRS 403b Regulations: Are You in Compliance?**

### CLINIC TABLE

#### **PlanCon J: Do You Have all Your State Reimbursements?**

## EDUCATION

### SEMINAR

#### **Communicating Difficult Information Clearly**

Wednesday, 3:00 - 4:00 pm

### MINI-WORKSHOP

#### **Certificates of Enhanced Qualification and Wilkes Graduate Program**

### CLINIC TABLE

#### **PASBO Credentialing Programs Help Desk**

## FACILITIES MANAGEMENT

### SEMINARS

#### **Teaming Up New Technologies and Resources to Build a 5 Year Plan**

Wednesday, 11:15 am - 12:15 pm

#### **Demand Response: What It Is and How To Do It**

Thursday, 11:00 am - 12:00 noon

#### **How to Bring Educators On To The Facilities Team**

Thursday, 4:00 - 5:00 pm

#### **Doing the Same or More With Less: Facilities Best Practices**

Friday, 8:30 - 9:30 am

### MINI-WORKSHOPS

#### **Facilities Usage Policies, Procedures and Cost Recovery**

#### **Facilities Benchmarking as a Cost Savings Tool**

#### **Building Your Facilities Website: Organizing Team Work Among Your Stakeholders**

### CLINIC TABLES

#### **Award of Excellence for Facilities**

#### **Changing the Summer Climate**

## FINANCE & INVESTMENTS

### SEMINAR

#### **The Economy Today and Its Impact on Your LEA's Investment Returns\***

Thursday, 2:45 - 3:45 pm

### MINI-WORKSHOP

#### **Borrowing Opportunities: Capitalizing on the Current Interest Rate Environment**



# Educational Sessions

## FOOD SERVICE

### SEMINARS

#### **Child Nutrition Legislation: Untangling the Web of Current Regulations**

Wednesday, 11:15 am - 12:15 pm

#### **The Great Budget Crunch: Food Service Directors and Business Managers Working Together**

Thursday, 11:00 am - 12:00 noon

### MINI-WORKSHOPS

#### **Using Social Media as a School Nutrition Tool**

#### **From Scraps to Sprouts: Composting and Other Green Measures in School Food Service**

### CLINIC TABLES

#### **The Bidding Process: Changes to Make Your Job Easier**

*US Communities Bid*

#### **"SCORRE" Cost Savings and Revenue Enhancement in Food Service**

#### **PDE and PDA Updates**

## GREEN

### SEMINARS

#### **Alternative Energy: Power Purchase Agreements vs. District Owned**

Wednesday, 3:00 - 4:00 pm

#### **Recycling: More Than Plastic Bottles and Aluminum Cans**

Thursday, 2:45 - 3:45 pm

### MINI-WORKSHOP

#### **Pathways to Green Schools: An Update From PDE, DEP & DGS**

### CLINIC TABLE

#### **Energy Management Lesson Plans: Benefits of the Energy Star Website**

## HEALTHCARE

### SEMINARS

#### **The Patient Protection and Affordable Care Act PPACA: Key Compliance Issues for School Districts in 2011-12**

*A legal update and perspective in a review of PPACA regulatory releases to date*

Thursday, 9:00 - 10:00 am

#### **PPACA: Expanded Coverage and Timelines - From Nursing Infants to 26 Year Returning Nesters... Preventative Medicine and Beyond**

*PPACA provisions from an insurance carrier perspective with some examples and experiences from January plan year conversions.*

Thursday, 2:45 - 3:45 pm

### MINI-WORKSHOP

#### **PPACA: Cliff Note Timelines and Model Language Notices; Federal Excise Tax on Cadillac Plans; Collective Bargaining Issues**

# Educational Sessions

## HUMAN RESOURCES

### SEMINARS

#### **Fair Labor Standards Act**

*Are you in compliance? From classification to pay - you need to know the regulations!*

Wednesday, 11:15 am - 12:15 pm

#### **Furloughs and Layoffs: Legal and Humane Aspects**

Wednesday, 4:15 - 5:15 pm

#### **Current Trends in Negotiations**

Thursday, 4:00 - 5:00 pm

### MINI-WORKSHOPS

#### **Annual Employee Notification Requirements**

*How anal are you about your annuals?*

#### **Exit Interviews: From Separation Checklists to Feedback Instruments**

### CLINIC TABLE

**School Health Requirements for Employees and Independent Contractors - Physical, TB Tests and Other Considerations**

## INTERMEDIATE UNITS

### SEMINARS

#### **Virtualization: Understanding New Technology for Disaster Recovery Plan**

Thursday, 11:00 am - 12:00 noon

#### **Use of Limited Liability Companies: LLC's as Independent Contractors \***

*Clarification on issues involving PSERS and retired school employees that have formed an LLC in order to work as an independent contractor for school entities*

Thursday, 2:45 - 3:45 pm

#### **Understanding the Legal Aspects of Data Safeguarding and Addressing Data Breach**

Friday, 9:45 - 10:45 am

### MINI-WORKSHOPS

#### **IDEA Monitoring From Different Viewpoints**

*Auditor's view point that is contracted by an IU to monitor the school districts or an IU that does the actual monitoring of their school districts*

#### **Contract Management/Administration**

## LEGISLATIVE

### SEMINARS

#### **Adequate & Equitable School Funding: Where Are We Now? \***

Thursday, 11:00 am - 12:00 noon

#### **Becoming a Better Advocate for School Operation Issues**

Friday, 8:30 - 9:30 am

### CLINIC TABLE

**Contacting Legislators Through the Legislative Network**

## MANDATE WAIVER

### CLINIC TABLE

**Mandate Waiver: Where is the Program When We Need It the Most?**

# Educational Sessions

## MATERIALS MANAGEMENT

### SEMINAR

#### Best Practices in Purchasing \*

*Leveraging purchasing power through utilization of cooperative contracts*

Wednesday, 4:15 - 5:15 pm

### MINI-WORKSHOPS

#### Piggyback Contracts Resource Bank

*New PASBO website resource housing contracts with executed piggyback clauses for exclusion member use*

#### Purchasing Negotiating Tactics

*When and how you can negotiate a contract*

### CLINIC TABLE

#### Easy Procure: The Education Procurement Card

## PDE

### SEMINAR

#### ARRA EduJobs Reporting \*

Thursday, 4:00 - 5:00 pm

### MINI-WORKSHOP

#### ARRA EduJobs Reporting

### CLINIC TABLE

#### PDE Clinic TBD

## PENSION REFORM

### SEMINARS

#### Up, Up and Away: A Look at PSERS Retirement Benefit Changes and the Cost Effect on LEAs \*

Wednesday, 11:00 am - 12:00 noon

#### Up, Up and Away: A Look at PSERS Retirement Benefit Changes and the Cost Effect on LEAs (Repeat) \*

Wednesday, 3:00 - 4:00 pm

#### The Pension Launch: Are You Communicating with Your Board and Community? \*

Friday, 8:30 - 9:30 am

## PROFESSIONAL REGISTRATION

### MINI-WORKSHOP

#### Professional Registration: What Are Your Waiting For?

## PROPERTY TAX & REFERENDUM

### SEMINAR

#### Debt Exception Roundtable \*

Thursday, 9:00 - 10:00 am

### MINI-WORKSHOP

#### Rudiments of Referendum Exceptions

## SCHOOL SAFETY

### SEMINAR

#### Handling a Natural Disaster: Case Study of Lake Local High School

Wednesday, 3:00 - 4:00 pm

### MINI-WORKSHOPS

#### The School Safety Toolkit

#### Overcoming the Pitfalls of a School Safety Committee

### CLINIC TABLE

#### EPA Indoor Air Quality Toolkit

# Educational Sessions

## TECHNOLOGY

### SEMINARS

#### IT Cost Cutting Strategies

Thursday, 9:00 - 10:00 am

#### Cloud Computing

*Providing applications and resources via the Internet*

Thursday, 4:00 - 5:00 pm

#### Personal Mobile Devices

*What is their impact in the enterprise?*

Friday, 9:45 - 10:45 am

### MINI-WORKSHOPS

#### Safe Computing

#### Sustainability and Total Cost of Ownership of Technology

### CLINIC TABLES

#### Making a Business Continuity Plan

*Keeping technology services available*

## TRANSPORTATION

### SEMINARS

#### Contracted School Transportation: Best Practices and Contract Language

Wednesday, 4:15 - 5:15 pm

#### Saving Dollars in Transportation: How to Maintain Service While Cutting the Budget

Thursday, 9:00 - 10:00 am

#### Public Relations in Transportation: Being Proactive to Avoid Conflict

Thursday, 4:00 - 5:00 pm

### MINI-WORKSHOPS

#### School-Based ACCESS Program: Funding & Reporting

#### Re-Conditioned School Buses: Questions to Ask

### CLINIC TABLES

#### PA Department of Education: Transportation Help Desk

#### Pennsylvania Department of Transportation & Pennsylvania

State Police Help Desk

## WHERE DO I PARK?

*All prices are current and subject to change.*

**DLLCC - ALCO:** \$20 per day

**Westin CC - Liberty Center:** Self Park - \$20 per day; Valet - \$22 per day

#### Omni William Penn Hotel - Melon Square Garage:

Self Park - \$13.75 per day; Valet - \$27 per day

**DoubleTree Hotel - K-7 Parking:** Valet only - \$15 per day

**Grant Street Transportation Center:** \$13 per day

# Networking

## **ST. PATRICK'S DAY PARTY**

**Tuesday, March 15, 2011 from 9 pm - 12 am**

Join the party and gear up for St. Patrick's Day with an Irish Band, Michael O'Brian Band. Network with colleagues and relax.

## **SUPPORT THE PASBO SCHOLARSHIP FUND**

Don't miss this opportunity to support the PASBO Scholarship Fund and have a chance at winning half the money collected that night. Tickets for the 50/50 will be sold at the door for \$1 a ticket or six tickets for \$5.

# Celebration

## **Thursday Night Celebration**

**March 17, 2011 from 6:30 pm - 11 pm**

In lieu of the traditional President's Reception and Banquet, PASBO has evolved to a more casual atmosphere with great food and entertainment. You'll be able to mingle with your friends and colleagues rather than sitting at a table and listening to speeches for a few hours.

It is an evening of choices - you choose what you want to eat, drink and if you'd like sit down or just walk the room and network. Live background music will be provided by a local school group throughout the evening. As the night goes on, we will transition to an hour of high-energy entertainment, followed by some dance music to end the night.

The Celebration Event will be energizing and enjoyable. It will be casual and conversational. We've kept the cost low so everyone can attend! Just \$25 per person for a great evening of food, people and entertainment! Don't miss out on this remarkable event.

Pittsburgh's premiere swing band Dr. Zoot will get everyone up on the dance floor to close out the evening.

# Seminars At A Glance

## TUESDAY, MARCH 15, 2011

**3:30 - 5:00 pm**

Commonwealth Budget Highlights \*

## WEDNESDAY, MARCH 16, 2011

**11:00 am - 12:00 noon OR 11:15 am - 12:15 pm**

Child Nutrition Legislation: Untangling the Web of Current Regulations

Fair Labor Standards Act

PIMS Basics: Who Reports What to Whom and When

Teaming Up New Technologies and Resources to Build a 5 Year Plan

Up, Up and Away: A Look at PSERS Retirement Benefit Changes and the Cost Effect on LEAs \*

Single Audit Updates and Developments: ARRA or Non-ARRA? That is the Question \*

**3:00 - 4:00 pm**

Alternative Energy: Power Purchase Agreements vs. District Owned

Blueprint to Prepare for Your Annual Audit \*

Communicating Act 32

Communicating Difficult Information Clearly

Handling a Natural Disaster: Case Study of Lake Local High School

Up, Up and Away: A Look at PSERS Retirement Benefit Changes and the Cost Effect on LEAs (Repeat) \*

**4:15 - 5:15 pm**

Administrative Software for CTC/AVTS

Best Practices in Purchasing: Leveraging Power Through Cooperative Purchasing \*

Contracted School Transportation: Best Practices and Contract Language

Earned Income Tax Consolidation Update \*

Furloughs and Layoffs: Legal and Humane Aspects

Utilizing Social Media

## THURSDAY, MARCH 17, 2011

**9:00 - 10:00 am**

Building Considerations for Vocational Energy Projects

Debt Exception Roundtable \*

IT Cost Cutting Strategies

It Takes a Community to Educate a Child \*

Saving Dollars in Transportation: How to Maintain Service While Cutting the Budget

The Patient Protection and Affordable Care Act PPACA: Key Compliance Issues for School Districts in 2011-12

**11:00 am - 12:00 noon**

Adequate & Equitable School Funding: Where Are We Now? \*

Demand Response: What It Is and How To Do It

GASB 54: Are You Committed? \*

Recently Released Performance Audit Reports

The Great Budget Crunch: Food Service Directors and Business Managers Working Together

Virtualization: Understanding New Technology for Disaster Recovery Plan

# Seminars At A Glance

## THURSDAY, MARCH 17, 2011 CONTINUED

### 2:45 - 3:45 pm

EduJobs Funding \*

PPACA: Expanded Coverage and Timelines - From Nursing Infants to 26 Year Returning Nesters

Recycling: More Than Plastic Bottles and Aluminum Cans

The Charter School Movement in PA

The Economy Today and Its Impact on Your LEA's Investment Returns \*

Use of Limited Liability Companies: LLC's as Independent Contractors \*

### 4:00 - 5:00 pm

ARRA EduJobs Reporting \*

Budgeting Yesterday, Today and Hopefully Tomorrow \*

Cloud Computing

Current Trends in Negotiations

How to Bring Educators on to the Facilities Team

Public Relations in Transportation: Being Proactive to Avoid Conflict

## FRIDAY, MARCH 18, 2011

### 8:30 - 9:30 am

Becoming a Better Advocate for School Operation Issues

Doing the Same or More with Less: Facilities Best Practices

Leading Budget Decision-Making Through Tough Times \*

The Pension Launch: Are You Communicating with Your Board and Community? \*

### 9:45 - 10:45 am

Current Events TBD \*

Experiences of Early Implementers of Act 32 \*

Personal Mobile Devices

Understanding the Legal Aspects of Data Safeguarding and Addressing Data Breach

## SAVE THE DATE: Tuesday, March 15, 2011

### *Schools under Fire: Crucial Survival Strategies*

#### Pennsylvania School Public Relations Association (PenSPRA) Symposium

#### Featuring:

#### **KEYNOTE SPEAKER: JIM LUKASZEWSKI**

A prolific author, lecturer, trainer, counselor and public speaker, Jim Lukaszewski is quoted in such publications as the New York Times, Wall Street Journal and Harvard Business Review, as well as many public relations industry trade journals. Jim's clients and audiences call him a teacher, thinker, coach and friend who has the unique ability to help them approach problems from a variety of new perspectives, think through and strategize in new ways and take appropriate, highly focused ethical action.

Registered symposium attendees will receive his newest book, *Why Should the Boss Listen to You?*

#### **Communications Sessions:**

- Survival Strategies for Schools under Fire
- Defeating Critics and Building Public Consent
- Creating Partnerships that Net New Revenue
- Technology: The Good, the Bad and the Ugly



Don't miss this opportunity to add valuable skills and knowledge to your communications toolbox!  
For more information and to register, go to: [www.penspra.org](http://www.penspra.org).

# Lodging and Meals

## LODGING

### Room Rates (Meals not included): Single/Double

Westin Convention Center: \$137 plus tax\*/\$147 plus tax\*

Omni William Penn Hotel: \$136 plus tax\*/\$141 plus tax\*

DoubleTree Hotel & Suites: \$130 plus tax\*/140 plus tax\*

\*Room rates do not include tax which is currently 14%.

**Lodging reservations will only be accepted with a conference registration.**

You may reserve your room online when you register at:

[www.pasbo.org/conf\\_reg.asp](http://www.pasbo.org/conf_reg.asp).

If you would prefer to make your reservations by mail, you may download a form at:

[www.pasbo.org/LodgingForm2011.pdf](http://www.pasbo.org/LodgingForm2011.pdf).

## MEALS

Continental Breakfast (Wednesday, Thursday & Friday)	Included
Emeritus/Exhibitors may purchase lunch on Wed., Thurs. & Fri.	\$30
Celebration (Thursday)	\$25
\$25 Pittsburgh Dine Around Certificate	\$20

Meal prices include tax and gratuity.

***Pittsburgh Dine Around!*** You can purchase a \$25 dinner voucher for \$20 that can be used on Tuesday and Wednesday evenings at participating restaurants in the area. If your meal cost exceeds the \$25 voucher you pay the balance. Vouchers cannot be redeemed for cash and no change will be given for bills totaling below \$25.



# Registration

Register online and save 5% at  
[www.pasbo.org/conf\\_reg.asp!](http://www.pasbo.org/conf_reg.asp)

## CONFERENCE REGISTRATION

	Early Registration	Registration After 1/31/11
<b>Active/Support/Education Members</b>		
Full Conference (includes Wed. Thurs. & Fri. continental breakfast & lunch)	\$320	\$370
Single Day – Wednesday or Thursday (includes one continental breakfast & lunch)	\$180	\$230
Single Day – Tuesday (does not include any meals)	\$95	\$145
Single Day – Friday (includes continental breakfast & lunch)	\$115	\$165
<b>Emeritus</b> (does not include any meals)	\$45	\$80
<b>Non-Member – School Employee</b>		
Full Conference (includes Wed. Thurs. & Fri. continental breakfast & lunch)	\$350	\$400
Single Day – Wednesday or Thursday (includes one continental breakfast & lunch)	\$200	\$250
Single day – Tuesday (does not include any meals)	\$105	\$155
Single day – Friday (includes continental breakfast & lunch)	\$125	\$175
<b>Business Associate (Non-Exhibitor)</b>		
(includes Wed. Thurs. & Fri. continental breakfast & lunch)	\$485	\$535

If you'd prefer to register by mail, a registration form may be  
 downloaded from the PASBO web site at:

[www.pasbo.org/GeneralRegistrationForm2011.pdf](http://www.pasbo.org/GeneralRegistrationForm2011.pdf).

# Conference Committee

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John E. Brenchley, PRSBA, BLAST IU #17

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## VICE CHAIR SUPER SESSION

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## VICE CHAIR SPECIAL PROGRAMS

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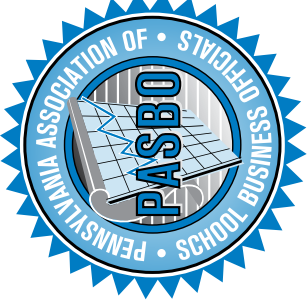
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