



**Online Professional Development Series**  
**Do the math and register early for**  
**“Expert Exchange” Webinars**



**What is this?** Your Iowa ASBO is partnering with SASBO's (Southeast Area School Business Officials – 12 states) goal to improve education through the support and professional development of business personnel, by participating in the “Expert Exchange”. The Expert Exchange consists of monthly online webinars that will allow you to not only listen and watch, but also to ask questions of the presenters and other participants.

**What is the cost?** Sessions are offered at a flat fee of \$249 for SASBO/IASBO Members or \$449/Non Members for one or all ten sessions. As a welcome to the Expert Exchange, **Iowa ASBO members can receive a \$25.00 discount off the 09-10 Expert Exchange if you register by July 31, 2009.** You will need to enter the code DUDE in the discount box when you register.

**What if I can't make it for a session?** No problem as we know the unavoidable situations occur. If you are not able to participate on the date of the webcast, you will receive an email to view the recorded session when your schedule permits. You attend from the convenience of your own PC; no travel expense or lost time away from the office.

**Sign up today!**

**GO to [www.regonline.com/sasboonline](http://www.regonline.com/sasboonline) to register and for a complete overview of each session**

**What your two Iowa “pioneer” participants in the 2008-09 programs say about the Expert Exchange.....**

From Karron Stineman at Louisa-Muscatine

How many districts are like mine - in the middle of a cornfield, miles away from most conference sites? Many times there are presentations that I would like or need to attend but factoring in the time and cost make it impossible. This past year I was able to experience the SASBO Expert Exchange right at my desk. Since numerous states make up SASBO, the webinars were tailored to meet the needs of all states with topics from "Fair Standards Labor Act" to "Preventing and Investigating Fraud in the Workplace." Each session was recorded so that I had an opportunity to view it at a later time or refer back to it if I thought of a question. Several sessions were of interest to others in the district so we were able to participate together. I believe the sessions are well worth the \$250 investment considering the knowledgeable presenters and the time and money saved by not having to travel. I highly

recommend them to any size district as part of their professional development plan.

Ramona Jeffrey from Mason City

I would totally agree with all that Karron said. Another neat feature was that if I could not make it to one of the sessions, other co-workers could view it in my place. If I needed to I could view it at a later date or just follow the presentation handout so I never totally missed a session. I made sure and put the date of the future presentations on my calendar so that I did not forget to participate. I looked forward to every session.

What a great learning experience while sitting at your own computer but being able to interact with fellow business officials from all over the southern United States. I will definitely sign up again this next year!

## Upcoming Sessions for 2009-2010

**August 20, 2009**

### **Stimulus Funding**

Learn from two former CFO's updates and information on how to manage Stimulus Funding.

Robert Morales, Georgia Association of Superintendents  
John Dunn, Georgia Department of Education

**September 17, 2009**

### **Making sense of the alphabet soup: 403(b), 457(b), 401(a)/ (k), IRA, Roth**

This session will provide an overview of the different plan options available to public schools, as well as additional alternatives that may be available to employees outside of the employer's plans. Discussion will also consider how those plan types can interact with each other if an employee participates in more than one.

Richard Turner, Attorney, Valic, Vice President and Deputy General Counsel

**October 15, 2009**

### **"Staying in the Black" - Understanding the Financial Side of Child Nutrition Programs**

This session will focus on efficiency standards and budgeting for Child Nutrition Programs designed to focus on financial practices that improve the bottom line.

Richard Goff, Executive Director, Office of Child Nutrition, West Virginia Department of Education

**November 19, 2009**

### **Customer Expectations in the Google Era**

Customers of school facility and IT departments are teachers, students, and administrators. These customers make service requests and expect feedback and good communication from their service providers. The services provided such as equipment repairs, facility event requests, or computer help are increasingly mission critical and have a direct impact on the quality of education and ultimately student performance. The expectations of these customers are being profoundly and irreversibly changed by the service experiences they have at home and in other aspects of their life. These service experiences are increasingly occurring on the Internet and condition these customers to expect instant gratification, immediate feedback, real time tracking, email alerts, and self service. Join this session to learn how to better serve your customers who have become immersed in what we call "the Google Era".

Lee Prevost, President and Co-Founder, SchoolDude.com

**January 21, 2010**

### **Ethical vs. Unethical—YOU DECIDE!**

A presentation and discussion on what determines ethical behavior is at work. The meaning of ethics, ethics and the law and what are individual standards. Review of certain ethical cases and several group studies for analysis.

Robert Aylor, Director of Finance, Chesterfield County Schools, VA

**February 18, 2010**

### **Finding the Energy to save Energy**

No one disputes we should reduce our energy usage. It's the right thing to do for many reasons, not the least being it will save our districts precious dollars. Developing a plan to get there is another story. This session will provide guidance on developing an effective strategy for energy management. Topics covered will include:

Understanding and getting started on an Energy Management Program:  
Concepts to help you feel confident to begin the process

Creating awareness and buy in  
One of the biggest challenges of all, learn techniques to help  
Tools and resources available  
There are multitudes available; you'll learn where they are  
Best practices of successful districts  
Districts are saving thousands; hear specific cases and how they've done it

Scott Little, Assistant Executive Director, MSBO, MI

**March 18, 2010**

**Understanding Title VI, Title IX, ADA, §504 of the Rehabilitation Act from a Business Perspective.**

This seminar will include a description of the laws, compliance issues and steps to take if there is a complaint filed by an agency or individual. The discussion will include what notices should be posted, where to get the notices, how to set up grievance procedures and how to respond to grievances from individuals as well as from state or local agencies. The discussion will also include why knowing these laws can be beneficial to business officials.

Rebecca W. Owens, Esq., Employee Benefits Supervisor, Knox County Schools, TN

**April 15, 2010**

**Profile of a Fraudster**

Have you wondered what causes someone to steal? Do you know the characteristics of a thief? Are men more likely than women to cook the books? Do younger employees steal more often? The answers may surprise you. We will look at empirical studies of those who commit fraud.

Robert "Rob" Terry, CPA, Coordinator Risk Mgmt, Huntsville City Schools, AL

**May 20, 2010**

**Translating Public Dollars to Public Trust**

Budgets are complex. Communicating about them can't be. Because the public doesn't trust what it doesn't understand, communication is a critical ingredient in the mix of budget preparation. This web cast will provide you with communication strategies and examples as well as tips for being a good financial spokesperson.

Pam Bailey, Executive Director Information Services, Berkeley County School District, SC

**June 17, 2010**

**"Understanding the Generations – The Mindset, The Tools and The Lingo"**

Are you a veteran or baby boomer? Gen X or Gen Y? Do you know what "wizard", "BRB", or "LOL" means? Ever been accused of being "404"? What is a "Twitter" or a "Yammer" and why does the news talk about it? This is the language of the "new" generations in our workforce. This webcast will focus on the traits of the new generations and how they interact with veterans and baby boomers. You will get insight into technology trends and tidbits including Google tools, "social media", blogs, instant messenger and more to assist you in communicating and working with the "new" kids on the block.

David Kornegay, Community Editor-in-Chief, SchoolDude.com

Debra Dixon Doss, Executive Director, SASBO



This SASBO professional development series is proudly sponsored by SchoolDude