

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

Registration Packet



**Sheraton New Orleans Hotel
New Orleans, Louisiana
March 24 - 27, 2025**

Southeastern and Louisiana Association of School Business Officials Conference At a Glance

Date	Agenda	Time
Sunday, March 23, 2025	SASBO Board of Directors Meeting	9:00 am - 1:00 pm
	SASBO Emerging Leaders Meeting	2:00 pm - 4:00 pm
	LASBO Board of Directors Meeting	4:00 pm - 5:30 pm
	Registration/Information Desk Open	3:00 pm - 5:00 pm
	Exhibitor's Move in	3:00 pm - 5:00 pm
	Exhibitor Meeting	4:30 pm - 4:45 pm
Monday, March 24, 2025	Registration/Information Desk Open	7:00 am - 4:00 pm
	Opening General Session	8:00 am - 9:30 am
	Exhibits Open	9:30 am - 10:00 am
	Concurrent Sessions	10:10 am - 11:00 am
	Exhibits Open	11:10 am - 11:40 pm
	Lunch/Networking/SASBO Business Meeting	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	2:20 pm - 2:50 pm
	Concurrent Sessions	3:00 pm - 3:50 pm
	Exhibits Open	4:00 pm - 4:30 pm
Welcome Reception with Exhibitors	4:30 pm - 5:30 pm	
Tuesday, March 25, 2025	Registration/Information Desk Open	7:30 am - 11:40 am
	Breakfast	7:15 am - 8:20 am
	Concurrent Sessions	8:30 am - 9:20 am
	Exhibits Open	9:30 am - 10:00 am
	Concurrent Sessions	10:10 am - 11:00 am
	Exhibits Open with Door Prizes Giveaway	11:10 am - 11:40 am
	Lunch & Discovery Forum Sessions	11:40 am - 4:00 pm
	SBA Award Reception (by invitation)	5:30 pm - 6:30 pm
	Fat Tuesday in the Big Easy Celebration	6:30 pm - 9:30 pm
Wednesday, March 26, 2025	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 - 11:30 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
Thursday, March 27, 2025	LASBO Business Meeting, Awards and Louisiana-Specific Educational Session (Louisiana ASBO Members Only)	8:00 am - 11:00 am

New Orleans, Louisiana

New Orleans, also known as NOLA, the Big Easy, Crescent City, the Birthplace of Jazz is world-renowned for its distinctive music, Creole cuisine unique dialects and its annual celebrations and festivals, most notably Mardi Gras. The historic heart of the city is the French Quarter, known for its architecture and vibrant nightlife. The city has been described as the "most unique" in the United States, owing in large part to its cross-cultural and multilingual heritage.

New Orleans, known for its vibrant culture, rich history, and culinary delights, provides the perfect backdrop for the SASBO and LASBO joint conference. Join us to experience the magic of this extraordinary city.



Conference Highlights

Monday and Tuesday concurrent educational breakout session topics to include:

Preventing Fraud by /Strengthening Internal Controls

Mastering Mindfulness for Productivity and Building Relationships

Preparing for a Federal Audit

House of Cards: Aging Facilities, New School Construction and the Cost of Doing Nothing

Payroll Issues with Department of Labor Thresholds

SASBO Resources

Leadership

Furniture Replacement Standardization Plans

Leverage Cooperative Contracts

Preparing for a Natural Disaster

Labor Rules that You Need to Know

Fraud

Generation Gaps

Review of Travel Policies Handbook

State Funding Panel

Top Ten Time Management Tips

Making Numbers Count

EDGAR Update



Conference Highlights

Monday and Tuesday concurrent educational breakout session topics to include:

School Facilities and Capital Assets – Mitigating Risk Against Loss

The School District's Strategic Planning Process – Roles and Responsibilities of the SBO

Unmask Your Potential

How to Market Your District

Optimizing Advances Strategies in Human Resources and Payroll

Controlling School Activity Funds Revenue

Strategies for Effective Business Official Leadership

Keynote Speakers

Monday at Opening General Session

8:00 am – 9:30 am

Speaker: Merlyna Valentine



“The 3 Ps - Prove What’s Possible”

Join us for keynote speaker Merlyna Valentine as she encourages us to Prove What's Possible! In this powerful keynote, Merlyna introduces the "3 Ps" - Possibility, Perseverance, and Perspective. Through engaging stories and deep insights, she inspires others to embrace change, overcome adversity, and reach their fullest potential. Drawing from her personal journey and years of experience as a lifelong educator, Ms. Valentine reminds us that we have the power to transform challenges into opportunities and to live with purpose every day.

Wednesday Morning Opening Session

8:30 am – 9:45 am

Speaker: Marvellous Mark



“Unleash The Rockstar Within You”

Delivering exciting yet relatable business lessons from rock-and-roll legends, Mark will inspire you to dive into your strengths, challenge your limited beliefs and discover your inner rock star mindset to empower your personal and professional life. Learn how the biggest legends in the music industry had a collective ambition to achieve big, unreasonable dream. Use these same principles to unite teams and amp up collaboration. Embrace your inner rock star and take the lead!

Tuesday and Wednesday Discovery Tracks

Track 1

"Unmasking Untold Stories: Resilience and Innovation in WWII" National World War II Museum (Limited to 100)



Load bus to the National World War II Museum for lunch and tour.

The National World War II Museum in New Orleans is a powerful, highly immersive experience that commemorates the global impact and personal sacrifices of World War II. One of the most renowned military history museums in the U.S. covers the history and significance of WWII from multiple angles, focusing on the contributions of the Allied forces and the personal stories of soldiers, civilians, and leaders of the era. Visitors can explore extensive exhibits spread across multiple pavilions. The museum uses multimedia displays, authentic artifacts, personal narratives and recreated environments to immerse guests in a deeply meaningful way. This tour includes "Beyond All Boundaries," a 4D film, which combines powerful visuals, audio, and physical effects to bring the war's story to life.

Track 2

"Flavors in Disguise: Exploring Culinary Secrets at the New Orleans Cooking" New Orleans School of Cooking (Limited to 50)



Walk to the New Orleans School of Cooking for snacks and drinks before you cook and eat an authentic Louisiana meal! In this highly interactive class, cut, season and prepare a dinner of crawfish bread, chicken and smoked sausage jambalaya and white chocolate bread pudding with one of our expert chefs. Afterwards, sit down and enjoy your creation. Learn the basics of Louisiana cooking in a way you'll never forget. Fun is a primary ingredient in their kitchen!

Track 3

"Behind the Masks: A Journey through the Magic of Mardi Gras" Mardi Gras World (Limited to 50)



Load bus to Mardi World for lunch, tour and Mask Making on the Mississippi.

Mardi Gras World is a vibrant, immersive attraction where visitors can dive into Louisiana's carnival season. Part museum, part working studio, you will see artists and craftsmen creating the elaborate floats used in Mardi Gras parades. A behind-the-scenes look at how floats, costumes, and decorations are designed and brought to life. Massive warehouses filled with colorful props, intricate sculptures, and towering float pieces. The tour includes a walk through the studios, a short film on the history of Mardi Gras, and making your own one-of-a-kind Mardi Gras mask!

Track 4

"Masked in Time: Uncovering Hidden Stories and Sites of NOLA" History Tour and Vue Orleans (Limited to 50)



Load bus for lunch and a tour of New Orleans to explore the rich history, vibrant culture, and timeless charm of the incredible city. Lead by an experience tour guide, immerse yourself into the different aspects of the city soaking up the pretty sights of City Park, the Garden District, the Warehouse District, the Arts District and more. Learn the stories about grand antebellum mansions and historic sites on St. Charles Avenue and the French Quarter. The tour includes a stop at St. Louis Cemetery No 3 to learn about the city's above-ground cemeteries and unique burial practices.

The bus will then drop you off at Vue Orleans, an interactive observatory and cultural experience that offers a unique journey into the city's history, music, and cuisine. The Vue combines panoramic views with engaging digital storytelling, including interactive exhibits. These exhibits delve into everything from the city's foundational history and civil rights struggles to the cultural impact of iconic figures who come to life in holographic displays. Then elevate your senses 34 stories up from the city's only 360° indoor and outdoor observation deck. From history-rich urban architecture to the wetlands and waterways surrounding us, the Vue Orleans observation deck delivers the best views of the Mississippi River, French Quarter and beyond.

Track 5

"Unmasking the Past: Discover Hidden History on a Riverboat Tour" Creole Queen Riverboat Cruise (Limited to 75)



Walk a few blocks to the Mississippi River and board the Creole Queen Paddle Wheeler for a buffet lunch with New Orleans cuisine. As the boat sets sail, a knowledgeable local historian will narrate tales of New Orleans' past as you pass notable sites such as the French Quarter and areas reflecting the influence of the diverse cultures that have shaped the city. You'll stop at the Chalmette Battlefield within the Jean Lafitte National Historical Park for a one-hour shore excursion featuring a guided tour and talk by National Park Rangers.

Track 6

"Unmasking Connections: An Interactive Team Building Experience" At Hotel



After lunch, join us for an energizing and collaborative team building session designed to bring attendees together through dynamic, hands-on activities. This session focuses on fostering meaningful connections, enhancing teamwork, and creating memorable experiences that last beyond the conference. Through a series of interactive challenges and group exercises, participants will build trust, sharpen communication, and unlock creative solutions. This session promises a fun and engaging environment that will leave you inspired!

Tuesday Evening Event

6:30 pm – 9:30 pm

Fat Tuesday in the Big Easy Celebration at the Hotel

**Join us for a fun evening of light hors d'oeuvres, drinks
door prizes and entertainment!**

Wear your best Mardi Gras outfits



Wednesday Evening Event

6:30 pm – 9:30 pm

**Dinner and Evening of Fun and Entertainment
at the Hotel!**

**Join us for a fun evening with dinner and
entertainment!**

Wear your Conference T-Shirt or Mardi Gras Shirts



Thursday Morning – Louisiana ASBO Members Only

8:00 am – 11:00 am

**LASBO Business Meeting, Certification Awards and
Louisiana-Specific Educational Sessions**



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

Hotel Reservations

The Sheraton New Orleans Hotel, the site of the 2025 conference and offers guests the perfect balance of Southern hospitality and modern amenities. Located on Canal Street the hotel puts you steps away from the electrifying energy of the French Quarter and near the area's best dining, shopping, and entertainment.

Special conference rates of \$229.00 (single/double occupancy) plus state and local taxes (currently 14.45%), a \$3.00 occupancy tax and 1.75% for New Orleans & Co Tourism Support Assessment. Requests for king or double beds can be made under the Traditional Guest Rooms under Request when entering your guest information. Rooms are available through February 27th or until the group block is sold out, whichever comes first.



To make reservations go to: [Sheraton New Orleans Link](#)

Getting to New Orleans

Driving? Current valet parking is \$52.00 per night and self-parking will be discounted 25% and is currently \$31.50 per night. There is an extra charge for oversized vehicles. Hourly rates are available.

Flying? The [Louis Armstrong New Orleans International Airport \(MSY\)](#) is the primary airport serving New Orleans. Fourteen airlines offer flights to and from MSY. They service over 50 non-stop destinations daily. Once you arrive, there are a few options for ground transportation to take you to the Sheraton New Orleans.

Ground transportation –

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

Registration Information

Registration – \$350 until February 10 for early bird pricing
\$400 from February 11 to March 10 and
\$450 after March 10

Adult guest and retiree fees to participate in all meals and events, including off site discovery tracks with same registration fees listed above. There are no guest tickets for individual events.

Attendee registrations received **on or before February 10** will receive a free conference T-shirt.

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 Tuesday and Wednesday 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.

Questions –

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Or

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Cancellation Policy

Written registration refund requests received 35 days before the first day of the conference (February 17) will receive a refund of 90%; from 35 to 2 weeks prior to the conference (February 18 to March 10) is 50%. No refunds are available within 2 weeks of when the conference starts (after March 10). Substitutions are allowed up to 1 day prior to the conference.

Safety Guidelines

The Sheraton New Orleans will meet or exceed CDC guidelines in place at the time of our conference. See their [Statement of Cleaning Protocols](#). You must agree to safety measures to complete registration for the conference.

Save the Date

**75th SASBO and VASBO Joint Conference and Discovery Forum –
March 24-26, 2026 at the Hilton Mark Center
Alexandria, Virginia**