



ASBOA

ASSOCIATION OF SCHOOL
BUSINESS OFFICIALS OF ALBERTA

2024

LEADERSHIP CONFERENCE

JUNE 9-11 | Calgary, Alberta

Leadership that counts!

presenting sponsor



Marsh

**Information
& Program**



ASBOA

ASSOCIATION OF SCHOOL
BUSINESS OFFICIALS OF ALBERTA

2024 Leadership Conference

ABOUT

The ASBOA Leadership Conference is *THE* must-attend event where those working across all school business areas come together to become better.

If you work in K-12 education in finance, HR, transportation, communications, facilities, administration, or governance, this is the prime opportunity to expand your network and deepen your know-how.

The program is packed with a range of sessions to hone vertical and horizontal leadership skills. Rising leaders, managers, and leadership luminaries dedicated to student success are welcome.

LOCATION



Best Western Premier Calgary Plaza Hotel & Conference Centre
1316 33 St NE, Calgary, AB T2A 6B6

Conveniently located 15 minutes from Calgary International Airport. Airport shuttle is available for \$5.00 per person each way. Reservations are required.

ACCOMMODATIONS

- A special rate of \$149 per night is available from June 8 – June 11.
- Hotel is pet friendly, with fitness room and heated pool.
- Registered guests and conference delegates receive free parking.

Book your hotel
online here

Reserve by phone: (403) 248-8888
Reference: ASBOA Conference

Don't miss out!



PRE-CONFERENCE WORKSHOP: MEDIA TRAINING

June 9 1:00 p.m. - 4:30 p.m.

You may remember Alberta's most infamous media blunder, by Stephen "[I'm Eating My Cookie](#)" Duckett, former CEO of Alberta Health Services. He was a seasoned executive and yet made international news for his approach to media questioning.

Telling a compelling story or answering unexpected questions while the cameras roll can be a tall order for even the most experienced leaders.

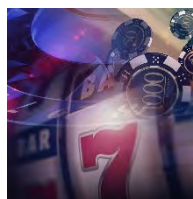
Especially during a crisis, it is easy to lose your train of thought or become ineffective when you are answering questions from reporters. Media training can come in handy when your organization finds itself amid an unexpected crisis or has major news to share.

This session will help build your knowledge and interview abilities needed to get you through even the most difficult situations. Even if you've had media training before, refreshing your on-demand media skills goes a long way to managing reputational risk for you and our organization.

Note: We are accepting 4 volunteers who will have the chance to do a mock video interview for group coaching and learning. Don't be shy - this is a great learning opportunity with and among friends!

Cost: \$295 +GST

Instructor: [Shawna Randolph](#)



NETWORKING RECEPTION WITH VENDORS

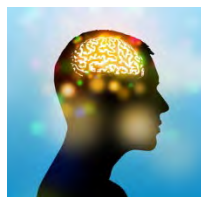
June 9 7:00 p.m. - 10:00 p.m.

Join us for a fun-money casino at this year's networking reception where the more you interact with exhibitors, the more chances you have to win prizes. This will be a fun, engaging, and interactive evening for delegates, sponsors, and exhibitors to network.

Reception includes hot & cold hors d'oeuvres, fun money, and good times!

Twoonie Bar will be available along with free soft drinks.

Cost: Included in registration



POST-DINNER ENTERTAINMENT

June 10 8:00 p.m. - 9:00 p.m.

Get ready for award winning Mentalist, Jeff Newman, to give us a mind-bending experience.

Cost: Included in registration

Keynote Speakers

Grande Keynote – June 11, 2024



General Rick Hillier (Ret)

Chair of the Ukrainian World Congress' Strategic Advisory Council &
Former Chief of the Defence Staff

Topic: **50 Points of Wisdom For Today's Leaders**

General Rick Hillier is a Canadian army officer who served as the Chief of the Defence Staff, the top-ranking officer in the Canadian military, from 2005 to 2008. Throughout his career, General Hillier has had the privilege and pleasure of commanding troops from the platoon to multi-national formation level within Canada, Europe, Asia and the United States.

Hillier was recently appointed as Chair of the Strategic Advisory Council by the Ukrainian World Congress where he offers support and advocacy for the Ukraine's defence militia and is an advisor the military side where the council can be of support or assistance. As part of this role, General Hillier is championing the #UniteWithUkraine campaign, which has been helping procure non-lethal protective equipment for Ukrainians since shortly after the war began. Hillier's skills and experience in international diplomacy, defence, procurement, intelligence, logistics, communications, law and fundraising will support the civilian defenders in Ukraine's Territorial Defence Force.

In late November 2021, Premier Doug Ford announced that General Hillier would chair the province's task force coordinating the distribution of COVID-19 vaccines from their arrival through delivery to health units to distribution to Ontario residents. Hillier implemented the COVID-19 immunization program using his logistical expertise and insight to help develop a vaccine distribution plan and navigate the many challenges getting infrastructure in place to ensure the success of Ontario's vaccination program.

Born in Newfoundland and Labrador, General Rick Hillier joined the Canadian Forces as soon as he could. Having enrolled in the Canadian Forces in 1973 through the Regular Officer Training Plan program, he graduated from Memorial University of Newfoundland in 1975 with a Bachelor of Science Degree. After completing his armour officer classification training, he joined his first regiment, the 8th Canadian Hussars (Princess Louise's) in Petawawa, Ontario. Subsequently, he served with, and later commanded, the Royal Canadian Dragoons in Canada and Germany.

In 1998 General Hillier was appointed as the first Canadian Deputy Commanding General of III Corps, US Army in Fort Hood, Texas. In 2000 he took command of NATO's Stabilization Force's (SFOR) Multinational Division (Southwest) in Bosnia-Herzegovina. In May 2003 General Hillier was appointed as Commander of the Army and subsequently, in October 2003, he was selected as the Commander of the NATO-led International Security Assistance Force (ISAF) in Kabul, Afghanistan. General Hillier was promoted to his present rank and assumed duties as the Chief of the Defence Staff on 4 February 2005.

He retired from the Canadian Forces in July 2008, and was subsequently appointed as chancellor of Memorial University of Newfoundland. In 2009, Hillier co-founded Project Hero, a scholarship program for the children of Canadian Forces personnel killed while on active military duty.

Special Keynote – June 10, 2024



Stéphane Marion

Chief Economist and Strategist, National Bank of Canada
Executive Vice-President, Financial Markets

Topic: Economic update

Stéphane Marion has been the Chief Economist and Strategist for the National Bank of Canada and National Bank Financial since November 2008.

Mr. Marion is a sought-after speaker on economic trends and their impact on financial markets and is a frequent guest on BNN Bloomberg. Brendan Wood International has named him one of Canada's top economists.

The Economics and Strategy group at National Bank Financial is consistently ranked among Canada's top forecasters and is known for the accuracy of its projections. Mr. Marion was appointed to the Monetary Policy Council and the newly formed Business Cycle Council by the C.D. Howe Institute in 2012.

Additionally, he is a member of the National Bank Retirement Committee. Mr. Marion joined National Bank Financial's economics team in 1999. Prior to that, he worked for several years at the Departments of Finance and Industry in Ottawa, where he analyzed the impact of macroeconomic policies and conducted economic forecasts as part of his responsibilities. He has worked on the development of several economic forecasting models as well as the analysis of US-Mexico free trade agreements (FTA, NAFTA).

Mr. Marion graduated from the Université de Montréal with a bachelor's and master's degree in economics.

Opening Keynote – June 10, 2024



Michelle Ray

Hall of Fame Leadership Speaker and Author

Topic: Leading in Real Time

Michelle Ray is a sought-after international leadership and change expert. An entrepreneur, an author, and an educator. A credit to her Aussie roots, Michelle engages audiences with her down-to-earth, tell-it-like-it-is style. As a respected thought leader, she has worked with some of the world's most recognizable brands, including Microsoft, the FBI, TD Bank, PayPal, and an array of Fortune 500 companies.

After a successful career in media and advertising in Australia, Michelle shifted gears and accepted a leadership role at a global non-profit youth organization. She facilitated enduring partnerships between youth, entrepreneurs, and educators, preparing future generations to thrive in tomorrow's business environment.

With more than 25 years of experience researching leadership, accountability, change, and workforce trends, Michelle has a deep understanding of new realities demanding the attention of leaders. Specifically, a dramatic shift in where and how we work, generational dynamics, talent shortages, and managing disruption while keeping the "human factor" of leadership top-of-mind.

PROGRAM OVERVIEW

Sunday, June 9

1:00 p.m. - 4:30 p.m.	Pre-Conference workshop – media training (additional fee)
7:00 p.m. - 9:00 p.m.	Registration open
7:00 p.m. - 10:00 p.m.	Networking reception and tradeshow “Casino Royale”

Monday, June 10

7:00 a.m. - 8:30 a.m.	Registration & Breakfast
7:00 a.m.	Tradeshow opens
8:30 a.m.	Conference Opens
8:45 a.m.	Signature Speaker: Stephan Marion – National Bank of Canada
9:30 a.m.	Signature Speaker: Leading in Real Time – Michelle Ray
10:30 a.m.	Coffee Break
10:45 a.m. – 12:00 p.m.	Breakout sessions
12:00 p.m. – 1:30 p.m.	Lunch & Trade show
1:30 p.m.	Trade show ends
1:30 p.m. – 2:45 p.m.	Breakout sessions
2:45 p.m.	Coffee Break
3:00 p.m. – 4:15 p.m.	Breakout sessions
5:30 p.m.	Pre-dinner networking mixer
6:30 p.m.	Dinner service
7:15 p.m. – 9:00 p.m.	Remarks - sponsor showcase – entertainment (bar closes at 10 p.m.)

Tuesday, June 11

7:00 a.m. - 8:30 a.m.	Registration & Breakfast
8:30 a.m.	- Welcome back and Minister of Education (pending) - Awards
9:30 a.m.	Grand Keynote Speaker: Gen. (ret) Rick Hillier
10:30 a.m.	Coffee Break
10:45 a.m. – 12:00 p.m.	Breakout sessions
12:00 p.m.	Lunch
1:00 p.m. – 2:15 p.m.	Breakout sessions
2:15 p.m.	Coffee Break
2:30 p.m.	Conference closing
2:45 p.m. – 4:00 p.m.	AGM – Members invited
5:30 p.m. – 7:00 p.m.	Provincial Executive meeting

Whether you work in Finance, Human Resources, Technology, Transportation, Governance, Risk Management, Procurement, Facilities Management, Communications, or Engagement, **you belong.**

THIS IS WHERE WE, as school business leaders **CONNECT, LEARN TOGETHER, BECOME BETTER.**

Better school business leaders, means better workplaces and even greater student experiences and success.



PROFESSIONAL DEVELOPMENT PROGRAM

June 9, 2024

CPD hours

1:00 p.m. - 4:30 p.m.	Pre-Conference Workshop	Media Training	Shawna Randolph	3.25
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June 10, 2024

8:45 a.m.	Plenary Guest	Economic Outlook	Stéfane Marion	0.75
9:30 a.m.	Opening Keynote	Leading in Real Time	Michelle Ray	1.00
10:30 a.m.	Break			
10:45 a.m. - noon	Session A	Trends in Cyber Liability	Pending confirmation	1.25
	Session B	Flipping the Switch on Conflict	Ruthann Weeks	1.25
	Session C - Part 1	Executive Presence Workshop	Brooke Sophia	1.25
12:00 - Noon	Lunch & Trade Show			
1:30 p.m. - 2:45 p.m.	Session D	AI in Education	Pending confirmation	1.25
	Session C - Part 2	Executive Presence Workshop	Brooke Sophia	1.25
2:45	Break			
3:00 p.m. - 4:15 p.m.	Session E	Ethical Leadership	Morgan Hamel	1.25
	Session F	Leadership Transitions	Tim Duhamel	1.25
	Session G	Beyond the Sicknote	Sarah Scahill	1.25

June 10, 2024

9:00 a.m.	Plenary Guest	Minister of Education	Pending confirmation	0.5
9:30 a.m.	Grande Keynote	50 Points of Wisdom for Today's Leaders	General Rick Hillier	1.0
10:30 a.m.	Break			
10:45 a.m. - noon	Session H - Part 1	Change Leadership Workshop	Nolan Crouse	1.25
	Session I - Part 1	Ethics Workshop	Morgan Hamel	1.25
	Session J	Silencing the Inner Critic	Erin Eckman	1.25
12:00 - Noon	Lunch			
1:00 p.m. - 2:15 p.m.	Session H - Part 2	Change Leadership Workshop	Nolan Crouse	1.25
	Session I - Part 2	Ethics Workshop	Morgan Hamel	1.25
	Session J - repeat	Silencing the Inner Critic	Erin Eckman	1.25
	Session G - repeat	Beyond the Sicknote	Sarah Scahill	1.25

VENDOR & DELEGATE INTERACTIVE RECEPTION



Join us for a fun-money casino at this year's ASBOA Leadership Conference **where the more delegates interact with exhibitors, the more chances they have to win a prize.**

For conference delegates to play the casino games, they will be required to get their casino vouchers from the exhibitors.

Exhibitors will be provided with free casino vouchers to give to guests who interact at their booth.

Delegates will use the vouchers to play casino games to earn fun-cash, and redeem their winnings for prize draw tickets.

We strongly encourage exhibitors to provide a prize to encourage delegates to return to your booth for your draw.

This will be a fun, engaging, and interactive evening for delegates, sponsors, and exhibitors to network.

Exhibitors are welcome to participate in the casino as well and spend time getting to know the attendees at the game tables.

With the promotion of the casino, and prizes available, we expect a larger than average attendance of the networking reception - bringing even greater value to your attendance.

Reception includes hot & cold hors d'oeuvres, fun money, and good times!

Twoonie Bar will be available along with free soft drinks.

June 9, 2024
7 – 10 p.m.

REGISTRATION



Registration Includes:

- Networking casino reception with vendors - June 9
- Dinner and entertainment - June 10
- Banquet and meals as described below
- Access to learning sessions of choice June 10 & 11
- Opportunity to engage with Alberta Education staff

	Early Bird to April 15	After April 15
ASBOA Member	\$1,175	\$1,249
Non-Member	\$1,249	\$1,299
Pre-conference workshop	\$295	\$295
Extra banquet ticket	\$100	\$100

Discounts!

Zone Chairs
3 or more from one jurisdiction

Savings

25%
7% off each

Promo Code

ZONECHAIR
GROUP7

*Use promo code when registering online; scroll down the contact information page.

MEALS

- Networking reception (June 9)
hors d'oeuvres, complimentary soft drinks,
\$2 alcoholic bevs.
- 2 x hot breakfast buffet
(June 10 & 11)
- 2 x hot lunch buffet (June 10 & 11)
- 4 x coffee breaks with soft drinks &
catered snacks
- Premium dinner buffet with many
options, wine, non-alcoholic drinks
and cash bar (June 10)



QUESTIONS

Please email Kirsty Pilgrim at
kpilgrim@asboalberta.ca

[CLICK HERE TO REGISTER FOR THE CONFERENCE](#)

Thank-you to our amazing sponsors!

Presenting Sponsor



Marsh McLennan is the world's leading professional services firm in the areas of risk, strategy and people. Our more than 85,000 colleagues advise clients in 130 countries. With annual revenue of over \$20 billion, we help corporate and public sector leaders navigate an increasingly dynamic environment through four market-leading businesses - Marsh, Guy Carpenter, Mercer and Oliver Wyman. Together, we address the most complex challenges of our time.

Educational institutions globally face a wide range of challenges and risks. The recent COVID-19 pandemic has led to further uncertainty about the future, causing leaders at many academic institutions to rethink existing business and education models and their associated risks.

Risk management is key to weathering this volatility, and in a rapidly changing world, it's valuable to have a strong risk advisory team. Marsh's Education Practice understands the education environment and its unique exposures. If not properly addressed, these risks can damage your reputation, profitability, and even viability in the face of increasing public and government demands for board and trustee accountability.

[Learn more about Marsh](#)

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At ATB Financial, we put people first. We got started in 1938 we've grown and changed from one small Treasury Branch to become the largest Alberta-based financial institution.

Today, ATB's more than 5,000 team members love to deliver exceptional experiences to more than 800,000 clients through our many branches and agencies. [Learn more](#)



We are Canada's 6th largest bank with a human touch that stands out for its bold approach, entrepreneurial spirit, and passion for people.

We offer a full range of financial services for clients with specific needs, both domestically and internationally. We also offer a wide range of banking and insurance services as well as innovative investment and wealth management solutions. [Learn more](#)

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 - [Click here to learn more about being an exhibitor at the trade show](#)