

# Involvement Opportunities for WASBO Service Affiliate Members June - December 2017

Sponsor • Advertise • Present • Author Articles • Join a Committee

## *Inside:*

- *New School Administrator & Support Staff Conference*
- *Fall Conference*
- *ASBO International*
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Wisconsin Association of School  
Business Officials Foundation  
**WASBO.com**

# Benefits of Sponsoring a WASBO Conference

Throughout the year, WASBO Foundation provides a wide range of opportunities for sponsorships designed to fit a complete range of budget and visibility requirements. WASBO sponsorships provide numerous benefits to your organization, while helping keep professional development affordable for Wisconsin school districts, and offering scholarships to outstanding high school seniors. Sponsorship opportunities at each conference can be added together to achieve the desired sponsorship levels, which are as follows:

<b>Platinum</b>	(over \$3,000)
<b>Gold</b>	(\$1,800-2,999)
<b>Silver</b>	(\$1,200-1,799)
<b>Bronze</b>	(\$600-1,199)
<b>Friend</b>	(less than \$600)

All sponsors are recognized:

- ▶ On signage displayed at the conference.
- ▶ On a television monitor display at the conference.
- ▶ During the General Session slide show.
- ▶ In the conference program with a complimentary color ad.
  - ▷ Platinum and Gold Sponsors: Full Page (8½” wide x 11” deep)
  - ▷ Silver Sponsor: Half Page (8½” wide x 5½” deep)
  - ▷ Bronze Sponsor: Quarter Page (4¼” wide x 5½” deep)
  - ▷ Friend: Business Card
- ▶ On your conference name badge (for those registering to attend the conference).
- ▶ Special identification at your exhibit space (for those who also register to exhibit, where applicable).
- ▶ Recognition in an issue of *Taking Care of Business*.

**Platinum, Gold, Silver and Bronze Sponsors** are also featured in a rotating sponsor banner on the WASBO website at [WASBO.com](http://WASBO.com). Some sponsorships may include additional recognition specific to the event or area being sponsored. For example, meal and reception event sponsors are recognized with signage on tables.

## Right of First Refusal

Service Affiliate members who provide sponsorships receive a Right of First Refusal opportunity to sponsor again the following year. In an effort to increase efficiency and improve communication between WASBO and Service Affiliate members, we are modifying the Right of First Refusal process from past years. Right of First Refusal will take place on a quarterly basis. Visit [wasbo.com/sponsor](http://wasbo.com/sponsor) for the Right of First Refusal schedule and priority sponsor exhibitor registration.

# Custodial & Maintenance Conferences

June 21 • Waunakee

July 19 • Milwaukee

July 12 • La Crosse

July 27 • Amherst-Tomorrow River

[WASBO.com/custodial](http://WASBO.com/custodial)

The Custodial Conferences are held in various regions of the state, and feature a minimal registration fee in order to encourage school districts to send their entire custodial team. Exhibits, a Safety Room activity and prizes are featured throughout the day. Sponsorships below are for each location. Reach Gold or Platinum level by sponsoring events at multiple locations!

*Audience: Building & Grounds Directors, Custodial Managers, Custodial & Maintenance Staff*

## **Exclusive Full Conference Sponsorship (for Waunakee or La Crosse)**

\$3,800 (full sponsorship - platinum)

## **Breakfast (for each site)**

\$800 (full sponsorship - bronze)

## **Morning Break (for each site)**

\$600 (full sponsorship - bronze)

## **Lunch (for each site)**

\$1,200 (full sponsorship - silver)

## **Afternoon Break (for each site)**

\$600 (full sponsorship - bronze)

## **Conference Program (for each site)**

\$600 (full sponsorship - bronze)

# New School Administrators & Support Staff Conference

Aug 16-17, 2017 • [WASBO.com/newadmin](http://WASBO.com/newadmin)

Holiday Inn, Stevens Point

**T**his two-day conference provides a sound introduction to school business office responsibilities. Professional Development Program (PDP) training opportunities are available.

*Audience: Employees new to the School Business Office, including Business Managers, Bookkeepers, and District Administrators*

## **Wednesday Breakfast**

*Sponsored by Key Benefit Concepts*

## **Wednesday Morning Beverage Break**

*Sponsored by The CTS Group*

## **Wednesday Lunch**

\$1,000 (full sponsorship - bronze)

\$500 (co-sponsorship - friend)

## **Wednesday Afternoon Beverage and Snack Break**

\$500 (full sponsorship - friend)

## **Wednesday Evening Networking Reception**

*Sponsored by PMA/Forecast5*

## **Thursday Breakfast**

\$600 (full sponsorship - bronze)

## **Thursday Morning Beverage Break**

*Sponsored by The CTS Group*

## **Thursday Lunch**

*Sponsored by Baird Public Finance*

## **Thursday Afternoon Beverage and Snack Break**

\$500 (full sponsorship - friend)

## **Flash Drives for Conference Handouts**

*Sponsored by Baird Public Finance*

## **Conference Program**

\$300 (full sponsorship - friend)

## **Lanyards and Name Badges**

\$300 or in kind (full sponsorship - friend)

## **Attendee Scholarships**

\$500 each (level depends on number of scholarships funded)

# ASBO International

Sept 22-25, 2017 • [asbointl.org](http://asbointl.org)

Denver, CO

WASBO members who make the investment to attend this national conference will experience networking with both national and international colleagues. Three days of professional development provide exposure to topics that reach beyond our Wisconsin borders. Some of our members have been selected to present at this conference as well.

## **Reception Co-hosted with Other ASBOs**

- \$3,000 (full sponsorship - platinum)
- \$1,800 (co-sponsorship - gold)
- \$1,200 (co-sponsorship - silver)
- \$600 (co-sponsorship - bronze)

## **Wisconsin Attendee Gathering**

*(co-sponsored with American Fidelity Assurance Company, Key Benefit Concepts and PMA/Forecast5)*

- \$1,800 (co-sponsorship - gold)
- \$1,200 (co-sponsorship - silver)
- \$600 (co-sponsorship - bronze)

## **Shirts for Wisconsin Conference Attendees**

- \$2,000 (full sponsorship - gold)

## **Wisconsin Pins**

- \$600 (co-sponsorship - bronze)  
*co-sponsored with Voya Financial*

# Fall Conference and Scholarship Golf & Bike Fundraisers

Oct 4-6, 2017 • [WASBO.com/fall](http://WASBO.com/fall)

Osthoff Resort & Conference Center, Elkhart Lake

The Fall Conference features a day and a half of content-rich sessions along with two WASBO Scholarship Foundation fundraisers: golf at Quit Qui Oc Golf Course and a bike tour on Old Plank Road Trail.

*Audience: Business Managers, Facility Managers, Bookkeepers, District Administrators*

## Golf Lunch

\$1,800 (full sponsorship - gold)  
\$900 (co-sponsorship - bronze)

## Golf Beverage Cart

\$600 (cart sponsorship - bronze)

## Golf Hole-in-One

\$500 (sponsorship - friend)

## Golf Hole

\$275 (sponsorship - friend)

## Bus to Quit Qui Oc Golf Course

In kind (full sponsorship - bronze)

## Bike Tour Lunch and Beverages

*Sponsored by WEA Trust*

## Wednesday Reception at The Osthoff

\$1,500 (co-sponsorship - silver)  
\$750 (co-sponsorship - bronze)  
*co-sponsored with Nexus Solutions*

## Thursday Breakfast

\$3,400 (co-sponsorship - platinum)  
\$2,000 (co-sponsorship - gold)  
\$600 (co-sponsorship - bronze)

## Thursday Morning Beverage Break

*Sponsored by Hays Companies*

## Thursday Lunch

\$2,000 (co-sponsorship - gold)  
*co-sponsored by R&R Insurance*

## Thursday Afternoon Beverage and Snack Break

*Sponsored by BELFOR, CTS Group and Ehlers*

## Thursday Keynote

*Sponsored by WEA Trust*

## Team Building

*Sponsored by PMA/Forecast5*

## Friday Full Breakfast

\$2,000 (co-sponsorship - gold)  
*co-sponsored with EMC/M3/TRICOR*

## Friday Morning Beverage Break

\$1,200 (full sponsorship - silver)  
\$600 (co-sponsorship - bronze)

## Friday Grab 'n Go Lunch

\$3,000 (full sponsorship, with reusable logoed bag - platinum)  
\$1,500 (co-sponsorship - silver)

## Friday Keynote Speaker

\$1,200 (full sponsorship - silver)

## Flash Drives for Conference Handouts

*Sponsored by Baird Public Finance*

## Conference Program

\$1,200 (co-sponsorship - silver)  
*co-sponsored with Wintrust Govt. Funds*

## Lanyards and Name Badges

*Sponsored by Nexus Solutions*

## Attendee Scholarships

\$500 each (level depends on number of scholarships funded)

# Midwest Facility Masters

Oct 30-31, 2017 • [WASBO.com/facilitymasters](http://WASBO.com/facilitymasters)

Kalahari Resort & Conference Center, Wisconsin Dells

**M**idwest Facility Masters offers an opportunity to gain a new perspective on technology, procedures, processes and impacts of facility and staffing decisions. This conference is hosted by WASBO and SchoolDude.com with Illinois, Iowa, and Minnesota ASBO; MASMS; and Missouri School Plant Managers Association.

*Audience: Facilities & Operations Managers, Facilities & Operations Staff, School Business Officials, Vendors from IA, IL, MN, MO and WI*

## **Sunday Opening Reception**

*Sponsored by Milliken and Warehouse Direct*

## **Monday Breakfast**

*Sponsored by Nicholas & Associates*

## **Monday Morning Break**

*Sponsored by BELFOR and CTS Group*

## **Monday Lunch**

\$4,500 (co-sponsorship - platinum)  
\$3,000 (co-sponsorship - platinum)  
\$1,500 (co-sponsorship - silver)

## **Monday Afternoon Break**

*Sponsored by CTS Group and EnvirOx*

## **Monday Afternoon Networking Event in Exhibit Hall**

\$1,250 (co-sponsorship - silver)  
*co-sponsored by McKinstry*

## **Monday Evening Social Event**

*Sponsored by Stalker Sports Floors*

## **Tuesday Full Breakfast**

\$6,000 (full sponsorship - platinum)  
\$3,000 (co-sponsorship - platinum)  
\$1,500 (co-sponsorship - silver)

## **Tuesday Morning Break**

\$600 (co-sponsorship - bronze)  
*co-sponsored by Frantl Industries, Inc. and Kraus-Anderson Construction*

## **Tuesday Grab 'n Go Lunch**

\$3,000 (full sponsorship with reusable logoed bag - platinum)  
\$1,500 (co-sponsorship - gold)

## **Keynote Speaker**

\$2,500 (co-sponsorship - gold)

## **Flash Drives for Conference Handouts**

*Sponsored by INSPEC, Inc.*

## **Conference Program**

\$1,800 (full sponsorship - gold)

## **Lanyards and Name Badges**

*Sponsored by Nexus Solutions*

## **Attendee Scholarships**

\$500 each (level depends on number of scholarships funded)

# Winter at a Glance

Dec 5, 2017 • [WASBO.com/winter](http://WASBO.com/winter)

Madison Marriott West, Middleton

**T**his conference builds on the knowledge learned at the August New School Administrator and Support Staff Conference. The focus of this day of professional development is on the areas of the business office and budget cycle that are most important from December to March.

*Audience: Employees new to the School Business Office*

## **Conference Breakfast**

*Sponsored by PMA/Forecast5*

## **Morning Beverage Break**

\$300 (full sponsorship - friend)

## **Conference Lunch**

*Sponsored by Key Benefit Concepts*

## **Afternoon Beverage and Snack Break**

\$300 (full sponsorship - friend)

## **Flash Drives for Conference Handouts**

*Sponsored by CTS Group*

## **Conference Program**

\$300 (full sponsorship - friend)

## **Lanyards and Name Badges**

In kind (full sponsorship - bronze)



# WASBO/WASPA School

## Personnel Academy

Dec 6-7, 2017 • [WASBO.com/schoolpersonnel](http://WASBO.com/schoolpersonnel)

Madison Marriott West, Middleton

**T**he WASBO/WASPA School Personnel Academy focuses on the changing landscape of public school employee and employer relations in the state of Wisconsin. This conference is a cooperative effort between WASBO and WASPA (Wisconsin Association of School Personnel Administrators).

*Audience: Human Resource Managers, School Business Officials, School Board Members, Superintendents, School Administrators*

### Wednesday Breakfast

\$1,500 (full sponsorship - silver)  
\$750 (co-sponsorship - bronze)

### Wednesday Breaks

\$1,200 (full sponsorship - silver)  
\$600 (co-sponsorship - bronze)

### Wednesday Lunch

\$1,900 (co-sponsorship - gold)  
\$1,250 (co-sponsorship - silver)  
*co-sponsored by M3 Insurance*

### Wednesday Networking Event

\$1,000 (co-sponsorship - bronze)  
*co-sponsored by PMA/Forecast5*

### Thursday Breakfast

\$1,800 (full sponsorship - gold)  
\$900 (co-sponsorship - bronze)

### Thursday Breaks

\$600 (co-sponsorship - bronze)  
*co-sponsored by Hays Companies*

### Thursday Lunch

\$2,500 (full sponsorship - gold)  
\$1,250 (co-sponsorship - silver)  
\$600 (co-sponsorship - bronze)

### Flash Drives for Conference Handouts

*co-sponsored by CTS Group*

### Conference Program

\$600 (full sponsorship - bronze)

### Lanyards and Name Badges

In kind (full sponsorship - bronze)

### Attendee Scholarships

\$500 each (level depends on number of scholarships funded)

# Get Involved

Here are some other ways you can become involved with WASBO:

## Advertise

### [WASBO.com/newsletter](http://WASBO.com/newsletter)

By advertising in WASBO's bi-monthly *Taking Care of Business* newsletter, you can reach over 1,000 WASBO members, including individuals in virtually every Wisconsin K-12 school district. Past issues of *Taking Care of Business* also are archived on WASBO's website for lasting exposure. See page 11 for more information.

## Write an article

Service Affiliate members are welcome to submit newsletter articles of an informative or educational nature. Contact Clare May at [clare.may@wasbo.com](mailto:clare.may@wasbo.com) to ask about potential topics and submissions.

## Make a presentation

### [WASBO.com/present](http://WASBO.com/present)

WASBO invites Service Affiliates to team up with district professionals and share their experience and expertise as conference presenters.

Potential speakers complete a *Call for Presentations* form online at [WASBO.com/present](http://WASBO.com/present) approximately six months before a conference. Final decisions are made by each conference's planning committee. Learn more about speaking opportunities by contacting Kaitlyn Peters at [kaitlyn.peters@wasbo.com](mailto:kaitlyn.peters@wasbo.com).

## Join a committee

Service Affiliates are encouraged to take part in committees, sharing their unique insights and collaborating with district professional members. WASBO

Committees:

- Accounting
- Ad Hoc
- Fall Conference
- HR Certification
- Membership
- Member Resources and Professional Improvement
- Payroll Certification
- Retirement
- Safety and Risk Management
- School Facilities
- School Finance Puzzle Planning Committee
- School Personnel Academy
- Spring Conference
- State Education (Joint Convention)
- Service Affiliate
- Transportation

# Taking Care of Business

Bi-Monthly Publication of WASBO available to over 1,600 WASBO members and affiliates in print and online at WASBO.com.

## Rates and Ad Sizes through June 30, 2018

Ads accepted only for the below sizes.  
Please provide ads electronically as PDF.

Color Ad Rates	Per Issue	Per Issue with 6-Issue Discount
Full Page (7 ¼" wide x 9" deep)	\$870.00	\$783.00
Half Page (3 ½" wide x 9" deep or 7 ¼" wide x 4 ½" deep)	\$475.00	\$427.50
Quarter Page (3 ½" wide x 4 ½" deep or 7¼" wide x 2 ¼" deep)	\$330.00	\$297.00

*Taking Care of Business* is published six times per year, in August, October, December, February, April, and June and is distributed to the WASBO members in print and online. Ad contracts run July 1 through June 30. Advertise in all six issues from August 2017 through June 2018, and receive a discount of approximately 10%.

To reserve ad space, contact Clare May at [clare.may@wasbo.com](mailto:clare.may@wasbo.com). You may also request to be on the mailing list for future rate sheets.



Issue Date	Ad Deadline
Aug	July 15
Oct	Sept 15
Dec	Nov 15
Feb	Jan 15
April	March 15
June	May 15

Information and archives available  
at [WASBO.com/newsletter](http://WASBO.com/newsletter)

# Other Events

This brochure includes events through December 2017. Other sponsorship opportunities are offered the second half of the fiscal year, January - June 2018:

Wisconsin Federal Funding  
Conference February 26-27, 2018

WASBO Foundation Facilities  
Management Conference  
February 27-28, 2018

WASBO Foundation Transportation &  
Bus Safety Conference  
February 28, 2018

WASBO Foundation Accounting  
Conference  
March 14-15, 2018

WASBO Foundation Spring  
Conference & Exhibits  
May 17-18, 2018

***For further information, contact Clare  
May at [clare.may@wasbo.com](mailto:clare.may@wasbo.com) or  
608.729.6632.***



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