



VASBO
Virginia Association of School
Business Officials

2025

VASBO FALL CONFERENCE



**Omni Homestead Resort
Hot Springs, VA
November 13-14, 2025**



A message **From our President**



Hello VASBO Members, Partners, and Friends,

Welcome to the 2025 VASBO Fall Conference at the beautiful Omni Homestead Resort! It's a pleasure to gather with you in Hot Springs for a few days of learning, connection, and inspiration.

Our theme this year—"Service in Every Step"—reflects the dedication that defines each of you. Every budget balanced, every contract reviewed, every student meal funded, and every bus route planned represents a step in service to Virginia's schools and communities. Whether those steps are large or small, together they move public education forward.



This conference is a time to pause, reflect, and recharge as we continue that journey. Take advantage of the sessions, conversations, and moments that remind you why your work matters. Share your experiences, ask questions, and build relationships that strengthen both your professional network and our collective mission.

I want to extend heartfelt thanks to our partners and sponsors for their ongoing support, and to the VASBO Conference Planning Committee for their tireless work in bringing this event to life. Their efforts embody the spirit of service we celebrate this week.

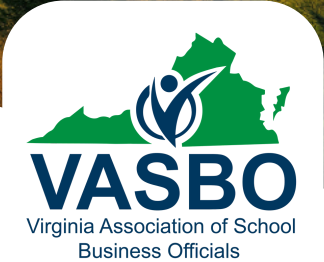
Thank you for the dedication you bring to your roles and for the difference you make every single day in Virginia's schools. Enjoy the conference—and every step along the way!

Warm regards,
Kathleen Jackson

2025-26 VASBO President
Chief Financial Officer, Roanoke City Public Schools



2025–26 VASBO Executive Team



-
- President..... Kathleen Jackson, Roanoke City
 - Vice President..... Marcia Stevens, Caroline County
 - Secretary/Treasurer..... Staci Longest, VDOE
 - Director..... Jacqueline Brooke, ClearPoint CPAs
 - Director..... Jason Tibbs, Appomattox County
 - Director..... Susan Peterson, Roanoke County
 - SASBO Director..... Christina Berta, VDOE
 - Immediate Past President..... John Broderick, Sussex County

Management Team

- Audit..... Brook Thomas, Northampton County
- Investment..... Christina Berta, VDOE
- Legislative..... Amber DeRosier, York County
- Membership..... Nishawn Lee, Richmond City
- Professional Development..... Brook Thomas, Northampton County
- Resolutions..... Christie Fleming, Dinwiddie County
- SASBO Emerging Leader..... Staci Longest, VDOE
- Scholarship..... Christina Berta, VDOE
- VDOE Liaison..... Tina Cropp, Madison County
- Vendor Representative..... Riley Davis, RDA Systems
Lee Brannon, VAcorp
- Welcoming..... Monique Barnes, Henrico County



Join us for an evening of games, delicious food and drinks, and great company. Try your luck at the poker table, roll the dice at the craps table, or spin the wheel at the roulette table for a chance to win some great prizes!

THURSDAY, NOVEMBER 13TH
7:30PM - 10:30PM
REGENCY BALLROOM WEST





SAVE THE DATE

SASBO - VASBO

SOARING IN SERVICE



**2026 SASBO-VASBO JOINT CONFERENCE
HILTON MARK CENTER
ALEXANDRIA, VIRGINIA
MARCH 24-26, 2026**

LEARN MORE AND REGISTER AT [SASBO.ORG](https://sasbo.org)!

Conference Agenda



THURSDAY, NOVEMBER 13

10:00 AM – 11:00 AM **VASBO EXECUTIVE TEAM MEETING (INVITE ONLY)**
Dominion

11:00 AM – 12:00 PM **VASBO EXECUTIVE & MANAGEMENT TEAM
WORKING LUNCH (INVITE ONLY)**
Dominion

11:00 AM – 5:00 PM **REGISTRATION**
Mt. Vernon Foyer

11:00 AM – 4:00 PM **EXHIBITOR SET-UP**
Regency Ballroom East

12:30 PM – 2:00 PM **GENERAL SESSION: BE HAPPY. WORK HAPPY.**
Regency Ballroom West
Kim Hodous, Keynote Speaker

2:10 PM – 3:10 PM **BREAKOUT SESSION 1A: POSITION BASED
CONTROL & FORECASTING PAYROLL LAPSE**
Appalachian
John Broderick, Director of Finance and
Operations, Sussex County
Susan Peterson, MA CPA, SFO, Director of
Finance, Roanoke County

**BREAKOUT SESSION 1B: P-CARD PROGRAM AND
BEST PRACTICES**
Blue Ridge
Brook Thomas, CPA, SFO, Chief Financial Officer,
Northampton County
Staci Longest, CFE, MSA, SBA, Deputy
Superintendent of Budget & Finance, VDOE

**BREAKOUT SESSION 1C: TIPS AND TRICKS FOR
GRANT WRITING: COMMON MYTHS &
MYTHSTAKES**
Piedmont
Dr. David Baker, Grants Coordinator, Roanoke
City
Dr. Janaire Robinson, Assistant Director of
Finance & Federal Programs, Sussex County

THURSDAY, NOVEMBER 13

3:20 PM – 4:20 PM	BREAKOUT SESSION 2A: THINKING BEYOND TRADITIONAL HR EMPLOYEE BENEFITS <i>Appalachian</i> Amber DeRosier , Supervisor of Benefits & Compensation, York County
	BREAKOUT SESSION 2B: FINANCE 101: INTRO TO GOVERNMENT ACCOUNTING AND SETTING EVERYTHING UP TO PLAY INTO ASR <i>Blue Ridge</i> Experienced SBO Panel and Virginia Department of Education
	BREAKOUT SESSION 2C: SCHOOL SECURITY GRANTS AND OPPORTUNITIES <i>Piedmont</i> John Broderick , Director of Finance and Operations, Sussex County Susan Peterson , MA, CPA, SFO, Director of Finance, Roanoke County
4:30 PM – 6:30 PM	EXHIBIT HALL OPEN <i>Regency Ballroom East</i>
6:45 PM – 7:30 PM	DINNER <i>Regency Ballroom West</i>
7:30 PM – 10:30 PM	Casino Night <i>Regency Ballroom West</i>

FRIDAY, NOVEMBER 14

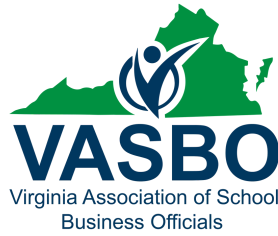
7:00 AM – 8:00 AM	BREAKFAST <i>Regency Ballroom West</i>
8:00 AM – 11:00 AM	EXHIBIT HALL OPEN <i>Regency Ballroom East</i>
8:30 AM – 9:40 AM	GENERAL SESSION: BE HAPPY. LIVE HAPPY. <i>Regency Ballroom West</i> Kim Hodous , Keynote Speaker
9:50 AM – 10:20 AM	BREAKOUT SESSION 3A: HOW TO SUCCEED WITH HB 2618 – FROM COMPLIANCE TO ANALYSIS <i>Appalachian</i> Bill McGuire , School Market Lead, Citadel Sciences
	BREAKOUT SESSION 3B: BUDGET TRADEOFFS IN UNCERTAIN TIMES <i>Blue Ridge</i> Ryan Lee , Solution Engineer, PowerSchool

FRIDAY, NOVEMBER 14

10:20 AM – 11:00 AM	BREAK & VENDOR VISITS <i>Regency Ballroom East</i>
11:00 AM – 12:00 PM	BREAKOUT SESSION 4A: HOW STAFFING WORKS <i>Appalachian</i> Jim Bradshaw , Director of Human Resources, Roanoke County Jodylee Edsall , SHRM-CP, Associate Director of Human Resources, Roanoke County Breakout Session 4B: eVA for SBOs <i>Blue Ridge</i> Greg Pratt , Procurement Management Account Executive, Department of General Services BREAKOUT SESSION 4C: NAVIGATING OMEGA: BEST PRACTICES FOR EDUCATION GRANT MANAGEMENT <i>Piedmont</i> Staci Longest , CFE, MSA, SBA, Deputy Superintendent of Budget & Finance, VDOE Christina Berta , MBA, SFO, SBA- Chief Operations Officer of Budget & Finance, VDOE
12:10 PM – 1:10 PM	BREAKOUT SESSION 5A: CREATIVE EMPLOYEE BENEFIT DESIGNS- PTO AND PAID LEAVE PAYOUTS <i>Appalachian</i> Jim Bradshaw , Director of Human Resources, Roanoke County BREAKOUT SESSION 5B: SCHOOL DIVISION PERSPECTIVES ON BUDGET DEVELOPMENT <i>Blue Ridge</i> Kathleen Jackson , MBA, SFO, Chief Financial Officer, Roanoke County Monique Barnes , MBA, Budget Director, Henrico County Tina Cropp , Finance Director, Madison County BREAKOUT SESSION 5C: FISCAL MANAGEMENT AND COMPLIANCE FOR TITLE AND ESEA GRANTS <i>Piedmont</i> Staci Longest , CFE, MSA, SBA, Deputy Superintendent of Budget & Finance, VDOE Christina Berta , MBA, SFO, SBA, Chief Operations Officer of Budget & Finance, VDOE
1:15 PM – 2:45 PM	LUNCH & GENERAL SESSION: GOAL SETTING <i>Regency Ballroom West</i> Kim Hodous , Keynote Speaker
2:45 PM – 3:00 PM	DOOR PRIZES & DEPARTURES



Meet Our Keynote



Kim Hodous, The Happiness Speaker... is an award-winning entrepreneur, a best-selling author, a sought-after speaker and one of the happiest people you will ever meet. Kim is on a mission to make the world a happier place and has committed herself to helping 12 million women be happier. She is the creator of The One Minute Happiness Habit and is a Certified Speaking Professional by the NSA - a designation less than 10% of their members attain. Kim is an expert on happiness, not because she's researched it in a lab or received a psychology degree from a prestigious university.

She's an expert on happiness because she has experienced one of life's greatest tragedies and lived to embrace genuine happiness once again.

Meet Our Presenters



John Broderick serves as the Director of Finance and Operations for Sussex County Public Schools, where he oversees the division's financial management, operations, and strategic resource planning. With a strong background in school business and leadership, John also served as the 2024-25 President of the Virginia Association of School Business Officials (VASBO). He is dedicated to advancing effective financial practices that support student success across Virginia's public schools.

Susan Peterson serves as the Director of Finance for Roanoke County Public Schools, where she provides strategic oversight of the division's financial operations and resources. A dedicated leader within VASBO, she currently serves on the Executive Team and was recognized with the 2025 Cardinal Award for her outstanding contributions to school business management. Susan is known for her collaborative approach and commitment to supporting educational excellence through sound financial stewardship.



Brook Thomas is the Chief Financial Officer for Northampton County Public Schools, where she leads the division's financial strategy and operations. A dedicated leader within VASBO, Brook is a past President, the 2021 Cardinal Award recipient, and currently chairs both the Audit and Professional Development Committees. She is widely respected for her commitment to advancing excellence and collaboration in school business management across Virginia.

Staci Longest serves as the Deputy Superintendent of Budget and Finance for the Virginia Department of Education. She joined VDOE in April after six years as Director of Budget and Finance for King William County Public Schools and brings extensive experience from previous roles as the Associate Director of Procurement & Fixed Assets at The College of William Mary, and as an auditor for the Commonwealth of Virginia and Cherry, Bekaert, Holland. Staci also serves on the VASBO Executive Team as Secretary/Treasurer.





Dr. David Baker serves as the Grants Coordinator for Roanoke City Public Schools, where he oversees the development, management, and compliance of grant-funded programs that support student success and innovation. With a strong background in educational leadership and finance, Dr. Baker works to maximize resources and partnerships that enhance learning opportunities across the division.

Dr. Janaire Robinson recently joined Sussex County Public Schools as the Assistant Director of Finance and Federal Programs. With extensive experience in K-12 leadership, special education, and federal program administration, she oversees multiple grants to ensure compliance and alignment with strategic priorities. Her background as both a Special Education Director and Federal Programs Director guides her commitment to equity, accountability, and sustainable systems that support student success.



Amber DeRosier is the Benefits Program Specialist for York County School Division, where she oversees employee benefits and provides guidance on health, retirement, and wellness programs. Her dedication to supporting staff well-being enhances the overall employee experience across the division.

Bill McGuire is the School Market Lead for Citadel Sciences. A retired California Superintendent and Chief Business Official, Bill mentors education leaders in navigating complex fiscal, operational, and strategic planning challenges.



Ryan Lee serves as a Solution Engineer at PowerSchool. With a background in education and finance, Ryan previously taught middle school Social Studies and Intervention Math in Metro Nashville Public Schools and worked in advisory at PWC. He holds a BA in accounting from the College of the Holy Cross, an M.ED from Lipscomb University, and was a recent cohort member in the Georgetown Education Finance Certificate program. As a Solution Engineer, Ryan currently works across departments to ensure that prospective partners understand PowerSchool's value, along with advocating for their needs in supporting district budgeting.

Jim Bradshaw is the Director of Human Resources for Roanoke County Public Schools, bringing over 30 years of experience in education, leadership, and public service. His career has spanned roles as a teacher, band director, assistant principal, principal, and HR director. A member of the Virginia Army National Guard, he currently serves as First Sergeant for the 29th Infantry Division Band. Jim is dedicated to supporting educators, empowering students, and building strong school communities across the Commonwealth.





Jodylee Edsall serves as the Associate Director of Human Resources for Roanoke County Public Schools, bringing over 35 years of experience in education, special education, and human resources leadership. She has held roles as a teacher, administrator, and transition specialist, and now leads key HR initiatives supporting staff and school operations. She holds advanced degrees from the University of Virginia, George Washington University, and Old Dominion University, and is a certified SHRM professional. Jodylee is known for her collaborative leadership, practical training, and dedication to creating supportive learning and work environments.

Greg Pratt serves as a Procurement Management Account Executive for local government in the Western portion of Virginia. With over 25 years of public procurement experience, Greg provides assistance to local governments/public bodies with utilizing the electronic Virginia procurement platform (eVA), interpretation questions regarding the Virginia Public Procurement Act and with any procurement related questions or concerns. Prior to joining DGS, he was the Assistant Director of Procurement at Virginia Tech focusing on the acquisition of construction, renovation and professional services. He has also served in various other positions at other State and Federal agencies.



Christina Berta serves as the Chief Operations Officer for the Virginia Department of Education, bringing more than 22 years of experience in public and school finance. She has previously held leadership roles as Assistant Superintendent of Business and Operations for Hanover County Public Schools and as Chief Financial Officer for both Chesterfield County Public Schools and Williamsburg-James City County Schools. As a longtime VASBO member, VASBO Past President, and dedicated advocate for school business officials across the Commonwealth, Christina brings a deep understanding of the work we do every day to support students and schools.

Kathleen Jackson serves as the Chief Financial Officer for Roanoke City Public Schools, where she oversees the district's fiscal operations, including budgeting, accounting, payroll, grants, and purchasing. Since assuming the CFO role in October 2014, she has played a pivotal role in maintaining the division's financial integrity and transparency. Under her leadership, Roanoke City Public Schools has consistently received the Meritorious Budget Award from the Association of School Business Officials International, recognizing excellence in budget presentation. Kathleen is a dedicated member of VASBO and currently serves as Vice President.



Monique Barnes serves as the Budget Director for Henrico County, where she provides leadership in financial planning, budgeting, and resource management. She currently chairs the Welcoming Committee for VASBO and previously served as Director of Budget and Finance for Prince George County Public Schools.

Tina Cropp has served as the Director of Finance for Madison County Public Schools since 1999, providing trusted fiscal leadership and support to staff, administrators, and the community. A past President of VASBO and the 2017 Cardinal Award recipient, Tina is recognized for her commitment to sound financial management, employee support, and advancing educational goals through responsible stewardship of resources.



THE LEADER YOU ARE. THE CHANGE YOU DRIVE.

NEW ORLEANS, LA



2026 Leadership Forum New Orleans, Louisiana January 29–30, 2026

Strengthen your leadership skills at ASBO International's 2026 Leadership Forum—a two-day event created for both emerging and established leaders. Explore the Schedule at a Glance, review the full education program, and meet the speakers to start planning your experience at asbointl.org. Leadership Forum begins Thursday morning, January 29, and concludes at 2:00 PM on Friday, January 30.

2026 Eagle Institute New Orleans, Louisiana January 30–31, 2026

Leadership Forum attendees can enrich their experience by adding the 2026 Eagle Institute, with a visit to the National WWII Museum. This year's program, Pearl Harbor on the Road, uses a powerful historical case study to examine leadership under pressure, rapid decision-making, and team resilience. Eagle Institute begins Friday evening at 6:00 PM on January 30 and concludes at 7:30 PM on Saturday, January 31.



REGISTRATION IS OPEN AT ASBOINTL.ORG

LEGISLATIVE

ADVOCACY

Conference

SAVE THE DATE!
**July 7–9 | Hyatt Regency
Washington on Capitol Hill**



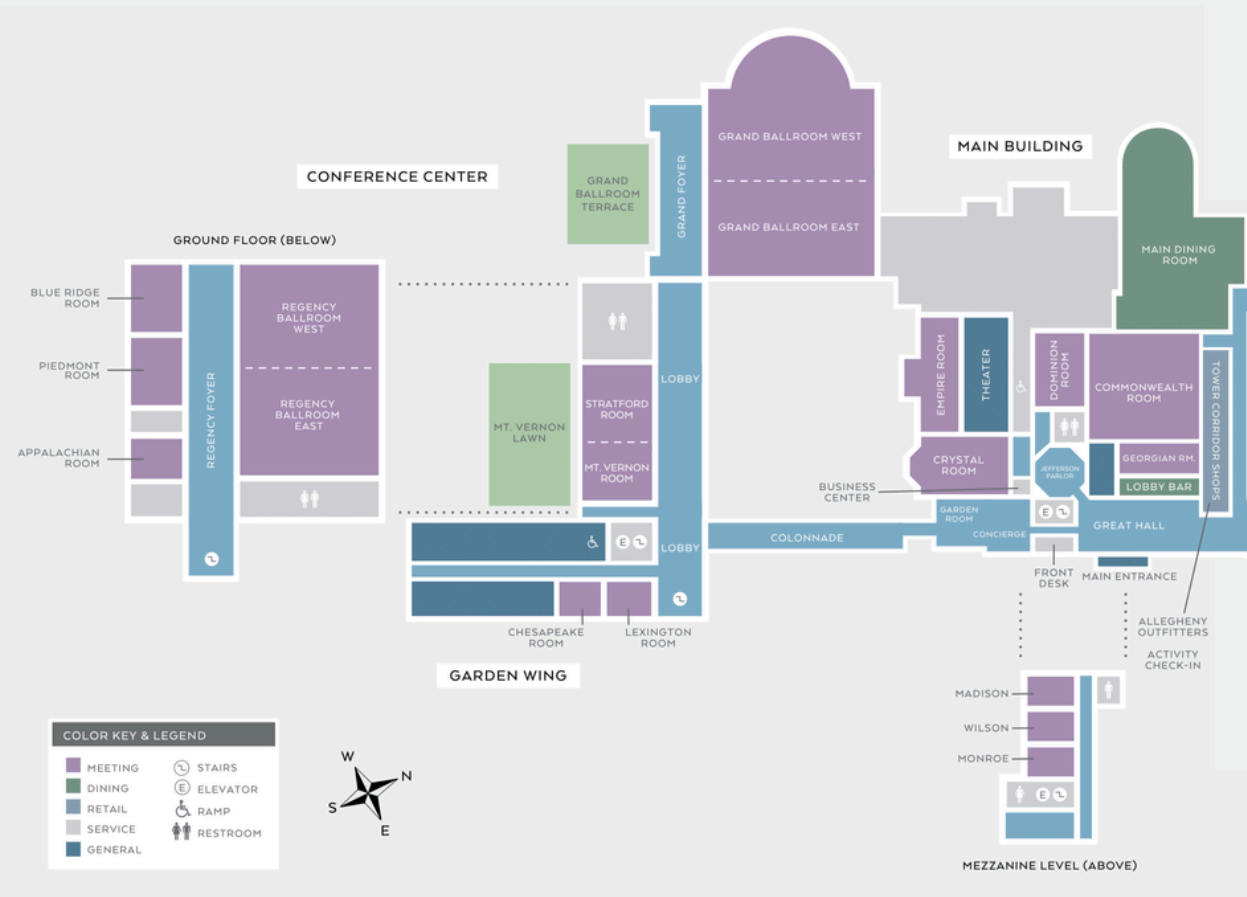
2026 VASS-VASBO WINTER CONFERENCE

JANUARY 5-6, 2026
RICHMOND MARRIOTT DOWNTOWN



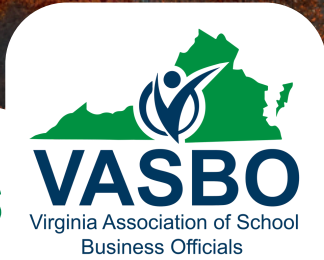
Register today at
[vasbo.org!](https://vasbo.org)

Hotel Map





Meet Our 2025-26 Partners



DIAMOND



PLATINUM



GOLD



SILVER

ClearGov
Cunningham Recreation
EduStaff
First Financial Group of America
Givebacks
Keystone Information Systems

McClure Company
Playground Specialists, Inc.
Sonny Merryman
TrackYourFunds
U.S. BENCOR/MidAmerica



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