



Agenda

Sunday, February 1

- 3:00 – 5:00** **Registration (Gulfview Ballroom Foyer)**
- 5:00 – 6:00** **Welcome Reception (The Dunes Terrace)**

Monday, February 2

- 7:30 - 8:15** **Registration (Gulfview Ballroom Foyer)**
- 7:30 – 8:15** **Buffet breakfast and coffee connections with Sponsors (Gulfview Ballroom Salon 1)**
- 8:20 – 8:30** **Conference welcome**
- 8:30 – 9:20** **General Session**

Getting a Fix on the Future (Gulfview Ballroom Salon II)

In an era of unprecedented change, schools' leaders face difficult decisions that impact every aspect of the organization. In Getting a Fix on the Future, Scott Barron offers facilities and auxiliary program directors thought-provoking insights for greater motivation and innovation. Success favors those who are fixated on the disciplines of collaborative team learning throughout the campus to foster reinvention and resilience. This is fixin' to get really interesting!

- ❖ Scott Barron
Chief Reinvention Officer/CEO, School Growth LLC

- 9:20 – 9:45** **Break with Sponsors (Gulfview Ballroom Foyer)**

- 9:45 – 10:40** **Breakout Session**

Embracing Digitization in Campus Operations: Driving Efficiency, Sustainability, and Innovation (Gulfview Ballroom Salon II)

In this presentation, we'll explore how digitization is transforming the landscape of educational facilities for facilities management and security professionals. As organizations strive for greater efficiency, sustainability, and resilience, digital technologies are playing a pivotal role in reshaping how we manage buildings, assets, and services. This session will explore the ways in which Cary Academy is utilizing technology to improve the efficiency of the Campus Operations division while making data driven decisions.

- ❖ Tai D Davis
Director of Campus Operations, Cary Academy

Turning Outdated Operations into Measurable Improvements (P.S. Increased Revenue) (Gulfview Ballroom Salon III)

How many times have you heard (or said), *"That's just camp"*? While it may sound harmless, the phrase often masks the real cost of outdated systems. From pick-up miscommunications to campers on the wrong buses, these aren't camp quirks—they're operational breakdowns that waste staff time, erode parent trust, and cost money. Even with systems in place, these issues persist because "the way it's always been" no longer meets today's expectations. Millennial parents demand safety, clarity, and professionalism—and they're far less forgiving when logistics fail. In this interactive session, we'll challenge the culture of "good enough" and uncover hidden operational blind spots. Participants will identify system failures, examine their true costs, apply practical evaluation tools and KPIs, and leave with actionable steps to move from reactive fixes to proactive systems thinking. It's time to evolve from "that's camp" to "that's excellence."

- ❖ Lee Bear
Director of Business Development, Camptivities

10:40 – 11:10 Break with Sponsors (Gulfview Ballroom Foyer)

11:10 – 12:00 Breakout sessions

Embracing Technology & AI (Gulfview Ballroom Salon II)

In this presentation, we'll explore how digitization is transforming the landscape of educational facilities for facilities management and security professionals. As organizations strive for greater efficiency, sustainability, and resilience, digital technologies are playing a pivotal role in reshaping how we manage buildings, assets, and services. This session will explore the ways in which Cary Academy is utilizing technology to improve the efficiency of the Campus Operations division while making data driven decisions.

- ❖ Tyler Cantrell
Field Marketing Manager, FMX

Optimizing the 365 Campus: Aligning Facilities, Operations, and Mission for Sustainable Growth (Gulfview Ballroom Salon III)

Independent schools are reimagining their campuses as year-round ecosystems that drive both mission and margin. As schools expand beyond the traditional academic calendar—through summer programs, facility rentals, conferences, and strategic partnerships—facilities and operations leaders play a central role in enabling success. This session explores how to transform underutilized spaces into productive, mission-aligned assets while maintaining operational excellence and campus integrity. Participants will examine frameworks for assessing capacity, aligning staffing models, managing wear-and-tear, and integrating auxiliary use into long-term facilities planning. Real-world case studies will illustrate how schools have balanced innovation with stewardship, leveraging their physical plant as a 365/24/7 resource for learning, community engagement, and financial sustainability. Whether your school is just beginning to explore year-round use or refining established programs, this session will provide tools to evaluate readiness, mitigate risk, and design scalable systems that position your campus as a resilient, future-focused asset.

- ❖ David Sullivan
Senior Advisor, SPARC

12:00 – 12:50 Lunch (Gulfview Ballroom Salon I)

1:00 – 2:00 Roundtable Discussions (Gulfview Ballroom Salon II & III)

Come with your questions and challenges! Learn from your peers and come prepared to share your best practices and success stories.

2:00 – 2:30 Break with Sponsors (Gulfview Ballroom Foyer)

2:30 – 3:20 Breakout sessions

Plan the Plan: Best Practices for Successful Campus Master Planning (Gulfview Ballroom Salon II)

"Not enough space". "We acquired new property". "We don't have one". There are countless reasons for schools to consider campus master planning. Regardless of drivers, successful campus planning comes down to a handful of key factors. Having a clear purpose and process will ultimately set schools up for success. Hear from CFOO Mark Vosskamp and Campus Planner Peter Winebrenner as they share time-tested strategies to be considered, including a comprehensive checklist of best practices, lessons learned from past campus plans, and how to best prepare school leadership for the upcoming planning efforts.

- ❖ Mark Vosskamp
CFOO, Girl's Prep
- ❖ Peter Winebrenner
Principal, Hord Coplan Macht

Earning Extra Credit in Auxiliary Revenue (Gulfview Ballroom Salon III)

From campus stores and coffee bars to facility rentals and special programs, schools often have ample opportunities to generate income outside of tuition. Join us for a presentation and interactive discussion where we will share success stories, challenges, and lessons learned. Together, we'll explore how to maximize revenue, navigate community engagement, and leverage school resources into financial wins for your school.

- ❖ Lee Conner
Vice President of Operations, Woodward Academy
- ❖ Jamy Juhan
Director of Auxiliary Services, Woodward Academy

3:40 – 4:30 Breakout sessions

From Fixers to Culture Shapers: Understanding the Culture DNA of Facilities Teams (Gulfview Ballroom Salon II)

As buildings evolve and expectations shift, facilities leaders have an opportunity to move beyond operations and shape culture. This session shares real-world examples and a leadership journey that show how redefining team identity, embracing organizational culture, and leading with intentionality can elevate both campus experience and team pride. Participants will explore how to give their teams a stronger voice, connect to the "why" behind their work, and inspire transformation—whether navigating long-held traditions or rapid change.

- ❖ Victor Panchuk
Director of Facilities, The Westminster Schools

Flipping the Status Quo: Turning Summer Programs into a Strategic Powerhouse (Gulfview Ballroom Salon III)

Independent schools may view summer programming as a secondary initiative - our school sure did. But what if summer programs become a strategic powerhouse that drives enrollment and contributes to long-term sustainability?

❖ Sarah Forwood

Director of Summer and Auxiliary Programs, UMS-Wright Preparatory School

5:00 – 6:00 Happy Hour sponsored by Two Way Radio (The Dunes Terrace)

Tuesday, February 3

7:15 – 8:15 Buffet breakfast and coffee connections with Sponsors (Gulfview Ballroom Salon II)

8:15 – 8:45 Facilities and Auxiliary Programs Panel (Gulfview Ballroom Salon II)

Facilities and auxiliary teams in independent schools' face many of the same questions. This session brings those questions to the forefront through attendee-led panels and open discussion. Panelists will share what's working, what isn't, and lessons learned around campus use, auxiliary programs, maintenance, and staffing. With time for questions and idea-sharing, you'll walk away with practical insights and fresh ideas you can use right away.

9:15 – 10:15 Breakout sessions

I Have Facility Data, Now What? (Gulfview Ballroom Salon II)

The ways we manage facility deferred maintenance has changed over the years; including the evolution of leadership roles and the new responsibilities that come with that growth, expanding software technology, the emergence of facilities-minded professional organizations and the oversight of staffing support to name a few. With collaboration of an educational facilities industry leader, experienced CMMS provider, and a leading peer independent school, learn how the management of deferred maintenance has evolved and how the data researched/accumulated from the facility audit provides a long-term roadmap for the campus.

❖ Tom Franz

Senior Associate of Partner Development, Building Solutions

❖ Joe Rayburn

Director or Partner Development, Building Solutions

The Staff Experience Matters: Crafting Your Secret Sauce (Gulfview Ballroom Salon III)

This presentation reveals how to create a unique, intentional staff training program that gives your camp a competitive edge. You'll be challenged to create your camp's "secret sauce"—the distinct, hard-to-replicate mix of culture, skills, and values that makes your camp magical. Learn how to weave intentionality into every step, ensuring the staff experience directly shapes the camper experience. You will learn to:

- Design Unseen Learning by blending critical skills into fun, engaging activities.
- Create the "Artisan S'more" to build belonging and make staff feel truly valued.
- Use Games with Purpose to get serious results in connection and retention.
- Build Your Custom Blueprint, a training plan perfectly tailored to your camp's personality.

Go from offering samples to serving the whole dish—and create a staff experience so good they'll stay for more.

❖ Laura Walker
Director, Latin Camps, Charlotte Latin School

10:15 – 10:45 Break with Sponsors (Gulfview Ballroom Foyer)

10:45 – 11:45 Breakout sessions

Mastering Communication: Practical Tools for Managing High-Stress Conversations (Gulfview Ballroom Salon II)

Independent school leaders are increasingly navigating emotionally charged interactions with parents, students, and visitors, often without warning. In these critical moments, your response can either calm or escalate the situation. In this interactive session, Draco Group owner Celia Cortes, will equip school professionals with; practical, school-specific strategies to recognize early warning signs of agitation, understand common emotional triggers, and apply effective verbal and non-verbal situation defusing techniques. Participants will be exposed to real-world case scenarios and expert feedback to build confidence and composure when conversations turn tense. You'll walk away with: Ready-to-use language and scripts to de-escalate conversations; A clear action framework for responding in the first crucial moments; Tools to strengthen your school's culture of respect, safety, and professionalism.

❖ Celia Cortes
Co-owner, Draco Group

Pitfalls, Peaks, and Profits: Navigating Summer Programs for Maximum Revenue (Gulfview Ballroom Salon III)

In this session, we will explore practical strategies to maximize revenue across multiple streams—from tuition pricing models and program diversification to facility rentals. Attendees will gain actionable frameworks and insights to evaluate their own programs with a sharper lens, identifying opportunities to amplify outcomes and strengthen financial performance. Through real-world examples and discussions, we'll highlight how to prepare for unexpected challenges, turn pitfalls into learning opportunities, and leverage peaks for lasting impact. Whether your goal is to boost your bottom line, expand program offerings, or optimize existing operations, this session equips you with adaptable tools, strategies, and inspiration. Participants will leave ready to apply these insights to their camp or summer program context, making each season more engaging, sustainable, and profitable.

❖ Kelley Day

Director of Auxiliary Services, The Westminster Schools

❖ Jodi Stanton

Auxiliary Operations Associate & Summer Camp Assistant Director, The Westminster Schools

11:45

Snacks to go