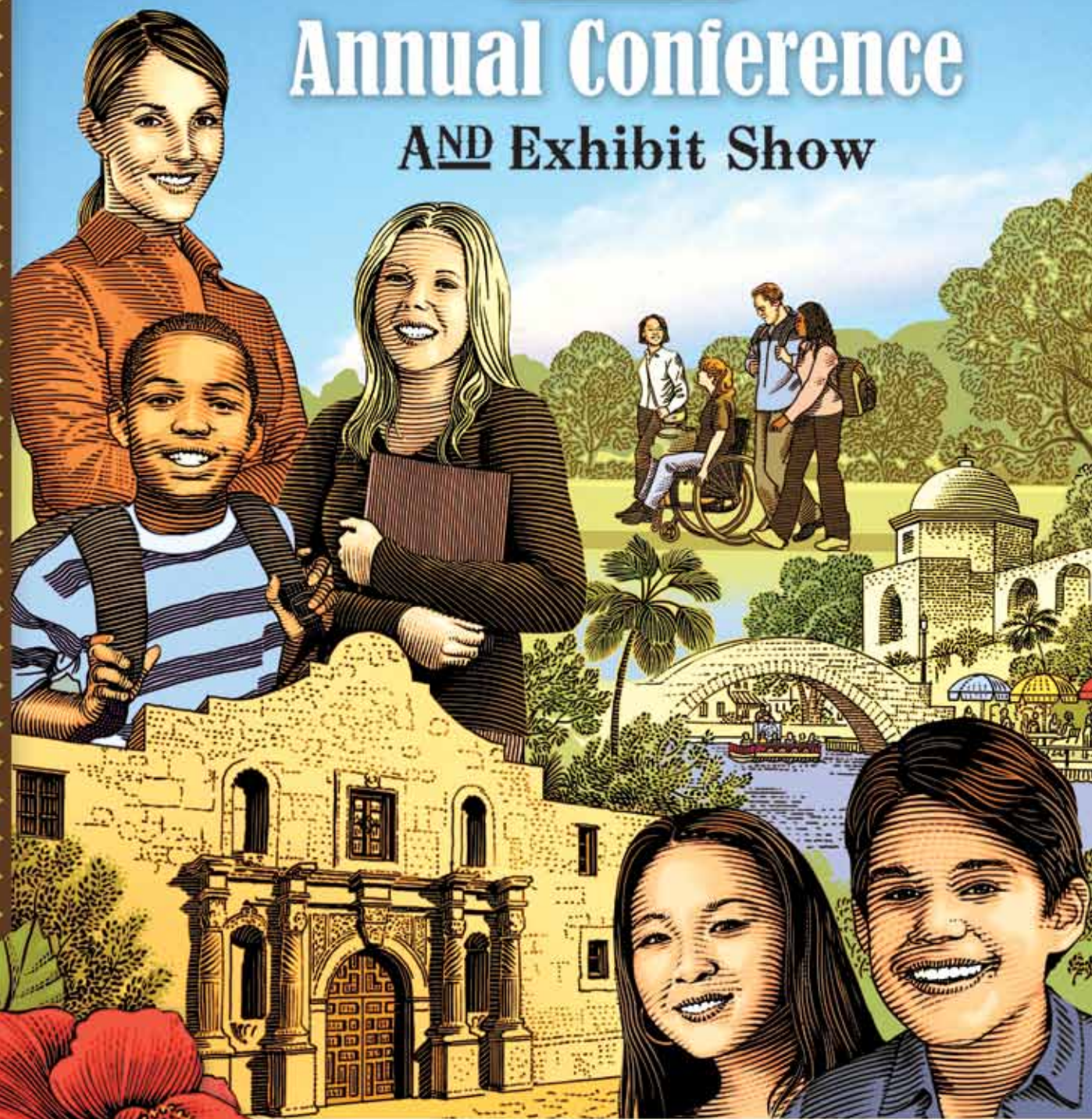


ASCD®

Annual Conference AND Exhibit Show



Henry B. Gonzalez Convention Center

San Antonio  Texas

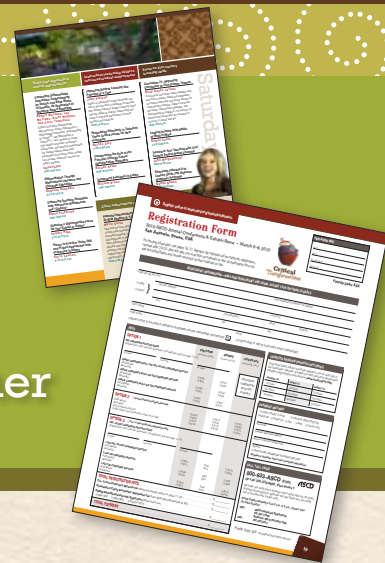
March 6–8, 2010

Critical
Transformations

Preview & Registration Materials

Turn tough times

into an opportunity to come together



Tough times bring out the best among committed educators. Join your colleagues at this year's ASCD Annual Conference to explore the best of what committed educators are doing in response to today's challenges.

A place to coalesce around the values of excellence in education

Here's your opportunity to experience what a conference dedicated to the universal needs of learners—at all levels—can do for you:

- Ground your professional goals in research-based best practices.
- Make sure opportunities for learning are open for all students.
- Find more ways to attend to the multiple needs of students.
- Improve your skills of cultivating and communicating the benefits of top-quality schooling.

Maximize your learning opportunity

Instead of attending a conference that confines you to just one grade level, subject, or job role, attend an event that lets you do all this:

- Explore the big trends and issues that affect all educators.
- Get up to date on what's new in your grade level and subject area.
- Meet your colleagues and learn from educators in other subject areas, grade levels, and job roles.
- Renew your spirit and have some fun.

Choose from more than **500 sessions**

From diversity to differentiated instruction, formative assessment to arts education, the topics at this event are too many to list. Go to www.ascd.org/annualconference to begin exploring all the possibilities!





From research to practice

If evidence-based practice is what your school is increasingly focusing on, this is the place to be. This year's Conference features a series of meetings on identifying and implementing programs and practices that use scientifically based research. Choose from presentations on peer-reviewed research, impact evaluation studies, and action research.

Stretch out your conference experience over a whole week



Start your learning early with a three-, two-, or one-day **Pre-Conference Institute** (see pages 11–14). And stay an extra day to attend one of the Post-Conference Sessions on March 9 (see page 15).



Come early to attend our complimentary **Welcome Reception**

Kick off your conference experience with food, fun, a cash bar, and a chance to meet fellow educators from around the world.

Friday, March 5, 2010
5:00–7:00 p.m.

Henry B. Gonzalez Convention Center
Ballroom C, Third Level

Thank you to our Premier Sponsor!



San Antonio ★ March 6–8, 2010

Four reasons to visit our Conference Web site www.ascd.org/annualconference

- 1 **Register online** to get faster processing and service.
- 2 **Choose your ticketed sessions** that guarantee you a seat at some of our most popular sessions.
- 3 **Compare hotels** with featured amenities and room photos.
- 4 **Get in-depth information** on speakers, networking opportunities, and more.

Critical Transformations



Saturday March 6

Over 180 sessions with dynamic speakers on breakthrough topics



Saving the World, One Child at a Time

Geoffrey Canada

A renowned educator and advocate offers a vision for how to create a safe, caring, and stimulating environment for all children. Hear how to rise to the challenges of violence, gangs, drugs, and failing schools—in urban and rural, rich and poor communities—with hard work, dedication, and a prioritization of resources.

Opening General Session, 10:00–11:45 a.m.



... Reserve your seat in three sessions now! Choose from 110+ ticketed sessions online at www.ascd.org/ac10ts

Understand the impact of globalization on education

Catching Up or Leading the Way: American Education in the Age of Globalization

Yong Zhao

Drawing from his newly published ASCD book with the same title, Yong Zhao explains why more standards, standardized testing, or other accountability measures are not the way to prepare children for the globalized world.

Special Feature
8:00–9:30 a.m.

21st Century Skills and Core Subjects

Ken Kay

1:30–3:00 p.m.

The 2020 Forecast: Creating the Future of Learning

Monica Martinez

1:30–3:00 p.m.

Support top-quality teaching

High-Impact Learning: Transforming Professional Development into Student Results

Douglas Reeves

Drawing from the findings of quantitative studies of more than 300,000 students in 290 schools, Douglas Reeves explains how schools fail to implement effective professional development that improves student achievement. Discover what works, what doesn't, and how teachers and school leaders can improve professional development practices and their implementation.

1:30–3:00 p.m.

How Do You Recognize an Effective Teacher When You Interview One?

Thomas Gannon

8:30–9:30 a.m.

Differentiating Teacher Evaluation and Evaluating Teacher Differentiation

Kimberly Kappler Hewitt

3:30–5:00 p.m.

Teacher Leadership: Tools and Strategies That Strengthen Practice

Janet Burgess

5:15–6:15 p.m.

Get ready to deal with change

Motion Leadership

Michael Fullan

Learn about leadership practices that result in deep and large-scale improvement in schools, districts, and whole systems. Explore effective practices through examples of successful cases, including video vignettes that show the practices in action. Find out how you can improve your leadership skills and competencies to become more effective in fostering positive change.

Cawelti Leadership Lecture
1:00–2:30 p.m.

Leading School Change: Nine Strategies for Bringing Everybody on Board

Todd Whitaker

8:00–9:30 a.m.

Empowering the 21st Century Leader

Joan Kowal

1:30–3:00 p.m.

Register online today!
www.ascd.org/annualconference



Photos of San Antonio provided by SACVB



Unify your approach to school improvement

Focus on 21st century learning skills

Link school leadership skills to increased student achievement

Connecting Differentiated Instruction, Understanding by Design, and What Works in Schools: An Exploration of Research-Based Strategies

Robert Marzano, Jay McTighe, Grant Wiggins, and Carol Tomlinson

Explore how three breakthrough approaches to school improvement—Differentiated Instruction, Understanding by Design®, and What Works in Schools™—can combine to create high-quality curriculum, instruction, assessment, and learning environments. The leading experts share their knowledge of how these three models can increase classroom success for today's students.

Special Feature
3:30–5:00 p.m.

The Demographics, Research, and Ethics of Differentiated Instruction

Carol Tomlinson

The leading authority on differentiated instruction lays out three areas of support for differentiation: the demographic realities that invite attention to differentiation, the theory and research that inform differentiation, and the ethics that suggest differentiation may be a moral as well as an educational decision.
8:00–9:30 a.m.

Choosing a Differentiation Focus for Your School or District

Sandra Page
5:15–6:15 p.m.

Theory to Practice: Using UbD and Project Approaches with Preservice Teachers

Kerry Coover
5:15–6:15 p.m.

Curriculum Mapping Planner

Heidi Hayes Jacobs and Ann Johnson

A renowned curriculum expert explains why and how to replace dated and antiquated curriculum with lively and timely themes for contemporary learners. Explore curricular unit ideas, instructional strategies, and assessments to engage K–12 learners on themes and issues that are essential to success in school and life.

8:00–9:30 a.m.

Leading Schools with Habits of Mind in Mind

Arthur Costa
1:30–3:00 p.m.

New Evidence Regarding the Impact of Project-Based Learning

John Mergendoller
8:00–9:30 a.m.

Effectively Infusing 21st Century Skills into Rigorous Academic Programs

Donna Knoell
5:15–6:15 p.m.

Responding Effectively in Turbulent Times: Critical Issues for New Principals

Harvey Alvy
1:00–3:00 p.m.

Transforming the Role of the Principal Through School Administration Managers

Doreen Knuth
8:30–9:30 a.m.

Turnaround Principals In Action

William Bryan
1:00–3:00 p.m.

Saturday



Close achievement gaps

Powerful Interventions for At-Risk Readers K–12

Marie Carbo

Hear and see how educators across the country have dramatically and rapidly increased students' reading achievement and enjoyment. A leading expert explains basic differences between the most effective and most ineffective reading practices and how to use students' reading style strengths to improve student achievement, motivation, and behavior.
4:00–5:00 p.m.

Teaching Strategies That Reach Challenging Students

Spence Rogers
8:00–9:30 a.m.

Ten Ways To Teach Anybody Anything

Penny Schuckman
1:30–3:00 p.m.

What Got Us Here Won't Get Us There

Edwin Javias
3:30–5:00 p.m.



Sunday March 7

Choose from another day of sessions exploring the breadth and depth of education

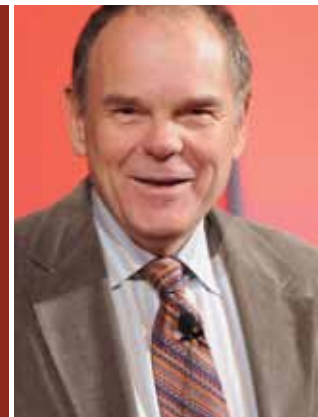


Growing Up Digital: The Net Generation and the Transformation of Learning

Don Tapscott

How is this generation different? How do they learn differently than their baby boomer parents? How can we change the schools and the model of pedagogy for relevance and effectiveness? What new perspectives should we adopt on teaching, learning, and learning communities? Explore these and other questions about the Net Generation, the first generation to come of age in the digital age. Learn why this generation cycle is leading to far-reaching changes in learning and in every institution in society.

Second General Session, 10:00–11:45 a.m.



...❖ Get more information about the Conference schedule and featured speakers at www.ascd.org/annualconference

Rescue at-risk and struggling learners

Teaching with Poverty and Achievement in Mind

Eric Jensen

A renowned expert on brain-based education reveals the startling connections between recent brain research and low-income student achievement. Learn the three surprising, research-based fundamentals that drive student learning. Find out why 90 percent of Title 1 schools likely won't succeed and what the top-performing 10 percent are doing that matters most.

12:45–2:45 p.m.

Improving Student Learning by Minding the Gap

Jane Pollock

5:00–6:30 p.m.

Increasing Motivation and Achievement with Humor, Fun, and Enjoyment

Rochelle Winter/Wavelength

5:00–6:30 p.m.

Explore ways to “do the right work”

The Principles and Practice of Entrepreneurial Schooling

Rick Hess

Explore ways for educational entrepreneurs to erect new institutions better suited to the challenges of the day—either inside or outside traditional school systems. Understand why that work is essential, how it can be pursued, and what it means for educators and leaders seeking a more promising way forward.

Distinguished Lecture

1:15–2:45 p.m.

The Creativity Connection for 21st Century Skills

Richard Shade

12:45–2:45 p.m.

The Future Is Mine—The Future Is Now!

Steve Seliy

8:30–9:30 a.m.

Leveling the Playing Field by Teaching Through Student Strengths

Eykq Stevens

5:00–6:00 p.m.

Support your Response to Intervention with differentiated instruction

Frequently Asked Questions About Differentiated Instruction—And Some Answers

Carol Tomlinson

Explore some of the questions most commonly asked about differentiation by teachers and administrators, including what it means to be fair in a differentiated classroom, how students feel about having a variety of assignments in the same class, how to grade differentiation, and how standards and differentiation can coexist.

8:00–9:30 a.m.

Implementing Response To Intervention: Make It Work!

Edythe Austermuhl

8:00–9:00 a.m.

Six Essentials in a Successful Differentiated Instruction Implementation

Evan Hordyk

8:00–9:30 a.m.

Response to Intervention: Leadership for English Language Learners

Lynn Malarz

3:45–4:45 p.m.



Realize the promise of standards-based education

Developing a Standards-Based Classroom, School, or District: Lessons from the Field

Robert Marzano

Get steps—gleaned from the field—for designing and implementing a standards-based system that allows students to progress at their own rate instead of by grade levels. Learn how to begin in individual classrooms and gradually move the innovation up to the school and district levels.

8:00–9:30 a.m.

Personalized Learning That Supports 21st Century Standards

Joseph DiMartino

12:45–2:45 p.m.

Ten Components of an Understanding-Based Curriculum

Jay McTighe

12:45–2:45 p.m.

Using Classroom Technology to Support Classroom Instruction That Works

Romana Holbert

3:45–4:45 p.m.

Add to your toolbox of teaching strategies

Never Work Harder Than Your Students

Robyn Jackson

Should teachers really never work harder than their students? Aren't teachers supposed to work hard? In this session, hear why working harder than your students actually prevents learning from taking place and learn how you can help students do the work of learning for themselves. Learn what work is yours, what work belongs to students, and how you can supportively facilitate students' growth by helping them take ownership of their work.

Special Feature

8:00–9:30 a.m.

Classroom Instruction That Works for the 21st Century

Ceri Dean

5:00–6:30 p.m.

An Instructional Sequence for Strategic Secondary Learners

Ron Klemm

5:00–6:00 p.m.

Integrated Instructional Strategies from A to Z

Melissa Rone

1:15–2:45 p.m.

Create better assessments

Fair and Meaningful Grades for Students with Disabilities

Thomas Guskey and Lee Ann Jung

Determining meaningful grades for students with disabilities is a tough task. The grade that seems fair often is not the grade that accurately communicates progress on grade-level standards. In this interactive session, a leading expert guides you through the six-step Inclusive Grading Model for grading students with disabilities in a way that is fair, meaningful, and consistent with response to intervention practice.

12:45–2:45 p.m.

Five Keys to Higher Student Achievement Through Assessment for Learning

Kathryn Alvestad

8:00–9:30 a.m.

Assessment, Professional Development, and 21st Century Skills

Ken Kay

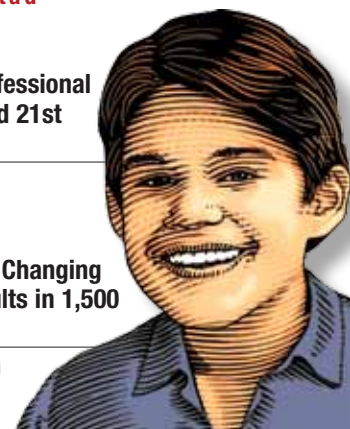
1:15–2:45 p.m.

Quality Reviews: Changing Culture and Results in 1,500 Urban Schools

Elaine Gorman

3:15–4:45 p.m.

Sunday



Expand your choices for teacher training and coaching

Getting to Structured Teaching: Walk-throughs and Feedback

Douglas Fisher

Best-selling ASCD author Douglas Fisher introduces you to a way of coaching teachers in the implementation of an instructional framework that ensures student success. Understand how a new model of instruction, and the ability to coach teachers based on this model, improves your ability to provide feedback based on classroom observation.

8:00–9:30 a.m.

Our Changing Community of Learners

Sarah Noonan

8:00–9:30 a.m.

Using a Collegial Model of Assessment to Enhance Faculty Performance in an Online Environment

Steve Canipe

3:45–4:45 p.m.

Building a Practice-Focused Professional Education Curriculum for Teachers

Deborah Loewenberg Ball

5:00–6:30 p.m.

Session Highlights

Cap your conference experience with another full day of great sessions and speakers

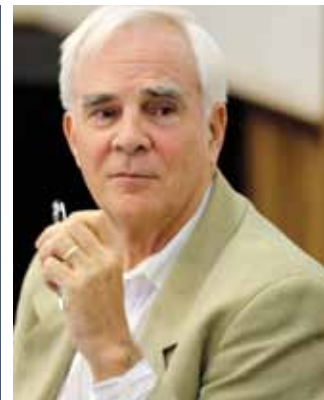
Monday March 8

The Future of Public Schools and Democracy

John Merrow

John Merrow has been reporting from classrooms and schools for 35 years, for PBS and NPR. He is also a member of Listen Up! Youth Media Network, which helps youth around the world be heard in the mass media. Using many short video clips, Merrow offers his thoughts on what lies ahead for public schools and, by extension, democracy. His analysis includes reflections on NCLB, National Standards and Tests, Teach for America, and what he calls the new ADD, "Affection Deficit Disorder."

Third General Session, 10:00–11:45 a.m.



... Book your housing and travel at the best prices now at www.ascd.org/annualconference

Get help for working with specific student populations

Using Formative Assessment to Ensure Success for English Language Learners

Rachel Syrja

This session will make the case for using formative assessment strategies to provide targeted, differentiated instruction for English language learners. Learn how to use formative assessment to identify each student's level of proficiency and work collaboratively for better results.

8:00–9:30 a.m.

Opening Doors, Building Connections: Improving the Lives of At-Risk Students

Andre Potvin

8:00–9:30 a.m.

Poverty and Underachievement: How Schools and Districts Lead Students to Success

William Parrett

12:15–2:15 p.m.

Making It Happen: An Elementary Case Study

Michael Lanning

2:45–4:15 p.m.

Keep better track of student progress

Designing and Using High-Quality Rubrics for 21st Century Skills

Deborah Wahlstrom

Are your rubrics keeping the pace with 21st century learning goals? Attend this interactive session to answer that question and discover the features of high-quality rubrics and how they measure student learning in a valid and reliable way.

12:15–2:15 p.m.

Saving Time and Sanity in Progress Reporting

Rick Gingras

8:30–9:30 a.m.

Conducting an Academic Audit: Discovering Your Students' Real Classroom Experiences

Paul Knowles

8:30–9:30 a.m.

The Power of Performance Management in School Reform

Trent Kaufman

2:45–4:15 p.m.

Explore the breadth and depth of differentiated instruction

Leading Implementation of Differentiated Instruction: Practical Strategies to Accelerate the Change

Susan Allan

8:00–9:30 a.m.

How Response to Intervention and Differentiated Instruction Work Together

Carolyn Coil

8:00–9:30 a.m.

Differentiated Instruction to Meet the Needs of All Students

Kathleen Walker

12:45–2:15 p.m.

Register online today!

www.ascd.org/annualconference



Improve student literacy across content areas

Literacy Leadership to Improve Student Achievement

Rachel Billmeyer

Learn how to improve literacy and content learning for students by combining the research on leadership and literacy, including supportive examples of literacy leadership that supports the development of strategic readers.
8:00–9:30 a.m.

Read with Me: Helping Parents Helping Children

Bill Driedger

8:00–9:00 a.m.

Not by Osmosis: Increasing Scientific Literacy with Effective Vocabulary Instruction

Ann Mulvihill

2:45–4:15 p.m.

Science Literacy Circles: Inductive Inquiry Modeling

Teresa Le Sage

2:45–3:45 p.m.

Learn more ways to engage your students and teachers

Creative Leadership: Skills That Drive Change

Gerard Puccio

In the face of ever-increasing complexity and change, numerous educational reports have highlighted the fact that creative thinking and problem solving are crucial skills for professional and personal success in this new millennium. Additionally, there is increasing recognition that these very same skills are at the core of effective leadership. This session will explore the myths and reality of creative thinking, including how it can be deliberately nurtured, taught, and employed in a variety of settings to drive change.

Special Feature

12:15–1:45 p.m.

Teaching the Whole Child Using Brain-Compatible Practices

Pam Robbins

12:15–2:15 p.m.

Empowering Students in the Classroom by Asking Better Questions

Joseph Ciofalo

12:45–2:15 p.m.

Bifocal Assessment: Drawing Together Teaching and Learning Using Thinking Maps

David Hyerle

12:15–1:15 p.m.

Making Learning Real: A Transformational Teaching and Learning Experience

Ruth Loring

8:00–9:30 a.m.

Monday



Why our Exhibit Show is an essential part of your Conference experience

Virtually all our attendees—99%!—say that the Exhibit Hall is a “valuable” part of the ASCD Annual Conference. This year’s Exhibit Show will be better than ever with more technology offerings, displays of new classroom products for every grade level and subject, and tools to help make your job easier and more rewarding. At the center of it all is the ASCD Center where you can learn more about the new books, videos, and membership services we have in store for you. When you need a break, relax in one of our convenient refreshment areas or check your e-mail at the Internet station.

Attend an ASCD Network Forum

ASCD Network Forums are a great way to meet like-minded educators and build relationships with those who share your interests. These special meetings of ASCD-sponsored networks are open to all Conference participants and will be held on:

- Saturday, March 6, 8:00–9:30 a.m.**
- Sunday, March 7, 8:00–9:30 a.m.**
- Monday, March 8, 12:15–1:45 p.m.**



For a list of all Network Forums, go to www.ascd.org/annualconference.



Save 69%

Go to www.ascd.org/annualconference and click **Volunteers** to learn more.

Explore technology with ASCD!

Don't leave the Conference without attending a technology session in **ASCD's Technology Row**. More than 60 sessions focusing on technology will be presented during the Conference. Learn about a specific tool or software—or how to implement a technology plan in your own school or district!

ASCD is pleased to provide free Wi-Fi access for all attendees at the Annual Conference! Log on for free in the session rooms and halls of the convention center throughout the conference.

Conference at-a-Glance

	On-Site Registration Hours	Exhibit Hall Hours	First-Timers' Sessions
<i>Friday, March 5</i>	7 a.m.–7 p.m.		4–5 p.m.
<i>Saturday, March 6</i>	7:00 a.m.–5:30 p.m.	9 a.m.–4 p.m.	8:30–9:30 a.m.
<i>Sunday, March 7</i>	7:30 a.m.–5:30 p.m.	9 a.m.–4 p.m.	
<i>Monday, March 8</i>	7:30 a.m.–3 p.m.	9 a.m.–1 p.m.	

Governance Meetings

<i>Thursday, March 4</i>	8:30 a.m.–4:30 p.m.	Board of Directors Meeting
<i>Friday, March 5</i>	9:00 a.m.–4:30 p.m.	Leadership Council Meeting
<i>Sunday, March 7</i>	3:00–4:00 p.m.	Annual Meeting
<i>Sunday, March 7</i>	4:15–5:15 p.m.	Meet the President-Elect Candidates Forum

Welcome Reception, Friday, March 5

5:00–7:00 p.m. **Welcome Reception open to all**

Saturday, March 6

8:00–9:30 a.m. **More than 50 meetings to choose from**
Network Meetings | Special Feature

8:30–9:30 a.m. First-Timers' Session

9:30–10:00 a.m. Free time to explore the Exhibit Hall

10:00–11:45 a.m. **Opening General Session**

11:45 a.m.–1:00 p.m. Free time to explore the Exhibit Hall

1:00–3:00 p.m. **More than 50 meetings to choose from**
Cawelti Leadership Lecture

1:30–3:00 p.m. Distinguished Lecture

3:00–3:30 p.m. Free time to explore the Exhibit Hall

3:30–5:00 p.m. **More than 50 meetings to choose from**
Special Feature

5:15–6:15 p.m. **More than 40 meetings to choose from**

Sunday, March 7

8:00–9:30 a.m. **More than 50 meetings to choose from**
Network Meetings | Special Feature

9:30–10:00 a.m. Free time to explore the Exhibit Hall

10:00–11:45 a.m. **Second General Session**

11:45 a.m.–12:45 p.m. Free time to explore the Exhibit Hall

12:45–2:15 p.m. Special Feature

12:45–2:45 p.m. **More than 50 meetings to choose from**

1:15–2:45 p.m. Distinguished Lecture

2:45–3:15 p.m. Free time to explore the Exhibit Hall

3:15–4:45 p.m. **More than 40 meetings to choose from**
John Dewey Society Memorial Lecture | Special Feature

5:00–6:30 p.m. **More than 40 meetings to choose from**

Monday, March 8

8:00–9:30 a.m. **More than 40 meetings to choose from**

9:30–10:00 a.m. Free time to explore the Exhibit Hall

10:00–11:45 a.m. **Third General Session**

11:45 a.m.–12:15 p.m. Free time to explore the Exhibit Hall

12:15–1:45 p.m. Network Meetings | Special Feature

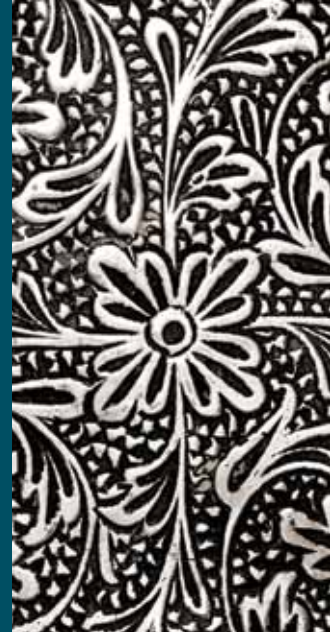
12:15–2:15 p.m. **More than 40 meetings to choose from**

2:45–4:15 p.m. **More than 40 meetings to choose from**

Register Today!

Pre-Conference Institutes

Expand your learning opportunities by attending an ASCD Pre-Conference Institute.



See forms beginning on page 16, or register online at www.ascd.org/annualconference.

Starting Wednesday, March 3, you can attend a one-, two-, or three-day Pre-Conference Institute that offers an intensive learning experience on curriculum, instruction, assessment, classroom management, or school leadership. Use the Registration Form in this Preview to sign up and use the Housing Form for hotel reservations.

PLEASE NOTE:

- Registration for the ASCD Annual Conference **does not** include registration for a Pre-Conference Institute.
- For Institutional Membership Voucher Holders: Registration for a Pre-Conference Institute requires an additional payment. Please complete the Conference Registration Form and include Pre-Conference Institute registration and material fees with your Voucher and additional payment method.

Three-Day Institutes Wednesday, March 3–Friday, March 5

Educators at Work in the Differentiated Instruction Classroom: Advanced

Carol Ann Tomlinson, ASCD Author, University of Virginia, Charlottesville, Judy Rex, Scottsdale Unified School District, Phoenix, AZ, and Marcia B. Imbeau, University of Arkansas, Fayetteville

If you already have some background in differentiated instruction, come to this Institute to analyze the essential principles and practices of differentiation and plan how to apply those principles to your own school and classroom. Explore teacher beliefs, classroom environments, leadership practices, and design frameworks that support high-quality differentiation.

Material Fees: \$21 for *Fulfilling the Promise of the Differentiated Classroom: Strategies and Tools for Responsive Teaching*

Registration Code: PD10PC012

Schooling by Design

Grant P. Wiggins, ASCD Author, Authentic Education, Hopewell, NJ and Allison Zmuda, Educational Consultant, Woodbury, CT

What would schooling look like if we stopped doing things merely by habit or convenience and instead derived policy and practice backward from mission? Attend this workshop to answer this question and explore Schooling by Design. Discover powerful tools, processes, and frameworks for advancing coherent school reform.

Material Fees: \$24 for *Schooling by Design: Mission, Action, and Achievement*
Registration Code: PD10PC013

Differentiated Instruction and Understanding by Design: How They Connect

Janie Smith, Educational Consultant, Alexandria, VA and Nanci Smith, Educational Consultant, Cave Creek, AZ

Learn how to combine two powerhouse approaches to school improvement—differentiated instruction (DI) and Understanding by Design® (UbD)—to enhance student achievement. This three-day Institute equips you with an action plan for beginning your classroom instruction or professional development. Please bring a unit you have designed with UbD or DI to the Institute.

Material Fees: \$42 for *Integrating Differentiated Instruction and Understanding by Design: Connecting Content and Kids and Understanding by Design Professional Development Workbook*

Registration Code: PD10PC014



Understanding By Design: Beginning the Journey

Jay McTighe, ASCD Author and Educational Consultant, Columbia, MD and Elizabeth Rossini, Educational Consultant, Fairfax, VA

What is understanding? When do you know that students truly understand and can apply their knowledge? And how can you design courses and units to emphasize understanding? Attend this three-day Institute to explore Understanding by Design® and its three-stage “backward design” model for curriculum mapping and planning units and courses.

Material Fees: \$48 for *Understanding by Design Professional Development Workbook* and *Understanding by Design, Expanded 2nd Edition*

Registration Code: PD10PC015

Differentiated Instruction: Beginning the Journey

Institute Staff: Sandra Page, Educational Consultant, Chapel Hill, NC and Vera Blake, Educational Consultant, Dumfries, VA

Pair this three-day Institute with ASCD's Differentiating Instruction PD Online course to maximize your ability to address student differences. This exciting professional development opportunity gives you an in-depth understanding of how to diagnose differing needs of your students and how to use that diagnosis to develop lessons that meet individual learner needs.

Material Fees: \$120 for *Tools for High-Quality Differentiated Instruction: An ASCD Action Tool*

Registration Code: PD10PC016

Pre-Conference Institutes

Continued from page 11

Two-Day Institutes ★ Thursday, March 4–Friday, March 5

Impossible? Think Again! Better Schools and Higher Achievement for Children of Poverty

William Parrett and Kathleen Budge, Boise State University, ID

Yes, you can reverse the all-too-typical trends of underachievement for students who live in poverty. This two-day Institute examines the findings from recent research on high-performing, high-poverty schools and explains how these schools build systemwide leadership capacity that serves as the anchor for creating a culture of high expectations for all students.

Material Fees: \$75 for *The Kids Left Behind: Catching Up the Underachieving Children of Poverty* and *Saving Our Students, Saving Our Schools, 2nd Edition*

Registration Code: PD10PC017

Professional Development for Quality Curriculum Design and Mapping

Heidi Hayes Jacobs, Curriculum Designer, Rye, NY and Ann Johnson, Educational Consultant and Curriculum Designer, Ames, IA

Attend this two-day Institute to learn how to use the four critical phases of curriculum mapping as the organizational structure for designing high-quality professional development in curriculum design and mapping. The renowned authority on curriculum mapping guides you through launching and sustaining the mapping process and integrating it into schoolwide initiatives.

Material Fees: \$24 for *Professional Development for Curriculum Mapping: Training Modules and Planning Maps*

Registration Code: PD10PC018

The Art and Science of Teaching

Judi Herm, Educational Consultant, Denver, CO

Discover a comprehensive framework for effective instruction that balances the use of research-based strategies with the equally vital need to understand the strengths and needs of individual students. Explore and practice the dynamic fusion of art and science that results in exceptional teaching and outstanding student achievement.

Material Fees: \$21 for *The Art and Science of Teaching: A Comprehensive Framework for Effective Instruction*

Registration Code: PD10PC019

Professional Development That Works!

Sue Beers, Educational Consultant, Jewell, IA

Fight the “this, too, shall pass” syndrome of past professional development programs by designing and delivering professional development with a clear purpose that meets participant needs. This Institute walks you through a series of processes for creating effective professional development programs and provides you with tools that can be used to effectively design and deliver professional development.

Material Fees: \$100 for *Strategies for Designing, Implementing, and Evaluating Professional Development: An ASCD Action Tool*

Registration Code: PD10PC020



Working in Professional Learning Communities to Analyze Differentiated Instruction Through Protocols

Cindy Strickland, Educational Consultant, Troy, VA and Lois Easton, Educational Consultant, Boulder, CO

Here's your opportunity to get a deep understanding of how to use learning protocols to help your professional learning community implement differentiated instruction (DI). Whether you're focused on using DI in classrooms, schools, or districts, this two-day Institute provides the strategies and tools you need for ensuring your DI effort is a total success.

Material Fees: \$22 for *Exploring Differentiated Instruction: The Professional Learning Communities Series* and *Protocols for Professional Learning: The Professional Learning Communities Series*

Registration Code: PD10PC021

Transforming Urban Classrooms Through Strengths: Making Students Smart Again

Yvette Jackson and Stefanie B. Rome, National Urban Alliance, Syosset, NY

Attend this two-day Institute to learn how to use a “pedagogy of confidence” to systematically develop the cognitive skills, reflective thinking, and high intellectual performance of urban children and youth. Explore how this framework uses the interconnection of culture, language, and cognition to guide planning and delivery of transformative instruction.

Material Fees: \$30 for *Adolescent Literacy*

Registration Code: PD10PC022





One-Day Institutes Friday, March 5

Gradual Release of Responsibility: Better Learning Through Structured Teaching

Douglas Fisher and Nancy Frey, San Diego State University, CA

Find out how to help students of all abilities and motivational levels become independent learners by using a research-based instructional design framework from the ASCD book *Better Learning Through Structured Teaching*. Learn how to apply this framework in a variety of secondary content-area settings.

Material Fees: \$19 for *Better Learning through Structured Teaching: A Framework for the Gradual Release of Responsibility*

Registration Code: PD10PC027

Qualities of Effective Principals

James Stronge, College of William and Mary, Williamsburg, VA

Do principals matter to school improvement and student success? The answer is a resounding “yes!” This one-day Institute uses the framework from ASCD’s book *Qualities of Effective Principals* to explain how principals can do their work well and do the right work.

Material Fees: \$23 for *Qualities of Effective Principals*
Registration Code: PD10PC028

Getting to “Got It!” Strategies and Ideas to Enhance Student Learning

Betty Garner, Educational Consultant, Gig Harbor, WA

Drawing from her best-selling ASCD book, Betty Garner explains how to help students who are having difficulty with academics or behaviors by developing their cognitive structures and teaching them basic mental tools.

Material Fees: \$19 for *Getting to “Got It!” Helping Struggling Students Learn How to Learn*

Registration Code: PD10PC024

Capitalizing on the Predictability of Change

Karen M. Dyer, Educational Consultant, Greensboro, NC

This one-day Institute engages you in using simulations, assessment tools, and real-life situations to predict, shape, and manage anticipated and unanticipated change. Examine strategies for navigating the complexities of change and the power of perception when attempting to change paradigms.

Material Fees: \$25 for *Response to Change: Helping People Manage Transition and Change Style Indicator*
Registration Code: PD10PC023

Building Academic Vocabulary Through Academic Achievement

Deborah Childs-Bowen, Samford University, Birmingham, AL

Discover how to address the factors outside of school—such as culture, home life, and childhood experiences—that influence student success by teaching academic vocabulary. This one-day Institute introduces you to the research and rationale for building your students’ academic background knowledge through vocabulary instruction.

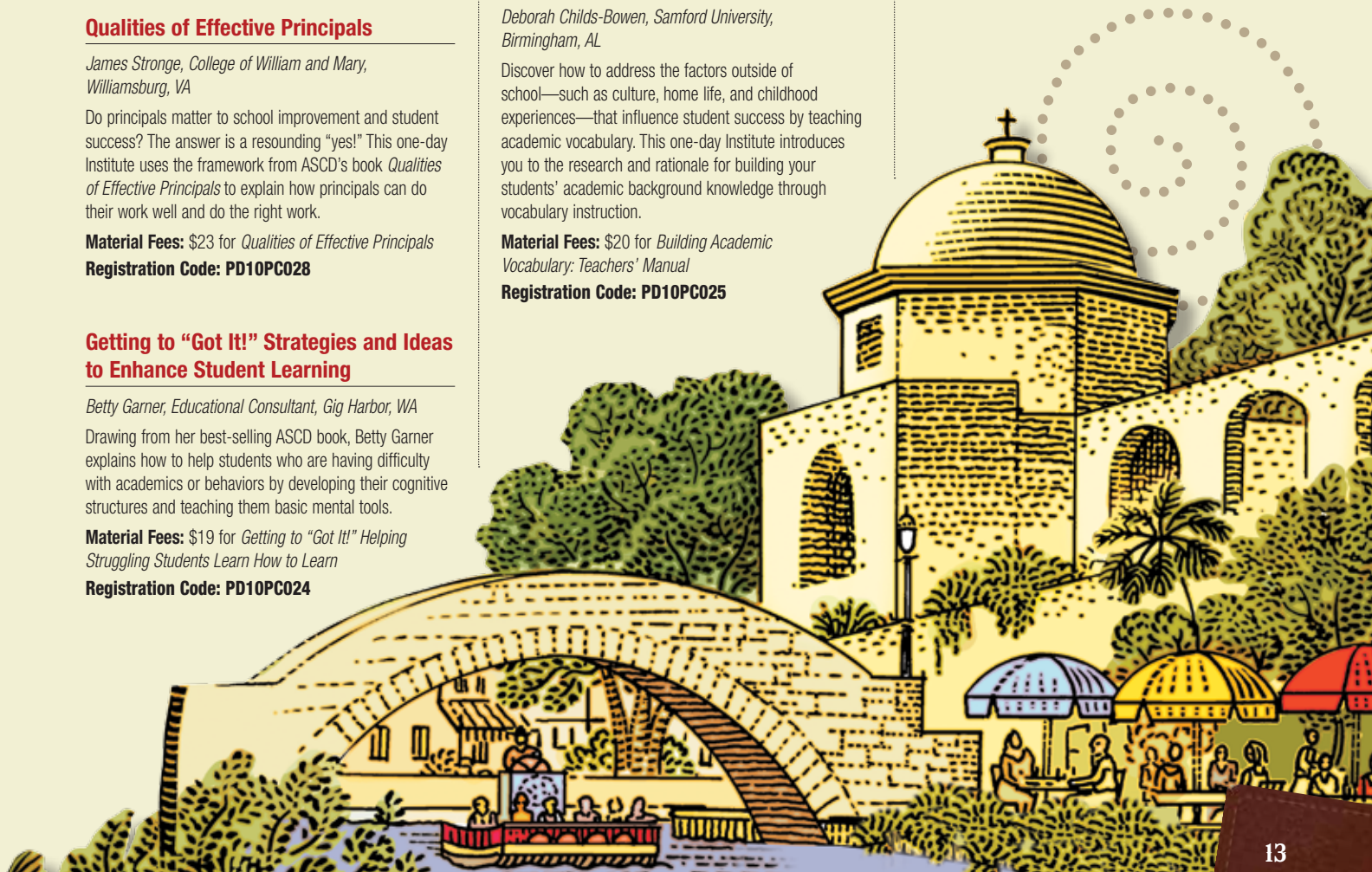
Material Fees: \$20 for *Building Academic Vocabulary: Teachers’ Manual*
Registration Code: PD10PC025

Classroom Assessment and Grading: Making Standards Useful

Debra Pickering, Educational Consultant, Littleton, CO

Building on the ASCD book *Making Standards Useful in the Classroom*, this interactive Institute gives you an understanding of how to use standards as the focus of instruction, formative assessments, and grading practices. Discover how to connect curriculum, instruction, and assessments so that all three reflect state and district standards and work together as systems to enhance students’ learning.

Material Fees: \$24 for *Making Standards Useful in the Classroom*
Registration Code: PD10PC026





Pre-Conference Institutes

Continued from page 13

One-Day Institutes ★ Friday, March 5

A Collaborative Approach for Coaches and School Leaders

Pete Hall, Spokane Public Schools, Spokane, WA and Alisa Simeral, Educational Consultant, Reno, NV

Discover how to strengthen the effectiveness of teachers and tap into individual potential using the innovative Continuum of Self-Reflection. Get proven tools and strategies to increase your effectiveness as an instructional leader and engage teachers in professional learning that increases student achievement.

Material Fees: \$23 for *Building Teachers' Capacity for Success: A Collaborative Approach for Coaches and School Leaders*

Registration Code: PD10PC032

Supervising the Art and Science of Teaching: A New Approach to Lesson Observation and Lesson Design

Robert J. Marzano, ASCD Author and Educational Consultant, Centennial, CO

Extending the principles from his top-selling ASCD book *The Art and Science of Teaching*, Robert J. Marzano provides you with a comprehensive framework for supervising teaching in a way that keeps the focus on student learning while allowing individual teachers flexibility and creativity in their teaching practices.

Material Fees: \$21 for *The Art and Science of Teaching: A Comprehensive Framework for Effective Instruction*

Registration Code: PD10PC033

Linking Professional Development to Student Learning

Tom Guskey, Georgetown College, Lexington, KY

Explore the factors that contribute to the effectiveness of professional development experiences. This one-day Institute introduces you to reliable indicators of success, research-based design and implementation processes, and new ideas and strategies for improving professional development processes.

Material Fees: \$39 for *Evaluating Professional Development*

Registration Code: PD10PC034

Any Student, Every Standard: Mastery Teaching Strategies That Help All Your Students Meet or Exceed the Standards

Robyn Jackson, Educational Consultant, Washington, DC

How can you create a classroom where students work as hard, or harder, than you do and take ownership of their own learning? Attend this one-day Institute, based on the best-selling ASCD book by Robyn Jackson, to learn seven principles every master teacher knows to make your teaching more powerful and rewarding.

Material Fees: \$21 for *Never Work Harder Than Your Students and Other Principles of Great Teaching*

Registration Code: PD10PC029

Making Coteaching Work!

Matthew Jennings, Alexandria Township Public Schools, Pittstown, NJ

Examine how a general education teacher and a special education teacher can team up to enrich the educational experience for all students in a classroom. Matthew Jennings provides the tools and techniques you need for transitioning coteaching teams from compromising to collaborating.

Material Fees: \$17 for *The Team Teaching Lesson Plan Book*

Registration Code: PD10PC030

Response to Intervention: Making It More Than an Acronym

Patricia Addison, Educational Consultant, Fairfax, VA

What is response to intervention (RTI) and why has it become such an important topic for schools to consider and act upon? Attend this one-day Institute to learn the essential components of an RTI model, how it differs from traditional ways of intervening with students, and how RTI aligns with other school improvement practices such as differentiated instruction.

Registration Code: PD10PC031



Post-Conference Institutes



★ Tuesday, March 9 ★



Using Motivation and Engagement to Enhance Student Learning

Jim Winter, Educational Consultant, Chicago, IL

Discover how to use humor, laughter, and improvisation to engage your students in learning, enhance their concept attainment and retention, reduce stress and depression, and create a climate conducive to discipline and achievement. Based on brain and educational research, this Post-Conference Institute introduces you to activities that include interactive laughter, improvisational exercises that use kinesthetic and dramatic arts, and approaches to learning that enhance attitude, aptitude, atmosphere, and achievement.

Registration Code: PD10PC035

Differentiating the Learning for English Language Learners

Virginia Rojas, Educational Consultant, North Brunswick, NJ

Attend this Post-Conference Institute to get an overview of effective programs, schoolwide attributes, and instructional conditions for teaching English language learners. Working interactively, an authoritative presenter explains three types of scaffolding strategies to support secondary students' language acquisition and academic achievement in mainstream classrooms. Learn specific strategies and see sample lessons that help you teach science, math, social studies, and language arts to English language learners.

Material Fees: \$99 for *Strategies for Success with English Language Learners: An ASCD Action Tool*

Registration Code: PD10PC036



The ASCD Whole Child Initiative: Expect More, Get More

Molly McCloskey, ASCD, Alexandria, VA

Discover how to use ASCD's Whole Child Initiative for school improvement, professional development, and community engagement. This highly interactive session includes practical tools to help your community ensure each child is healthy, safe, engaged, supported, and challenged. Learn the key components and strategies for a whole child strategic planning process and get action research materials to support a whole child strategic planning process.

Registration Fee: Registration for this Institute is free.

Registration Code: PD10PC049



Register Online

www.ascd.org/annualconference



See the Registration Form

on page 19 for registration fees.



Hotel Reservation Form



2010 ASCD Annual Conference & Exhibit Show • March 6–8, 2010
San Antonio, Texas, USA



Critical Transformations

HOTEL RESERVATION PROCEDURES For Conference registration information, see pages 18–19.

ASCD is working with Travel Planners, Inc. for the 2010 ASCD Annual Conference & Exhibit Show. By using their experience, technology, and tracking systems, we anticipate offering better and faster service to you. By booking through Travel Planners, the official housing company, the reservations process is made easier and you will receive these exclusive benefits:

- No hidden fees or processing fees.
- No prepayment—pay when you stay, not when you book.
- Onsite ASCD service desk at the Conference—full-support from time of booking until you check out.

DO NOT MAIL OR FAX THE HOTEL RESERVATION FORM WITH YOUR REGISTRATION TO ASCD OR INDIVIDUAL HOTELS. ALL ROOM RESERVATIONS WILL BE PROCESSED BY TRAVEL PLANNERS, INC.

PLEASE NOTE: Housing opens September 23, 2009 and closes February 26, 2010.

- **Easiest way to reserve your room is online at www.ascd.org/annualconference.**
- Real-time reservations and instant confirmation, 24 hours a day 7 days a week.
- Travel Planners Web site is secure and protected.
- Full hotel info including descriptions, photos, and maps.
- Please make photocopies of this form if you need more than one.

- **If you are paying by credit card (do not include credit card info on this form), Travel Planners will contact you to get your credit card information.**
- Please DO NOT mail form after faxing.
- Confirmations are e-mailed, faxed, or mailed only to the primary guest.
- Please contact Travel Planners at (212) 532-1660 if you do not receive a confirmation within 3 business days.
- Keep a copy of the completed form for your files.

TO MAKE YOUR RESERVATION:

1. Primary Guest Information (Please fill out completely.)

_____ TODAY'S DATE

FIRST NAME		LAST NAME		COMPANY/AFFILIATION	
STREET ADDRESS OR P.O. BOX NUMBER				SUITE/FLOOR	
CITY		STATE	ZIP	COUNTRY	
DAYTIME PHONE		FAX NUMBER (IF INTERNATIONAL, INDICATE COUNTRY CODE)		EMAIL ADDRESS	

2. Select Six Hotels: Rooms are assigned on a first-come-first-served basis. Should Travel Planners be unable to confirm initial housing requests, you will be contacted to arrange for alternative accommodations and, at your request, be placed on a wait list for your preferred hotel. Please fill in all six choices below. This form is to indicate preference only and submission does not guarantee confirmation. The hotel list can be found on page 17.

1st choice _____	4th choice _____
2nd choice _____	5th choice _____
3rd choice _____	6th choice _____

Use more than one row for different dates if necessary and indicate the number of rooms required for each room type.

Occupant Name	Check-In Date	Check-Out Date	Singles	Doubles (1 bed/2 people)	Twin (2 beds/2 people)

3. Special Requests (Please check appropriate option.) ADA-Compatible Room Smoking Nonsmoking Other: _____

RESERVATIONS WILL NOT BE PROCESSED IF FORM IS INCOMPLETE.

DO NOT SEND THIS FORM TO ASCD OR THE HOTELS. SEND IT TO ASCD HOUSING AT TRAVEL PLANNERS, INC., 381 PARK AVE. SO., 3RD FLOOR, NEW YORK, NY 10016

RESERVATION INFORMATION

Reservations can be made starting September 23, 2009 through February 26, 2010. To be assured a room at the ASCD conference rates, make your reservation by the cut-off date of February 26, 2010. Hotel changes and/or cancellations can be made until 3 days prior to arrival. To make a reservation, choose one of the following methods.

ONLINE: www.ascd.org/annualconference

You can make your reservations online, 24 hours a day, 7 days a week. You can also see hotel descriptions, photos and map locations. You can even update or cancel your reservations online. Reservations are secure and protected.

Phone: 1-800-221-3531 (in United States & Canada). Internationally, call 212-532-1660, ext. 1, Monday–Friday, 9:00 a.m.–7:00 p.m. (EST).

Fax: 212-779-6128 (for 9 rooms or fewer) or 212-779-6123 (for 10 rooms or more)

Mail: ASCD Housing/Travel Planners, Inc., 381 Park Avenue South, 3rd floor, New York, NY 10016

Important Note: Only Texas sales tax exemption forms will be honored in the state of Texas. Out of state sales tax exemption forms will not be accepted.

ROOM RATES/TAXES

Reservations must be received no later than February 26, 2010 to be assured a room at the ASCD Annual Conference rates. After this date, the official ASCD room blocks may be released and the hotels may charge significantly higher rates. Call-in reservations will be accepted based on availability up until the first show date of March 6, 2010. All rates are per room per night and are subject to 6% tax plus up to a 10.75% occupancy tax. (Please note: occupancy taxes vary by hotel.) Taxes are subject to change without notice. Hotels may charge additional fees for rooms with more than two occupants. When making a reservation, please provide room bedding preferences. The hotel will assign specific room types upon check-in, based on availability. Please be advised that requests are not guaranteed by Travel Planners or the Hotel. All written requests and deposit checks must be received by January 22, 2010. No check deposits will be accepted after this date, should Travel Planners receive a check after this date it will be returned. After this date reservations will be guaranteed by credit card only. Reservations and changes are subject to hotel availability.

GROUP RESERVATIONS

Bringing a group of 10 or more? For a group agent dial, 212-532-1660, press 1, then choose option 2 or download a copy of the Group Form from the ASCD website, www.ascd.org/annualconference and fax your request to 212-779-6123. A Travel Planners agent will respond promptly to assist with your group housing needs.

CONFIRMATIONS

Confirmations will be emailed, faxed, or mailed from Travel Planners within 3 business days upon receipt of your hotel reservation form, if your choices were available. Please review all information for accuracy. Please contact Travel Planners at 212-532-1660 if you do not receive your acknowledgment within 3 business days. **You will not receive written confirmation from the hotel.**

DEPOSIT

All reservations must be guaranteed with a credit card or first night's deposit. No check deposits will be accepted after January 22, 2010. Should Travel Planners receive a check after this date it will be returned. After this date reservations will be guaranteed by credit card only.

CHANGES/CANCELLATIONS

Hotel cancellations should be made through Travel Planners at least 3 days prior to arrival depending upon each hotel's cancellation policy. Changes are subject to hotel availability. Also note that hotels may impose an early departure fee. This policy is at the discretion of the hotel and the amount varies. To avoid a charge, be sure to verify your departure date upon check in.

HOTEL INFORMATION

KEY	Hotel Name	Rates From *	Rating
1	Courtyard by Marriott Riverwalk	\$149	Moderate
2	Crockett Hotel	\$145	Superior
3	Crowne Plaza Riverwalk	\$169	Superior
4	Drury Inn & Suites Riverwalk	\$139	Moderate
5	Grand Hyatt San Antonio—Headquarters +	\$225	Deluxe
6	Hampton Inn San Antonio Downtown	\$139	Moderate
7	Hilton Palacio del Rio +	\$209	Deluxe
8	Historic Menger Hotel	\$137	Moderate
9	Holiday Inn San Antonio Riverwalk	\$149	Superior
10	Homewood Suites by Hilton – San Antonio Riverwalk	\$149	Superior
11	Hotel Contessa Suites on the Riverwalk +	\$169	Superior
12	Hotel Valencia Riverwalk	\$199	Deluxe
13	Hyatt Place San Antonio Riverwalk	\$169	Superior
14	Hyatt Regency San Antonio	\$220	Deluxe
15	La Quinta Inn & Suites San Antonio Convention Center +	\$139	Moderate
16	Marriott Plaza San Antonio	\$179	Superior
17	Omni La Mansión del Rio	\$189	Deluxe
18	Residence Inn San Antonio Downtown/Alamo Plaza	\$149	Superior
19	San Antonio Marriott Rivercenter +	\$218	Deluxe
20	San Antonio Marriott Riverwalk +	\$218	Deluxe
21	Sheraton Gunter Hotel	\$129	Superior
22	The St. Anthony—A Wyndham Historic Hotel	\$159	Superior
23	The Westin Riverwalk San Antonio	\$209	Deluxe

* Rates listed are for single occupancy only. Rates listed do not include taxes.

+ Walking distance to the Henry B. Gonzalez Convention Center—no shuttle provided.

SAN ANTONIO - DOWNTOWN AREA



MAP NOT DRAWN TO SCALE



★ ★ ★ Registration Information ★ ★ ★

2010 ASCD Annual Conference & Exhibit Show • March 6–8, 2010
San Antonio, Texas, USA

Important Registration Information

Registration Deadline

In order to receive your Conference materials by mail, **registration for the Annual Conference must be received by February 4, 2010**. After this date, you can still register, but you will need to pick up materials on site. All participants from outside the United States and Canada must pick up materials on site.

Annual Conference on the Web

For the most current Conference session information, visit www.ascd.org/annualconference.

Ticketed Sessions

Attendees may select one ticketed session per day. These popular sessions fill up early, so indicate your choices on the Registration Form. You will receive your top choice for each day, depending on availability. **View the ticketed sessions online at www.ascd.org/ac10ts**. Remember that there are hundreds of sessions that are not ticketed—for a complete list of sessions, check the Conference program book, mailed to all participants from the United States who register by February 4, 2010, and available online at www.ascd.org/annualconference in December 2009.

Payment Must Accompany Registration Form

- **Online:** You can pay online (www.ascd.org/annualconference) with a MasterCard, VISA, American Express, or Discover Card.
- **By Phone:** You can pay by phone (800-933-2723 or 703-578-9600, then press 1) with a MasterCard, VISA, American Express, Discover Card, or purchase order.
- **By Mail:** You can pay by mail with a MasterCard, VISA, American Express, Discover Card, money order, purchase order, or check.

Cancellations

If you are unable to attend the ASCD Annual Conference or Pre-Conference Institute for which you've registered, notify ASCD in writing 14 calendar days prior to the start of either event to request a credit voucher or refund. A \$35 cancellation fee will be charged (\$70 if cancelling both Conference and Pre-Conference registrations). We encourage you to send someone in your place. To do so, call ASCD at 800-933-ASCD or 703-578-9600, then press 1, to notify a Service Center Consultant of your substitution.

How to Ensure the Ultimate Conference Experience

Save When You Register Early

Registering by December 8, 2009 saves you money and increases your chances of obtaining the best accommodations in San Antonio. Hotel space for this year's Conference will sell out fast, so you should reserve your room and register early.

Save When You Send a Team

Every fifth person who registers from your school or district may attend Annual Conference, Pre-Conference or Post-Conference Institutes, or both for FREE. All team members must register at the same time and for the same choice of events, either Annual Conference, Pre-Conference Institutes, or both. All five registration forms must be mailed together. (For Pre-Conference or Post-Conference Institutes, registrations must include materials fees.)

Join ASCD or Renew Your Membership When You Register

Nonmembers can sign up for a full year of Select Membership, and current members can renew their membership along with their Conference Registration. ASCD Select Membership includes subscriptions to *Educational Leadership* magazine, *Education Update* newsletter, five (5) new ASCD books, and member discounts. See Conference Registration Form on the opposite page to join ASCD.

Get Bargain Airfares

Association Travel Concepts is ASCD's travel agency. Book online at www.atcmeetings.com/meetings.html, call 800-458-9383, fax 858-362-3153, or e-mail reservations@atcmeetings.com. Be sure and say you're traveling to the ASCD Annual Conference in San Antonio.

Make your reservations early for the best prices. Note: Please do not purchase nonrefundable airline tickets for Pre-Conference Institutes unless you have received a confirmation letter from ASCD. If you do not receive a confirmation letter within three weeks of submitting your registration, please call ASCD to confirm your registration.

Reminder: Shuttle bus service is available at most hotels during the three days of the Annual Conference.

Save on Hotels

Completing and mailing the Hotel Reservation Form on page 16 of this preview will get you the best price for accommodations in the San Antonio area. All participating hotels are guaranteeing special ASCD room rates.

Interested in Earning Academic Credit?

Visit ASCD's Web site at www.ascd.org/annualconference for full details on colleges and universities currently offering graduate credit. Or call the ASCD Service Center toll-free at 800-933-ASCD (2723) or 703-578-9600, then press 1.

[No Cancellations or Refunds Accepted Within 14 Days of the Event.]

Registration Form

2010 ASCD Annual Conference & Exhibit Show • March 6–8, 2010
San Antonio, Texas, USA

For housing information, see pages 16–17. **Attention:** No materials will be mailed for registrations received after 2/4/10. After this date, you must pick up materials on site. All participants from outside the United States and Canada must pick up their materials on site.



FOR ASCD USE

BILL TO _____
SHIP TO _____
PRE-CONF. ORD. NO. _____
CONF. ORD. NO. _____

Priority Code: R27

REGISTRANT INFORMATION—ONLY ONE REGISTRANT PER FORM. PLEASE TYPE OR PRINT CLEARLY.

NAME (Mr./Ms./Mrs./Dr.) _____ ASCD MEMBER/CUSTOMER ID (IF KNOWN) _____

MAILING ADDRESS _____

HOME } _____

OFFICE } _____

CITY _____ STATE/PROVINCE _____ ZIP/PC _____ COUNTRY _____

OFFICE PHONE _____ EXT. _____ FAX _____

HOME PHONE _____ E-MAIL _____

CONTACT ASCD IF YOU HAVE A DISABILITY REQUIRING SPECIAL PROVISIONS OR SERVICES CHECK HERE IF THIS IS YOUR FIRST ASCD CONFERENCE

FEES		EARLY-BIRD (Received by 12/8/09)	ADVANCE (Received by 2/4/10)	LATE/ON-SITE (Received after 2/4/10)
OPTION 1				
PRE- OR POST- CONFERENCE INSTITUTE CHOICE (Institutes fill on a first-come-first-served basis. List Registration Code from pages 11–14.)				
1st Choice	2nd Choice	3rd Choice	DISCOUNTED COMBINATION RATES NOT AVAILABLE.	
ANNUAL CONFERENCE WITH 1-DAY PRE- OR POST-CONFERENCE INSTITUTE				
ASCD Member <input type="radio"/> \$407 <input type="radio"/> \$477				
Nonmember <input type="radio"/> \$526 <input type="radio"/> \$591				
ANNUAL CONFERENCE WITH 2-DAY PRE-CONFERENCE INSTITUTE				
ASCD Member <input type="radio"/> \$497 <input type="radio"/> \$567				
Nonmember <input type="radio"/> \$616 <input type="radio"/> \$681				
ANNUAL CONFERENCE WITH 3-DAY PRE-CONFERENCE INSTITUTE				
ASCD Member <input type="radio"/> \$587 <input type="radio"/> \$657				
Nonmember <input type="radio"/> \$706 <input type="radio"/> \$771				
OPTION 2 <input type="radio"/> Annual Conference Registration Only				
ASCD Member <input type="radio"/> \$209 <input type="radio"/> \$279 <input type="radio"/> \$319				
Nonmember <input type="radio"/> \$273 <input type="radio"/> \$343 <input type="radio"/> \$383				
ASCD Conference Presenter <input type="radio"/> \$179 <input type="radio"/> \$179 <input type="radio"/> \$179				
Student (attach copy of student ID) or Senior (62 or older) <input type="radio"/> \$119 <input type="radio"/> \$129 <input type="radio"/> \$139				
OPTION 3 <input type="radio"/> Pre- or Post-Conference Registration Only				
PRE- OR POST-CONFERENCE INSTITUTE CHOICE (Institutes fill on a first-come-first-served basis. List Registration Code from pages 11–15.)				
1st Choice	2nd Choice	3rd Choice		
1-DAY PRE- OR POST-CONFERENCE INSTITUTE				
ASCD Member <input type="radio"/> \$249 <input type="radio"/> \$249 <input type="radio"/> \$274				
Nonmember <input type="radio"/> \$313 <input type="radio"/> \$313 <input type="radio"/> \$338				
2-DAY PRE-CONFERENCE INSTITUTE				
ASCD Member <input type="radio"/> \$349 <input type="radio"/> \$349 <input type="radio"/> \$374				
Nonmember <input type="radio"/> \$413 <input type="radio"/> \$413 <input type="radio"/> \$438				
3-DAY PRE-CONFERENCE INSTITUTE				
ASCD Member <input type="radio"/> \$449 <input type="radio"/> \$449 <input type="radio"/> \$474				
Nonmember <input type="radio"/> \$513 <input type="radio"/> \$513 <input type="radio"/> \$538				
TOTAL REGISTRATION FEES \$ _____				
Pre- or Post-Conference Material Fees (Please see Institute choices on pages 11–15) \$ _____				
Nonmembers Paying Nonmember Registration Fee: Add a NEW Select Membership for \$25 \$ _____				
RENEW ASCD Membership with Registration (Please check one.)				
<input type="radio"/> Basic \$49 <input type="radio"/> Select \$89 <input type="radio"/> Premium \$219 \$ _____				
TOTAL PAYMENT \$ _____				

TICKETED SESSION CHOICES (OPTIONAL)

Only three tickets will be issued per registrant, one for each day of the conference. Sessions are filled on a first-come-first-served basis. Indicate 5-digit session code found at www.ascd.org/ac10ts.

SATURDAY, 3/6	SUNDAY, 3/7	MONDAY, 3/8
1st Choice: _____	1st Choice: _____	1st Choice: _____
2nd Choice: _____	2nd Choice: _____	2nd Choice: _____
3rd Choice: _____	3rd Choice: _____	3rd Choice: _____

PAYMENT METHOD

CHECK, PAYABLE TO ASCD PURCHASE ORDER ENCLOSED

CHARGE MY: MasterCard VISA AMEX Discover Card

Account No. _____

Expiration: Month/Year (MM/YY) _____

Name on Credit Card (Please Print) _____

Signature _____

INSTITUTIONAL MEMBERSHIP VOUCHER(S) ENCLOSED

(Payment or purchase order must accompany registration.)

CALL TOLL-FREE!

800-933-ASCD (2723) **ASCD**
Or call 703-578-9600, then press 1

We'll take your credit card or purchase order number right over the phone and begin processing your registration that day. Please have your credit card or purchase order number ready.

OFFICE HOURS: Weekdays from 8 a.m. to 6 p.m., Eastern Time
¡Se habla Español!

MAIL: ASCD Conference Registration
P.O. Box 17035
Baltimore, MD 21297-8431 USA

FAX: 703-575-5414

Priority Code: R27 Incomplete forms will be returned.

REGISTER ONLINE at www.ascd.org/annualconference
OR CALL TOLL-FREE TO REGISTER: 800-933-ASCD (2723)
or 703-578-9600, then press 1

• • • **PREVIEW & REGISTRATION MATERIALS** • • •

★ **2010** ★

**ASCD Annual
Conference &
Exhibit Show**

March 6–8, 2010

San Antonio, Texas

Henry B. Gonzalez Convention Center

••• **A Conference for Educators**

مؤتمر المربين

一次教育家会议

Conférence pour éducateurs

Konferenz für Pädagogen

כנס עבור מוזנכים

教育者のための会議

교육가 협의회

Конференция для преподавателей

Un congreso para educadores

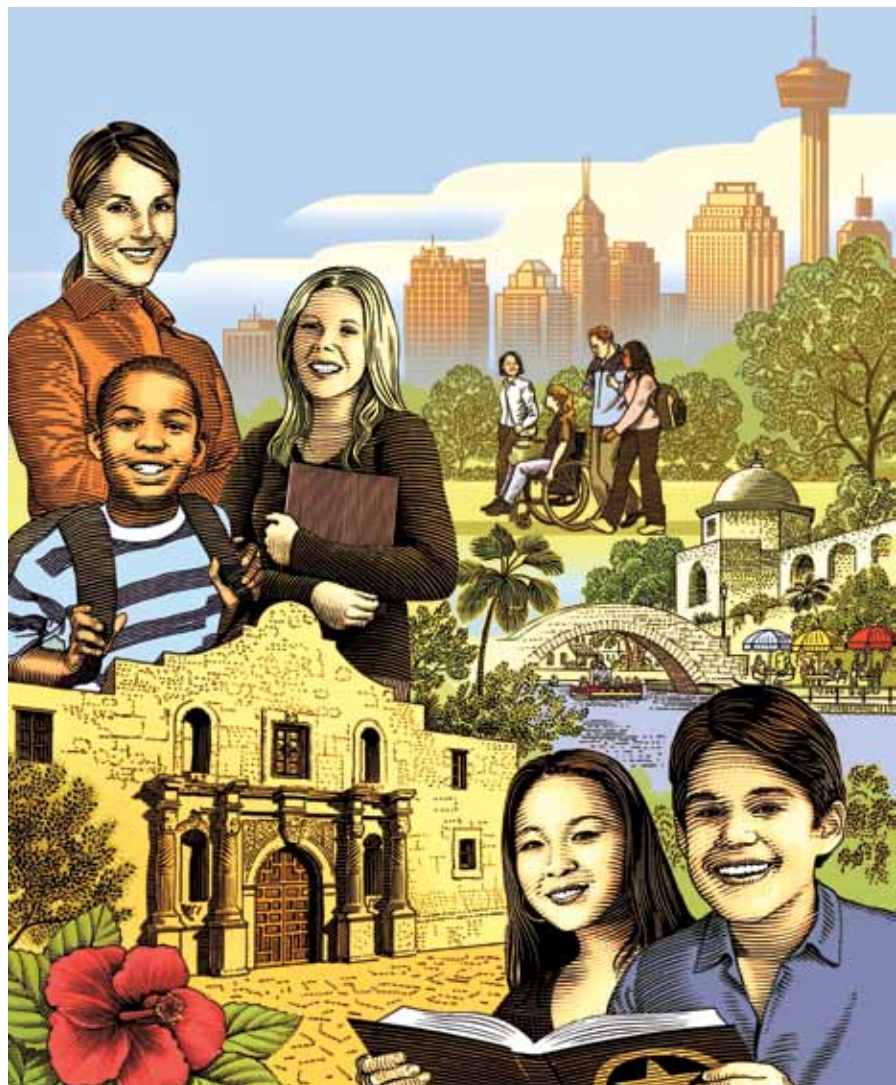


Illustration © Martin Côté/www.lisemadore.com

This Preview is just a sample of the great content at the ASCD Conference. For a complete list of the more than 500 sessions, go to www.ascd.org/annualconference.