

CONFERENCE PREVIEW AND REGISTRATION MATERIALS



ASCD[®] CONFERENCE ON
EDUCATIONAL LEADERSHIP | **2015**

CONNECT • DEVELOP • EMPOWER

**OCTOBER 30 –
NOVEMBER 1, 2015**

Pre-Conference
Institutes on **October 29**

San Diego, California
Sheraton San Diego
Hotel & Marina

www.ascd.org/CEL

ASCD[®]
LEARN. TEACH. LEAD.

The Event

That's on Every School Leader's Calendar

Every year, school leaders like you flock to the ASCD Conference on Educational Leadership because they know it's where they can meet with their peers to hear from experts, share ideas, and reflect on their own leadership performance. Brought to you by the publisher of *Educational Leadership*® magazine, this event promises to

- Explore the connection between school leadership and student achievement.
- Add important new ideas to your leadership knowledge base.
- Connect you to top leaders in school districts across North America and around the world.
- Renew your resolve to have your best year ever.

ATTEND THESE GENERAL SESSIONS

OPENING GENERAL SESSION

Friday, October 30, 2015

The Right-Now Principal: Becoming a 21st Century Leader



Heidi Hayes Jacobs, Curriculum Designers Inc., Rye, NY

A renowned expert explains why and how principal leadership is central to a school's ability to live up to the promises of a contemporary learning environment. Explore specific strategies to model and use as you strive to

- Integrate new literacies and virtual learning strategies into the school's practices.
- Communicate effectively with parents and community members to compete successfully in the learning marketplace.
- Group and regroup faculty to match learner needs and differentiate teacher professional development.
- Remodel schedules and rethink physical spaces in your building.

SECOND GENERAL SESSION

Saturday, October 31, 2015

Passionate Leadership: The Five Essential Elements That Transform School Culture and Performance



Cheryl Atkinson, Principal Founder, TCA Consulting, LLC, Topeka, KS

Discover how the right elements of leadership can cultivate a school culture that is positive, sustainable, and supportive of student development and learning. An experienced district leader explains how a passion for equity helped her transform a school's culture, performance, and student life by cultivating excellence in both academics and ethics. Here's your opportunity to explore collaborative strategies that support and enhance a transformational leadership culture.

SPECIAL EVENT

Making Connections Welcome Reception

Thursday, October 29, 5:00–7:00 p.m.

Visit the ASCD Bookstore and Resource Center and attend the Making Connections Welcome Reception. Kick off your conference experience with light hors d'oeuvres and a cash bar. Meet ASCD authors and presenters and network with others from around the world. Make sure to stop by the ASCD selfie booth for an individual or a group photo.

ASCD Conference on Educational Leadership App

Search for presentations or presenters, get news alerts, rate sessions, and access social media with the 2015 ASCD Conference on Educational Leadership App. The app will be available for download in August 2015 and is compatible with Apple/iOS devices (iPhone® and iPad®) and Android devices (phones and tablets).

iPad® and iPhone® are registered trademarks of Apple, Inc.

Registration Confirmation Information and Presentation Materials

Registered participants will receive registration confirmation and notification of presentation materials via e-mail. All presentation materials will be posted on the ASCD website and will be available to download beginning **October 15, 2015**. Details, including the web address (www.ascd.org/cel), will be sent via e-mail in October. We encourage all participants to either bring their laptops to view the presentation materials or bring the printed materials with them.

PLEASE NOTE: Meeting rooms will have wireless access but will have limited electrical outlets. For iPad® and iPhone® users: You may need a special app to view handouts or take notes. Several apps are available for interactive PDF usage; however, they may require a purchase fee.

We appreciate your assistance in helping us make this conference an earth-friendly event.

REGISTER TODAY!
www.ascd.org/CEL

Highlighted Presenters



Critical Leadership Tools for Improving Practice and Learning in Every Classroom

Pam Robbins, Leadership and Learning, Staunton, VA

Explore the implementation processes for three pathways to excellence: innovative flipped faculty meetings, learning-focused walkthroughs, and targeted peer coaching.



Building Teachers' Capacity for Success

Pete Hall, EducationHall, Coeur d'Alene, ID

An award-winning principal and author explains how to support teachers' growth as reflective practitioners through individualized motivation, personalized feedback, customized coaching, and differentiated supervision.

Conference Session Highlights for Day One

FRIDAY, OCTOBER 30, 2015

Leveraging the Power of Teacher Rounds

Katherine C. Boles and Vivian Troen, Harvard Graduate School of Education, Cambridge, MA

Discover how to bring the professional learning model known as Teacher Rounds directly into the world of teacher practice.

How to Give Effective Feedback to Teachers

Robyn Jackson, Mindsteps Inc., Washington, DC

Learn how to provide the kind of feedback that matters, that teachers will actually use to get better, and that builds teachers' motivation rather than depletes it.

The Engaged and Inspired Framework: Coaching Strategies to Engage All Students

Kristen Bunn Olsen, ASCD, Eagle, CO; Andrew Miller, Miller Educational Consulting, Tacoma, WA

Explore a new framework that ensures that teachers, students, and content come together to create an engaging learning experience that supports the whole child.

Learning from Your Past to Guide Your Future

Joseph A. Hailpern, Braeside School, Highland Park, IL

Get the inside story on how one district uses data staging tools to assess the influence teachers have on individual students, classes, and specific student populations, such as low-income groups and English language learners.

Yo! We're Not in Kansas Anymore! (Urban Dictionary Example of "Resilience")

Elle Allison-Napolitano, Wisdom Out, Oakland, CA

Using the Wizard of Oz story as a visual simile for understanding the characteristics of highly resilient leaders, discover what it takes to respond to leadership challenges with grit and grace.

Educators as Social Networked Learners

Jackie Gerstein, Boise State, Walden, American InterContinental, and Western Governors' Universities

Explore collaborative and emerging pedagogies and tools related to using social networking in learning environments. Get hands-on experience with social networking tools and explore how to use these systems to your advantage.

"I'm back home after a great three days at the ASCD Conference on Educational Leadership. Great people, great ideas, and now I'm ready to go!"

—Jonathan Davis, Middle School Head Shorecrest Preparatory School, St. Petersburg, FL



Keynote Luncheon: Might We Be Missing the Animals?

Jay McTighe, McTighe & Associates Consulting, Columbia, MD

Learn how schools, in their quest to "cover" all the content in the Common Core standards, might be overlooking some of the most important educational outcomes valued throughout the world.

\$45 per person

Register on the enclosed registration form or online at www.ascd.org/CELregister.

Seating is limited.

SPECIAL EVENTS

Networking Breakfast and Discussion

7:30–8:15 a.m.

Developing Readers Through Choice, Passion, and Support

Elizabeth Rossini, International School, Bangkok, Thailand; Penny Kittle, Kennett High School, North Conway, NH

All children must develop a reading habit that increases stamina and joy in reading, while increasing the complexity of the texts they can independently read. Come to discuss ways to measure growth in stamina, and the connections we can make between the most reluctant readers and books that will name their hearts. We can help all students develop reader identities that sustain them and support them as they challenge themselves to grow as readers.

Debriefing Session

3:45–4:30 p.m.

Ann Johnson, Education Consultant, Ames, Iowa

Take part in a free-flowing, facilitated conversation with education consultant Ann Johnson. Hear what your colleagues learned from the first day at conference and how they plan to use that knowledge when they return to their local sites.

REGISTER NOW! Go to www.ascd.org/CELregister.

Call Toll-Free: 1-800-933-ASCD (2723), then press 1. If you are registering more than one person, please fax your registration forms to 1-703-575-5414.

Highlighted Presenters



Leading with Poverty in Mind

Eric Jensen, Jensen Learning, Maunaloa, HI

A leading authority and ASCD best-selling author explains how school leadership can increase student achievement, raise expectations in your staff, and boost classroom climate in schools facing increasing levels of poverty.



Leading Change: Five Levers to Prioritize for Powerful Results in Your School

Tony Frontier, Cardinal Stritch University, Milwaukee, WI

Learn how leaders can more effectively plan for and implement meaningful change by understanding the opportunities and challenges of initiatives that focus on just five critical levers.

Conference Session Highlights for Day Two

SATURDAY, OCTOBER 31, 2015

School Culture Is the Key: How Can You Create a Culture of Growth?

Thomas Hoerr, New City School, St. Louis, MO

Attend this session to understand how to define and identify positive school cultures, learn how faculty collegiality should be a part of any school culture, and develop plans that lead to teacher growth.

Building Capacity in New and Aspiring Leaders

Jennifer Abrams, Jennifer Abrams Consulting, Palo Alto, CA

This session presents rubrics and recommendations for supporting the growth of aspiring leaders using work from several countries, national organizations, and districts.

Let's Get Personal: Designing Professional Development to Meet the Needs of All Educators

Allison Rodman, Mariana Bracetti Academy, Philadelphia, PA

Learn how to develop a personalized professional development structure, including identifying and coaching effective facilitators, setting expectations for participation, and collecting survey data to refine the structure over time.

By the Standards: Evaluate More, Assess Less, and Grade for Learning

Chad Prather, Pearl-Cohn High School, Nashville, TN; Justin Montenegro, Hume-Fogg Academic Magnet High School, Nashville, TN

Attend this session to explore the benefits, address the criticisms, and unpack the processes of standards-based grading.

Understanding the Minds of Boys: Critical Information for Increasing Student Success

Dakota Hoyt, Gurian Institute, Colorado Springs, CO

This interactive session equips educators with the science and strategies to identify and respond to reasons for underachievement among boys. Through a combination of lecture, discussion, movement, and audiovisual tools, explore concrete strategies for increasing student success—especially for boys.

Leading FIT Teaching™

Doug Fisher, Health Sciences High and Middle College, San Diego, CA

Explore how the FIT Teaching (Framework for Intentional and Targeted Teaching™) strategies from ASCD—focused on building school culture and leading high-quality instruction, intervention, and assessment—ensure students learn at high levels.

Leadership Practices That Ensure Schoolwide Literacy Achievement for All

Regie Routman, ASCD Author and National Teacher and Leader, Seattle, WA

Learn how to create and sustain a joyful and collaborative school culture that results in higher reading and writing engagement and achievement.

SPECIAL EVENTS

Networking Breakfast and Discussion

7:30–8:15 a.m.

Being Generationally Savvy: Working Effectively with All Generations

Jennifer Abrams, Jennifer Abrams Consulting, Palo Alto, CA

Are you hearing of communication challenges between colleagues of different ages? Attend this networking breakfast to discuss what language protocols work well with all generations.

Debriefing Session

3:45–4:30 p.m.

Jennifer Abrams

Education consultant Jennifer Abrams returns in the afternoon to facilitate a conversation about what attendees learned from the second day at conference and how they plan to use it.

Highlighted Presenters



The New Normal: Focused Leadership for Instructional Improvement

Patricia Reynolds, Education Consultant, Washington, DC

Explore ways to strengthen principal preparation programs, hear how effective leaders influence student achievement, and learn strategies for responding to common leadership challenges in the "new normal" environment where decisions made at the school level are expected to drive improvement.



What Parents Should Know About Data and Accountability in Schools

Ignacio Lopez, National Louis University, Chicago, IL

Explore how school leaders teach parents about the importance of data and accountability in schools. Learn how schools frame the many measures of success that exist across various levels while providing strategies that parents can use at home with their children.

Conference Session Highlights for Day Three

SUNDAY, NOVEMBER 1, 2015

Collegiate Academic Coaches: The Key to Dropout Prevention and High School Retention

Mary Charles, Loyola University, Chicago, IL

Hear how Loyola University in Chicago has paired bright college students, who are professionally trained as academic coaches, with at-risk high school freshmen to lower dropout rates and yield statistically significant academic results.

S.H.A.P.I.N.G. School Culture to Increase Achievement

Opal Davis Dawson, Jefferson County Public Schools, Louisville, KY

Attend this session to explore and discuss possible school culture assessments and consider ways to build a positive school climate and an awareness of why school culture matters.

Function Before Tool: Effectively Integrating Technology in the Classroom

Alex Gonzalez, Health Sciences High and Middle College, San Diego, CA

Come to this session to explore how new technologies—including Web 2.0, social media, apps, and cloud-based learning—provide opportunities for purposeful teaching and learning and help prepare teachers for lesson planning and classroom management.

Closing the Achievement Gap: Transforming Schools for Excellence

Tiffany Anderson, Jennings School District, Jennings, MO

Take a close look at the strategies high-performing schools use to eliminate achievement gaps, improve instruction, and promote a culture of excellence that ensures sustainable high performance.

New Narratives for School Media Centers: Literacy, Technology, and Cultural Change

Wilma Kurvink, Wesley College, Melbourne, Australia

Get a firsthand account of how a school replaced traditional libraries with purpose-built learning zones for 21st century learners. Learn the strategies, planning, and final redesign process that enabled this bold experiment.

INTERNATIONAL
SESSION

Relationships and Convergences of the New Standards

Tina Cheuk, Stanford University, Stanford, CA

Attend this session to hear how school leaders can make sense of and act thoughtfully on all of the new standards and harness the limited time of teachers in creating professional learning opportunities that accelerate student achievement.

BE A VOLUNTEER FOR THIS GREAT EVENT

Attendees who volunteer will receive a **\$10 ASCD gift certificate** for every session they host. Gift certificates can be used toward any ASCD program, product, or service within one year. Use ASCD gift certificates in the ASCD Resource Center at the 2015 ASCD Conference on Educational Leadership. When completing your online or paper registration for this conference, please indicate that you would like to volunteer. You will receive an e-mail notification closer to the conference with online session selection information. You must be registered to volunteer. Questions? Please e-mail us at volunteer@ascd.org.

EARN COLLEGE CREDIT

For more information, visit
www.ascd.org/academiccredit.

PLEASE NOTE: Registration for the 2015 ASCD Conference on Educational Leadership DOES NOT include registration for a Pre-Conference Institute. If you are registering more than one person, please fax your registration forms to 1-703-575-5414.

Come Early and Choose From Three Pre-Conference Institutes!

THURSDAY, OCTOBER 29, 2015

8:30 a.m.–3:30 p.m.

Reframing Teaching and Learning: Dispositions Lead the Way

Art Costa, Professor Emeritus, California State University, Sacramento, CA; Bena Kallick, Institute for Habits of Mind, Westport, CT

If you want to teach students to be skillful thinkers who know how to collaborate and communicate, attend this institute to explore ways to align curriculum with those purposes in mind. Two renowned authorities will introduce you to thinking dispositions and explain how you can work with teachers, parents, and community members to value and teach dispositional thinking.

ASCD Members	\$269
Nonmembers	\$333
Materials Fee	\$30
<i>for Dispositions: Reframing Teaching and Learning</i>	
Registration Code	PD16GA001

Developing Instructional Leaders

Wil Parker, Bowie State University, Bowie, MD; Wagner Marseille, Lower Merion School District, Ardmore, PA

While school leaders are driven by the everyday tasks at hand, many teachers must find a systemic approach to leading instruction in their buildings. This institute provides insight on how school leaders create courageous conversations about teacher and leader behaviors and practices to increase student learning.

ASCD Members	\$269
Nonmembers	\$333
Registration Code	PD16GA002

Designing Rich Performance Tasks to Assess What Matters Most

Jay McTighe, MAC, Columbia, MD

A top-selling ASCD author will introduce you to examples of rich performance tasks that assess understanding and integrate 21st century skills with subject area content. Review a set of practical and proven frames for building such tasks, and preview many online resources to support effective task and rubric design.

ASCD Members	\$269
Nonmembers	\$333
Materials Fee	\$25
<i>for The Understanding by Design Guide to Advanced Concepts in Creating and Reviewing Units</i>	
Registration Code	PD16GA003

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PLEASE NOTE: Indicate on the registration form your pre-conference choice and add the pre-conference materials fees to your conference registration total.

Registration for the 2015 ASCD Conference on Educational Leadership DOES NOT include registration for a pre-conference institute. If you are registering more than one person, please fax your registration forms to 1-703-575-5414.



Registration and Hotel Information

HOW TO REGISTER

You can register online at www.ascd.org/CELregister, or by phone, fax, mail, or e-mail. If you are registering more than one person, please fax your registration forms—with payment—to 1-703-575-5414. **Note:** Credit card payments cannot be accepted via fax or e-mail. Please submit your credit card payment via phone, mail, or online.

ON-SITE REGISTRATION

The ASCD 2015 Conference on Educational Leadership may sell out. On-site registration is not guaranteed. Please contact ASCD for availability. When space is available, you may register on-site for an additional \$25 fee.

TERMS

Registrations are accepted on a full-payment, first-come, first-served basis only. Registration confirmations are e-mailed within 48 hours after processing of registration. Attendees must be 18 years of age.

Note: If you do not receive a confirmation e-mail, please call the ASCD Service Center at 1-800-933-ASCD (2723), and then press 1, to determine the status of your registration.

SPECIAL SERVICES

Please notify ASCD at the time you register if you need a sign language interpreter or other special assistance.

TRAVEL, MEALS, AND LODGING

Participants are responsible for securing their own transportation, meals, and lodging. Check the ASCD website at www.ascd.org/CEL for more travel and lodging information. Make your reservations early for the best prices.

Complimentary light breakfast will be available each morning. Participants are responsible for all other meals during the conference.

You will receive hotel information with your confirmation e-mail. Please make hotel reservations by the cut-off date, October 5, 2015, to secure ASCD group rates. After the cut-off dates, or if the room block is full, the hotel may not accept your reservation at the group rate.

TEAM DISCOUNTS

Every fifth person you register from the same school or organization may attend without paying a registration fee.

Note: Registrations must be submitted together and include payment of all materials fees.

EARN COMPLIMENTARY PROFESSIONAL DEVELOPMENT

If you attend three ASCD institutes in a two-year period, you can receive registration to your fourth institute free. (You will be responsible for materials fees.)

NONMEMBERS

Registered nonmembers receive a free one-year Basic Print membership, which includes subscriptions to *Educational Leadership*® magazine and *Education Update* newsletter, member discounts, and much more. Conference attendees registering at the presenter, student, or senior rate are not eligible to receive the free Basic Print membership.

PROGRAM CANCELLATION

ASCD reserves the right to cancel programs because of low registration. In the unlikely event of a cancellation, all registrants will be notified and will receive full refunds. ASCD is not responsible for reimbursing airline tickets.

CAN'T ATTEND?

If you are unable to attend an event you have registered for, contact ASCD by e-mail or regular mail no later than 14 calendar days prior to the start of the event to request a gift certificate that can be used for ASCD products or events, or a refund. After the 14-day timeframe, you are ineligible for a gift certificate or refund, but you may send a nonregistered person in your place, with registration confirmation or written authorization from you. For all cancellations, there is a \$50 processing fee for a single conference or institute and a \$100 processing fee for both conference and pre-conference institutes. E-mail: cancel@ascd.org.

SHERATON SAN DIEGO HOTEL & MARINA

1380 Harbor Island Drive
San Diego, CA 92101 USA
1-619-291-2900

GROUP ROOM RATES

\$199 Traditional (Single/Double)
\$219 Deluxe

HOTEL RESERVATION CUT-OFF DATE

October 5, 2015



Thank you to our sponsors:



Register online at www.ascd.org/CELregister

Choose from more than **80** sessions . . .

Conference At A Glance

ASCD BOOKSTORE AND RESOURCE CENTER HOURS

Thursday, October 29	5:00–7:00 p.m.
Friday, October 30	9:00 a.m.–1:30 p.m. and 2:30–5:00 p.m.
Saturday, October 31	9:00 a.m.–1:30 p.m. and 2:30–5:00 p.m.
Sunday, November 1	8:00 a.m.–12:00 noon

REGISTRATION HOURS

Thursday, October 29	7:00 a.m.–12:00 noon and 1:00–7:00 p.m.
Friday, October 30	7:00 a.m.–5:00 p.m.
Saturday, October 31	7:00 a.m.–5:00 p.m.
Sunday, November 1	7:00 a.m.–12:00 noon

PRE-CONFERENCE INSTITUTES THURSDAY, OCTOBER 29

8:30 a.m.–3:30 p.m.	<p>Reframing Teaching and Learning: Dispositions Lead the Way <i>Art Costa and Bena Kallick</i></p> <hr/> <p>Developing Instructional Leaders <i>Wil Parker and Wagner Marseille</i></p> <hr/> <p>Designing Rich Performance Tasks to Assess What Matters Most <i>Jay McTighe</i></p>
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SATURDAY, OCTOBER 31

7:30–8:15 a.m.	<p>Networking Breakfast and Discussion Being Generationally Savvy: Working Effectively with All Generations <i>Jennifer Abrams</i></p>
8:15–9:30 a.m.	<p>Second General Session Passionate Leadership: The Five Essential Elements That Transform School Culture and Performance <i>Cheryl Atkinson</i></p>
10:00 a.m.–12:30 p.m.	2.5-Hour Morning Sessions
10:00 a.m.–12:00 noon	2-Hour Morning Sessions
1:30–4:00 p.m.	<p>2.5-Hour Afternoon Sessions (Sessions repeated from morning sessions)</p>
1:30–3:30 p.m.	<p>2-Hour Afternoon Sessions (Sessions repeated from morning sessions)</p>
3:45–4:30 p.m.	<p>45-Minute Debriefing Session <i>Jennifer Abrams</i></p>

FRIDAY, OCTOBER 30

7:30–8:15 a.m.	<p>Networking Breakfast and Discussion Developing Readers Through Choice, Passion, and Support <i>Elizabeth Rossini and Penny Kittle</i></p>
8:15–9:30 a.m.	<p>Opening General Session The Right-Now Principal: Becoming a 21st Century Leader <i>Heidi Hayes Jacobs</i></p>
10:00 a.m.–12:30 p.m.	2.5-Hour Morning Sessions
10:00 a.m.–12:00 noon	2-Hour Morning Sessions
12:00 noon–1:30 p.m.	<p>Keynote Luncheon Might We Be Missing the Animals? <i>Jay McTighe</i></p> <p><i>NOTE: Registration for the 2015 ASCD Conference on Educational Leadership DOES NOT include registration for this luncheon. You must be preregistered for the luncheon to attend. Seating is limited.</i></p>
1:30–4:00 p.m.	<p>2.5-Hour Afternoon Sessions (Sessions repeated from morning sessions)</p>
1:30–3:30 p.m.	<p>2-Hour Afternoon Sessions (Sessions repeated from morning sessions)</p>
3:45–4:30 p.m.	<p>45-Minute Debriefing Session <i>Ann Johnson</i></p>

SUNDAY, NOVEMBER 1

8:00–9:30 a.m.	1.5-Hour Morning Sessions
8:00–9:00 a.m.	1-Hour Morning Sessions
10:00–11:30 a.m.	<p>1.5-Hour Morning Sessions (Repeated sessions)</p>
9:30–10:30 a.m.	<p>1-Hour Morning Sessions (Repeated sessions)</p>



REGISTRATION FORM

Be sure to fill out the entire Registration Form.

SATISFACTION GUARANTEED!

ASCD strives to exceed your expectations for high-quality products and service. If within 14 calendar days after the event you feel that we have fallen short of this goal, we will give you a gift certificate that you can use toward the purchase of any ASCD products or a professional development event within the next year.

RETURN TO ASCD TODAY!

Return your registration form with payment information to ASCD. If you are registering more than one person, please fax your registration forms—with payment—to 1-703-575-5414.

YES! I want to attend the 2015 ASCD Conference on Educational Leadership to be held in Sheraton San Diego Hotel & Marina, San Diego, California, October 30–November 1, 2015.

Please type or print for name badge.

NAME MR. MS. MRS. DR.

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E-MAIL (REQUIRED)

Check if you have a disability requiring special provisions or services. Please specify.

REGISTRATION FEES

1. CONFERENCE OPTIONS

Regular

\$429 (ASCD Members)

\$493 (Nonmembers)

Yes, I would like to volunteer!

(Additional volunteer and luncheon information will be provided via e-mail closer to the conference.)

Conference Code: PD16EL004X61

2. PRE-CONFERENCE SESSIONS ON OCTOBER 29 (choose one):

Reframing Teaching and Learning: Dispositions Lead the Way with Art Costa and Bena Kallick (PD16GA001)

\$269 (ASCD Members)

\$333 (Nonmembers)

\$30 (Materials Fee)

Developing Instructional Leaders with Wil Parker and Wagner Marseille (PD16GA002)

\$269 (ASCD Members)

\$333 (Nonmembers)

Designing Rich Performance Tasks to Assess What Matters Most with Jay McTighe (PD16GA003)

\$269 (ASCD Members)

\$333 (Nonmembers)

\$25 (Materials Fee)

3. KEYNOTE LUNCHEON with Jay McTighe (KL01)

\$45 per person. Seating is limited.

Nonmember conference registrants receive a free Basic Print membership worth \$59!

ASCD Members: Renew Your Membership with Registration (please select one)*:

Online

Basic \$39 | Select \$69 | Premium \$149

Print**

Basic \$59 | Select \$89 | Premium \$239

REGISTRATION TOTAL

*Membership rates subject to change.

**Print memberships with a ship-to address outside of the United States and Canada incur the following shipping charges: Basic \$15, Select \$30, Premium \$45.

PAYMENT INFORMATION

Payment or purchase orders MUST accompany registration forms.

Check made payable to ASCD enclosed. (All sales in U.S. dollars.)

Purchase order enclosed.

Professional Development Voucher(s).

ASCD Gift certificate enclosed.

Wire transfer: E-mail registration@ascd.org for transfer procedures

Charge my: MasterCard VISA AMEX DISCOVER

Signature To Authorize Billing

Account No. Expiration: (MM/YY) CSV#

Billing Address

Name On Credit Card (Please Print)

Credit card orders are not accepted via fax. Order online, call, or mail this form if paying by credit card. Purchase orders are accepted via fax.

→ Please do not make travel arrangements until you have received your registration confirmation via e-mail.

HOW TO REGISTER

INTERNET: www.ascd.org/CELregister

PHONE: Toll-Free: 1-800-933-ASCD (2723), or 1-703-578-9600, then press 1

HOURS: Mon.–Fri. 8:00 a.m.–6:00 p.m. ET

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

FAX: 1-703-575-5414

E-MAIL: registration@ascd.org

**ASCD assesses and remits a Goods and Services Tax (GST), at a rate of 5%, from Canadian customers and members. International customers and members may also be subject to GST/VAT, to be charged when the order is delivered. All international taxes, duties, and fees are the responsibility of the customer; the international rate charged is dependent upon individual country tax rates.

Shipping and handling charges for RUSH service can be obtained by calling ASCD's Service Center at 1-800-933-ASCD (2723) or 1-703-578-9600, then press 1. (Hours: Monday–Friday, 8:00–6:00 eastern time) ¡Se habla Español!

SAVE WITH ASCD TEAM DISCOUNTS!

Get a free registration for every fifth person you register from the same school or organization. Registrations, with payment, including all materials fees, must be submitted together to 1-703-575-5414.

By registering for the conference, you agree that we may provide your registration information to our sponsors, partners and affiliates who helped make this conference possible, and that they may contact you with offers that may be of interest to you. If you want to know more about how we share information, or if you do not want us to share information about you with our sponsors, please send your requests to: **E-mail:** member@ascd.org **Phone:** 1-800-933-ASCD (2723) **Mail:** ASCD, Attention: Opt-Out Department/Service Center, 1703 N Beauregard Street, Alexandria, VA 22311-1714

Priority Code: X61