Annual Conference
AND Exhibit Show

Henry B. Gonzales Convention Center
San Antonio, Texas

March 6–8, 2010
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!

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.
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.

Register online today! www.ascd.org/annualconference

Session Highlights

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.

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.

Register online today! www.ascd.org/annualconference

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

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

Penn Schuckman

1:30–3:00 p.m.

What Got Us Here Won’t Get Us There

Edwin Javius

3:30–5:00 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.
Frequently Asked Questions About Differentiated Instruction—And Some Answers

Carol Tomlinson

Explore some of the questions most commonly asked 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**  
**Romena 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 Kliemp**  
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.

## Add to your toolbox of teaching strategies

**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.

## Create better assessments

**Building a Practice-Focused Professional Education Curriculum for Teachers**  
**Deborah Loewenberg Ball**  
5:00–6:30 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.

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.

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.
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.

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.

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.

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.

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

<table>
<thead>
<tr>
<th>On-Site Registration Hours</th>
<th>Exhibit Hall Hours</th>
<th>First-Timers’ Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday, March 5</strong></td>
<td>7 a.m.–7 p.m.</td>
<td>4–5 p.m.</td>
</tr>
<tr>
<td><strong>Saturday, March 6</strong></td>
<td>7:00 a.m.–5:30 p.m.</td>
<td>9 a.m.–4 p.m.</td>
</tr>
<tr>
<td><strong>Sunday, March 7</strong></td>
<td>7:30 a.m.–5:30 p.m.</td>
<td>9 a.m.–4 p.m.</td>
</tr>
<tr>
<td><strong>Monday, March 8</strong></td>
<td>7:30 a.m.–3 p.m.</td>
<td>9 a.m.–1 p.m.</td>
</tr>
</tbody>
</table>

Governance Meetings

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

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

- 8:00–8:30 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
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

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

Im Possible? 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 systemic 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.
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

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
### 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
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

See the Registration Form on page 19 for registration fees.
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.

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

ASCD makes every attempt to keep the information contained in this document current. We make no warranties of any kind that the hotels listed on page 17 will be available at the time you make your reservation. Reservation requests and changes are subject to the availability and discretion of the hotels. All information as of July 31, 2009.


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.)

   ___________________________________________  ___________________________________________
   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.

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 charges 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

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

* 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.

* MAP NOT DRAWN TO SCALE
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](http://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](http://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.

---

### FEES

**OPTION 1**

<table>
<thead>
<tr>
<th>PRE- OR POST-CONFERENCE INSTITUTE CHOICE</th>
<th>EARLY-BIRD (Received by 10/6/09)</th>
<th>ADVANCE (Received by 2/4/10)</th>
<th>LATE/ON-SITE (Received after 2/4/10)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Choice</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2nd Choice</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3rd Choice</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ANNUAL CONFERENCE WITH 1-DAY PRE- OR POST-CONFERENCE INSTITUTE**

- ASCD Member: $407
- Nonmember: $526

**ANNUAL CONFERENCE WITH 2-DAY PRE-CONFERENCE INSTITUTE**

- ASCD Member: $487
- Nonmember: $591

**ANNUAL CONFERENCE WITH 3-DAY PRE-CONFERENCE INSTITUTE**

- ASCD Member: $587
- Nonmember: $706

**OPTION 2**

**Annual Conference Registration Only**

- ASCD Member: $209
- Nonmember: $273
- ASCD Conference Presenter: $519
- Student (attach copy of student ID or Senior 62+ or older): $119

**OPTION 3**

**Pre- or Post-Conference Registration Only**

<table>
<thead>
<tr>
<th>PRE- OR POST-CONFERENCE INSTITUTE CHOICE</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1-DAY PRE- OR POST-CONFERENCE INSTITUTE</strong></td>
<td>$249</td>
<td>$313</td>
<td>$374</td>
</tr>
<tr>
<td><strong>2-DAY PRE-CONFERENCE INSTITUTE</strong></td>
<td>$249</td>
<td>$413</td>
<td>$438</td>
</tr>
<tr>
<td><strong>3-DAY PRE-CONFERENCE INSTITUTE</strong></td>
<td>$449</td>
<td>$513</td>
<td>$538</td>
</tr>
</tbody>
</table>

**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):
  - Basic $49
  - Select $89
  - Premium $219

**TOTAL PAYMENT**

$________

---

**PAYMENT METHOD**

- CHECK, PAYABLE TO ASCD
- PURCHASE ORDER ENCLOSED

**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.)

---

**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**

1st Choice:

2nd Choice:

3rd Choice:

**SUNDAY, 3/7**

1st Choice:

2nd Choice:

3rd Choice:

**MONDAY, 3/8**

1st Choice:

2nd Choice:

3rd Choice:

---

**CALL TOLL-FREE!**

800-933-ASCD (2723)

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

---

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

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.