



ANNUAL CONFERENCE

and Exhibit Show

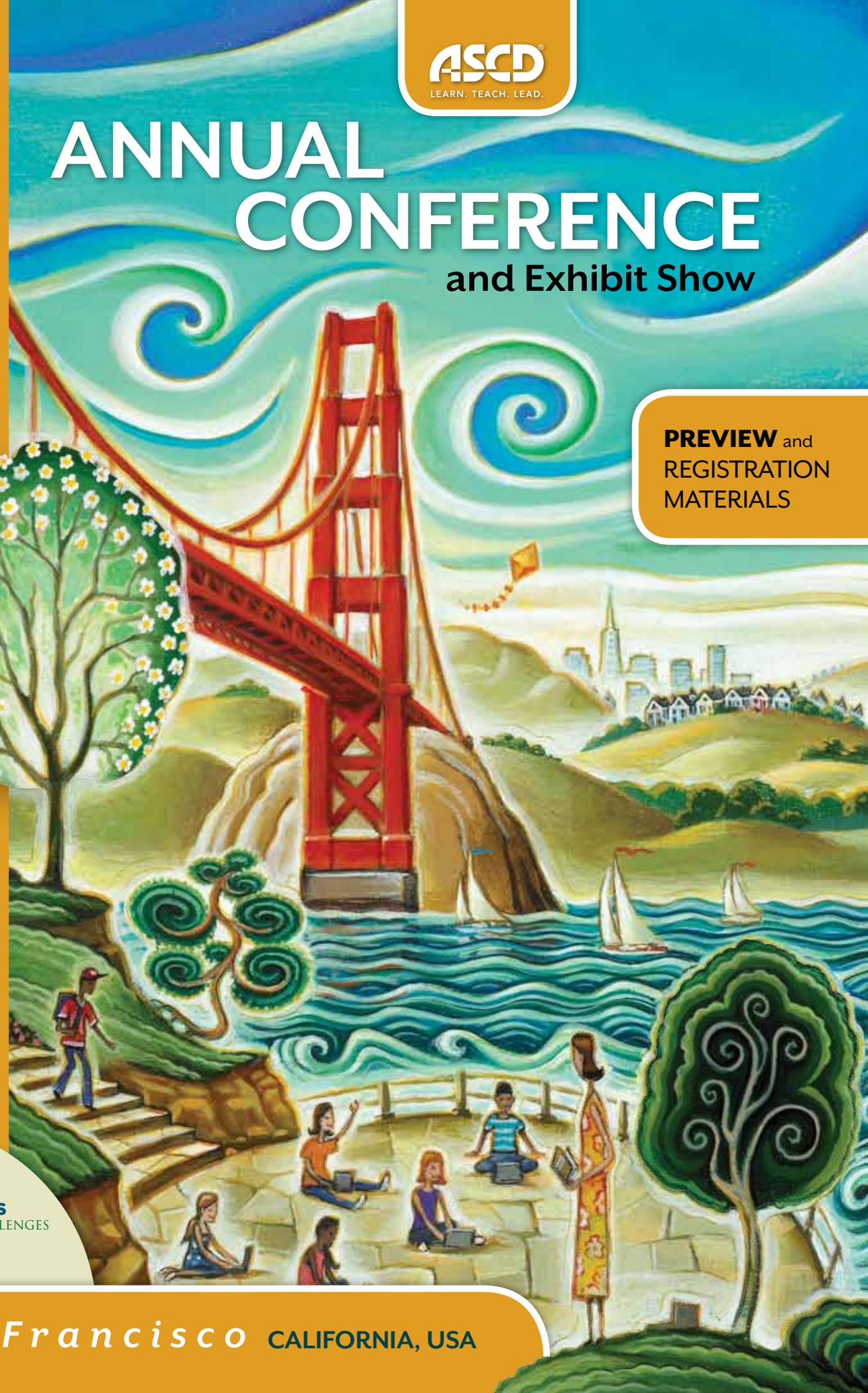
PREVIEW and
REGISTRATION
MATERIALS

MARCH
26-28
2011

*Moscone
Center*



San Francisco CALIFORNIA, USA



Time to **COME TOGETHER**

for the education that every student deserves



Join your colleagues at this year's ASCD Annual Conference to explore what committed educators are doing to support great teaching and ensure a great education for every student.

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.
- Explore proven ways for educators to work together effectively and support each other's roles in our system of education.
- 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 495 sessions

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



Stretch out your conference experience with a Pre-Conference Institute

Start your learning early with a three-, two-, or one-day Pre-Conference Institute (see pages 11–15).

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. We've also brought back by popular demand the chance to meet with your Professional Interest Communities, formerly known as Networks, at selected tables.

Friday, March 25, 2011 | 5:00–7:00 p.m.

Moscone Center, South Building
Lower Level, Gateway Ballroom



THANK YOU to Our Sponsors!

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Annual Conference Sponsors



San Francisco MARCH 26–28, 2011

Four reasons to visit our Conference website 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 26

Over 170 sessions with dynamic speakers on breakthrough topics



Made to Stick

Chip Heath

Drawing from his blockbuster book, Chip Heath reveals a research-based framework to help educators change things in tough times, whether the change you seek is something very small or something complex and systemic. Find out how to start change efforts, break through resistance, and make change stick.

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



... Reserve your seat for three sessions now!

Choose from 110+ ticketed sessions online at www.ascd.org/ac11ts.

Get a grip on change

Where Education Has Been and Where It Is Going! What I Learned and Observed About Education

Jay Mathews

The *Washington Post's* top education reporter discusses his new book *Work Hard, Be Nice* and reviews the progress made in raising achievement of low-income children.

Distinguished Lecture

1:00–2:30 p.m.

Expert Teachers: The New Teacher Leaders

Carla Jackson

1:30–3:00 a.m.

How Do Different Generations of Principals Lead Change Differently

Matt Kuhn

3:30–5:00 p.m.

What Every Leader Needs to Know about Coaching and Change

Karla Reiss

5:15–6:15 p.m.

Help struggling learners

Teaching with Poverty in Mind

Eric Jensen

Discover the startling connections between recent brain research and low-income student achievement. And learn what it takes to get your school in the top-performing 10 percent in average daily attendance and achievement.

1:00–3:00 p.m.

21st Century Strategies for African-American Males in Academic Crisis

Tonia Clare-Jones

8:00–9:30 a.m.

Better Schools and Higher Achievement for Children Living in Poverty

William Parrett

8:00–9:30 a.m.

Differentiating Instruction for English Language Learners in Core Content Areas

Pamela Mesta

3:30–5:00 p.m.

Add to your repertoire of teaching strategies

The Strategic Teacher

Harvey Silver

Learn how to identify and address the learning styles of your students, develop a repertoire of teaching strategies to engage them, and design units and assessments that are differentiated and standards-based.

Special Feature

3:30–5:00 p.m.

Fair and Meaningful Grades for Exceptional Learners

Thomas Guskey

1:00–3:00 p.m.

The Motivated Student: Five Strategies to Inspire

Bob Sullo

5:15–6:15 p.m.

East Meets West: What Great Teachers Do in the U.S. and China

James Stronge

5:15–6:15 p.m.

REGISTER ONLINE TODAY!
www.ascd.org/annualconference



PORT OF
SAN FRANCISCO



Bring schooling into the 21st century

Curriculum 21—Essential Education for a Changing World

Heidi Hayes Jacobs

Heidi Hayes Jacobs lays out her new model for taking steps to transform your school into a contemporary learning environment. Explore exciting examples of exceptional schools that have altered their schedules, grouping patterns, and physical/virtual space.

Special Feature
8:00–9:30 a.m.

An Educator's Guide to Best Practices in Social Networking

Eric Sheninger
2:00–3:00 p.m.

Advancing Differentiation: Thinking and Learning for the 21st Century

Richard Cash
1:00–3:00 p.m.

Differentiating Instruction and 21st Century Skills: Preparing All Learners for the World Ahead

Carol Ann Tomlinson
1:30–3:00 p.m.

Online Student Collaboration

Kevin Creutz
5:15–6:15 p.m.

Maximizing Imagination and Creativity Through Technology

Cindy Johanson
3:30–5:00 p.m.

Using Google Apps for Curriculum Planning, Collaboration, and Assessment

Gregory Benedis-Grab
5:15–6:15 p.m.

Support high-quality teaching

Supervision and Evaluation Using the Art and Science of Teaching

Robert J. Marzano

Using the Art and Science of Teaching as a foundation, Robert Marzano guides you through a protocol for supervising instruction that can be used across a variety of supervisory models.

8:00–9:30 a.m.

Using Online Tools to Implement the Framework for Teaching

Charlotte Danielson

Explore Charlotte Danielson's renowned Framework for Teaching used by hundreds of schools to support the full spectrum of teaching. Discover a new ASCD resource that brings together the Framework with comprehensive technology solutions.

8:00–9:30 a.m.

Learning from Lincoln: Bold Actions, Powerful Ideas, and School Success

Harvey Alvy
1:00–3:00 p.m.

Finding and Keeping Great Teachers

Scott Herrmann
5:15–6:15 p.m.

Coaching, Mentoring, and Evaluating Teachers in Urban Schools

Anne Matz
5:15–6:15 p.m.

Discover school improvement models that work

The Secret of TSL (Total Student Load)

William Ouchi

Go behind the scenes of eight school districts that have empowered their principals and focused them on raising student achievement by reducing Total Student Load (TSL) to the range of about eighty students per teacher.

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

Response to Intervention: Setting Up and Getting Started

Kimberly Honnick
1:00–3:00 p.m.

Turnaround Schools: Achieving Extraordinary Academic Gains

Joshua Powell
1:30–3:00 p.m.

From Data, Data Everywhere to Successful Response to Intervention Results

Victoria Bernhardt
8:00–9:30 a.m.

Create understanding-based education

Designing an Understanding-Based Curriculum

Jay McTighe

Drawing from the book *Schooling by Design*, Jay McTighe explains how to develop a robust, understanding-based curriculum and provides practical examples in use.

5:15–6:15 p.m.

Unwrapping Standards and Backward Planning: A Broward Public Schools Experience

Madeleine Friedman
8:00–9:30 a.m.

Leading by Design: Leading Understanding by Design®-Based Reform at the School Level

Grant Wiggins
3:30–5:00 p.m.

Saturday



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

Sunday, MARCH 27



Make Your Mark and See Where It Takes You

Peter H. Reynolds

Celebrating 25 years in education technology, Peter H. Reynolds shares his uplifting vision of how to inspire more creative classrooms and love of the written word. Learn six essentials to foster creativity and innovation in the classroom. And see how technology helps make new connections and share new ideas.

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



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

Boost the achievement of English language learners

English Language Learners and the Elementary and Secondary Education Act

Kenji Hakuta

Review the good and the bad that NCLB brought to the education of English language learners. Find out what must be addressed in the reauthorization of ESEA, including changes in identification, assessment, accountability, and instructional capacity.

Distinguished Lecture
12:45–2:15 p.m.

Supporting Supervisors, Supporting English Language Learners

Laura Baecher
8:30–9:30 a.m.

Supporting the Recently Exited English Language Learners in Secondary Schools

Barbara Beaverson
5:00–6:00 p.m.

Common Assessment: Same or Different for English Language Learners?

Margo Gottlieb
5:00–6:30 p.m.

Foster teacher growth and talent

The Flat World and Education

Linda Darling-Hammond

Linda Darling-Hammond's book, *The Flat World and Education*, vividly illustrates what the country needs to do to build a system of high-achieving and equitable schools that ensure every child the right to learn. This session will examine the core ideas of the book and how participants can apply them in their own schools, districts, and communities to improve education for all children.

John Dewey Society Memorial Lecture
3:15–4:45 p.m.

Lesson Study: Professional Learning Communities in Action

Nivia Garbalosa
12:45–2:45 p.m.

Curriculum 21: Upgrading Teaching and Learning Through Professional Learning Communities

Heidi Hayes Jacobs
3:15–4:45 p.m.

Taking Professional Learning Communities to the Next Level

Hilary Corburn
5:00–6:30 p.m.

Do more for urban schools and students

Examining the Roles That Education, Mentoring, and Public Service Play in the Lives of Youth

Wes Moore

Wes Moore is a youth advocate, Army combat veteran, and promising business leader and author. Join him as he examines the roles that education, mentoring, and public service play in the lives of youth.

Special Feature
1:00–2:30 p.m.

Urban Education Panel

Baruti Kafele, Tim King, and Linda Nathan

Hear from three distinguished principals who are making a difference in the lives of urban high school students: the headmaster of Boston's first performing arts public high school that sends over 95 percent of its graduates to college; the principal who has led the transformation of four different New Jersey schools; and the president of Urban Prep Academies in Chicago. All of Urban Prep's graduating seniors were accepted to 75 different colleges and universities.

Special Feature
8:00–9:30 a.m.



Update your leadership toolbox

Globalization: Connecting Classrooms and Communities



Rudy Crew and Manny Rivera

Former superintendents Rudy Crew and Manny Rivera outline an approach for systemic change in schools by connecting classrooms to the real world, engaging students, and preparing them to be productive, responsible citizens.

Special Feature
3:15–4:45 p.m.

Powerful Conversations for Leaders of Change

Jenny Edwards
12:45–2:45 p.m.

Cultural Competency for Educational Leaders

Lee Mun Wah
12:45–2:45 p.m.

From Managing Conflict to Leading Change: Survival Skills For Leaders

Tim Waters
12:45–2:45 p.m.

Aim education toward 21st century learning skills

Assessing 21st Century Skills: Dynamic Assessment for Students, Teachers, and Leaders

Douglas Reeves

Consultant and best-selling ASCD author Douglas Reeves challenges you to consider the profound changes that are essential to assess 21st century skills: from standardized to authentic assessment, from secret to open-source assessment, and from solitary assessment to collaborative value-creating assessment.

8:00–9:30 a.m.

Using Interactive Technologies to Enhance Teaching and Learning

Alline Sada
12:45–2:45 p.m.

Project Change: Leading Organizational Change in the 21st Century

Dana Berg
5:00–6:00 p.m.

Engaging 21st Century Learners Using Virtual One-Room Schoolhouses

Cecily Anderson
8:00–9:30 a.m.

Differentiate instruction

Leading and Managing a Differentiated Classroom

Carol Ann Tomlinson

The leading authority on differentiated instruction explores the difference between leading and managing a differentiated classroom and offers some strategies for both. Find out how to create a classroom that encourages students to work more effectively in a setting where “attraction” rather than “coercion” guides their actions.

8:00–9:30 a.m.

Using Technology to Differentiate Instruction

Kerry Rice
1:15–2:45 p.m.

Differentiated Supervision in Action

Pete Hall
3:15–4:45 p.m.

Content, Process, Products, Environment: Differentiating in the PK–3 Classroom

Michelle Hanson
5:00–6:00 p.m.

Take your teaching in bold new directions

Responding When Students Don't Get It

Nancy Frey
Best-selling ASCD author Nancy Frey equips you with a Gradual Release of Responsibility framework and explains how it can help ensure student success. The framework consists of questions to check for understanding, prompts for cognitive and metacognitive processes, cues to shift attention, and direct explanations and modeling.

1:15–2:45 p.m.

Engaging Parents in the Homework Process

Cathy Vatterott
12:45–2:45 p.m.

Student Collaboration Online: Web 3.0 Capabilities for Coauthoring

Dan Liebowitz
5:00–6:00 p.m.

Who's Doing the Talking and Thinking? Integrating Social Development and Literacy

Eric Schaps
8:00–9:30 a.m.

Sunday



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

Monday, MARCH 28



The Third Chapter: Adventure-Passion-Risk

Sara Lawrence-Lightfoot

All of us, to some degree, experience some burnout. So are there ways you can move beyond burnout to compose, invent, and reinvent the path that you're on? Author and philosopher Sara Lawrence-Lightfoot talks about the search that all of us are on for meaningfulness and purposefulness, and explains how to find a new experience and a new adventure in your life.

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



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

Open new pathways to learning

Making Learning Visual

John Hattie

Based on 50,000 studies, this session crafts a story about how influences from the child, home, school, curriculum, and teacher strategies can benefit or hinder learning. Explore the importance of challenge, feedback, and the mind frames of teachers and school leaders in the education process.

Special Feature
12:15–1:45 p.m.

Beyond the Classroom Walls in a Globalized World

Lisa Dabbs
8:00–9:30 a.m.

Learning to Question, Question to Learn

Donna Stanfield
12:15–2:15 p.m.

Tying the Knot: Innovative Solutions

Pauline Stonehouse
12:15–2:15 p.m.

Support your Response to Intervention effort

Rtl2: Quality Instruction and Intervention

Douglas Fisher

Best-selling ASCD author Douglas Fisher explains how changing your Response to Intervention effort to a Response to Instruction and Intervention (Rtl2) effort can improve your results by continually examining classroom instructional design.

8:00–9:30 a.m.

Differentiated Tools and Strategies to Support RTI in Language Arts/Social Studies

Kathy Glass
8:30–9:30 a.m.

Urban School Reform: How to Bring It to Scale

Heather Zavadsky
8:30–9:30 a.m.

Leading in a Perfect Storm: PK–12 Response to Intervention

Lori Ott-Mueller
1:00–4:00 p.m.

Connect your curriculum, instruction, and assessment

From Assessments to Instructional Decisions: K–6 Mathematics

Marilyn Burns

What do you want to learn from assessments? How do assessments lead to better teaching decisions? What kind of professional development ensures assessments and teaching decisions are successful? Attend this session to answer these and other questions about assessments.

8:00–9:00 a.m.

Using Understanding by Design® to Support Second Language Learners

Marcella Emberger
2:45–4:15 p.m.



REGISTER ONLINE TODAY!
www.ascd.org/annualconference



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

More technology, more ideas, more excitement! This year's Exhibit Show will be better than ever. Every aisle is filled with displays of new classroom products for every grade level and subject and tools to help make your job easier and more rewarding. Anchoring the hall is the ASCD Center where you can learn more about the latest resources and services.

NEW THIS YEAR! We have added the You are Here interactive map and directory to our Annual Conference and Exhibit Show. This is a multi-platform, interactive web tool that allows you to plan and download your conference experience before the show through the ASCD Annual Conference website. You will be able to access presenter handouts, search and download conference and show information to your PDA, access maps and show information on-site in San Francisco, and much, much more. The You are Here stations, available in the Moscone Center, will help you search for presenters and exhibitors. The You are Here tool can also send out conference program updates, such as session cancellations and room changes, to registered attendees. You can even put together a personal schedule for your entire conference experience. Preview the You are Here service and plan your conference experience at www.ascd.org/youarehere.

Dare to be more innovative

From Islands of Excellence with Technology to Every Classroom: An Optimist's Perspective

Geoff Fletcher

A few schools and districts have been able to garner the right mix of hardware, bandwidth, tech support, and professional development to change instruction, truly engage students, and increase students achievement. This session will look at what is driving change in the purchase and distribution of content and how this missing link will be a major catalyst to changing our schools.

Special Feature/Standby Speaker
8:00–9:30 a.m.

Building Learning Communities with Habits of Mind

Arthur Costa

Habits of Mind—those essential, enduring life-long learnings—have been adopted in many schools throughout the world. The leading authority on Habits of Mind introduces you to the leadership strategies that have been successful in building cultures in which the Habits of Mind are taught, valued, and lived.

2:45–4:15 p.m.

Leading for Change: A Principal's Story in San Francisco

Ericka Lovrin
8:30–9:30 a.m.

Leaders are Learners Too: Establishing a Professional Learning Community

Kimberly Kappler-Hewitt
8:00–9:30 a.m.

Bold Techno Techniques for Urban Learners

Aulundria Grace
8:30–9:30 a.m.

How to Differentiate Instruction with Online Learning in Your Classroom

Rebecca Tomasini
2:45–3:45 p.m.

Monday



Visit ASCD's Whole Child Central

Kids learn better today and are better prepared for college, career, and civic success tomorrow when we work together to provide them with a whole child approach to education.

Whole child education draws on the collective expertise of schools, families, and communities to ensure that each child is healthy, safe, engaged, supported, and challenged. While you're at the ASCD Annual Conference, visit **Whole Child Central** to access free resources and expertise on ASCD's Whole Child Initiative. You may also participate in the live recording of the Whole Child Podcast, featuring ASCD's Vision in Action: Whole Child Award-winning school. Join us in San Francisco and online at www.wholechildeducation.org.

Attend a Professional Interest Communities Forum

ASCD Professional Interest Communities Forums, formerly known as 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 communities are open to all Conference participants and will be held on

Saturday, March 26, 8:00–9:30 a.m.

Sunday, March 27, 8:00–9:30 a.m.

Monday, March 28, 12:15–1:45 p.m.



For a list of all Professional Interest Communities Forums available at the Conference, go to www.ascd.org/annualconference, below the fold.

Save 69%
ON YOUR REGISTRATION!

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

Explore Technology with ASCD



Check out the social networking site tailored especially for educators at **ASCD EDge**, <http://ascdedge.ascd.org>, where you can engage in conversations over popular topics like the 2011 Annual Conference, Understanding by Design[®],

Differentiated Instruction, the Whole Child, and Response to Intervention or simply use it to catch up with the friends you've made in San Francisco!

Conference at-a-Glance

	On-Site Registration Hours	Exhibit Hall Hours	First-Timers' Sessions
<i>Friday, March 25</i>	7 a.m.–7 p.m.		4:00–5:00 p.m.
<i>Saturday, March 26</i>	7:00 a.m.–5:30 p.m.	9:00 a.m.–4:00 p.m.	8:30–9:30 a.m.
<i>Sunday, March 27</i>	7:30 a.m.–5:30 p.m.	9:00 a.m.–4:00 p.m.	
<i>Monday, March 28</i>	7:30 a.m.–3:00 p.m.	9:00 a.m.–1:00 p.m.	

Governance Meetings

<i>Thursday, March 24</i>	8:30 a.m.–4:30 p.m.	Board of Directors Meeting
<i>Friday, March 25</i>	12:00 noon–4:00 p.m.	Leadership Council Meeting
<i>Sunday, March 27</i>	3:00–4:00 p.m.	Annual Meeting
<i>Sunday, March 27</i>	4:15–5:15 p.m.	Meet the President-Elect Candidates Forum

Friday, March 25

4:00–5:00 p.m.	First-Timers' Session
5:00–7:00 p.m.	Welcome Reception open to all

Saturday, March 26

8:00–9:30 a.m.	More than 50 meetings to choose from Professional Interest Communities Meeting 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.	First General Session
11:45 a.m.–1:00 p.m.	Free time to explore the Exhibit Hall
1:00–2:30 p.m.	Distinguished Lecture Cavelti Leadership Lecture
1:00–3:00 p.m.	More than 50 meetings to choose from
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 27

8:00–9:30 a.m.	More than 50 meetings to choose from Professional Interest Communities Meeting 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.	Distinguished Lecture
12:45–2:45 p.m.	More than 50 meetings to choose from
1:00–2:30 p.m.	Special Feature
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 28

8:00–9:30 a.m.	More than 50 meetings to choose from Special Feature (Standby Speaker)
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.	Professional Interest Communities Meeting 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

Pre-Conference Institutes

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

Register Today!



Starting Wednesday, March 23 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 materials fees with your Voucher and additional payment method.

Three-Day Institutes Wednesday, March 23–Friday, March 25

Differentiated Instruction: Beginning the Journey

Institute Staff: *Cindy Strickland, Educational Consultant, Troy, VA, Kristina Doubet, James Madison University, Harrisonburg, VA and Maria Molina, Educational Consultant, Miami, FL*

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.

Materials Fee: \$21 for *Fulfilling the Promise of the Differentiated Classroom: Strategies and Tools for Responsive Teaching*
Registration Code: PD11PC012P52

Leading and Managing a Differentiated Classroom

Institute Staff: *Carol Ann Tomlinson, ASCD Author and Educational Consultant, University of Virginia, Charlottesville and Marcia Imbeau, University of Arkansas, Fayetteville*

Explore what it means to develop flexible classroom routines, why such routines benefit student learning, and how to think about and craft a flexibly managed classroom. Understand how to distinguish between classroom leadership and classroom management and the appropriate roles of each.

Materials Fee: \$21 for *Leading and Managing a Differentiated Classroom: Teaching Flexibly in Response to Learner Needs* (working title)
Registration Code: PD11PC013P52

Understanding by Design®: Beginning the Journey

Institute Staff: *Allison Zmuda, Educational Consultant, Virginia Beach, VA, and Donna Herold, Joel E. Ferris Senior High School, Spokane, WA*

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 unit and course planning.

Materials Fee: \$22 for *Understanding by Design Professional Development Workbook*
Registration Code: PD11PC014P52



Leading Groups: Effective Strategies for Building Professional Community

Institute Staff: *Laura Lipton, Sherman, CT and Bruce Wellman, Guilford, VT, Educational Consultants*

Here's your opportunity to enhance your skills and credibility when facilitating difficult topics and difficult groups. Learn ways to accelerate group productivity, orchestrate task focus, process skills development, and encourage effective group member interaction.

Materials Fee: \$35 for *Leading Groups: Effective Strategies for Building Professional Community*

Registration Code: PD11PC015P52

Designing an Understanding by Design®-Based Curriculum

Institute Staff: *Jay McTighe, Columbia, MD and Grant Wiggins, Hopewell, NJ, ASCD Authors and Educational Consultants*

Drawing from the book *Schooling by Design: Mission, Action, and Achievement*, the authors propose a robust, understanding-based curriculum with 10 key components. Explore these components and learn how they help you with designing a coherent curriculum from the learners' perspective, support responsive teaching, and maintain high standards without standardization.

Materials Fee: \$46 for *Schooling by Design: Mission, Action, and Achievement* and *Understanding by Design Professional Development Workbook*

Registration Code: PD11PC016P52

Pre-Conference Institutes

CONTINUED FROM PAGE 11



Two-Day Institutes Thursday, March 24–Friday, March 25

Never Work Harder Than Your Students

Institute Staff: *Robyn Jackson, ASCD Author and Educational Consultant, Washington, DC*

Do you wish that students took more ownership over their own learning? In this Institute, learn how to differentiate between your work and their work and how to support your students so that they can do the work of learning for themselves.

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

Registration Code: PD11PC017P52

101 Tools and Techniques to Improve Teacher Quality

Institute Staff: *James Stronge and Leslie Grant, College of William and Mary, Williamsburg, VA*

Attend this Institute to explore tools to begin designing and implementing a research-based performance evaluation system that is based squarely on the Qualities of Effective Teachers research and response to the teacher evaluation focus in the Race to the Top initiative.

Materials Fee: \$35 for *Planning, Instruction, and Assessment: Effective Teaching Practices*

Registration Code: PD11PC018P52

Project-Based Learning: Student Engagement Leads to Student Achievement

Institute Staff: *Steven Levy and Jill Mirman, Educational Consultants, Lexington, MA*

Discover how to engage students in mastery of content and skills through curriculum design that culminates in sophisticated products for authentic audiences, active pedagogy that inspires inquiry, assessment practices that promote learning, and culture and character building that develop pride in all learners.

Registration Code: PD11PC020P52

Student Achievement in the 21st Century: Literacy Skills for 21st Century Learners

Institute Staff: *Sue Beers, Educational Consultant, Jewell, IA*

What are 21st century literacy skills? Attend this Institute to answer that question and explore instruction that will help students gain 21st century communication skills.

Materials Fee: \$49 for *Preparing Students for the 21st Century: An ASCD Action Tool*

Registration Code: PD11PC019P52

Curriculum Mapping Planner: Templates, Tools, and Resources

Institute Staff: *Heidi Hayes Jacobs, ASCD Author and Educational Consultant, Rye, NY and Ann Johnson, Educational Consultant, Ames, IA*

During this two-day interactive Institute, two leaders in the field of curriculum reform show how the four phases of curriculum mapping can serve as an organizational framework to help design, implement, and sustain future-focused curriculum.

Materials Fee: \$23 for *The Curriculum Mapping Planner: Templates, Tools, and Resources for Effective Professional Development*

Registration Code: PD11PC021P52

Engaging, Challenging, and Teaching the Adult Learner

Institute Staff: *Joanne Picone-Zocchia, Educational Consultant, Floral Park, NY*

Attend this Institute to explore the unique characteristics and needs of adult learners; unpack strategies for creating, managing, and using cognitive dissonance to promote learning; and examine myths and assumptions about learning, as well as the dispositions that promote it.

Materials Fee: \$21 for *Changing the Way You Teach, Improving the Way Students Learn*

Registration Code: PD11PC022P52





One-Day Institutes Friday, March 25

Building Background Knowledge Through Vocabulary Development

Institute Staff: *Deborah Childs-Bowen, Samford University, Birmingham, AL*

Discover how to use a research-based six-step vocabulary instruction model to help students who struggle academically to become more confident and successful learners. And learn specific strategies to use during each step of the process.

Materials Fee: \$20 for *Building Academic Vocabulary: Teacher's Manual*

Registration Code: PD11PC023P52

Being the Best from the Beginning

Institute Staff: *Opal Davis Dawson, Jefferson County Public Schools, Louisville, KY*

Research shows that promoting school readiness through the provision of critical services is the foundation of sustained student success. Find out how to start doing that in your district and learn how to work with these service providers to prepare the youngest students for school.

Registration Code: PD11PC024P52

Developing the Habits of Mind in Elementary and Secondary Schools

Institute Staff: *Graham Watts, London, England and Karen Boyes, Wellington, NZ, Educational Consultants*

Turn the theory of habits of mind into a reality in the classroom and beyond. In this Institute, teachers will progress step by step through implementing the habits of mind from foundation to habituation.

Materials Fee: \$49 for *Developing Habits of Mind in Elementary Schools: An ASCD Action Tool*

Registration Code: PD11PC025P52

Better Learning Through Structured Teaching

Institute Staff: *Doug Fisher and Nancy Frey, San Diego University, CA*

All teachers want their students to become independent learners, but even motivated students struggle to take on the cognitive load that comes with new learning. This Institute focuses on the purposeful application of a research-based instructional design framework that you can use to gradually transfer the responsibility for learning to your students.

Materials Fee: \$19 for *Better Learning Through Structured Teaching: A Framework for the Gradual Release of Responsibility*

Registration Code: PD11PC026P52

Hiring the Best: What Works and What Doesn't in Teacher Selection

Institute Staff: *Jennifer Hindman, Educational Consultant, Williamsburg, VA*

Hiring is tough and decisions are often based on instinct. This Institute gives you a way to implement a systematic, research-based approach to the strategic interviewing process. Learn how to create fair, legal, feasible, and useful interview protocols, so you always select the best applicant for the job.

Materials Fee: \$22 for *The Teacher Quality Index: A Protocol for Teacher Selection*

Registration Code: PD11PC027P52



Haight-Ashbury





Pre-Conference Institutes

CONTINUED FROM PAGE 13

One-Day Institutes Friday, March 25

Improving Student Learning by Minding the Gap

Institute Staff: Jane E. Pollock, Educational Consultant, Centennial, CO

Attend this session to learn what research says teachers can do to make positive gains with all learners, regardless of language, disability, or poverty challenges—even when the school struggles with “minding the gap.” The presenter’s approach includes instructional strategies, coteaching, assessments, and feedback and communications strategies.

Materials Fee: \$20 for *Improving Student Learning One Principal at a Time*

Registration Code: PD11PC028P52

Data Literacy: A Roadmap for Teacher Learning

Institute Staff: Jennifer Morrison, Educational Consultant, White Rock, SC

Emphasis on data doesn’t have to reinforce de-professionalization. Learn how data literacy can make teachers the masters of their own classrooms and creators of significant, student-centered learning. Learn how improved data literacy can inform and improve practice and become the agent of deep, sustained change and education improvement.

Registration Code: PD11PC029P52

Rethinking Homework: Best Practices That Support Diverse Needs

Institute Staff: Cathy Vatterott, University of Missouri, St. Louis

Attend this Institute to explore beliefs about homework, homework research, the role of homework in the learning process, and the effects of economic diversity and parenting style on homework practices and the parent-school relationship. And learn how to design quality homework tasks, use homework as formative assessment, improve completion rates, and establish homework support programs.

Materials Fee: \$19 for *Rethinking Homework: Best Practices That Support Diverse Needs*

Registration Code: PD11PC030P52

From Vision to Action: Leadership for Results-Driven Whole Child Education

Institute Staff: Molly McCloskey, ASCD, Alexandria, VA

Do you believe each child should be healthy, safe, engaged, supported, and challenged? Attend this one-day Institute based on ASCD’s Whole Child Initiative to explore a comprehensive school improvement planning process based on that belief, including strategies for professional development and community engagement.

Materials Fee: \$69 for *Educating the Whole Child: An ASCD Action Tool*

Registration Code: PD11PC031P52

Implementing Professional Learning Communities and Equity

Institute Staff: Edwin Lou Javivi, Educational Consultant, Rancho Cucamonga, CA

Discover why and how Equity Professional Learning Communities help develop a culture of high expectations and instructional resiliency. This Institute provides you with a clear instructional approach of how to deepen teacher collaboration for critical examination of practice and integrate educational equity with rigorous instructional practice.

Registration Code: PD11PC032P52



SEE REGISTRATION FORM on page 19 for registration fees and other details.



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

Institute Staff: *Betty K. Garner, Educational Consultant, Gig Harbor, WA*

When students are having difficulty with academics like reading, math, remembering, and following directions; or with behaviors like lack of motivation, paying attention, or participation, they need to be equipped with the basic cognitive structures to process information for meaning. Learn how you can do that in daily practice and help students use reflective awareness and visualization to develop their cognitive skills so they can process information.

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

Registration Code: PD11PC033P52

Using Technology with Classroom Instruction That Works

Institute Staff: *Howard Pitler, Educational Consultant, Denver, CO*

Spend the day learning how research-based teaching strategies can be enhanced by the appropriate technologies, including websites and free software that can be used immediately in the classroom. Get the confidence you need to use technology to enhance student learning.

Materials Fee: \$22 for *Using Technology with Classroom Instruction That Works*

Registration Code: PD11PC034P52

Supervising the Art and Science of Teaching

Institute Staff: *Robert J. Marzano, ASCD Author and Educational Consultant, Centennial, CO*

Attend this Institute to learn how administrators can supervise the art and science of teaching in a way that keeps the focus of attention on student learning and allows individual teachers flexibility and creativity in their teaching practices. Explore a new framework for lesson observation and lesson design that breaks lessons into basic segments, each with its own expectations regarding teacher behavior.

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

Registration Code: PD11PC035P52

21st Century Professional Development: The Path to Differentiation

Institute Staff: *Carol O’Connor, Palm Coast, FL, and James L. Roussin, Minneapolis, MN, Educational Consultants*

What are the best ways to deliver professional development that supports 21st century learning and skills? How do leaders of professional development create cultures of learning and collaboration? Attend this Institute to engage in a new professional learning model that differentiates for adults and draws out the talents, resources, and creativity from each staff member.

Materials Fee: \$34 for *Guiding Professional Learning Communities: Inspiration, Challenge, Surprise, and Meaning*

Registration Code: PD11PC036P52

The Strategic Teacher: How to Select the Right Research-Based Strategy for Every Lesson

Institute Staff: *Harvey Silver, Ho-Ho-Kus, NJ and Thomas Dewing, Carol Stream, IL, Educational Consultants*

Teaching is tough because your clients come to you as groups of diverse individuals brought together by birth date and scheduling demands. Learn how to overcome that challenge by having different types of styles and strategies in your repertoire. Based on 35 years of research on effective instruction, this Institute provides you with a range of reliable and flexible strategies you can use to meet today’s standards and reach the different learners in their classroom.

Materials Fee: \$22 for *The Strategic Teacher: Selecting the Right Research-Based Strategy for Every Lesson*

Registration Code: PD11PC037P52



Hotel Reservation Form

2011 ASCD Annual Conference & Exhibit Show • March 26–28, 2011
Moscone Center • San Francisco, California, USA



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

ASCD is working with Travel Planners, Inc. for the 2011 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 your room(s) will be better protected.

- No hidden fees or processing fees.
- No prepayment—pay when you stay, not when you book.
- On-site ASCD service desk at the Conference provides 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 22, 2010 and closes March 3, 2011.

- **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 website is secure and protected.
- Full hotel information 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 information 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
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 22, 2010 through March 3, 2011. To be assured a room at the ASCD conference rates, make your reservation by the cut-off date of March 3, 2011. 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 and 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 212-779-6115 (for 10 rooms or more)

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

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

ROOM RATES/TAXES

Reservations must be received no later than March 3, 2011 to be assured a room at the ASCD 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 26, 2011. All rates are per room per night and are subject up to 15.65% sales and 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 deposits checks must be received by February 4, 2011. 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 212-779-6115. 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 February 4, 2011. 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 three 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 Downtown San Francisco Hotel by Marriott +	\$199	Superior
2	Grand Hyatt San Francisco	\$175	Deluxe
3	Handlery Union Square Hotel	\$159	Superior
4	Hilton San Francisco/Financial District	\$141	Deluxe
5	Hilton San Francisco Union Square	\$189	Deluxe
6	Hotel Monaco	\$169	Superior
7	Hotel Nikko San Francisco	\$169	Superior
8	Hotel Palomar +	\$189	Deluxe
9	Hotel Triton	\$139	Superior
10	Intercontinental San Francisco +	\$209	Deluxe
11	Omni San Francisco	\$159	Deluxe
12	Palace Hotel San Francisco +	\$195	Deluxe
13	Parc 55 Wyndham San Francisco—Union Square	\$169	Superior
14	Prescott Hotel	\$149	Superior
15	San Francisco Marriott Marquis HQ	\$199	Deluxe
16	Serrano Hotel	\$129	Superior
17	Sir Francis Drake	\$159	Deluxe
18	Villa Florence Hotel	\$149	Superior
19	W San Francisco +	\$209	Deluxe
20	Westin Market Street +	\$189	Deluxe
21	Westin St Francis	\$179	Deluxe

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

+ Walking distance to the Moscone Center—North and South Buildings—No shuttle provided.

HQ = Headquarter Hotel



SAN FRANCISCO—DOWNTOWN AREA



MAP NOT DRAWN TO SCALE



Registration Information

2011 ASCD Annual Conference & Exhibit Show • March 26–28, 2011
Moscone Center • San Francisco, California, USA

Important Registration Information

NEW

Digital Program Book Delivers the Content You Need

ASCD is committed to providing you with the most up-to-date information about our annual conference. That's why we're creating a digital program book for the 2011 conference. This online program book will allow you to search for specific speakers, content, and/or sessions; plan your schedule; share session information with your colleagues; and receive advance notice of program changes—all before you arrive in San Francisco. Also, active links throughout the program book will allow you to access additional information, such as products, exhibitors, ASCD programs, and much more. **Print copies of the program book will be available to pick up when you arrive at the convention center, but all attendees who register by March 2, 2011 will have a link to the digital program book emailed to them before they leave for San Francisco. No program books will be mailed.** Stay tuned for more information; we will be sharing sneak peeks of what's coming at 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/ac11ts.** Remember that there are hundreds of sessions that are not ticketed. The digital program book will allow you to search the entire array of sessions available at the ASCD Annual Conference.

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 at cancel@ascd.org 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 January 12, 2011 saves you money and increases your chances of obtaining the best accommodations in San Francisco. 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 or Pre-Conference Institutes 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 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 new ASCD books, and member discounts. See Conference Registration Form on the opposite page to join ASCD.

Travel Services and Transportation

Check the ASCD website www.ascd.org/annualconference for travel and local transportation information. **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

ASCD is working with Travel Planners, Inc. for the 2011 Annual Conference and Exhibit Show. By completing and mailing the Hotel Reservation Form on page 16 of this preview will get you the best price for accommodations in the San Francisco area. All participating hotels are guaranteeing special ASCD room rates.

Interested in Earning Academic Credit?

Visit ASCD's website 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



2011 ASCD Annual Conference & Exhibit Show
March 26–28, 2011 • San Francisco, California, USA

FOR ASCD USE	
BILL TO	_____
SHIP TO	_____
PRE-CONF. ORD. NO.	_____
CONF. ORD. NO.	_____

Priority Code: P48

For housing information, see pages 16–17. **Attention:** Badges and ticketed sessions information, as well as a link to the digital program book, will be sent to all who register by March 2, 2011.

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 } _____

JOB TITLE (REQUIRED) _____

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

OFFICE PHONE _____ EXT. _____ FAX _____

HOME PHONE _____ E-MAIL (REQUIRED) _____

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 1/12/11)	ADVANCE (Received by 3/2/11)	LATE/ON-SITE (Received after 3/2/11)
OPTION 1 PRE-CONFERENCE INSTITUTE CHOICE (Institutes fill on a first-come-first-served basis. List Registration Code from pages 11–15.)				DISCOUNTED COMBINATION RATES NOT AVAILABLE.
1st Choice	2nd Choice	3rd Choice		
ANNUAL CONFERENCE WITH 1-DAY PRE-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-Conference Registration Only				
PRE-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-CONFERENCE INSTITUTE				
ASCD Member		<input type="radio"/> \$249	\$249	<input type="radio"/> \$274
Nonmember		<input type="radio"/> \$313	\$313	<input type="radio"/> \$338
2-DAY PRE-CONFERENCE INSTITUTE				
ASCD Member		<input type="radio"/> \$349	\$349	<input type="radio"/> \$374
Nonmember		<input type="radio"/> \$413	\$413	<input type="radio"/> \$438
3-DAY PRE-CONFERENCE INSTITUTE				
ASCD Member		<input type="radio"/> \$449	\$449	<input type="radio"/> \$474
Nonmember		<input type="radio"/> \$513	\$513	<input type="radio"/> \$538
TOTAL REGISTRATION FEES				\$ _____
Pre-Conference Materials Fees (Please see Institute choices on pages 11–15)				\$ _____
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/ac11ts.

SATURDAY, 3/26	SUNDAY, 3/27	MONDAY, 3/28
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) **ASCSD®**

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: P48 Incomplete forms will be returned.

• • • PREVIEW AND REGISTRATION MATERIALS • • •

2011

ASCD ANNUAL CONFERENCE & EXHIBIT SHOW

March 26–28, 2011

San Francisco, California
Moscone 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 © Tim Zeltner

This Preview is just a sample of the great content at the ASCD Conference. For a complete list of the more than 495 sessions, go to www.ascd.org/annualconference.

REGISTER ONLINE at www.ascd.org/annualconference

OR CALL TOLL-FREE TO REGISTER: 800-933-ASCD (2723) or 703-578-9600, then press 1