

BALTIMORE:

The City that Bounced Back

Becky Kesner

From Fort McHenry to the Inner Harbor, Baltimore symbolizes resilience.

If you're looking for a symbol of resilience and renewal, Baltimore is a classic example. Devastated by the Great Baltimore Fire of 1904, the Great Depression of the 1930s, and the great population exodus to the suburbs of the 1950s and 1960s, it has bounced back each time to emerge today as one of America's most vibrant and attractive urban centers. ▶



Originally established in 1729 as a port for exporting locally grown tobacco, Baltimore flourished over the next century as a seaport and shipbuilding center. The city's maritime heritage is preserved at the **Baltimore Maritime Museum**, where you can see a model of the "Baltimore Clipper," a 19th century sailing vessel famed for its cross-Atlantic speed. Or you can board the Baltimore-built **USS Constellation**, the last Civil War-era vessel still afloat.

Attacked by the British during the War of 1812, shortly after they torched Washington and the White House, Baltimore survived a 25-hour bombardment of **Fort McHenry** at the harbor entrance. Now a national monument, the fort is a popular tourist destination where visitors can see a replica of the flag that inspired Francis Scott Key to write the tribute to the "star-spangled banner" that became our national anthem.

Baltimore also served as the commercial center for 19th century trade with the West following construction of the Baltimore & Ohio Railroad, the first in the U.S. The **B&O Railroad Museum** offers a fascinating look into railroad history, with a restored 1884 roundhouse housing an extensive collection of 19th and 20th century railroad equipment and models. You can also take a short ride on an old-time train over some of the B&O's original track.

Though the Great Baltimore Fire of 1904 destroyed much of the city, you

can still see Baltimore's early roots in the cobblestone streets and restored homes of **Fells Point**. Named after Englishman William Fell, who bought the site in 1726, Fells Point was one of three localities that were incorporated to form the city of Baltimore in 1797. At historic Broadway Market, vendors sell a variety of fresh produce, meat, and baked goods.

Hurt by the Great Depression, Baltimore started to lose population after World War II. But the urban renewal of the **Inner Harbor** in the late 1970s became a model for other distressed cities. Baltimore tore down 270 acres of decaying piers and warehouses along its waterfront and replaced them with such attractions as the **National Aquarium**, which boasts a 64-foot-high tropi-

Have the Convention Come to You!

With all of the Convention enticements, how can you stay away from Baltimore? But for those of you who simply can't attend, we have a solution: *Convention News Online*, delivered right to your e-mail in-box every morning, brings the best of the Convention to you.

Start every day by reading *CNO's "Principal's Diary,"* in which typical attendees chronicle their daily experiences at the Convention—what they expected, what they learned, or even the neat restaurant they discovered the night before.

The "What Would You Say?" feature gives you a taste of what it's like to participate in the annual Ask-A-Principal Hotline, where people from all around the country call in to ask questions about schools and children. Each day, you can see a new question and share your thoughts on how you would have answered it.

The *CNO* staff will provide daily reports on the major Convention presentations, including all of the General Session speakers. The popular Convention Bookstore presents its offerings online as well, including books by featured speakers.

Finally, there are benefits just for *Convention News Online* readers. You can register to win one of the daily prizes, or participate in the daily poll.

But you can't get *Convention News Online* if we don't have your e-mail address. If you haven't already done so, go to www.naesp.org and register. Click on the red box labeled "myNAESP," log in with your last name and NAESP ID number (located on the mailing label of this magazine), and fill out the profile on the "My Profile" page, including your e-mail address. If you have questions, send them to naesp@naesp.org.



cal rain forest and a 222,000-gallon shark tank. Visitors to the Inner Harbor, within walking distance of the Baltimore Convention Center, can also enjoy the **Maryland Science Center**. It's a great place for kids, with a planetarium, IMAX theatre, and hands-on exhibits about dinosaurs and the human body, as well as displays exploring light, sight, sound, magnetism, and mechanics. Or simply shop at **Harborplace**. Its three pavilions provide some of Baltimore's best shopping, dining, and entertainment.

There's more to see in Baltimore beyond the Inner Harbor. Stop by the **Babe Ruth Birthplace and Museum** or the **H. L. Mencken House**. Visit Edgar Allan Poe's grave in the **Westminster Cemetery**. Or you may want to catch a game at picturesque **Oriole Park at Camden Yards**, where the Baltimore Orioles will be playing a weekend series with the New York Yankees. Baltimore's **Pimlico Race Course**, site of the annual Preakness Stakes, is where Seabiscuit beat War Admiral in the historic 1938 race featured in the recent bestseller *Seabiscuit* and the movie of the same name.

Baltimore's 686-acre **Druid Hill Park** is home to the acclaimed **Baltimore Zoo**, which boasts more than 300 species and a popular children's zoo.

The city also is home to three outstanding museums: the **Baltimore Museum of Art**, which has a fine collection of modern art; the **Walters Art Gallery**, housing outstanding exhibits of medieval and Chinese art; and the

Peale Museum, which displays historical artifacts of Baltimore's three centuries. ■

Convention Extras

Every year, NAESP's annual Convention features great speakers, practical presentations, and the opportunity to share ideas and strategies with thousands of your peers. But the Convention has a lot more to offer!

Welcoming Reception & Dance. Every year, NAESP gives each Convention attendee a free ticket to have some Saturday night fun at the Welcoming Reception and Dance. The theme this year is "Pirates of the Inner Harbor," and additional tickets are available for \$10 each.

Prize Drawings. This year, Virco Manufacturing is giving away an entire classroom of furniture and AOL@School is offering a fully loaded computer, complete with printer and software. Many other exhibitor booths have prize drawings as well. There will be a drawing every day at the NAESP booth, with one of the prizes being a free Convention package for next year's Convention in San Antonio! Or you can participate in the "Find the Missing Lunchbox" game, where attendees who turn in cards stamped by exhibitors are eligible for cash prizes.

Pre-Convention Workshops. Would you like to learn how to "Work Less, Play More, and Still Get the Job Done"? Or if your school is "Bridging the Gap Between Standards and Achievement"? You can find the answers to these and other questions at this year's Pre-Convention Workshops, where presentations by such authorities as Richard Elmore, Lynda Irvin, Clifton Taulbert, and others will give you the kind of in-depth information you need.

Networking Events. There are special events scheduled every day that are designed to help you meet and network with other principals. Zone meetings and state receptions give you a chance to get together with peers from your region or state. The Middle Grades Luncheon and Urban Forum attract principals whose schools reflect these categories. And if you're new to NAESP, you can start networking at the New Member Breakfast.

Convention CDs. This year, NAESP is offering for the first time a CD set featuring audio recordings of all sessions and copies of session handouts. If you order your CD set when you register, it will cost only \$35; the on-site price is \$50. After Convention, the price will go up to \$195.

Becky Kesner is managing editor of *Principal*. Her e-mail address is bkesner@naesp.org.

Baltimore's Unusual Attractions



Fort McHenry

For many tourists, Baltimore's allure begins in the scenic waterfront area of the Inner Harbor and historic Fort McHenry, but there is much more to see in "Charm City." Here are some of Baltimore's more unusual attractions that you might want to explore.

The Edgar Allan Poe House and Museum

203 North Amity Street

This is where the great author of macabre poetry and stories lived in the 1830s. When the house was in danger of being demolished in 1941, the Edgar Allan Poe Society of Baltimore restored it and converted it into a unique museum that holds Poe's writing desk, telescope, and the Gustave Doré 1884 illustrations for Poe's classic poem, *The Raven*.

Insect Zoo

Carrie Murray Outdoor Education Campus
1901 Ridgetop Road

Baltimore boasts a great city zoo with over 2,200 animals. But it also has a zoo

like no other city, one that's not for the faint of heart. At the Insect Zoo, take a tour with an entomologist and see exhibits filled with cockroaches, spiders, flies, and a variety of other insects. You'll hear why insects benefit the world around us and even have an opportunity to feed a tarantula.



Bromo Seltzer Tower

American Dime Museum

1808 Maryland Avenue

If you're looking for the unusual, the bizarre, and the exotic, the Dime Museum is the perfect place to visit. Exhibits include Fiji mermaids, shrunken heads, and other such offbeat artifacts. The museum also has a collection of genuine sideshow props and paraphernalia, including a giant mummy.

Baltimore Streetcar Museum

1901 Falls Road

Founded in 1966, this museum pays tribute to the streetcars that were once dominant in Baltimore. Visitors can ride a vintage streetcar, explore the museum's many displays, or view a film tracing the streetcar's evolution.

National Museum of Dentistry

31 South Greene Street

Don't worry, a visit here won't hurt. This museum offers a fascinating and fun-filled look at the history of dental medicine. Highlights include historic dental tools, a giant mouth-shaped jukebox, and a set of George Washington's dentures.

Bromo Seltzer Tower

312-318 West Lombard Street and South Paca Street

Built in 1911 by Isaac Emerson, the inventor of the headache remedy, the 15-story tower, a replica of the Palazzo Vecchio tower in Florence, Italy, is listed on the National Register of Historic Places. Until 1936, a 51-foot replica of the famed blue Bromo Seltzer bottle revolved on top of the building, illuminated by 596 lights. Today, the structure's four clock faces are illuminated, allowing passersby to see the Bromo Seltzer letters that mark the time. The tower is not open to the public, so visitors will have to appreciate its magnificence from the street.



Inner Harbor

the 27th floor of the World Trade Center. The glass-enclosed observation deck provides a panoramic view of the city. If the people below resemble ants, there are telescopes to give you a closer view.

Hometown Girl Shop

Roland Avenue and 36th Street

Visitors to this store, which specializes in Baltimore artifacts, have the opportunity to examine and purchase everything from traditional T-shirts and mugs to crab lights, miniature hand-painted window screens, local cuisine cookbooks, plastic beehive-hairdo hats, and Orioles checkers.

Star-Spangled Banner Flag House and War of 1812 Museum

844 East Pratt Street

Come visit the location where Mary Young Pickersgill sewed the enormous 30 x 42-foot Star-Spangled Banner that flew over Fort McHenry during the War of 1812 and inspired Francis Scott Key to write the poem that became our national anthem. Tour guides help visitors understand how the huge flag was made

and what life was like for a widowed flag maker in the early 19th century. A visit also includes a stop at the War of 1812 Museum, with its interesting displays of military and domestic artifacts.

Top of the World Observation Level

World Trade Center
401 East Pratt Street

You can see all of Baltimore when you take a trip to the observation tower on



Maryland crabs

A Salute to NAESP's Longtime Exhibitors

NAESP extends special thanks to its longtime Convention exhibitors, who have demonstrated their confidence and loyalty over the years in presenting products and services that have benefitted our nation's principals and their students. Look for them in Baltimore and at many more Conventions in the future.

44 years

*Lifetouch
World Book*

33 years

*VIRCO Manufacturing
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25 Years

*Ellison Educational
Equipment Company*

20 years

*BCI Burke Company, LLC
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Service*

43 years

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24 years

AIG VALIC

*Frog Publications
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Playworld Systems*

42 years

Jostens

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World Research Company

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Positive Action, Inc.

37 years

*QSPI/Reader's Digest
Scholastic, Inc.*

27 years

SICO America, Inc.

22 years

Landscape Structures, Inc.

The Hotline Has a New Name

NAESP is once again pleased to provide parents nationwide with an opportunity to speak directly, but anonymously, to school principals through our annual Hotline. This year we are proud to introduce a brand-new corporate sponsor for this public service—AOL@SCHOOL™—and a brand-new name: Ask-A-Principal.

The new sponsor joins longtime partners *Family Circle* and the National Association of School Psychologists in enabling 150 volunteer principals and school psychologists to be “On Call for Kids” in Baltimore. These dedicated and enthusiastic professionals will donate two hours of their convention time to take calls at 800-944-1601 from every state, Canada, and Puerto Rico, and answer e-mail inquiries submitted through the NAESP Web site, www.naesp.org.

The Ask-A-Principal Hotline will operate from 1:00 p.m. to 7:00 p.m. (Eastern Time) on Sunday, April 17; from 7:00 a.m. to 7:00 p.m. on Monday, April 18; and from 7:00 a.m. to 1:00 p.m. on Tuesday, April 19. Volunteers will take questions in both English and Spanish.

You can help publicize the Hotline in your school and community by publishing the number and e-mail address in your school and district newsletter. You can also make copies of the Hotline flyer that members will soon receive and send them home to parents.

If you're planning to attend NAESP's Convention in Baltimore and would like to volunteer for Ask-A-Principal, call or e-mail Mollie Strotkamp at 800-386-2377 and mstrotkamp@naesp.org.

Convention Speakers

NAESP welcomes an outstanding group of General Session speakers and Distinguished Lecturers to the 2005 Convention. The wealth and variety of their backgrounds and expertise promise to provide their audiences with a memorable experience.

General Session Speakers

Emmy Award winner and Baltimore native **Montel Williams**, who addresses family and youth issues on *The Montel Williams Show*,



offers a strong message of hope and empowerment. Not only does his show's After-Care Program provide medical and psychological assistance, he also has created a publishing company for motivational books and is involved with organizations that address suicide prevention, mentoring, and scholarships for disadvantaged youth.



Author and organizational change expert **Michael Fullan** will offer insight into the dynamics of change and how principals can excel in a workplace that is constantly in flux.

He will present creative approaches that can help principals successfully navigate change and achieve their goals while staying one step ahead of their constantly changing communities.

Sonia Manzano, or “Maria” as she is known on *Sesame Street*, has been a positive role model for millions of children since the 1970s.



She earned 14 Emmy Awards as part of the *Sesame Street* writing staff and was also nominated twice as

“Outstanding Performer in a Children's Series.” Manzano has written for Nickelodeon's *Little Bill* and a parenting column for the Sesame Workshop Web site. Her first picture book, *No Dogs Allowed!*, was recently released.

She will discuss Latinos on television, and the roles and responsibilities of children's television.

Distinguished Lecturers

An educator for over 30 years, **Ruby Payne** believes that the most effective way to engage high-poverty students in learning



is to build relationships with them. “Rules without relationships build rebellion,” says Payne. “There's no learning without mutual respect.” The author of *Framework for Understanding Poverty*, Payne will enlighten principals about the mind-sets and attitudes of students living in poverty, discuss the challenges of working across socio-economic lines, and provide strategies for overcoming the seemingly overwhelming obstacles of poverty.



Psychiatrist **Edward Hallowell**, founder of the Hallowell Center for Cognitive and Emotional Health and a

nationally recognized authority on attention deficit disorder in children, will provide principals with straightforward information about this troubling condition. The author of two landmark books, *Driven to Distraction* and *Answers to Distraction*, Hallowell has appeared on national TV in *Oprah*, *The Today Show*, *Good Morning America*, and *20/20*.

Harvard University education professor **Richard Elmore**, currently co-director of a research project on school accountability



School Visits

being conducted by the Consortium for Policy Research in Education and co-author of *When Accountability Knocks, Will Anyone Answer?* will discuss the link between accountability and student achievement. Elmore is also involved in a multiyear study of instructional improvement and professional development in New York City.

Willie Lanier, an outstanding linebacker for 11 years with the Kansas City Chiefs and a recent inductee into the National Football League Hall of Fame, is a role model for overcoming adversity through commitment and hard work. He will share his inspirational success story and discuss issues of diversity and community involvement. Lanier is currently a vice president at Wachovia, specializing in urban infrastructure financing.



NAESP invites you to visit three very different schools in the Baltimore area on Tuesday, April 19. The cost per tour is \$20 for each person and you may register for only one tour. On-site registration is available at the registration desk from Saturday, April 16, to Monday, April 18. Attendees who pre-register from the NAESP Web site may pick up their tickets at the registration desk. All tours depart from the Convention Center promptly at 8:30 a.m. and return at 12:30 p.m. Tours with less than 15 registrants may be subject to cancellation.

Deep Run Elementary School. Fran Donaldson, Principal.

This suburban PreK–5 school has a variety of programs to meet the needs of a diverse student population, including enrichment classes, tutorials, homework support, and parent partnership programs. It also boasts one of the nation's few regional early childhood centers, serving special-needs children from birth to age 5.

William S. Baer School. Shari Johnson, Principal.

Opened in 1933 to serve children with polio, this Baltimore City school provides comprehensive educational and therapeutic services for students with severe disabilities. An unusual "reverse inclusion" program brings in young children without disabilities to receive preschool and kindergarten instruction in an inclusive setting.

Roland Park Elementary/Middle School. Mariale Hardiman, Principal.

A K–8 Baltimore City school serving a highly diverse population, Roland Park consistently ranks among the top schools in the state on measures of academic achievement. Its Advanced Academic and Ingenuity programs attract gifted students city-wide. The school also supports an extensive arts program, writing workshops, and a week-long literary festival.

www.naesp.org/conventions

NAESP's Comprehensive Convention CD contains audio recordings of sessions, copies of session handouts, exhibitor information, and more!



Order Your
Comprehensive
CONVENTION CD

Order your Convention CD when you register for Convention at www.naesp.org/conventions.



With the Comprehensive CD you don't need to worry about splitting your time to get to multiple sessions or making room in your suitcase for handouts!

\$35 when you register for convention at www.naesp.org/conventions

\$50 on site at Convention
\$195 after Convention

THREE EASY WAYS TO REGISTER

FAX: 24-Hour Fax Line: 1-800-39-NAESP (1-800-396-2377)
International Fax: 1-703-549-5568
(Credit Card /Purchase Orders only.)

MAIL: NAESP Registration
1615 Duke St., Alexandria, VA 22314-3483

ONLINE: www.naesp.org/conventions

This is my first NAESP Convention. I am a new Principal (1-3 yrs).

Please Print Clearly:

NAESP Member ID# _____ (if applicable)

Last Name First Name MI

Position

School/Company

School/Company Address

City State/Province Zip Code

School Telephone Fax Number

E-mail Address (Very Important!)

First name or Nickname for Badge _____

Grade Span of School: Lowest Grade ____ to Highest Grade ____ N/A ____

SPOUSE/GUEST DATA


(Spouse or guest must register to attend Convention functions and must purchase a ticket to attend the Gala.)

Last Name First Name MI

First name or Nickname for Badge _____

CHILDREN'S NAMES

(List names of all children attending with you. Children under 18 receive a free registration.)

 Please indicate if you require special assistance during the Convention.
My requirements are: _____

Membership in NAESP

Join NOW and Save \$200 off Convention Registration.

Joint membership is required for principals and assistant principals from the following states: AK, AL, DC, FL, HI, ID, MA, MD, MI, MS, MT, NE, NM, PA, RI, TN, VA, WA, WV, WY. If you're unsure of the amount for state dues, call 1-800-38-NAESP.

	Amount
<input type="checkbox"/> Active (Principals and Assistant Principals)	\$195
<input type="checkbox"/> Institutional Active	\$235
<input type="checkbox"/> Associate	\$105
<input type="checkbox"/> International Associate	\$130
<input type="checkbox"/> Aspiring Principal (Students & Teachers only)	\$ 65
<input type="checkbox"/> Emeritus (renewing only)	\$ 98
<input type="checkbox"/> Retired (renewing only)	\$ 50

Sub Total: \$ _____

Convention Registration Fees:

NOTE: Institutional subscription memberships do not qualify for the member registration fee. Please complete one form per paid registrant.

After 3/16/05 you must register at the Baltimore Convention Center.

	Advance	On site
	(3/16/05)	(After 3/16/05)

Registration Fees

<input type="checkbox"/> Active/Associate/International	\$260	\$285
<input type="checkbox"/> Aspiring Principal	\$90	\$100
<input type="checkbox"/> Emeritus/Retired	\$45	\$50
<input type="checkbox"/> Non-member	\$460	\$485
<input type="checkbox"/> Teacher/Student*	\$90	\$100
<input type="checkbox"/> Spouse/Guest	\$65	\$75

Optional Convention Benefit (per full registration)

<input type="checkbox"/> Comprehensive Convention CD Set (\$195 Value)	\$35	\$50
	Sub Total: \$ _____	

* A copy of your teacher or university I.D. must be attached. College/University professors do not qualify for this fee.

NAESP Welcoming Reception

Saturday, April 16, 7:30 - 11:00 p.m.

<input type="checkbox"/> Yes! I plan to attend – I Free ticket per full registration.	
<input type="checkbox"/> No, I do not plan to attend	
<input type="checkbox"/> I need additional guest tickets	# of tickets _____ X \$10 each
	Sub Total: \$ _____

Middle Grades Luncheon*

Sunday, April 17, 12:00 - 1:30 p.m. \$40 per ticket

<input type="checkbox"/> Yes! I plan to attend	# of tickets _____ X \$40 each
*Luncheon is limited to 70 attendees. Sub Total: \$ _____	

Pre-Convention Workshops

Friday, April 15, 8:30 a.m. - 4:30 p.m. **\$125 per workshop**

Limited to **first 100 participants** per workshop. You may register for only ONE workshop.

- ELTC Effective Leadership: Transforming the Culture of the School
- BGBS Bridging the Gap Between Standards and Achievement
- BABD Building An Ark: Best Data Practices Learned from No Child Left Behind
- HWLP How to Work Less, Play More, & Still Get the Job Done
- AELA Assessing Educational Leaders: Accountability for Improved Student Achievement
- LBOA Leadership...Bringing Others Along: Building Relationships to Develop Leadership
- CLTP Changing Lives Through the Principalship

Sub Total:	\$ _____
Less Gift Certificate Amt.*	\$ _____
Total Payment Enclosed**	\$ _____

* To use a gift certificate, attach to registration and deduct from total.

** Include registration fees, dues, special events, and workshops as appropriate.

Payment Information - Funds must be drawn in U.S. dollars on a U.S. bank.

- Check** enclosed (Make checks payable to NAESP.)
- Purchase order** enclosed.* (P.O. must be attached to form for processing.)
- CREDIT CARDS*** MasterCard (16 digits) VISA (13 or 16 digits)
- Discover (16 digits) American Express (15 digits)

Card # _____

Exp. Date _____

Name on Card _____

Signature _____

Billing Address _____

*Credit Cards and Purchase Orders are accepted for online registration.

SAVE TIME! REGISTER ONLINE @ www.naesp.org/conventions

Registration Code 05prn

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 - Politics, Communication, and Public Relations in the Global Learning Community
 - Organizational Change: Strategies for Preparing Your School for Globalization

Puerto Vallarta,
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JULY 4-9

- Early Childhood Education Institute
- Counseling Institute I
- Principal Leadership Institute

JULY 11-16

- Counseling Institute II
- Education Technology Institute

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