Where Students Discover Books
They WANT TO READ.

Scholastic Book Fairs
Booth #316
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NAESP Thanks Our Generous SPONSORS

GOLD SPONSORS

SILVER SPONSORS

BRONZE SPONSORS

www.naesp.org/2013 | 1
Dear Members, Friends, and Colleagues:

On behalf of the NAESP Board of Directors and staff, we welcome you to the first-ever summer meeting of the NAESP Annual Best Practices For Better Schools Conference and Exposition! This has been quite a year so far, and we look forward to the many powerful opportunities that are waiting for the outstanding elementary and middle-level principals of NAESP. We know you will find the NAESP Conference to be filled with the resources, learning, networking, and inspiration you need to make the most of your next school year. Enjoy your time here in beautiful Baltimore.

The staff at NAESP has designed a program to address many of the challenges facing you today. There are pre-conference workshops, keynote and plenary sessions, and an array of practitioner concurrent sessions focused on the pressing needs of the principalship, including creating a culture of student success, motivating staff, implementing Common Core, differentiated instruction, improving teacher observation, and much more.

One of the more rewarding aspects of the Conference will be the opportunity to network with your fellow principals to get fresh ideas, find new ways to solve problems, share best practices, and reassure yourself that you are definitely not alone facing the challenges and opportunities of another school year. Meeting new colleagues from across the nation while you are in Baltimore will be great fun, and taking full advantage of the collective wisdom of the principals you are sure to meet will be rewarding beyond compare.

The NAESP Membership booth is a good place to meet other principals and find out about new NAESP resources, meet and greet NAESP staff, or share your thoughts, ideas, and suggestions. This is the highlight of our year, too, because we get to meet so many of our members, and your dedication to our profession rejuvenates all of us committed to elementary and middle-level leadership!

Be prepared to be overwhelmed by the abundance of information available in the NAESP Exhibit Hall. It’s a must-see, and an essential part of your Conference experience. Every aisle will be filled with displays of products and services for every grade level, with tools to help make your job easier and more rewarding. Be sure to schedule multiple visits to the Exhibit Hall and examine the wide variety of new materials and speak with representatives ready to meet with principals. The NPRC Bookstore is offering the best books for educators, including the latest books authored by our conference speakers. Come meet the authors and get your books signed, too!

We would be remiss if we did not remind you to take some time out to stroll the harbor in our beautiful host city of Baltimore. You can walk from the Convention Center to scores of restaurants, a wide variety of shops, fascinating museums, and other outstanding attractions such as the Baltimore Aquarium. Baltimore is called “Charm City” for good reason!

Enjoy, learn, energize, meet and greet, and then plan to join us next year, July 10–12, 2014, for our Annual Conference at the Opryland Gaylord Hotel and Convention Center in Nashville, Tennessee.

And always remember: Principals wear a lot of hats. NAESP Membership helps you wear them all well.
BOARD OF DIRECTORS

President
Nancy Flatt Meador, Ed.D.
Madison Middle School
Madison, TN

Past President
Mark O. Terry
Eubanks Intermediate School
Southlake, TX

President Elect
Mark J. White
Hintgen Elementary School
La Crosse, WI

Director, Zone 1
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Plains Elementary School
South Hadley, MA

Director, Zone 2
John E. Stimmel, Ed.D.
Cherry Avenue Elementary School
West Sayville, NY

Director, Zone 3
A. Blaine Hawley
Red Pump School
Bel Air, MD

Director, Zone 4
Brian K. Parlin
Thomas Jefferson Elementary School
Kingsport, TN

Director, Zone 5
Travis Wyatt
Jasper County Junior High School
Newton, IL

Director, Zone 6
Eric S. Cardwell
Besser Elementary School
Alpena, MI

Director, Zone 7
Steven D. Geis, Ed.D.
North Trail Elementary School
Farmington, MN

Director, Zone 8
Tammy D. Condren, Ed.D.
Marion C. Early Elementary School
Morrisville, MO

Director, Zone 9
Robyn M. Conrad, Ed.D.
Playa Del Rey Elementary School
Gilbert, AZ

Director-at-Large
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Columbia Falls Junior High School
Columbia Falls, MT

Director-at-Large
Raul C. Sanchez
Ruth N. Bond Elementary School
Kirtland, NM

Executive Director
Gail Connelly
NAESP
Alexandria, VA

Deputy Executive Director
Foundation CEO
Ernie Mannino
NAESP
Alexandria, VA

Deputy Executive Director
Michael Schooley, Ed.D.
NAESP
Alexandria, VA
Registration is located in the Charles Street Lobby of the Baltimore Convention Center. Pre-registered conference attendees staying at the Renaissance Baltimore Harborplace Hotel will be able to pick up their conference materials at express registration in the hotel lobby.

Conference sessions will take place at the Baltimore Convention Center. Leadership meetings and social functions will take place at the Renaissance Baltimore Harborplace Hotel. Please check the room location of your selected sessions by checking the program schedule that lists each day’s schedule by start time. See Pages 14 – 39.

MEETING SITE
Most sessions will be held at the Baltimore Convention Center; pre-conference sessions will be held at the Renaissance Baltimore Harborplace Hotel.

The Baltimore Convention Center
One West Pratt Street
Baltimore, MD  21201
410-649-7000

CONFERENCE BADGES
In an effort to enhance security, NAESP requires that attendees wear their conference name badges at all times during conference hours. Badges must be worn to gain admission to sessions and the Exhibit Hall. Your badge not only indicates that you are fully registered for the conference, but is also a courtesy to other registrants.

REGISTRATION INFORMATION
The pre-conference sessions are the only sessions that require advance registration.

REGISTRATION HOURS
Baltimore Convention Center

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Wednesday, July 10</td>
<td>12 – 8 pm</td>
</tr>
<tr>
<td>Thursday, July 11</td>
<td>6 am – 5 pm</td>
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<tr>
<td>Friday, July 12</td>
<td>7 am – 5 pm</td>
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<tr>
<td>Saturday, July 13</td>
<td>7 am – 5 pm</td>
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SATELLITE REGISTRATION HOURS
Renaissance Harborplace Hotel

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<th>Day</th>
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<tbody>
<tr>
<td>Wednesday, July 10</td>
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<tr>
<td>Thursday, July 11</td>
<td>6 am – 12 pm</td>
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EXHIBITOR REGISTRATION HOURS

<table>
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<tr>
<th>Day</th>
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<tr>
<td>Thursday, July 11</td>
<td>6 am – 5 pm</td>
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<td>Friday, July 12</td>
<td>7 am – 5 pm</td>
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<tr>
<td>Saturday, July 13</td>
<td>7 am – 5 pm</td>
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EXHIBIT HALL HOURS

Exhibit Hall Sneak Peek Happy Hour
Thursday, July 11  4:30 – 6 pm

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Friday, July 12</td>
<td>10 am – 4 pm</td>
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<tr>
<td>Saturday, July 13</td>
<td>9 am – 2 pm</td>
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NPRC BOOKSTORE HOURS

<table>
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<tr>
<th>Day</th>
<th>Hours</th>
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<tr>
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<td>Thursday, July 11</td>
<td>8 am – 5:30 pm</td>
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<td>Friday, July 12</td>
<td>8 am – 5:30 pm</td>
</tr>
<tr>
<td>Saturday, July 13</td>
<td>8 am – 5:30 pm</td>
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</table>

HOUSING
Experient is located in the Charles Street Lobby of the Convention Center in the registration area to assist attendees with questions about housing reservations.
On Wednesday, July 10, the NAESP Foundation and partner Landscape Structures will kick off the fifth annual Community Service Day at John Ruhrrah Elementary School in downtown Baltimore. Nearly 100 volunteers will build a brand-new inclusive playground that will allow children of all abilities to play and learn together.

We encourage you to visit the Landscape Structures booth (#309) to learn how you can transform your school’s playground into a fun, educational, healthy, and safe place for your school community.
GENERAL INFORMATION

BUSINESS CENTER
The Business Center is located in the Baltimore Convention Center, level 300 Pratt Street entrance, adjacent to Starbucks. Services include photocopying, faxing, shipping and sale of office supplies.

BUSINESS CENTER HOURS
<table>
<thead>
<tr>
<th>Days</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Monday – Saturday</td>
<td>8 am – 6:30 pm</td>
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<tr>
<td>Sunday</td>
<td>8 am – 6 pm</td>
</tr>
</tbody>
</table>

Phone: 410-649-7194

HOSPITALITY AND RESTAURANT RESERVATIONS
Members from Visit Baltimore will be on-site to provide participants with brochures and answer questions about the city, restaurants, and other attractions. They can be found on level 200 of the Convention Center.

HOSPITALITY HOURS OF OPERATION
<table>
<thead>
<tr>
<th>Days</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Wednesday, July 10</td>
<td>12 – 5 pm</td>
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<tr>
<td>Thursday – Saturday</td>
<td>10 am – 5 pm</td>
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</table>

LOST AND FOUND
If you misplace an item during the conference, please go to the NAESP staff office (Room 304) to report your lost item.

NAESP STAFF OFFICE HOURS | ROOM 304
<table>
<thead>
<tr>
<th>Days</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Wednesday, July 10</td>
<td>8 am – 5 pm</td>
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<tr>
<td>Thursday – Saturday</td>
<td>7 am – 5 pm</td>
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</tbody>
</table>

NAESP PRESS OFFICE HOURS | ROOM 305
<table>
<thead>
<tr>
<th>Days</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Thursday – Saturday</td>
<td>7 am – 5 pm</td>
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</tbody>
</table>

SPEAKERS
Concurrent session, and 2-hour workshop conference presenters must check in to receive their ribbons and confirm their audiovisual information in the Speaker Ready Room, located on Level 3, Room 306.

Here, presenters will find a place to run through their sessions, test their presentation equipment and materials, or simply relax before or after presenting.

SPEAKER READY ROOM HOURS | ROOM 306
<table>
<thead>
<tr>
<th>Days</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Wednesday, July 10</td>
<td>8 am – 5 pm</td>
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<tr>
<td>Thursday – Saturday</td>
<td>7 am – 5 pm</td>
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</table>

WHEELCHAIRS
A&A Medical Supply Company offers manual and motorized scooters for rental. Reservations can be made by calling 410-526-9323. Electrical wheelchairs have a $25 per day rate or $95 per week rate. Delivery is $15-30, one-way.

MEDICAL EMERGENCIES
Emergency Medical Services (EMS) providers will be on duty at the Baltimore Convention Center. First aid services include full, basic life support as well as AED (automated external defibrillation) capacity in the event of a sudden cardiac arrest. For a medical emergency please call the Public Safety office at ext. 7055 from any in-house phone.

ROOM OVERCROWDING
All sessions fill on a first-come, first-served basis. For your safety, and because of fire regulations, meeting rooms that fill to capacity will be restricted. NAESP staff and convention center personnel must follow local fire regulations and will ask participants in an overcrowded room to leave the room.

CONSENT TO USE VIDEO OR PHOTOGRAPHIC IMAGES
Registration and attendance at or participation in NAESP meetings, conferences, and other activities constitutes agreement by the registrant to NAESP’s use and distribution of the registrant or attendee’s images or voice in photographs, videotapes, websites, electronic reproduction, and audiotapes of such events and activities.
We hope you take advantage of the multiple tools NAESP provides to assist you in planning your experience at the Annual Conference and Exposition.

**NAESP’S ONLINE CONFERENCE PLANNER**
The program book features a full list of session titles and locations and exhibitors as of May, 2013. The most up-to-date view of all sessions and exhibitors can be found on the NAESP Conference App.

**NAESP CONFERENCE APP**
Download the NAESP Conference App to browse schedules, speakers, and sessions; find exhibitors; view hotel and event map and meeting room locations; receive important updates; and more.

**CONFERENCE NEWS ONLINE (CNO)**
CNO is your electronic conference newspaper, featuring articles about various sessions and events each day of the conference.

**TWITTER**
Follow NAESP’s official Twitter channel, @NAESP, for up-to-the-minute information on everything education. While you’re on site at the Annual Conference, use the hashtag #NAESP13 to join the conversation, add anything you’ve learned from sessions, and connect with other attendees.

**FACEBOOK**
Connect with other educators and discover more about NAESP’s programs, products, and services. “Like” us at Facebook.com/NAESP

**PRINCIPAL2PRINCIPAL**
See what principals are talking about in Principal2Principal, NAESP’s confidential professional online community for members, allowing principals across the nation to contact and affiliate with each other based on their individual profiles, content needs, shared interests, and common challenges.

**LINKEDIN**
Join the NAESP’s discussion group on LinkedIn for an opportunity to share ideas and examine school leadership issues.

**EVALUATIONS**
As part of our efforts to “go green,” session participants will be able to go online to evaluate each session’s presenter(s) and material. After your sessions, please visit our website at naesp.org/evaluations to complete the evaluations. You’ll also receive an email reminder at the end of each day regarding the evaluations. We greatly appreciate your feedback.

NAESP will also email participants a survey one week after the conference ends. Please use the survey to evaluate your overall experience. We will use the survey results to make improvements to future conferences.

---

**Download the FREE NAESP 2013 National Conference Mobile App!**

1. Scan this QR code
2. Search your device’s app store (Apple iTunes, Google Play, BlackBerry World) and search for “NAESP 2013”
Hats off to you! Join your colleagues at the **naesp** Booth. Take a picture at our fun photo booth, and enter to win cool prizes!

**NAESP Members:**
The NAESP booth is the place to find solutions for you, your teachers, and your school. Learn about new benefits of membership. Meet one-on-one with colleagues from across the country. And have a blast in our photo booth and a chance to win some great prizes.

**Not a Member yet?**
Stop by, join in the fun, and find out why an NAESP membership is an unbeatable value.
BOOK SIGNING SCHEDULE

Engage with Authors

Meet with some of your favorite NAESP authors who are featured at the conference. Book signings listed below will take place in the Registration Area of the Charles Street lobby.

**THURSDAY | JULY 11**

9:30 – 10 am
2-Hour Workshop Speakers
   Michael Chirichello
   Jim Grant
   Baruti Kafele
   Mark Reardon
   Mike Schmoker
   David Sousa

10:30 am – 12 pm
Children’s Book Award Winners:
   Kristin Bowe
   Nicole Groeneweg

2 – 4 pm
Children’s Book Award Winners:
   Kristin Bowe
   Nicole Groeneweg

4:15 – 4:45 pm
Gabe Zichermann

**FRIDAY | JULY 12**

10:15 – 10:45 am
Michael Fullan

11 am – 2 pm
Children’s Book Award Winners:
   Kristin Bowe
   Nicole Groeneweg

2:30 – 3 pm
2-Hour Workshop Speakers
   Patricia and James Cunningham
   Gretchen Goodman

4:15 – 4:45 pm
Eric Jensen

**SATURDAY | JULY 13**

9:30 – 11:30 am
Children’s Book Award Winners:
   Kristin Bowe
   Nicole Groeneweg

11:45 am – 12:15 pm
Todd C. Whitaker

1 – 3 pm
Children’s Book Award Winners:
   Kristin Bowe
   Nicole Groeneweg

3:30 – 4 pm
Adam Sáenz
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 – 10:30 am</td>
<td>State Editors Meeting</td>
<td>Baltimore Convention Center, Room 312</td>
</tr>
<tr>
<td>4 – 5 pm</td>
<td>NAESP Mentor Collaborative</td>
<td>Renaissance Baltimore Harborplace Hotel, Baltimore Ballroom A</td>
</tr>
<tr>
<td>5:30 – 6:30 pm</td>
<td>NAESP Mentor Reunion and Reception</td>
<td>Renaissance Baltimore Harborplace Hotel, Watertable Ballroom</td>
</tr>
<tr>
<td>6:30 – 7:30 pm</td>
<td>Past Directors Reception (Past Board of Directors Only)</td>
<td>Renaissance Baltimore Harborplace Hotel, Presidential Suite</td>
</tr>
<tr>
<td>7 – 8:30 am</td>
<td>Zone 7 Breakfast (by invitation)</td>
<td>Baltimore Convention Center, Maryland Ballroom A/E</td>
</tr>
<tr>
<td>7:15 – 8:45 am</td>
<td>Zone 9 Board Breakfast (by invitation)</td>
<td>Renaissance Baltimore Harborplace Hotel, Watertable Ballroom C</td>
</tr>
<tr>
<td>10:30 am – 12 pm</td>
<td>State Representatives Meeting</td>
<td>Baltimore Convention Center, Room 301</td>
</tr>
<tr>
<td>11 am – 12:30 pm</td>
<td>“Big Ten” Consortium Meeting and Luncheon (by invitation)</td>
<td>Renaissance Baltimore Harborplace Hotel, Homeland</td>
</tr>
<tr>
<td>12 – 1:30 pm</td>
<td>Parliamentarian Meeting (by invitation)</td>
<td>Baltimore Convention Center, Room 313</td>
</tr>
<tr>
<td>2 – 4:30 pm</td>
<td>Federal Relations Network and A-Teams Meeting</td>
<td>Renaissance Baltimore Harborplace Hotel, Ballroom A</td>
</tr>
<tr>
<td>4:30 – 5:30 pm</td>
<td>Delegate Assembly (credentialed delegates)</td>
<td>Renaissance Baltimore Harborplace Hotel, Maryland Ballroom CF</td>
</tr>
<tr>
<td>5 – 6 pm</td>
<td>National Distinguished Principal Reunion (by invitation)</td>
<td>Renaissance Baltimore Harborplace Hotel, Watertable Ballroom A</td>
</tr>
<tr>
<td>6:30 – 7:30 pm</td>
<td>NAESP Officers Reception (by invitation)</td>
<td>Hyatt Regency Baltimore, Bistro 300</td>
</tr>
</tbody>
</table>
Does your front office operate more like an emergency triage unit than a center for higher learning?

Learn How to Work Less, Produce More, and Still Get the Job Done in a Sensible School Week with Malachi Pancoast, President, The Breakthrough Coach. It’s one of the most practical – and liberating – programs you will ever attend.

As our district moved to a new teacher observation instrument, I was required to triple the number of observations of my instructional staff - from 60 to 180 - in one year. Thanks to TBC, I now spend 5 hours a day in classrooms where I am actually being the school’s instructional leader without adding any extra hours to my work week. What a relief!

- Barbara Fillhart, Principal, Mann Middle School, School District of Hillsborough County, Tampa, FL

To register, visit http://www.the-breakthrough-coach.com/pages/calendar.php
Our Bookstore features publications for all your needs. Visit us in the Registration Area.

**Wednesday, July 10**
12:00 p.m. – 5:00 p.m.

**Thursday, July 11**
8:00 a.m. – 5:30 p.m.

**Friday, July 12**
8:00 a.m. – 5:30 p.m.

**Saturday, July 13**
8:00 a.m. – 5:30 p.m.

Add resources to your library
Attend book signings
Buy gifts for your teachers

---

You’re a VIP!*

*Very Important Principal!

Join us at NAESP’s Member Lounge

Relax
Recharge (your phone!)
Reconnect with colleagues from near and far

Bring a colleague who’s not a member and you’ll BOTH receive a free “Proud to Be a Principal” shirt*

*Limited to the first 300 people. On the left as you enter the Exhibit Hall.
### SCHEDULE-AT-A-GLANCE | WEDNESDAY, JULY 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:30 am – 12 pm</td>
<td>NAESP Mentor Training</td>
<td>RBHH, Watertable Ballroom A/B</td>
</tr>
<tr>
<td>8:30 am – 3 pm</td>
<td>NAESP Community Service Project</td>
<td>John Ruhrrah Elementary</td>
</tr>
<tr>
<td>9 am – 2 pm</td>
<td>Pre-Conference Workshop: Measuring and Developing Teacher Effectiveness</td>
<td>BCC, 3rd Floor</td>
</tr>
<tr>
<td>9 am – 2 pm</td>
<td>Pre-Conference Workshop: Figuring Out the Pieces of the Common Core</td>
<td>BCC, 3rd Floor</td>
</tr>
<tr>
<td>12 – 5 pm</td>
<td>NPRC Bookstore Opening</td>
<td>BCC, Charles Street Lobby</td>
</tr>
<tr>
<td>12 – 8 pm</td>
<td>Attendee Registration Open</td>
<td>BCC, Charles Street Lobby</td>
</tr>
<tr>
<td>12 – 8 pm</td>
<td>Attendee Satellite Registration Open</td>
<td>RBHH, Lobby</td>
</tr>
<tr>
<td>1 – 5 pm</td>
<td>Pre-Conference Workshop: Powering Student Learning Through Arts-Infused Education</td>
<td>BCC, 3rd Floor</td>
</tr>
<tr>
<td>7 – 9:30 pm</td>
<td>Jeans and Jerseys NAESP Foundation Fundraiser</td>
<td>The Center Club</td>
</tr>
</tbody>
</table>
NEW! Half-day workshops deliver focused professional development from some of the field’s most dynamic experts. Sessions are held at the Baltimore Convention Center. Pre-registration is required in order to attend workshops.

Figuring Out the Pieces of the Common Core
This international leader in education technology thrives on confirming and challenging educators’ thoughts about what’s possible in the world of teaching and learning.

SPEAKER: Alan November, November Learning, Marblehead, MA

9 am – 2 pm
3rd Floor | ROOM 308

Measuring and Developing Teacher Effectiveness
This session will describe current practices in teacher evaluation and practices that must be changed to create the next generation of teacher evaluation. Specific topics addressed will include: how to use teacher evaluation to develop teachers’ pedagogical skills; how to increase the precision of teacher observations; how to better measure student learning as an indicator of teacher success; and how to involve teachers in the evaluation process.

SPEAKER: Robert Marzano, Marzano Research Laboratory, Bloomington, IN

9 am – 2 pm
3rd Floor | ROOM 307

Powering Student Learning Through Arts-Infused Education
Interactive Workshop for Principals, School Teams, Art Specialists, Coaches, and Teachers.
Noted scholar and author Daniel Pink kicks off this session with a discussion of why arts-infused education is necessary to engage students and help them reach their greatest potential for learning. The nation’s success in a globally competitive economy depends on our ability to develop a workforce that can tap into higher-order thinking skills, be creative, and work collaboratively. Following Daniel Pink’s presentation, participants will hear from panels of principals who have mastered arts-integration leadership to improve their schools, as well as nationally acclaimed district leaders who have successfully implemented district-wide arts integration.

SPEAKERS: Daniel Pink, PD/Educational Consultant, Alexandria, VA; Cheri Sterman, Crayola, LLC, Easton, PA; Jean Hendrickson, Oklahoma A+ Schools, Edmond, OK; Dennis Inhulsen, Patterson Elementary School, Grand Blanc, MI; Mario Rossero, Chicago Public Schools, Chicago, IL; Susan Gabbard, Oklahoma City Public Schools, Oklahoma City, OK; Sandra Kent, Phillips Elementary School, Bartlesville, OK

1 – 5 pm
3rd Floor | ROOM 309/310

Book Available at NPRC Bookstore
Things to do in Baltimore...

- Babe Ruth Museum
- Maritime Museum
- B & O Railroad Museum
- Edgar Allan Poe Museum
- Orioles Stadium
- Maryland African American History and Culture
- Maryland Science Center
- U. S. S. Constellation
- National Aquarium
- Maryland Zoo

Washington, D.C. TOO!

Do you have some free time? Are you and your family extending your visit to discover Baltimore and nearby Washington, D.C.?

Visit the websites below for more information about all the exciting places and events to help make your visit to Baltimore even more memorable!

visitors.baltimorecity.gov/
washington.org/
Bylaws Committee
Chair: Barbara Chester, Wilsonville, OR
Tara McAuliffe, Bristol, RI
Peg Foster, Mountain Top, PA
Cheryl Jordan, Norfolk, VA
Brian Partin, Kingsport, TN
Carol Gibbs, Des Plaines, IL
Tara McAuliffe, Bristol, RI
Peg Foster, Mountain Top, PA
Cheryl Jordan, Norfolk, VA
Brian Partin, Kingsport, TN
Carol Gibbs, Des Plaines, IL
Juli Kwikkel, Storm Lake, IA
Rhonda McCarty, Great Falls, MT
Randy Rader, Oklahoma City, OK
Kenny Jones, Powell, WY

Membership Advisory Group
Chair: Mark O. Terry, Southlake, TX
Patricia Barrett, Andover, MA
Melissa Patschke, Royersford, PA
Jon Corbett, Bluefield, WV
Teresa Dennis, Hermitage, TN
Mary Evans, Bowling Green, KY
Paul Wenger, Edgewood, IA
Dave Steckler, Mandan, ND
Kair Ridenhour, Muskogee, OK
Tina Acker, Portland, OR
Molly Spearman, Columbia, SC
Deborah Drown, Ellicott City, MD

2012 – 2013 Nominating Committee
Chair: Laurie Singer, Essex Junction, VT
Emil Carafa, Lodi, NJ
Ken Bernacki, Chesterland, OH
Janice Tankson, Memphis, TN
Bill Jones, Corbin, KY
Lee Mierow, Wrightstown, WI
Kris Cundall, Rock Springs, WY
Kair Ridenhour, Muskogee, OK
Ken Higgins, Highland, UT

2012 – 2013 Resolutions Committee
Chair: Nancy Flatt Meador, Madison, TN
Rosie Vojtek, Bristol, CT
Angelina Finnegan, Parsippany, NJ
Vince Darby, Richmond, VA
Janet Knott, Jacksonville, FL
Kim Zinman, Buffalo Grove, IL
Stacey Urbin, Pinckney, MI
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<tr>
<th>Time</th>
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<td>6 am – 12 pm</td>
<td>Attendee Satellite Registration</td>
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<td>8 am – 5:30 pm</td>
<td>NRPC Bookstore Open</td>
<td>BCC, Charles Street Lobby</td>
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<td>7:30 – 9:30 am</td>
<td>Creating a Culture of Student Engagement and Increased Performance Learning – Mark Reardon and Cami Eiskamp</td>
<td>BCC, 3rd Floor</td>
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<td>7:30 – 9:30 am</td>
<td>Focus: First Things First for the 21st Century – Mike Schmoker</td>
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<td>iPad Essentials for School Leaders – Justin Baeder</td>
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<td>7:30 – 9:30 am</td>
<td>Motivating Black Male Students to Achieve in School and Life – Baruti Kafele</td>
<td>BCC, 3rd Floor</td>
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<td>7:30 – 9:30 am</td>
<td>The Basics of Creating Brain-Compatible Classrooms – David Sousa</td>
<td>BCC, 3rd Floor</td>
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<td>9:30 – 10 am</td>
<td>Book Signings – 2-Hour Workshop Speakers</td>
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<td>3 – 4:15 pm</td>
<td>Plenary Session – Gabe Zichermann – The Gamification Revolution</td>
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<td>NAESP Mentor Collaborative</td>
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<td>Book Signing – Gabe Zichermann</td>
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<td>Exhibit Hall Sneak Peek/Happy Hour</td>
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<td>5:30 – 6:30 pm</td>
<td>NAESP Mentor Reunion and Reception</td>
<td>RBHH, Watertable Ballroom</td>
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<td>8 – 10 pm</td>
<td>Welcome to Baltimore Bash!</td>
<td>RBHH, Maryland Ballroom</td>
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Creating a Culture of Student Engagement and Increased Performance Learning
Room 316

Learn strategies and tools to dramatically improve instructional effectiveness in your classrooms. Discover proven techniques that will support your teachers in increasing student engagement, classroom participation, and thinking and analyzing skills, along with real-world applications. Build a repertoire of research-based instructional and classroom management best practices and schoolwide initiatives that will create dramatic shifts in the overall performance of your school.

SPEAKERS: Mark Reardon, Quantum Learning Network, Oceanside, CA; Cami Eiskamp, Quantum Learning Network, Oceanside, CA

Focus: First Things First for the 21st Century | Room 309

In this session, learn precisely where to focus precious time, efforts, and resources to ensure that all students are prepared for the 21st century demands of college, careers, and citizenship. Discover three essential elements of good schooling, and how to implement them immediately and successfully using a clear, straightforward model.

SPEAKER: Mike Schmoker, PD/Educational Consultant, Tempe, AZ

Grade Level Retention in the Era of Common Core State Standards | Room 308

Learn the 50 factors to consider before making a retention decision. Topics include retention in the era of Common Core State Standards. Participants will gain a better understanding of how to make a judicious retention decision.

SPEAKER: Jim Grant, Staff Development for Educators, Peterborough, NH

High-Performing Teams: Lead the Charge! | Room 307

High-performing teams require a school culture that values authentic communication, collaboration, creativity, and consensus building. High-performing teams need principals who create trusting relationships that nurture cohesiveness and collegiality. Principals must understand the complexities of collective leadership and know when to lead, when to follow, and when to get out of the way. Using a team-centered simulation, you will understand the difference between groups and teams, know why the 4 Cs are tipping points for change, and learn how to avoid the pitfalls that cause dysfunctional teams. Strengthen your self-confidence and leave this session knowing how to come together, how to stay together, and how to work together in a community of professional practice.

SPEAKER: Michael Chirichello, Northern Kentucky University, Highland Heights, KY

iPad Essentials for School Leaders | Room 310

How can the iPad effectively support your work as a school leader? In this session, you’ll learn how to set up your iPad so your data is protected, how to make your apps work together, and how to get more done without being tethered to your desk. iPad expert Justin Baeder will help maximize your mobile productivity with new apps and cloud services, including apps for teacher evaluations and documentation. Bring your iPad and join in this interactive session to boost your impact with the latest and most powerful digital tools.

SPEAKER: Justin Baeder, Eduleadership, Seattle, WA
2-HOUR WORKSHOPS 7:30 – 9:30 AM

Motivating Black Male Students to Achieve in School and Life | Room 314
The plight of the black male learner continues to pose a major challenge for educators at all levels, particularly under the demands of high-stakes testing. In this high-energy, interactive workshop, Baruti Kafele will provide elementary principals with an analysis as well as specific strategies that can be implemented immediately toward effectively motivating their black male learners to strive for academic excellence.
SPEAKER: Baruti Kafele, Principal Kafele, Jersey City, NJ

The Basics of Creating Brain-Compatible Classrooms | Room 315
This showcase examines the basics of brain-compatible learning. David Sousa will guide you through a quick tour of brain structures and reveal the latest discoveries of how the brain works as it relates to educational neuroscience to build productive and successful brain-compatible classrooms.
SPEAKER: David Sousa, Solution Tree, Bloomington, IN

Baltimore Bash!

Join us at the opening night celebration of the NAESP Conference & Exposition. Enjoy the company of your colleagues, cocktails, hors d’oeuvres and live music from Maryland’s own rhythm and blues soul band, Queen City Funk & Soul.

Thursday, July 11, 8-10pm
Renaissance Baltimore Harborplace Hotel
Maryland Ballroom | 5th Floor
**“Put Me In Coach, I’m Ready to Lead!” — Leadership Coaching Transforms Professional Practice | Room 315**

Ignite your passion for leading and learning! Meet three middle school leaders: a former lieutenant with the Baltimore City Fire Department who is now a school leadership coach, a middle school principal, and an elementary principal. Hear how their coaching relationship shapes professional practice in a turnaround school and a focus school. Spark collaborative leadership development in your school.

**SPEAKERS:** Ann Lewis, Laurel Middle School, Laurel, DE; Al Thompson, The Leadership and Learning Center, Denver, CO; Susan Nancarrow, West Seaford Elementary School, Seaford, DE

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**21st Century Schools Share the Dream | Room 326**

Join an interactive panel discussion of 2012-2013 Sharing the Dream Grant recipients to learn firsthand how to transform your school into an international learning community. Take home strategies for integrating international content across the curriculum, linking with schools overseas, using technology to expand students’ worldview, and engaging diverse learners and parents in the school community.

**SPEAKERS:** Janet Baldwin, Stetser Elementary School, Chester, PA; Karen Barnes, Southwest Academy Magnet School for Science and Engineering, Baltimore, MD; Mike Caywood, Holland Elementary, Fort Wayne, IN; Joe Corcoran, Harriet Gifford Elementary; Budd Dingwall, John Codington Elementary, Wilmington, NC

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**CCSS Implementation: A Principal’s Guide to Change | Room 310**

Learn how one New Hampshire school embraced the challenge of change as it fully implemented the Common Core State Standards, built a positive learning environment, and was named to the “Commissioner’s Circle of Excellence” for innovation.

**SPEAKER:** Pamela Stiles, Chichester Central School, Chichester, NH

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**Developing a Professional Learning Community Culture to Improve Student Achievement: Navigating Rough Seas | Room 321**

Participants learn how to promote a PLC culture by gaining tools and resources to support reform work and improve student learning. Participants’ interests and questions drive the interactive portion of the session. Potential topics include: leadership capacity, roadblocks to PLC development, problem solving, meeting effectively, and team goal setting.

**SPEAKER:** Kyle Rhoads, Windham Primary School, Windham, ME

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**Effectively Maximizing the Role of Team Leaders at the Elementary Level | Room 316**

Effectively managing the communication of your school’s vision and the assessment of your school’s progress are enormous responsibilities for an administrative team. Find out how to build collective responsibility within your school through a shared leadership team composed of administrators and teacher-leaders.

**SPEAKERS:** Jonathan Vander Els, Sanborn Regional/Memorial School, Newton, NH; Donna Johnson, Sanborn Regional/Memorial School, Newton, NH

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**Essentials for Principals: Connecting and Communicating With Social Media | Room 307**

Schools cannot continue to overlook the tremendous potential of social media to help educators reach out to our communities, grow professionally, and engage learners. This session will explore the value of developing a social media presence and examine school and district practices that support successful social media efforts.

**SPEAKER:** Eric Sheninger, New Milford High School, New Milford, NJ

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**Essentials for Principals: Strengthening the Connection Between School and Home | Room 318**

Join author Ricardo LeBlanc-Esparza as he shares strategies to increase the level of parent and student engagement in order to raise student achievement. The session will also focus on issues that may arise when working toward greater family involvement in high-poverty schools.

**SPEAKER:** Ricardo LeBlanc-Esparza, McKinney Elementary School, Newberg, OR

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**Focusing Educational Leadership in a New Direction: The Need to Rethink and Redefine Early Childhood | Room 323**

Learn firsthand about effective early childhood education, experience sequential learning continuums through the primary years, and become a more informed instructional leader by attending this interactive session. Discover how to design, implement, and evaluate early childhood education while receiving guidelines, tools, and assessment strategies to utilize in your school. Come play!

**SPEAKER:** Megan Hallissey, Southern Illinois University, Carbondale, IL
CONCURRENT SESSIONS  9:45 – 11 AM

Four Effective Instructional Practices That Should Be Observed in Every Classroom | Room 314
Student engagement is a challenge. Motivating struggling students to actively participate in lessons is an even more daunting task. Administrators and instructional leaders will walk away from this interactive workshop with four techniques that can be implemented schoolwide to enhance learning for all students.

SPEAKERS: Michael Hunter, Readsters, Alexandria, VA; Linda Farrell, Readsters, Alexandria, VA

Generational Differences and the Impact on Effective Coaching | Room 324
Effective instructional coaching requires open, honest dialogue between two professional educators. However, when generational differences exist, the approach to coaching conversations may need to be adjusted. After identifying key characteristics of three generations in the current workforce, participants will discover specific communication strategies for bridging the generation gap.

SPEAKER: Mary Martin, Winthrop University, Rock Hill, SC

Innovative Culturally Responsive Teaching | Room 327
Culturally responsive teaching becomes a breeze when educators remember to emphasize kinesthetic, auditory, visual, and tactile instructional strategies for reading, math, and language arts. This dazzling, cutting edge, and interactive presentation is designed to motivate students. Music, rhymes, chants, and interaction are incorporated throughout the session.

SPEAKER: William Clay, Rhyming to Respect, LLC, Largo, MD

Internet/Digital Safety and Your School: Are You Prepared? | Room 308
From Instagram to Facebook to Skype, apps to sexting, and cyber-bullying to privacy issues, technology is ever-changing and is directly affecting our schools. Explore what students are doing and what your school staff needs to know to ensure school safety in this digital world.

SPEAKER: Katie Greer, KL Greer Consulting, South Burlington, VT

Making Assessments Count! | Room 322
This presentation provides educators with a comprehensive approach to getting the most value from student assessments by working smarter and not harder. Participants will assess their own assessment methods and walk away with an action plan that addresses areas of need, along with a “how-to” for school improvement.

SPEAKERS: Sean McCarron, Fairfield Township School, Vineland, NJ; Nicole Bethea, Fairfield Township School, Bridgeton, NJ

Making a Difference with Waste Reduction and Recycling in Schools! | Room 302
Learn how a small school is making a big difference with waste reduction and recycling! Discover tips and strategies that will help you to enable your staff members to challenge the status quo and become leaders of change. Put your school on the map and stand out above the rest!

SPEAKER: Paul Brennan, Riverside School District, Taylor, PA

Making the Most of Your Minutes: Impacting Students Even Before the First Bell Rings Room 329
This session lays out the framework for how a defined wellness program can positively impact student achievement, behavior, and overall health of a child.

SPEAKERS: David Hornak, Horizon Elementary School, Holt, MI; Anne Hornak, Central Michigan University, Mt. Pleasant, MI

Motivating the Reluctant Reader Through Technology Room 319
Using Pam Allyn’s Article “Taming the Wild Text” as a framework, this presentation shares various e-tools that can be used with reluctant and/or struggling readers to help them feel more confident in their reading skills and find that love of reading that we all hope they discover.

SPEAKER: Rob Furman, South Park School District, South Park, PA

Book Available at NPRC Bookstore
Practical, Proven, and Powerful Research-Based Strategies for Successful Schools! | Room 325
Participants will learn about the five major components needed to support a climate of continuous academic growth for students! Using engaging techniques, Pamela Bouie shares practical, proven, and powerful strategies that major researchers indicate can be used in every classroom to enhance the learning environment.

SPEAKER: Pamela Bouie, Accelerating Excellence, Fayetteville, GA

Rigor and the Common Core | Room 320
This presentation connects rigor with the expectations of the Common Core State Standards. Participants will see examples of how that connection translates into classroom practice. They will leave with a bibliography of easily accessible resources.

SPEAKER: Pamela Conway, NAESP’s Center for Educational Improvement, Alexandria, VA

Transforming Schools Through Purposeful Walkthroughs: Dramatically Improve Student Achievement | Room 309
You’ll be amazed at the quantity and quality of evidence-based information gathered with this three-minute protocol. Learn to use focused feedback to create effective classroom environments, implement rigorous standards-based curricula, facilitate quality instruction, and promote assessment that drives instruction. Dynamic video clips, leadership anecdotes, and handouts connect research and practice.

SPEAKER: Linda Fisher, Learning Headquarters, San Diego, CA

Utilizing Online Educational Leadership Simulations to Enhance Preparation and Practice of School Leaders | Room 301
Quality school leadership improves student outcomes, but professional development (PD) for school leaders is too rare. Web-based educational leadership simulations provide context-rich problem-based learning experiences for in-service and pre-service leaders. Participants will see Web-based simulations designed for educational leadership development and learn about a unique peer-to-peer PD model of simulation development.

SPEAKERS: Eric Bernstein, University of Pennsylvania, Philadelphia, PA; Peter Carpenter, Emmorton Elementary School, Bel Air, MD

Writing the Playbook: A Game Plan for Making Your School Boy-Friendly | Room 328
This session is for educators who are committed to turning around the chronic and very troubling underperformance of boys in the educational system. Get your hands on a practical and powerful game plan for creating a boy-friendly school where boys’ achievement and engagement soars, and where girls thrive too.

SPEAKER: Kelley King, St. Vrain Valley School District, Longmont, CO

OPENING GENERAL SESSION
Keynote Speakers
Freeman Hrabowski, president of the University of Maryland, Baltimore County, provides a powerful example of how a focused vision can make an impact on generations of students as he tells the story of the transformation of his university into one of the nation’s leading producers of African Americans with Ph.D.s in science and engineering.

SPEAKER: Freeman Hrabowski, University of Maryland-Baltimore County, Baltimore, MD
SPEAKER: Arne Duncan, U.S. Secretary of Education
STUDENT EMCEE: Nitya Parasuramuni, 6th Grade, Patapsco Middle School; Principal: Lisa Booth
CONCURRENT SESSIONS

Boys Learn Differently Than Girls! | Room 320
Boys learn differently than girls! The male brain differs in function, structure, and processing capability—all of which have a profound effect on school achievement and behavior. This session will explore instructional strategies and methods used by effective teachers to help boys become successful learners.

SPEAKER: Vermelle Greene, The Gurian Institute, Colorado Springs, CO

Caught in the Middle | Room 301
"Middle School Moment," a video from PBS’s acclaimed documentary series FRONTLINE, will kick off a conversation on effective intervention practices middle-level principals can use to create pathways that lead to high school graduation. This short video, based on the work of Johns Hopkins’ researcher Bob Balfanz, demonstrates how to use early warning indicators to identify and support at-risk students from high poverty environments who may be in danger of dropping out.

SPEAKERS: Patti Kinney, NASSP, Reston, VA; Christine Mason, NAESP, Alexandria, VA

Creating a Cool School Environment: The Intersection Between School Wellness and Leadership | Room 319
Create a cool and calm school environment! This highly interactive session will provide school leaders with innovative wellness practices to decrease teacher stress and increase efficacy. By examining evidence-based strategies used by Chicago Public Schools’ principals, participants will learn effective tools to prevent teacher burnout and promote self-care!

SPEAKERS: Carla Tantillo, Mindful Practices, Oak Park, IL

Creating a School Culture/Climate of High Expectations | Room 315
How does a principal create a positive “high expectations” school climate and culture? What does that look like? In this session, participants will learn the answers to these questions as well as ideas that they can implement to improve school climate and culture.

SPEAKERS: Jeff Lavender, Villago Middle School, Casa Grande, AZ; Tracy Robbins, Villago Middle School, Casa Grande, AZ; Scott Raymond, Villago Middle School, Casa Grande, AZ

Cyberbullying and Reputation: The Lasting Effects of One Text, Tweet, or Post | Room 323
Smart phones, video chatting, tweeting, Instagram, and lightning data transfer in middle-level schools make communication easy and immediate. However, students can use these tools to cheat, solicit, gossip, and bully. Learn the new legal cases that affect your students and their future and what your school can do about it.

SPEAKER: Susan Sutton, Saint Raphael Catholic School, Apex, NC

DO or DI: Daring Teachers to Differentiate Instruction to Boost Student Success | Room 308
This highly interactive presentation addresses challenges principals face in facilitating environments where teachers differentiate instruction to maximize student achievement. Participants will learn 50 successful research-based strategies that teachers may use in their approach to addressing Common Core standards while meeting diverse learner needs.

SPEAKER: Danny Brassell, California State University, Dominguez Hills, Carson, CA

Elementary Walkthroughs, Mini-Observations, and Instructional Audits: Changing the Culture Toward Educational Growth | Room 307
What’s going on in your classrooms? The power of meaningful walkthroughs, mini-observations, and instructional audits in an elementary setting has transformed the culture and conversation at Wright City West Elementary. Learn how walkthroughs, mini-observations, and instructional audits save time, create a culture of coaching, and produce results.

SPEAKER: Shawn Riley, Wright City West Elementary, Wright City, MO

Engaging the Whole Child to Unlock Student Potential | Room 326
Discover a school-wide approach, based on Stephen R. Covey’s book, The Leader in Me, that develops staff and students as leaders by seamlessly integrating leadership development into the curriculum, activities, and culture. The benefits are profound, meeting the needs of the whole child and developing students’ 21st century skills.

SPEAKER: Gary McGuey, Franklin Covey, Salt Lake City, UT

Recorded Session
Book Available at NPRC Bookstore
PROGRAM SCHEDULE

CONCURRENT SESSIONS 1:30 – 2:45 PM

Essentials for Principals: Every Child, Every Day: Creating Physical and Emotional Security in Schools | Room 310
Physical and emotional security for both faculty and staff is key to school improvement. Join a lively presentation with Ken Williams as he shares practical, research-based methods for developing a safe and supportive school environment with a caring learning community of students, staff members, and other stakeholders.

SPEAKER: Kenneth Williams, Unfold the Soul, Tyrone, GA

Essentials for Principals: Mobile Learning Devices | Room 318
Author Kipp Rogers confronts the doubts educators and parents have regarding instructional use of mobile learning devices in classrooms. Rogers shows how to mitigate their potentially negative effects and use them to enhance learning. Participants will engage in activities that can be used with mobile learning devices, including the iPad.

SPEAKER: Kipp Rogers, York County Schools, Hampton, VA

Establishing Best Practices Through Collaborative Learning Teams | Room 321
This session provides information on how one school, using the work of adaptive schools, structured collaborative learning teams. Educators will gain knowledge of how this school supports teachers in raising student achievement. Teams focus on unpacking standards, creating common assessments, designing targeted intervention and enrichment, and creating lessons and sharing resources.

SPEAKERS: Barbara Messinger, Canterbury Woods Elementary School, Annandale, VA; Christine MacWilliams, Canterbury Woods Elementary School, Annandale, VA; Beth Robertson, Canterbury Woods Elementary School, Annandale, VA

Excellence in Teaching and Learning: A Reflective Approach to School Improvement Implementation | Room 325
This session examines a path to creating excellence in teaching and learning by eliminating the achievement gap through reflection, planning, and implementation of change and improvement.

SPEAKERS: Kelli Cedo, Virginia Beach City Public Schools, Virginia Beach, VA; Joy Byrd-Butler, Principal, Green Run Elementary, Virginia Beach City Public Schools, Virginia Beach, VA

Expecting Excellence in Urban Schools: 7 Steps to an Engaging Educational Practice | Room 322
Though many can temporarily tap students’ interests or episodically engage students in a portion of a lesson, the ability to create and sustain an engaging educational practice remains largely elusive. Participants will learn about I.N.S.P.I.R.E., a process for emotionally, intellectually, and behaviorally engaging students in urban schools.

SPEAKER: Jelani Jabari, Pedagogical Solutions, LLC, Detroit, MI

ExSTEMing Scientific Minds Through Physical Activities | Room 324
Through active participation, participants will learn how to implement STEM through sport, fitness, and movement activities for elementary students. The activities and assessments use best practices in which students are given the opportunity to experience, talk, debate, discover, design, create, and build.

SPEAKER: Joanne Hynes-Hunter, PD/Educational Consultant, Manassas, VA

Hey, Principals, There’s an iPad App for That | Room 309
How can we optimize iPad/iPhone usage in our offices and classrooms? Come, BYOD (bring your own device), and experience efficiency-increasing apps for you as well as instructional apps that engage students, support differentiation, and increase learning and retention. Leave with apps to make you and your students more engaged, efficient, proficient, and productive.

SPEAKERS: Warren Dale, Los Angeles Unified School District, Glendale, CA; Lynell Burmark, EducateBetter, Sunnyvale, CA

Providing All the World’s Children the Opportunity to Be Literate | Room 302
This session features interactive sharing of viewpoints on issues related to educating all children in the world. Among the issues to be discussed are literacy and dropout prevention. International attendees are encouraged to attend and share their perspectives. Attendees will leave with additional opportunities to more effectively network with other worldwide education leaders.


Recorded Session
Book Available at NPRC Bookstore
**School Leadership Teams Champion Creativity and Critical Thinking | Room 316**

Forming a creative leadership team increases the entire school’s creative capacity and increases use of art across the curriculum. Explore what creativity means as well as how art builds critical thinking skills and increases student engagement. Empower your school’s chief creative officers with the free professional development materials provided in this session.

**SPEAKER:** Cheri Sterman, Crayola, LLC, Easton, PA

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**Social and Emotional Learning: Building a Positive School Climate for Academic Success | Room 314**

Dr. Roger Weissberg, President and CEO of the non-profit Collaborative for Academic, Social, and Emotional Learning, and a lively and informative panel, will share the latest research on social emotional learning (SEL) and academics. Dr. Weissberg’s remarks will set the stage for principal panelists from across the country to discuss innovations in academic achievement through school-wide SEL implementation.

**SPEAKERS:** Dr. Roger Weissberg, Collaborative for Academic, Social, and Emotional Learning, Chicago, IL; Joan Duffell, Committee for Children, Seattle, WA; Michelle Van Allen, Marcus M. Garvey Elementary School, Chicago, IL; Donna Linn, Galindo Elementary School, Austin, TX; Georgia Hampton, Indian Trail Elementary School, Louisville, KY

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**The Cowardly Lion Had It Right: Demonstrating Courage in the Age of Teacher Evaluation | Room 327**

The classic Wizard of Oz provides invaluable lessons on leadership. True leadership draws from the principles found within L. Frank Baum’s characters including knowledge, relationship, and notably, courage.

**SPEAKERS:** Larry Davis, North Kitsap School District, Poulsbo, WA; Bruce Davis, North Kitsap School District, Poulsbo, WA

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**Transforming Schools Through Powerful and Systematic Walkthroughs | Room 317**

Millville shares our journey to increasing student achievement and deepening conversations with staff about effective instruction. Participants will learn to create district-wide organizational change through Classroom Instruction That Works strategies and a systems thinking approach to school improvement. Learn to maximize a 3-to-5 minute walkthrough to create quality instruction.

**SPEAKERS:** Pamela Moore, Millville Board of Education, Millville, NJ; Spike Cook, Millville Board of Education, Millville, NJ; Ryan Hudson, Millville Board of Education, Millville, NJ; Celese Nolan, Millville Board of Education, Millville, NJ

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**PLenary Session | The Gamification Revolution**

Gabe Zichermann will demonstrate and explain how game-based learning—a driving force of innovation—is changing education.

**SPEAKER:** Gabe Zichermann, Gamification Corporation, New York, NY

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<td>Exhibit Hall Open – (10:15 am – 12:30 pm Exclusive Time)</td>
<td>BCC, Hall A-B</td>
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<td>10:15 – 10:45 am</td>
<td>Book Signing – Michael Fullan</td>
<td>BCC, 3rd Floor</td>
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<td>10:30 am – 12 pm</td>
<td>NAESP State Representatives Meeting</td>
<td>BCC, 3rd Floor</td>
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<tr>
<td>11 am – 12:30 pm</td>
<td>“Big Ten” Consortium Meeting and Luncheon (by invitation)</td>
<td>RBHH, Homeland</td>
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<td>12 – 1:30 pm</td>
<td>Parliamentarian Meeting</td>
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<td>12:30 – 2:30 pm</td>
<td>If You Have Too Much on Your Plate, DON’T Get a Bigger Plate</td>
<td>BCC, 3rd Floor</td>
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<td>12:30 – 2:30 pm</td>
<td>Improving School Climate from the Inside Out: A Process for</td>
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<td>Transforming Learning Environments – Brian Perkins</td>
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<td>12:30 – 2:30 pm</td>
<td>Pre-K/Kindergarten: Self-Regulation/Executive Function, Play, and</td>
<td>BCC, 3rd Floor</td>
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<td>the Development of Literacy Skills – Deborah Leong</td>
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<td>12:30 – 2:30 pm</td>
<td>Principals – Leaders: Supporting the Needs of Your ELLs and Teachers</td>
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<td>– Maureen Keithley</td>
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<td>12:30 – 2:30 pm</td>
<td>Rethink Teacher Evaluation: Conversations That Get Results</td>
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<td>12:30 – 2:30 pm</td>
<td>The Power of an Educator Through High Expectations – Larry Bell</td>
<td>BCC, 3rd Floor</td>
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<td>12:30 – 2:30 pm</td>
<td>What Extraordinary Teachers Do Differently: What Every Principal</td>
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<td>Should Know – Jim Grant</td>
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<td>12:30 – 2:30 pm</td>
<td>What Principals Need to Know About Teaching and Learning Reading</td>
<td>BCC, 3rd Floor</td>
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<td>– Patricia and James Cunningham</td>
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<td>1:30 – 2:45 pm</td>
<td>Concurrent Sessions (more than 20 sessions to choose from)</td>
<td>BCC, 3rd Floor</td>
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<td>2 – 4:30 pm</td>
<td>Federal Relations Network and A-Teams Meeting</td>
<td>RBHH, Baltimore Ballroom A</td>
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<tr>
<td>2:30 – 3 pm</td>
<td>Book Signings with 2-Hour Workshop Speakers</td>
<td>BCC, Charles Street Lobby</td>
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<tr>
<td>3 – 4:15 pm</td>
<td>Plenary Session – Eric Jensen – Teaching with Poverty in Mind</td>
<td>BCC, Hall C</td>
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<tr>
<td>4:15 – 4:45 pm</td>
<td>Book Signing – Eric Jensen</td>
<td>BCC, Hall C</td>
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<td>4:30 – 5:30 pm</td>
<td>Delegate Assembly (credentialed delegates)</td>
<td>RBHH, Maryland Ballroom C-F</td>
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<tr>
<td>6:30 – 7:30 pm</td>
<td>Zone 4 Reception (by invitation)</td>
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RBHH – Renaissance Baltimore Harborplace Hotel  •  BCC – Baltimore Convention Center

Recorded Session
60 Practical Strategies for Weaving a Good School into a Great School | Room 322
Creating and strengthening relationships for all stakeholders in our increasingly diverse schools requires thoughtful, effective communication strategies. Participants will learn ready-to-use, authentic, practical techniques to address issues and lead with professional elegance. Discover how the threads of a schoolwide common language can be used to successfully manage relationships.

SPEAKER: Donna Montgomery, Gatewood Elementary, Minnetonka, MN

Cultural Proficient Practice: Supporting Educators of English Learning Students | Room 325
This session will introduce the Cultural Proficiency model and the K-12 Educators' Rubric for Support of English Learning Students and Their Communities as a tool to improve professional practice in ways that promote the academic and social well-being of English learning students.

SPEAKER: Reyes Quezada, University of San Diego, San Diego, CA

Booktalking: Using Reading, Writing, Speaking, and Listening Skills to Engage Students in Reading Room 328
Booktalking fosters a culture of excitement and enjoyment about reading and increases the number of books students read during the school year. Simulating a booktalking experience, this session will focus on how booktalking uses many of the English-language arts Common Core Standards.

SPEAKER: Barbara Masley, Scholastic Bookfairs Inc., Webster, MA

Build a Strong, Creative, Collaborative Culture Within Your School | Room 326
Truly successful schools incorporate collaboration at many levels: among students; among faculty; among educators, parents and students; and between the school and the broader community. Using audience participation and group exercises prompted by visual expression, this session will focus on assessing and developing a strong, creative, collaborative culture through an arts-infused learning approach.

SPEAKERS: Barb Reinke, Crayola, LLC, Easton, PA; Cheri Sterman, Crayola, LLC, Easton, PA

Flipped Communication Doesn’t Have to Mean Reinventing the Wheel | Room 319
Schools have to find the best ways to communicate with teachers, parents, and community members. Peter DeWitt, elementary school principal and Education Week blogger, explores how principals can flip their faculty meetings, district level meetings, and parents communication.

SPEAKER: Peter DeWitt, Averill Park Central School District, Poestenkill, NY

Frank Talk About Increasing Black Male Achievement Room 329
The strategies required to increase black male achievement often prove complex and unpalatable. This session examines the questions that must be asked, data that must be gathered, and partnerships that must be established to ensure systemic and sustainable increases in black male achievement.

SPEAKER: Mychal Wynn, Foundation for Ensuring Access and Equity, Marietta, GA

Dynamic Formative Observations = Increased Educator Effectiveness and Informed Summative Evaluations | Room 317
With the nationwide quest toward increased educator accountability, tools are needed to effectively diagnose problems and provide strategies to all teachers. Participants will leave this session with tools and strategies to assist teachers in growing professionally and the data to make informed summative evaluations.

SPEAKERS: Annette Brinkman, Granite School District, Salt Lake City, UT; Ellen Williams, Brigham Young University, Provo, UT

Collaborating in the Cloud | Room 314
Bring your own device and walk away with experiences that engage educators in digital media. Participants will engage with social media such as Google Hangout, the organizational tool Evernote, and group collaboration on Wiggio and Sixty. The session is designed for educators at the introductory levels of technology understanding.

SPEAKER: Laura Miceli, Boston Public Schools, Boston, MA

Book Available at NPRC Bookstore
CONCURRENT SESSIONS  7:30 – 8:45 AM

Get Organized! The Principal’s Five Keys to Organization and Time Management | Room 307
Achieve total control of your workload while maintaining peace of mind. The “five keys” will keep you on top of paperwork, trap all of your commitments in one place, put repeating tasks on autopilot, and let you handle multiple projects with ease. Get organized and make it look easy!

SPEAKER: Frank Buck, Frank Buck Consulting, Inc., Pell City, AL

Harnessing the Potential of Technology for Learning: Best Practices for Schools | Room 310
Schools integrating technology face challenges, including selecting the best apps and websites for learning, dealing with student misconduct, and educating parents. Join Common Sense Media to learn about free tools, best practices, and the components every school needs to have in place to harness the potential of technology for learning.

SPEAKER: Jennifer Ehehalt, Common Sense Media, Pittsburgh, PA

How to Be a Green School! | Room 301
Munford Elementary School integrates environmental and sustainability concepts into the daily curriculum through project-based learning and 21st century skills. Presenters share how the school’s physical design, museum-type displays, outdoor classroom, summer science camp, grant writing, and partnerships helped Munford attain national recognition, including the Green Ribbon School Award.

SPEAKERS: Rebecca Robinson, Munford Elementary School, Munford, AL; Brooke Morgan, Munford Elementary School, Munford, AL

Implementing RTI: Six Steps to Schoolwide Success Room 320
This session is for practitioners of Response to Intervention (RTI). Participants, who will be guided through the six steps necessary to effectively implement RTI, will gain practical ideas to take back to their school to use immediately.

SPEAKER: Rebecca Johnson, Kirk Adams Elementary School, Las Vegas, NV

Just Calm Down! Dealing with Over-Reactive and Over-Anxious Parents | Room 323
Dealing with reactive and anxious parents can be a challenge for administrators and can take up valuable time. Learn a three-step approach that decreases parental reactivity and increases cooperation. Participants will view a demonstration and have an opportunity to observe and practice these skills.

SPEAKER: Neil McNerney, Virginia Tech University, Leesburg, VA

Leadership Practice: Support and Retention of New Teachers | Room 302
This interactive presentation, geared to early career principals, offers assistance with the recruitment, retention, and development of staff, specifically new teachers hired within the first years of a novice building leader’s assignment.

SPEAKERS: Pete Thompson, Imagine Foundations at Morningside PCS, Morningside, MD; Michaela Simmons, Weller Road Elementary School, Bethesda, MD

Leading with Technology | Room 318
Come explore the tools and technologies that energize and engage students and help educators teach 21st century skills to optimize the classroom for advanced student achievement. This interactive session demonstrates Microsoft software and devices and shows school leaders how to get more out of the programs they have access to and use every day!

SPEAKER: Tony Franklin, Lead-Shape The Future, Microsoft, Bellevue, WA

Mapping out an Effective iPad School Integration Plan for the iPad Education Revolution | Room 327
Now that iPads are pervasive, you need a school plan to integrate them into your school. This session will provide proven ideas for rapid iPad integration in your school, funding appeal ideas, and apps for effective iPad use. A sharing session will provide additional best practices for the iPad revolution.

SPEAKERS: Robin Franklin, Charleston Southern University, North Charleston, SC; Kari Šiko, Charleston Southern University, North Charleston, SC
CONCURRENT SESSIONS 7:30 – 8:45 AM

Monkey See, Monkey Do: Modeling Behaviors to Elicit Best Practice | Room 321
Eliminate the ceiling in your school by providing instructional leadership that models best-practice through effective leadership behaviors, instructional strategies, and use of professional learning communities for high expectations and student success.
SPEAKER: Adam Drummond, Lincoln Elementary School, Huntington, IN

Moving Ordinary Schools to Extraordinary – Five Essential Skills for Every Effective Principal | Room 316
In a “town hall” style session, practicing principals explore five evidence-based, leadership practices of effective principals. Participants will share how they have exercised practices described in a recent report from The Wallace Foundation, “The School Principal as Leader: Guiding Schools to Better Teaching and Learning.” Hear from exemplary principals about how they have used the five guiding areas to improve the conditions for teaching and learning in their schools, as well as honed their own instructional leadership skills.
SPEAKER: Carol Riley, NAESP, Alexandria, VA

Progress Monitoring at Work: Launching a Schoolwide System | Room 315
In the age of high-stakes testing and accountability, how do we build a change process and accountability system that capitalizes on quick wins amid long-range goals? Presenters share the process and tools for launching a schoolwide system along with the necessary scaffolds for success.
SPEAKERS: Donna Snyder, Arlington Public Schools, Arlington, VA; Maria Grabowsky, Arlington Public Schools, Arlington, VA

This is Not Your Grandmother’s School: How to Develop Effective Elementary Data Teams | Room 309
Federal legislation has forced schools to consider how to ensure academic success of all students. Leadership at Edison Elementary, an inner-city school in Denver, developed a nationally recognized data team and Response to Intervention (RTI) model. Learn how to facilitate data-driven teacher teams, guaranteeing student achievement growth.
SPEAKER: Sally Whitelock, Denver Public Schools, Denver, CO

Transitioning from Textbooks to Techbooks: What It Looks Like, Why It Works, Why It’s Time | Room 308
For decades we’ve unsuccessfully tried closing the achievement gap using printed textbooks that are linear, undifferentiated, and non-dynamic. Techbooks, arriving on tablets, are, differentiated, updatable, and interactive. Within each techbook is a technology backpack with cameras, encyclopedias, and more. The data will show that techbooks can close the achievement gap.
SPEAKERS: Barb Nemko, Napa County Office of Education, Napa, CA; Hall Davidson, Discovery Education, Silver Spring, MD

Unlocking the Reading Code—Rewiring the Brain to Accelerate Learning | Room 324
Free breakfast for those who attend. As technology advances, new brain-mapping discoveries are helping researchers determine how students learn. Through an overview of neuroplasticity, participants will understand current brain research, and its capacity to revolutionize reading instruction. Participants will explore the brain’s plasticity to drive new pathways for reading and writing; learn to present neurologically correct lessons that explicitly teach the Common Core Foundational Skills; and investigate the formative assessment component for principals to support teachers, leading to effective differentiated instruction.
SPEAKER: Trish Martin, Neuroplasticity and Education United, Byron Center, MI

PLENARY SESSION Motion Leadership in Action
Moving educators to action, Michael Fullan illustrates how motion leadership can propel entire organizations and systems forward by using a small number of specific actions to generate momentum for lasting change.

SPEAKER: Michael Fullan, Motion Leadership, Toronto, ON, Canada

9 – 10:15 am
BCC | HALL C

30 | NAESP 2013 Annual Conference & Expo
2-HOUR WORKSHOPS 12:30 – 2:30 PM

If You Have Too Much on Your Plate, DON’T Get a Bigger Plate | Room 310
Join author and educator Gretchen Goodman for a plethora of simple ways to differentiate instruction. This session will help you work smarter, not harder. You will learn low-prep strategies that you and your staff can implement immediately.

SPEAKER: Gretchen Goodman, Staff Development for Educators, Peterborough, NH

Improving School Climate from the Inside Out: A Process for Transforming Learning Environments | Room 307
This session takes a clinical look at the components of school climate, assessing practices that are in place, identifying goals, and implementing a transformative process for improvement.

SPEAKER: Brian Perkins, Columbia University-Teachers College, New York, NY

Pre-K/Kindergarten: Self-Regulation/Executive Function, Play, and the Development of Literacy Skills | Room 316
This presentation will discuss current research on the development of self-regulation skills and the influence of play on reading and writing. Using the Tools of the Mind in Preschool and Kindergarten Scaffolded Writing program as a case study, the session will address the development of self-regulation through executive function embedded in academic activities.

SPEAKER: Deborah Leong, Mindspring, Denver, CO

Principals = Leaders: Supporting the Needs of Your ELLs and Teachers | Room 314
As the population of English-language learners (ELLs) continues to grow in your building, too often your ELLs struggle, the frustration level of your teachers rises, and your NCLB AMAOs may fail. What can principals do to change these trends and support their ELLs and classroom teachers? This session provides opportunities to explore why ELLs and their teachers struggle and what they need to be confident and successful, as both attempt to meet the rigorous demands of classroom instruction and assessment.

SPEAKER: Maureen Keithley, WIDA Consortium at Wisconsin Center for Educational Research, Madison, WI

Rethink Teacher Evaluation: Conversations That Get Results | Room 309
Now is the time for principals to focus on the complexity of teacher evaluation reforms that are driven by a belief system of mutual accountability, responsibility, and empowerment. Principals must let go of supervisor-dominated monologues and engage in reflective dialogues that are sustained by asking powerful questions that provoke reflection, get meaningful information, and initiate action. Participate in simulations after viewing authentic classroom teaching lessons. Apply differentiated approaches during post-observation conversations that will impact student achievement. Transform the teacher evaluation process into a model that supports self-improvement and professional development.

SPEAKER: Michael Chirichello, Northern Kentucky University, Highland Heights, KY

The Power of an Educator Through High Expectations | Room 317
This high-energy presentation provides participants with a uniquely inspirational experience as well as hands-on, instructional K-12 strategies that will improve student achievement. Data demonstrates that this systematic approach works for dozens of schools and districts. Participants will leave recharged, motivated, and ready to implement these proven methods.

SPEAKER: Larry Bell, Multicultural America Inc, Woodbridge, VA
What Extraordinary Teachers Do Differently: What Every Principal Should Know | Room 308

Meeting the needs of 21st century students in an era of Common Core State Standards and accountability requires extraordinary teachers. Help your teachers upgrade their instructional delivery to be highly engaging and foster collaboration between and among your team. Principals will leave this session with a blueprint for teacher improvement.

SPEAKER: Jim Grant, Staff Development for Educators, Peterborough, NH

What Principals Need to Know About Teaching and Learning Reading | Room 315

Discover practical strategies for succeeding in reading in an era of the Common Core. Learn how to identify and overcome roadblocks that make your school’s reading instruction less effective than it could be. Learn how to evaluate your school’s reading instruction and set priorities to improve it. Checklists and resource lists will be provided.

SPEAKERS: Patricia Cunningham, Solution Tree, Bloomington, IN; James Cunningham, Solution Tree, Bloomington, IN

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ENDOWING LEADERSHIP AND LEARNING
AND YOUR SCHOOL!
A Preview of NAESP’s Rigor Roadmap | Room 323
The Common Core State Standards are essentially about academic rigor for all students. NAESP will share a newly developed academic rigor rubric sampler, A Roadmap to Rigor. This rubric will help principals and teachers engage in discussions with teacher leadership teams through teacher observation and conferencing, and academic planning.

SPEAKER: **Kathleen Sciarappa**, NAESP, Alexandria, VA

American Overseas Schools | Room 301
Learn more about the role of the American Overseas Schools. Literature and materials, including fact sheets, school directories, and recruitment information, will be distributed. Employment opportunities and school-to-school partnerships will be addressed.


Becoming a Microsoft Innovative School | Room 325
Looking for ways to gain recognition and bring powerful resources and tools to your campus to transform the learning environment through teaching and learning? In this session you’ll learn how to become a Microsoft Innovative School and explore the Partner in Learning Network which is a global community of leaders dedicated to improving student learning worldwide.

SPEAKERS: **Byron Garrett**, Innovative Schools, Microsoft, Bellevue, WA; **Wendell Sumter**, Great Falls Elementary School, 2012-2013 Microsoft Innovative School, Chester, SC

Building a Foundation for Success: Pre-K to Grade 3 | Room 320
What do elementary principals need to know about early education? Learn key elements of the National Institute for School Leadership’s Early Childhood Executive Leadership Institute, discuss the importance of coherence and alignment for Pre-K-3 programs, and engage in activities that demonstrate effective strategies for strengthening the learning environment for young children.

SPEAKERS: **Sharon Brumbaugh**, National Institute for School Leadership, Washington, DC; **Elizabeth McMahon**, Mars Area School District, Mars, PA; **Kimberly Zippie**, Midwestern Intermediate Unit IV, Grove City, PA

Developing School Leaders to Implement NAESP’s Standards for “What Principals Should Know and Be Able to Do” | Room 302
Great schools require great leaders. Have you ever been to a great school that did not have a great principal? Come learn how NAESP and Nova Southeastern University (NSU) have teamed up to mold the leaders of the future. NSU’s School of Education utilizes e-learning technology to customize advanced degree programs.

SPEAKERS: **Gretchen Donndelinger**, Nova Southeastern University FSE, North Miami Beach, FL; **Joan Kowal**, Nova Southeastern University FSE, North Miami Beach, FL

Diving Deep: Establishing Critical Readers and Writers | Room 328
It’s time to leave the shoreline and engage in deep learning. Students need to read critically and actively to respond reflectively and cogently. Attendees will learn strategies that meet or exceed new national standards and support this deeper learning. Administrators will leave with techniques for identifying and monitoring critical reading and writing skills.

SPEAKER: **Marcy Roan**, Guilford County Schools, High Point, NC

Leading with Distinction: Working with Difficult Staff | Room 327
One of the most inevitable challenges to the leadership role of every school principal is working with difficult staff members. This interactive session provides participants with practical, time-saving tools to help them avoid mistakes and discover ways to work with difficult staff members to create a congenial school environment.

SPEAKER: **Jean Zeigler-Prather**, TYMG Consulting, Seattle, WA

Rockets in Their Pockets: Launching Learning Potential | Room 318
Come experience why kids love their handhelds! Visit exemplary projects and discuss Common Core learning. Integrate Robert Marzano’s #1 instructional strategy with a replicable, compare-and-contrast activity. Laugh as you juxtapose images, and get links to free, high-quality image sources. Plus enter to win great prizes, including a rocket-shaped presentation tool!

SPEAKERS: **Lynell Burmark**, EducateBetter, Sunnyvale, CA; **Warren Dale**, Los Angeles Unified School District, Glendale, CA

Book Available at NPRC Bookstore
PROGRAM SCHEDULE
Baltimore Convention Center — 3rd Floor
FRIDAY, JULY 12

CONCURRENT SESSIONS 1:30-2:45 PM

The Simple View of Reading: A Framework for Effectively Using Reading Assessment Data
Room 321
Why does research-based reading intervention often yield poor results in spite of excellent instruction? The Simple View of Reading, a formula many researchers understand as critically important, provides insights. This interactive session uses simple case studies that show how to apply this research to understand assessment data and guide instruction.

SPEAKERS: Michael Hunter, Readsters, Alexandria, VA; Linda Farrell, Readsters, Alexandria, VA

Transitional to the Common Core State Standards: What to Look for in Classrooms | Room 322
What does math teaching look like in a Common Core classroom? We identify “look fors” to guide administrators in assessing their school’s transition to these standards and offer practical ideas for supporting teachers as they build an understanding of the CCSS in mathematics.

SPEAKER: Susan O’Connell, Quality Teacher Development, LLC, Ellicott City, MD

Unlocking Your Students’ Potential: Keys to Increasing Academic Rigor Across the Curriculum
Room 319
The Common Core State Standards call for increasing rigor across the curriculum. This session will provide tools for taking students to deeper levels of understanding and more complex ways of thinking and processing information, regardless of the subject matter.

SPEAKERS: Denise White, Inspire and Engage Consulting Services, Tulsa, OK; Alisa Braddy, Inspire and Engage Consulting Services, Tulsa, OK

Using Performance-Based Frameworks to Craft Leadership Development Strategies | Room 329
Mentoring, coaching, self-study, and job-embedded professional learning communities each can enhance leadership performance. Participants will learn about the pros and cons of each of these strategies to address the dynamic challenges they face and how to build context-specific leadership action models that guide their leadership development strategies.

SPEAKER: Lynn Scott, Leadership Development Consultant, Silver Spring, MD

What’s Classroom Management Have to Do with Instructional Time and Academic Achievement? Everything! | Room 324
How much instructional time is lost each year due to behavioral issues? How much time can be gained when teachers understand how to lay class ground rules, establish social behavioral standards, manage transitions efficiently, and instill in their students responsibility for their own behavior? In this session, researchers and school practitioners will present the theoretical framework for establishing behavioral norms in classrooms, results from research on the effects of applying a comprehensive classroom management system, and practical experience implementing the Social ShapeUp™ system in different school settings.

SPEAKERS: Lynn Singletary, Teaching Research Institute, Baton Rouge, LA; Kristin Guilfoou, Teaching Research Institute, Baton Rouge, LA; Martha Davis, Northwestern Elementary School, Zachary, LA; Monica Breaux, Gibson Elementary School, Terrebonne, LA; Pam Lemoine, Retired Elementary Supervisor of Instruction, Terrebonne, LA

PLENARY SESSION Teaching with Poverty in Mind
With fresh neuroscience and classroom insights, Eric Jensen provides an engaging overview of the new science of academic achievement for low-income students, including a practical roadmap to help kids from poverty succeed.

SPEAKER: Eric Jensen, Jensen Learning Corp, Maunaloa, HI

Recorded Session
Book Available at NPRC Bookstore

3 – 4:15 pm
BCC | HALL C

34 | NAESP 2013 Annual Conference & Expo
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<td>7 am – 5 pm</td>
<td>Attendee and Exhibitor Registration Open</td>
<td>BCC, Charles Street Lobby</td>
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<td>7:30 – 8:45 am</td>
<td>Special Presentation – Darrell Scott (Rachel’s Challenge)</td>
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<td>8 – 5:30 pm</td>
<td>NPRC Bookstore Open</td>
<td>BCC, Charles Street Lobby</td>
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<td>Concurrent Sessions (more than 20 sessions to choose from)</td>
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<td>9 am – 2 pm</td>
<td>Exhibit Hall Open – (11:45 am – 2 pm Exclusive Time)</td>
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<td>10:30 – 11:45 am</td>
<td>Plenary Session – Getting All Teachers to be Like Our Best Teachers – Todd C. Whitaker</td>
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<td>Book Signing – Todd C. Whitaker</td>
<td>BCC, Charles Street Lobby</td>
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<td>Closing General Session – Adam Sáenz</td>
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<td>3:30 – 4 pm</td>
<td>Book Signing – Adam Sáenz</td>
<td>BCC, Charles Street Lobby</td>
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<td>4:30 – 5:30 pm</td>
<td>State Representatives Meeting to Select Nominating Committee</td>
<td>RBHH, Watertable Ballroom A</td>
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<td>5 – 6 pm</td>
<td>National Distinguished Principals Reunion (by invitation)</td>
<td>RBHH, Watertable Ballroom B</td>
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<td>6:30 – 7:30 pm</td>
<td>NAESP Officers Reception (by invitation)</td>
<td>Hyatt Regency Baltimore, Bistro 300</td>
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RBHH – Renaissance Baltimore Harborplace Hotel • BCC – Baltimore Convention Center

Explore Baltimore and Washington, D.C.

visitors.baltimorecity.gov/washington.org/
A Marriage for Academic Excellence: Multiple Intelligences and Common Core State Standards | Room 322

This session presents a professional development plan to assist teachers in the change process to the Common Core State Standards, and reviews the successful results achieved.

SPEAKERS: Jocelyn Drakeford, Walter E. Mitchell Elementary, La Plata, MD; Verniece Rorie, Walter E. Mitchell Elementary, La Plata, MD

A New Generation of Assessments: Trends, Approaches, Products, and Practice | Room 307

The Common Core demands 21st century assessments. Paper and pencil tests are giving way to a new approach. Join us as we explore the development of new assessments with representatives of state consortia and NAESP leaders. Learn about the strategies that each consortium is developing and identify the consortia work that will be influencing your state assessment. These assessments will be in place for the 2014-15 school year, but you can start interacting with these consortia leaders now!

SPEAKERS: Joanne Cashman, NASDSE, Alexandria, VA; Trinell Bowman, MD Dept of Education for PARRC Consortium, Baltimore, MD; Jennifer Paul, Michigan Dept of Education for Smarter Balanced Consortium, Lansing, MI; Melissa Patschke, Upper Providence Elementary School, Birdsboro, PA; Richard Barbacane, NAESP, Alexandria, VA

Breakfast in the Classroom: Strategies for Successful Implementation | Room 301

This session will explore successful strategies for implementing breakfast in the classroom in K-12 schools. Panelists will discuss the benefits of stakeholder engagement and effective messaging, as well as share challenges and success stories.

SPEAKER: Eyang Garrison, Food Research and Action Center, Washington, DC

Communicate and Motivate: It’s Not What You Say But How You Say It | Room 310

Through a multimedia presentation, Shelly Arneson shares strategies from her book on developing more effective communication skills that improve trust and communication and promote student-centered achievement. Filled with real-world examples, this session provides an insightful look into the conversations that happen within schools and challenges us to become better communicators.

SPEAKER: Shelly Arneson, Author and Consultant, Tucson, AZ

A Positive and Proactive Approach to Classroom Management: IMPACT on Behavior | Room 314

This session provides participants with a comprehensive approach to classroom management using the IMPACT on Behavior Framework. As they discuss evidenced-based strategies to prevent common disruptive behavior and promote positive behavior, participants will develop or fine tune their classroom management plan. Participants will leave energized!

SPEAKER: Thomas Stacho, Behavior In Schools, Newbury, OH

CONCURRENT SESSIONS 9 – 10:15 AM

RACHEL’S CHALLENGE

Rachel’s Challenge, a series of student empowering programs and strategies that equip students and adults to combat bullying, is named after Rachel Joy Scott, who was the first student killed in the Columbine shootings. You’ll hear the inspiring story of how her shining example of kindness and compassion was not defeated that day.

SPEAKER: Darrell Scott, Rachel’s Challenge, Littleton, CO

Sponsored by the NAESP Foundation.
Concurrent Sessions

Differentiated Instruction: Embracing the Strategies Room 319
Educators will benefit from a deeper understanding of differentiated instruction. Discover how teachers can structure learning environments that address the variety of learning style preferences, interests, and abilities of students within classrooms. Learn practical tips and experience how to effectively differentiate instruction by implementing strategies to create positive classroom environments.

SPEAKER: Lesli Laughter, Mentoring Minds, Tyler, TX

From Playgrounds of Prejudice to Respectful Elementary Schools: Strategies for School Leaders Room 326
Research demonstrates that by a very young age, children use anti-gay language and engage in anti-LGBT bullying. This session will present results of a national study of the perspectives of students and educators on elementary school climate and help participants explore an evidence-informed educational resource designed to address the findings.

SPEAKER: Robert A. McGarry, GLSEN, New York, NY

How Do I Lead My Staff Through the Common Core Standards Without Making Them Crazy? Room 323
Explore models of student work that demonstrate the key differences, rigor, and student performance expectations of the Common Core Standards. Participants will receive a free flash drive with resources to support a smooth transition to the Common Core, as well as a chance to win a Kindle Fire.

SPEAKERS: Pete Watson, Standards Plus, Rancho Cucamonga, CA; JoJean Vicioso, Standards Plus, Rancho Cucamonga, CA

Magical Moments: When Powerful Instruction and Quality Practice Collide | Room 327
Transform classrooms today by promoting student engagement with interactive tools that enhance classroom dynamics; utilizing technology to identify at-risk students; analyzing assessments and developing an action plan of effective instructional strategies that meet the needs of diverse students; and building programs around powerful instruction and meaningful, quality practice to achieve remarkable results.

SPEAKERS: Robin Perry, Homestead Elementary School, Crossville, TN; Jill Pugh, Homestead Elementary School, Crossville, TN

Making STEM Fit (Painlessly) into Your Curriculum Room 328
Integrating STEM into your established curriculum can be challenging. Get practical guidance for increasing student engagement and promoting critical thinking skills using STEM. Compete with your colleagues to build and launch a model rocket. Use iPads for data collection. Experience for yourself how rewarding and painless STEM integration can be!

SPEAKERS: Diane Insari, Loudoun County Public Schools, South Riding, VA; Kimberly Dempsey, Loudoun County Public Schools, South Riding, VA

Out of the Box Strategies for Out of Sync Kids Room 324
A former special education teacher who is now an elementary principal presents behavior modification strategies that are designed to form a partnership between the principal and teaching staff. Attendees will be empowered to think “outside of the box” instead of using traditional programming for students.

SPEAKER: Ann Auten, Hastings Public Schools, Hastings, NE

Positively Academic: Three Key Strategies to Elevate the Attitude, Discipline, and Performance in Your Classroom | Room 317
Educators lose five to nine hours a week on discipline challenges. Learn how to increase academics, decrease discipline challenges, gain parent support, and empower educators. Using strategies that will change your classroom and campus climate immediately, educators have reported a 70-plus percent success rate in reducing discipline issues.

SPEAKER: Marc Williams, Center for Teacher Effectiveness, New York, NY

Prescriptive Instruction Through Digital Learning: Using Mooresville Graded School District’s Digital Conversion as a Model | Room 329
Mooresville Graded Schools in North Carolina has successfully completed a digital 1:1 conversion with each student learning through the use of laptops. Join us as we discuss this transformation in education and focus on providing prescriptive instruction to each student through the use of digital interventions and data collection.

SPEAKER: Felicia Bustle, Mooresville Intermediate School, Mooresville, NC
Project-Based Learning: Let’s Get Real! | Room 309
Discover how to empower children with authentic, purposeful learning experiences that encourage personal choice and voice to collaborate, communicate, and engage in critical thinking through Project-Based Learning (PBL). Participants will also learn to use Thinking Maps and other strategies to add rigor to the curriculum and scaffold learning in PBL.

SPEAKER: Pam Mitchell, Coppell ISD/Mockingbird Elementary School, Coppell, TX

Ready, Test, Score! Essential Tools for Common Core Writing Success from Washington Elementary Room 308
Are writing scores always the lowest in your building? Support teachers with these seven keys to effective Common Core implementation and then hold them accountable to prepare for the 2014-2015 writing test. Learn three obstacles writing teachers face and six essential tools to increase writing test scores in your school.

SPEAKERS: Emil Carafa, New Jersey Principals and Supervisors Association, Monroe Township, NJ; Suzanne Klein, WriteStep, Grandville, MI

Six Steps to Lead Technology Integration on Campus Room 315
As our students enter classrooms in the 21st century, educators and administrators must lead technology integration to foster student engagement. This session gives six steps to take a campus through technology integration. Participants will acquire materials and ideas to infuse technology initiatives on their own campus.

SPEAKER: Kris Mitzner, Diane Winborn Elementary School, Katy, TX

Sustaining Student Achievement During Tough Economic Times | Room 320
Listen to a former NAESP national transformational leader and her colleague from Prince George’s County, Maryland, share how they are able to sustain student achievement during tough economic times. The presenters have been principals in Title I schools with high English-language learner populations.

SPEAKERS: Melissa McGuire, Prince George’s County Public Schools, Brandywine, MD; Ebony Harrington, Templeton Elementary School, Riverdale, MD

Toe Jam, Earwax, and Halitosis: Inspiring Struggling Writers Through the Use of Visual Thinking Strategies | Room 316
For many boys, writing is seen as a task that they must endure. What would happen if you were able to change the attitudes of boy writers through the use of a simple, easy-to-use strategy? This change is possible when you incorporate visual thinking strategies into their writing.

SPEAKERS: Ben Tilley, Ridgeway Elementary School, Columbia, MO; Mary Franco, University of Missouri, Columbia, MO; Kathy Unrath, University of Missouri, Columbia, MO

State of the Art: Take the Research to Practice with Proven Instructional Leadership Strategies Room 325
Research indicates three important conclusions: strong school leadership influences student achievement; the impact of leadership is most significant in schools with the greatest needs; and the quality of leadership is the number one reason the best teachers will be attracted to and remain in low-performing schools. The same body of research documents practices of successful principals to cultivate a leadership team and to create a climate conducive to school improvement. This session examines successful practices associated with developing the instructional team and working effectively with teacher leaders, as noted by The Wallace Foundation report, “The School Principal as Leader: Guiding Schools to Better Teaching and Learning.”

SPEAKER: Carol Riley, NAESP, Alexandria, VA

Share Your Experience
Include the tag #NAESP13 in your online messages, including tweets, photos, posts and blogs.
CONCURRENT SESSIONS
SATURDAY, JULY 13 9 – 10:15 AM

Will You Play with Me? Learn How Inclusive Playgrounds Can Overcome Barriers to Social Inclusion. | Room 302
What is the one language all kids speak? PLAY! This common ground can be a powerful vehicle for promoting awareness and acceptance for children of all abilities. Learn how one principal leveraged an inclusive playground and ability awareness programming to overcome bullying and promote acceptance for all children.
SPEAKERS: John McConkey, Landscape Structures, Delano, MN; Marnie Norris, Shane’s Inspiration, Sherman Oaks, CA

Writing and the Common Core: Kids Are Authors Room 318
The Kids Are Authors Competition fulfills many of the ELA Common Core Standards written for students in grades K-8. It can be used as the hub of your wheel of instruction helping your students create a fiction or informational text picture book and giving students a meaningful way to apply the standards to a real world application so that they become effective and successful readers and writers.
SPEAKER: Barbara Masley, Scholastic Bookfairs Inc., Webster, MA

PLENARY SESSION
Getting All Teachers to Be Like Our Best Teachers
Expanding on the specific qualities and practices of great teachers that elevate them above the rest, Whitaker discusses ways to improve our schools and hire better teachers, as well as improve the ones we have.
SPEAKER: Todd C. Whitaker, PD/Educational Consultant, Terre Haute, IN

CLOSING GENERAL SESSION
Keynote Speaker
Speaking with heart and humor, Adam Sáenz addresses teacher resilience through his inspirational story and what he identifies as his two personal lifesavers: education and teachers.
SPEAKER: Adam Sáenz, PD/Educational Consultant, Byran, TX
STUDENT EMCEE: Ridgley Jones, 6th grade, Bush Park Elementary School; Principal: Edward Cosentino

10:30 – 11:45 am
BCC | HALL C

2 – 3:30 pm
Baltimore Convention Center
HALL C

Recorded Session
Book Available at NPRC Bookstore
ABOUT THE EXPO

Meet Face-to-Face with Industry Representatives

Speak directly with education industry product and services leaders in the Exhibit Hall, located in Halls A-B in the Convention Center. Prepare to be overwhelmed by the abundance of information available in the NAESP Exhibit Hall. It’s a must-see — an essential part of your conference experience. Every aisle will be filled with displays of products and services for every grade level, and tools to help make your job easier and more rewarding.

We urge you to schedule several visits to the Exhibit Hall to examine the wide variety of new materials available and to speak with representatives who are ready to meet with principals.

Green Schools Have Arrived!

Visit Booth 325 for a unique opportunity for principals to gather information and connect with organizations to help make our schools greener. Discover green products, programs, and community resources from local and national companies. Develop the next steps for creating a culture at your school that will empower students to create a more sustainable future.
## Exhibit Hall Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>Thursday, July 11</td>
<td>4:30 – 6 pm</td>
<td>Exhibit Hall Sneak Peek Happy Hour</td>
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<tr>
<td>Friday, July 12</td>
<td>10 am – 4 pm</td>
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<td></td>
<td>10:15 am – 12:30 pm</td>
<td>Exclusive Exhibit Hall Hours</td>
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<tr>
<td>Saturday, July 13</td>
<td>9 am – 2 pm</td>
<td>Exclusive Exhibit Hall Hours</td>
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<td></td>
<td>11:45 am – 2 pm</td>
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<tr>
<td></td>
<td>1:30 – 2 pm</td>
<td>Prize Drawings in Membership Booth (317)</td>
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*Exclusive Exhibit Hall Hours: No conference sessions are held during this period*

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*Split Hall for layout purposes only*
819 ACALETTICS - Math
www.acaletics.com
ACALETTICS is a leading provider of achievement gap-closing, research, and standards-based math supplemental instructional materials, professional development and consultative services. Parental workshops are available. Partner with both high and low-poverty schools which include National Blue Ribbon Schools. Ask about our Common Core products and services.

525 Activated Story Theatre
www.activatedstorytheatre.com
Activated Story Theatre has been presenting educational assembly programs and one-week artist-in-residencies that reinforce core curriculum standards since 1988. The national touring theatrical productions feature multicultural folktales presented before a giant book, promoting reading. Each show includes American Sign Language, physical comedy and student involvement.

523 All for Kidz, Inc./The Ned Show
www.allforkidz.com
The NED Show, America’s most popular school assembly, is designed to promote academic achievement through character development. Inspiring more than 2.3 million K-6 students annually, the program provides follow-up curricula, online resources and the option to visit schools at no cost. Visit our website to see how we can help enhance PBIS, test prep and more.

334 AlphaBEST Education Inc.
www.alphabest.org
AlphaBEST Education designs and operates extended day, summer and tutoring programs that offer opportunities for students to expand learning beyond the school day in a safe, educational environment. Technology, foreign language and the arts are highlighted. Founded in 2005, AlphaBEST provides licensed afterschool services to approximately 7,500+ students nationally.

910 American Institutes for Research (AIR)
www.air.org
The American Institutes for Research (AIR) is the nation’s leading education research organization providing research, assessment, technical assistance and policy analysis. AIR’s mission is to conduct and apply the best behavioral and social science research and evaluation towards improving people’s lives and well-being, with a special emphasis on the disadvantaged.

611 American School Counselor Association
www.schoolcounselor.org
The American School Counselor Association (ASCA) supports school counselors’ efforts to help students focus on academic, personal, social and career development so they achieve success in school and are prepared to lead fulfilling lives as responsible members of society. They provide professional development, publications and other resources, research and advocacy to more than 32,000 professional school counselors around the globe.

114 Apperson DataLink
www.apperson.com
DataLink is the most complete, affordable solution for digitally capturing and reporting data from paper assessments. Apperson’s DataLink test scanners, answer sheets and reporting software feature time-saving and reliable technology to deliver immediately useful, relevant information for instruction. DataLink easily connects paper to digital in every classroom.

116 Art to Remember
www.arttoremember.com
Art to Remember provides schools with an innovative, safe and exciting fundraising opportunity that provides students with a strong appreciation for the arts. Our employees share a mutual love of children and art and support all efforts to increase artistic expression and development among today’s youth. At Art to Remember, it’s our mission to give our clients the best experience possible when it comes to our fundraising programs.

623 AWE
www.awe-net.com
AWE’s goal is to create technology products that immerse children in an engaging and challenging, child-safe, “learn how to learn” environment where the technology is appropriate and reliable, and the assessment system is easy for educators to use and understand. AWE believes in the power of learning and strives to inspire every child to become a lifelong learner.

803 Barksdale School Portraits
www.barksdalephoto.com
Since 1922, Barksdale Portraits has delighted parents, teachers and children with once-in-a-lifetime memories at affordable prices. Our photographers are specially trained to make the portrait sessions efficient, well-organized and fun.

423 Blue Wave Classroom
www.bluewaveclassroom.com
Blue Wave Classroom brings over 35 years of experience publishing K-12 books, into the classroom helping schools meet the goals of the Common Core State Standards.

709 Boardworks Education
www.boardworkseducation.com
Boardworks publishes educational software designed for whole-class teaching on interactive whiteboards and projectors, with a growing range of products covering science, math, English, history and languages for elementary, middle and high school teaching, including AP courses.

425 Bright Star Touring Theatre
www.brightstartheatre.com
America’s most affordable, professional touring theatre serves more 850 audiences a year with literary, curriculum and character education-based shows; special focus on Black history and anti-bullying programs. This season Bright Star has 10 performances at the National Theatre and performances in Moscow. All-inclusive pricing, 45-minute shows; stretch your assembly budget!
223 BSN SPORTS
www.bsnSports.com
Founded in 1972 as a factory-direct equipment company, today BSN SPORTS is the largest distributor of team sports apparel and equipment in the United States. BSN SPORTS has become the Best Supply Network in Sports through the growth of its core sporting goods business and through the acquisition of leading team dealers since 2004, representing hundreds of years of combined experience (Kesslers Team Sports, Dixie Sporting Goods, Orlando Team Sports, Saliek Sports, Collegiate Pacific).

617 Brinkman-Forlini-Williams, LLC
www.activatelearning.net
BFV offers its web-based performance-observation system ObserverTab™ for principals making onsite evaluations and diagnoses, and its web-based mentoring module AssistTab™ for formative growth to help principals, coaches, and mentors to sharpen teacher effectiveness and to maximize learning. Made for mobile devices! Can hold your state or district summative tools.

209 Camelot Learning
www.camelotlearning.com
Camelot Learning’s manipulative rich mathematics intervention motivates PreK-9 graders, correlating to the Core Standards, and NCTM Standards. All manipulatives, teacher guide, and student workbooks, are included, making Camelot Learning easy to deliver. Built in assessments make Camelot perfect for RTI.

1016 Camp Invention
www.invent.org
The Camp Invention program instills vital 21st century life skills such as problem-solving and teamwork through hands-on fun!!! Weeklong summer enrichment program for children entering grades one through six.

325 Carton Council
www.recyclecartons.com
Carton Council is a group of carton manufacturers united to deliver long-term collaborative solutions to divert cartons from landfills. The Carton Council seeks to reduce the environmental impact of these cartons by expanding recycling programs, both at home and at school, increasing carton recovery and continuously improving their environmental performance.

724 Catapult Learning
www.catapultlearning.com
Catapult learning has been helping schools close the achievement gap for more than three decades. Schools nationwide have turned to us for the very best in instructional services, professional development, and specialized services. Today, we partner with more than 2,000 schools and provide services to more than 80,000 students annually.

811 CFY
www.cfy.org
CFY is a national education non-profit that helps students in low-income communities, together with their teachers and families, harness the power of digital learning to improve educational outcomes.

108 CHARACTER COUNTS!
www.charactercounts.org
CHARACTER COUNTS! is a common language framework based on 6 core values called The Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring and citizenship. CHARACTER COUNTS! is the most widely implemented approach to character education, reaching millions of youth. Come view products that enhance and support your character education program!

912 Classicwear
www.classicwearable.com
Classicwear is a 32 year-old spiritwear company specializing in elementary schools. We offer a complete program offering customized jackets, t-shirts, etc. We offer principals a free spirit jacket for trying our survey. More than 10,000 satisfied customers. Great idea for fall.

813 Classroom Complete Press
www.classroomcompletepress.com
Since 1987 Classroom Complete Press has assisted teachers and parents by providing world class premium supplementary resource materials for students in grades PreK to 12. Consider our products if you are looking for current curriculum materials written to grade for regular and special education.

206 Committee for Children
www.cfchildren.org
Committee for Children is a 35-year-old non-profit whose Second Step, Steps to Respect, and Talking About Touching programs have taught millions of children in 70 countries skills that help them stay safe, manage their emotions, solve problems, avoid risky behavior, and improve their academics.

905 COMPanion Corporation
www.companioncorp.com
Bill Schjelderup founded COMPanion Corporation and began offering library automation software in 1987. His goal has always been to provide user-friendly, state-of-the-art technology to meet the needs of librarians, technicians, and administrators.

520 Crayola LLC
www.crayola.com
We believe in nurturing and honoring the colorful originality in every child, and advocate for increased arts-infused education to help students build 21st century skills. We champion creatively alive children and the principals who inspire them. Together with educators, Crayola gives colorful wings to the invisible things that grow in the hearts and minds of children.

111 CTY Johns Hopkins University
www.cty.jhu.edu
The Johns Hopkins University Center for Talented Youth identifies and develops the talents of the most advanced K-12 learners worldwide. As part of Johns Hopkins University, CTY helps fulfill the university’s mission of preparing students to make significant future contributions to our world.
<table>
<thead>
<tr>
<th>526 Darkness to Light</th>
<th>105 Edmentum</th>
<th>501 EduTyping.com</th>
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<tr>
<td>The ultimate mission of Darkness to Light (D2L), to end childhood sexual abuse, can only be accomplished by sharing the solution of prevention, awareness and education with more people. This, in turn, builds momentum and over time, changes the way our nation and culture cares for, protects and nurtures our children. Being an active participant in the mission to end childhood sexual abuse is one of the most rewarding things we will ever do – and we cannot do it without you.</td>
<td>Edmentum is redefining the 21st century classroom. We enable educators and administrators to deliver achievement in the classroom, blending individual teaching approaches with proven, award-winning online learning solutions that specifically address the needs of individual learners and the expectations of everyone with a stake in learner success. With more than 50 years of experience driving significant advances in the industry, Edmentum offers a wide variety of innovative solutions spanning a multitude of program areas to empower 21st century teaching and learning.</td>
<td>Web-based keyboarding for schools.</td>
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<tr>
<th>1002 Discount School Supply</th>
<th>825 Edu-Care Services, Inc.</th>
<th>220 Elevation Education</th>
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<td>Discount School Supply’s® original focus was simple: offer the highest quality products at the lowest possible prices, supported by an extraordinary level of service. The established leader in arts and crafts products, discount school supply also offers broad assortments in other categories, including dramatic play; active play; infant and toddlers; furniture, storage and equipment; math; science; language; and special needs.</td>
<td>EMERGENCY GOKITS by Edu-Care Services. Portable collection of essential classroom emergency supplies, suggested by USDOE/OSHS for enhancing school preparedness in the context of emergency management. Designed for emergencies, field trips and any time you are “on the go” with your class. LOCKDOWN MAGNETS: Keep classroom door locked without locking out students!</td>
<td>Elevation Education is a multisensory, in-school science assembly. In a single day, we present up to four shows for your entire school, combining IMAX-quality cinema, live theatre with professional actors, concert lighting/sound and a Student Response System to measure learning outcomes. The unique learning experience aligns with state and Common Core education standards.</td>
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<tr>
<th>421 DreamBox Learning</th>
<th>918 Education Reform Enterprises</th>
<th>322 ePals, Inc.</th>
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<td>DreamBox® Learning combines three essential elements to personalize and accelerate learning: Intelligent Adaptive Learning™, rigorous elementary mathematics curriculum and a motivating learning environment. Empower your students to master key concepts, increase achievement and boost long-lasting confidence.</td>
<td>Education Reform Enterprises is an educational consulting firm specializing in comprehensive services, including coaching, professional development, project facilitation and specialized academies. We offer customized learning opportunities for all educational stakeholders.</td>
<td>ePals is an education media company and the leading Global Learning Network. Focused on the K–12 market, ePals offers elementary and secondary school administrators, teachers, students and parents worldwide a safe and secure platform for building educational communities, providing quality digital content and facilitating collaboration for effective 21st century learning.</td>
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<tr>
<th>920 eCYBERMISSION</th>
<th>918 Educational Access Solutions</th>
<th>226 Fit and Fun Playscapes LLC</th>
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<tr>
<td>eCYBERMISSION is a web-based Science, Technology, Engineering and Mathematics (STEM) competition free for students in grades 6–9 where teams can compete for state, regional and national awards. Students choose a problem that affects their community and solve it using either scientific practices or engineering design processes.</td>
<td>Educational Access Solutions is an educational software company with a special focus on apps that simplify daily classroom tasks and save teachers time. Our signature product is DataSpot, an app for principals and teachers that collects assessment data all in one place, and allows educators to plan and communicate with each other through the app.</td>
<td>Fight childhood obesity in your community with fun and innovative playground stencils that encourage physical fitness. Getting exercise through play is an important part of a healthy lifestyle and Fit and Fun Playscapes improves kids’ fitness through games such as hopscotch and four square, as well as large floor, map, number and letter stencils.</td>
</tr>
</tbody>
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505 Flocabulary
www.flocabulary.com
Flocabulary’s online subscription features hundreds of educational hip-hop songs, videos and accompanying activities for all subjects. The CCSS-aligned content library is designed to engage students and help them to master key academic topics. Flocabulary is used in more than 15,000 schools and reaches a weekly audience of 5 million students.

701 Fourier Education
www.fourieredu.com
For more than 20 years, Fourier Education has been a worldwide leader in the field of science education technology, also known as probeware. The four pillars of our comprehensive solution include: compact portable data logging devices, a data analysis software suite, more than 65 sensors, and proprietary pedagogical curriculum materials. Fourier’s products are customizable for students from primary school through high school and universally automate and simplify the way data is gathered, analyzed and shared.

607 FranklinCovey
www.franklincovey.com
FranklinCovey creates transformational leadership in people and organizations around the globe through training, executive coaching, and principle-based programs.

507 Frog Publications, Inc.
www.frog.com
Systematic reinforcement programs, IEP, RTI, DI, ready-to-use learning centers, take-home parental involvement program, daily review, critical thinking, dual language, math, reading/language arts.

401 GameTime
www.gametime.com
GameTime has been a pioneer in the commercial playground industry since 1929 with a commitment to enriching childhood through play. GameTime combines the vast wealth of research and intellectual resources of our parent company PlayCore with an unmatched distribution network to lead the industry with innovative products, programs and play environments.

810 GeoMotion Group, Inc.
www.geomotiongroup.com
GeoMotion Group, Inc. is an innovative fitness and learning leader. We provide fun, safe, and easy methods and products to encourage learning, physical activity and fitness. GeoFitness®, GeoDance® and Learncise® products are movement-based products and curricula that increase fitness and academic achievement. Our products are developmentally appropriate, easy to use, and cost-effective.

808 GLSEN - The Gay, Lesbian and Straight Education Network
www.glsen.org
GLSEN, the Gay, Lesbian and Straight Education Network, is the leading national education organization focused on ensuring safe schools for all students. Established in 1990, GLSEN envisions a world in which every child learns to respect and accept all people, regardless of sexual orientation or gender identity/expression. GLSEN seeks to develop school climates where difference is valued for the positive contribution it makes to creating a more vibrant and diverse community.

710 Gopher
www.gophersport.com
Gopher has solutions that can improve your student’s academic performance and behavior through physical activity. Gopher can show you how you can quickly and easily incorporate quality physical activity into regular class time without expanding or modifying your current physical education program.

626 Great Expectations
www.greatexpectations.org
Great Expectations is a school transformation model validated by scientifically based research and has been proven to raise student academic performance and lower discipline referrals. GE provides the best hands-on learning tools and resources and the best practices to take you to the next level—it is a bridge to the implementation of the Common Core State Standards.

325 Green Schools National Network
www.greenschoolsnationalnetwork.org
The Green Schools National Network advances the national green and healthy schools movement by connecting likeminded and passionate education, non-profit, corporate and public sector individuals and organizations.

911 Grow Up! Hydrogarden
www.growuphydrogarden.com
We are Grow Up! Hydrogarden. The self contained, vertical, hydroponic gardening system that is perfect for any classroom or playground. Students learn: nutrition, gardening, science and healthy eating habits. Go to www.growuphydrogarden.com and use PROMO Code: guhsa… or call us at 407-999-9449. GET GROWING….call us today.

225 Hands-On Equations, Borenson and Associates, Inc.
www.borenson.com
Hands-On Equations is a supplementary program that can be used with any math curriculum to provide students with a solid foundation for success with algebra. It uses the visual and kinesthetic approach developed by Dr. Henry Borenson to demystify abstract algebraic concepts. The program enhances student self-esteem and interest in mathematics.

706 Handwriting Without Tears, Inc.
www.hwtears.com
The Handwriting Without Tears® K-5 curriculum is a proven success in making legible and fluent handwriting easy to teach and easy to learn. This research-based curriculum features our developmentally appropriate, multisensory tools and teaching strategies that address diverse learning styles, ensuring all children succeed.
210 Hazelden Publishing and Educational Services
www.hazelden.org
The mission of Hazelden Publishing is to provide products and services to help people recognize, understand, and overcome addiction and closely related problems using proven-effective, time-tested principles transformed into practical tools. The goal of Hazelden Publishing is to publish real-world resources that are accessible for all experience levels and all learning styles.

725 Herff Jones
www.herffjones.com
Harry Herff and Randall Jones, founded Herff Jones in 1920. The company started out manufacturing class rings, medals, pins and other emblematic jewelry. In the 1940s, Herff Jones manufactured bullet dies for the war effort and was later commissioned to produce the Bronze Star. Over the years, the company has added yearbooks, graduation announcements and accessories, diplomas, caps and gowns, diploma frames, and educational learning materials to the list of products it manufactures. Although both publicly and privately held throughout its history, the company became 100% employee-owned in 1995.

112 HOPSports
www.hopsports.com
HOPSports’ proven expertise as a provider of K-12 standard-aligned physical education content brings together with its partners a diverse library of more than 250 lessons. HOPSports offers a turnkey P.E. system and its new streaming product, Brain Breaks, provides classroom-based learning using physical activities to integrate fitness, health and nutrition education.

222 Houston Independent School District
www.houstonisd.org
Houston Independent School District is searching for the best talent to come and join our district in a school leadership capacity.

404 Interactive Achievement, Inc.
www.interactiveachievement.com
Interactive Achievement was created in 2006 by current and former educators in response to the overwhelming need for better assessment and reporting tools. Our goal is to create programs that give educators the most accurate assessment of student progress throughout the school year so every student has the greatest chance to succeed. Interactive Achievement’s software solutions assist more than 100 school districts, raising the bar for student achievement. As we grow, we constantly strive to create new ways for educators to track student progress and potential.

308 Inter-State Studio and Publishing Company
www.isspub.com
Undergraduate school portraits; contemporary school portraits; special event and sports photography; yearbooks; student planners; school-personalized character education posters; student images on CD-ROM; ID cards.

117 Istation
www.istation.com
Istation is a leading provider of engaging, web-based reading interventions and computer adaptive, on-demand, formative assessments for Pre-K-12. Assessments take 30 minutes!

113 IXL Learning
www.ixl.com
IXL is a math practice website completely aligned to all state standards and the Common Core. IXL offers unlimited questions in Pre-K—Geometry in a fun, visually stimulating format that students love. Plus, teachers can view detailed reports on students’ progress and trouble spots—including complete question histories for individuals.

721 KaBOOM!
www.kaboom.org
KaBOOM! is a national non-profit dedicated to saving play for America’s children. Our mission is to create great playspaces through the participation and leadership of communities. Ultimately, we envision a place to play within walking distance of every child in America.

118 Kellen Communications
www.kellencompany.com
Kellen Company is a global employee-owned professional services company serving associations. Founded in 1964, we provide association management, and association services such as, communications/public relations, meetings and events, web development, graphic design, consulting and global management to more than 100 regional, national and international associations and societies.

127 Kagan Publishing and Professional Development
www.kaganonline.com
Kagan’s line of products are all about engagement! Come browse Kagan’s booth stocked with books, SmartCards, software, learning games, and resources all designed to make learning come alive. Kagan is the #1 source for cooperative learning and active engagement products. Scientifically research-based and extensively classroom tested. Let Kagan show you how to boost engagement!

312 KEYTEC, INC.
www.magictouch.com
KEYTEC is a global leader of touch screen interactive technology since 1987. We can convert any standard monitor, TV display, laptop, desktop, all-in-one PC, whiteboard, projection screen, and video wall into a touch interactive surface up to 150°. Run all your mouse-driven program by finger touch, stylus touch or even laser touch.
309 Landscape Structures Inc.
www.playlsi.com
Since 1971, Landscape Structures Inc. has been the leading commercial playground equipment manufacturer in the world. We are committed to enhancing children's lives while honoring the environment.

622 Learning A-Z
www.learninga-z.com
Learning A-Z’s easy-to-use teacher resources fill the gaps left by many reading, writing, and science education programs. Explore our site and see why Learning A-Z’s printable books and worksheets, and other projectable, online interactive and mobile teacher resources, are being used in nearly half of the school districts in the U.S. and Canada and 155+ countries worldwide.

712 Learning Sciences Marzano Center
www.marzanocenter.com
Learning Sciences Marzano Center is the nation’s first resource for teacher and leader evaluation and growth. The Center’s expert consultants assist schools and districts with deep implementation and support services for evaluation models and the iObservation technology platform. Our mission is to help educators grow and increase student achievement.

120 LeButt Publishing, LLC
www.empoweringyourstudents.com
Teaching 21st Century Skills in Your School - The modern world demands that students can think critically, be creative, use technology, be self-directed, work well with others, and learn for a lifetime. These skills can be woven within the core curriculum. Our resources will help you create a 21st century school.

916 Martin Pearl Publishing
www.martinpearl.com
Martin Pearl Publishing is an independent publishing company founded by a former educator and principal. Our children’s books promote literacy skills that enhance the reading experience for ALL readers. Meet “Color My Coral” storybook author Heidi Joulios and learn how our books can be used to engage readers and to enhance literacy skills. Special book prices at booth!

305 MasteryConnect
www.masteryconnect.com
MasteryConnect empowers teachers to track mastery of state and Common Core standards, share common assessments, and collaborate in a global professional learning community. Teachers from more than 25,000 schools have joined the MasteryConnect community. MasteryConnect’s Common Core app has been downloaded more than 600,000 times.

613 Math-U-See
www.mathusee.com
Math-U-See is a comprehensive K-12 math curriculum that uses manipulatives to illustrate and teach math concepts. We strive toward “Building Understanding” by using a multi-sensory, mastery-based approach suitable for all levels and learning styles. Each level focuses on a specific set of concepts, with other math topics introduced where appropriate. We continuously review and integrate topics and concepts presented in previous levels.

101 Mentoring Minds
www.mentoringminds.com
Armed with many years of educational experience, Mentoring Minds is an educational publisher focused on creating a successful learning environment for children. Serving the K-12 education market, Mentoring Minds is constantly striving to provide valuable instructional tools that empower educators as they positively impact the lives of children.

700 MIMIO
www.mimio.com
As part of Newell Rubbermaid’s global portfolio of leading brands, MIMIO designs innovative, affordable educational technologies and solutions to increase effectiveness and engagement in classrooms.

217 MIND Research Institute
www.mindresearch.net
MIND is a neuroscience and education non-profit that applies its distinctive visual approach to the development of math instructional software. MIND help’s local schools create a blended learning environment to create a culture of critical thinkers for the next generation of STEM leaders. MIND’s ST Math® programs reach 500,000 students and 21,000 teachers in 1,780 schools.

216 Music Theatre International
www.mtishows.com
Music Theatre International (MTI) is one of the world’s leading dramatic licensing agencies, granting schools as well as amateur and professional theatres from around the world the rights to perform the largest selection of great musicals from Broadway and beyond.

821 Music Together LLC
www.musictogether.com
Music Together is an early childhood music and movement curriculum offered in schools in the U.S and abroad, serving children birth through second grade, supporting their musical and developmental growth.
Visit the NAESP membership booth for all your membership needs. NAESP staff and volunteers will provide you with an overview or an in-depth review of the innovative programs, products, and services that empower principals to support the success of each student. Recognized as the leader for K-8 principals, NAESP serves the needs of more than 20,000 educators worldwide.

Narcolepsy Network is a patient support organization for people with narcolepsy (a serious neurological sleep disorder), their families, friends and professionals who take care of them.

Nasco was started in 1941 by a vocational agriculture teacher. He developed several teaching aids that were not readily available from any other source. Nasco’s 22 different catalogs offer more than 80,000 unique products to meet the needs of teachers in 14 different educational subject areas, farmers and ranchers, and industry. In addition to serving customers in all 50 states, Nasco’s unique blend of products for education, health care, agriculture, and industry appeals to customers in more than 100 countries. Our mission is to provide customers with the best in quality, personal service, and affordably priced products. Nasco’s mail-order catalogs offer a convenient, inexpensive way for individuals in education, health care, agriculture, and industry to shop for the items they need.

Established in 2008, the National Elementary Honor Society (NEHS) is a student recognition program of NASSP in cooperation with NAESP. Students in grades 4, 5, and 6 are chosen for their school-based scholarship (academic excellence) and demonstrated responsibility, and engage in chapter activities that teach leadership and promote Service to the school and community.

Neuroplasticity and Education United is changing the face of education. Based on breakthroughs in the field of neuroplasticity, scientific research has given the world new tools for effective instruction of literacy. NEU has applied this research to give students the skills they need, so every classroom will reach Educational Equality. Hear Trish Martin speak at 7:30 am on Friday.

NewsCrafted was founded with one simple goal: to provide schools throughout the country with an easy, professional, low-cost way to print a newsletter.

NutriBee’s mission is to engage our nation’s youth in healthful nutrition choices in an innovative, fun, educational, and motivational venue. NutriBee also is designed to strengthen reading and reasoning skills and align with state grade-level learning requirements. Additional measured benefits include fewer sick days and improved academic standardized test scores.

Our company provides direct observation and analysis tools compatible with all Microsoft Windows, Apple, and handheld platforms; substantially reducing time and cost of evaluation, greatly improving outcomes of educators, and enhancing understanding of best practices.

An innovative approach to increasing your parent involvement and education. Parent Parties include a year round curriculum as well as all the forms and promotional material needed. Tested in more than 600 schools across the nation, it simply works.

Peaceful Playgrounds has research-based educational programs to get kids moving. They include: Peaceful Playgrounds Recess Program, Fundamental Movement PE Program, We Count Walking Program, Fitness Fun Zone Court, and 2 Go Games. Our Recess Program allows you to paint 100 permanent games and markings on your playground with our economical do-it-yourself kit.

With Picaboo Yearbooks, you can order as few or as many as you want. There are no minimums, no penalty fees, late charges or surprise fees, so there is no financial risk. With prices starting at just $8.49, our yearbooks are more affordable—plus they make great fundraisers. There is no pre-order or pre-payment commitment required, and you receive full price protection.
517 Play and Park Structures
www.playandpark.com
Play and Park Structures is a company that is about more than just play. Our mission is centered on an offering of products, programs and services to provide you with the tools you need to be a hero in your community. Our promises to you are simple: enhance classroom learning, create environmental awareness, promote physical activity, play for all abilities, and build community.

107 PlayFit Education Inc
www.playfiteducation.com
Trouble-free Playground staff-development training and Project PlayFit Assembly and Games program.

917 Playworks
www.playworks.org
Playworks is a national non-profit whose mission is to improve the health and well-being of children by increasing opportunities for physical activity and safe, meaningful play. Through our on-site direct service and professional development workshops, Playworks restores valuable teaching time, reduces bullying, increases physical activity and improves school climate.

417 Playworld Systems, Inc.
www.PlayworldSystems.com
In 1971, we introduced our own brand of commercial playground products and became Playworld Systems. We’ve spent the last 40+ years refining the world’s best play experiences for you, one playground at a time. Today we create commercial play and fitness equipment for people of all ages and all abilities.

826 Positive Promotions
www.positivepromotions.com
Positive Promotions is your one stop shop for promotional, educational, fundraising and school event products. We have everything you need to help you celebrate and reward students, teachers and staff! From Teacher Appreciation Week to Red Ribbon Week to Student Awards to School Apparel - we are your one stop shop!

812 PowerIT
www.poweritschools.com
Teacher evaluation management and school-to-home communications are two areas where PowerIT supports schools through its award-winning web applications. Eval3D™, PowerIT’s teacher evaluation management tool, streamlines the evaluation process and reduces administrative burdens allowing principals to focus on instructional leadership.

610 Presentation Systems South, Inc.
www.carolinaposterprinters.com
Presentation Systems South, Inc. has been serving educators since 1994. Our primary goals have been supplying schools nationwide with equipment, supplies, training and service. We enjoy a working relationship with thousands of schools and districts across the United States. During the past 15 years we have supplied poster printers, labeling machines and laminators to more than 2,000 schools.

227 Production Media Company
www.productionmediaco.com
Production Media Company produces FREE presentation folders to schools nationwide. Our folders are full color, high gloss and custom designed with a protective laminate for durability. The cover features the school’s logo and selected images on the front and back cover.

325 Project Learning Tree
www.plt.org
An award-winning environmental education program designed for teachers and other educators, parents, and community leaders working with youth from preschool through grade 12.

208 Quantum Learning Technologies
www.quantumlearning.com
Quantum Learning is a foundational solution for our schools that aligns teachers, administrators, parents and the community on the most important objective: student success in school and in life. Our comprehensive school transformation model includes a range of programs and curriculum that reinvigorates the school culture. It creates a common language that supports student success and delivers significant, sustainable improvement in instruction, classroom management, and learning. The culture is built on the 8 Keys of Excellence character program that forms a solid foundation and dramatically impacts the school’s climate.

817 Read Naturally, Inc.
www.readnaturally.com
Read Naturally provides supplemental reading programs for struggling readers. The flagship program has successfully improved reading fluency and comprehension skills in students nationwide for 20 years by combining research-proven strategies. Read Naturally also provides programs for reading assessment, phonics, vocabulary, and ELL students.

913 Reading Kingdom
www.readingkingdom.com
Reading Kingdom is an online program that teaches children 4-10 to read and write to a third grade level. Our commitment to online reading for kids is based on our patented six skills method for reading success. These skills include sequencing, motor skills, phonics (phonemic awareness), meaning, grammar and reading comprehension.

522 Real OT Solutions, Inc.
www.realotsolutions.com
Both a product and service business, Real OT Solutions, Inc. is dedicated to providing schools with effective, measurable, affordable and evidence-based materials for their preschool and primary students. Using a concept-driven approach to teach and remediate printing with only one grade level of consumable workbooks, legibility changes after 8 weeks were significant.
906 Registration Gateway
www.registrationgateway.com
Imagine your district with no data entry and perfectly clean data in your SIS instantaneously! There will be no paper anywhere and all registrations are completed perfectly. Registration Gateway is more than forms automation; it simplifies the entire registration process. We automate putting the data into the SIS, saving a tremendous amount of time for the school staff.

600 Renaissance Learning, Inc
www.renlearn.com
Renaissance Learning is the world’s leading provider of computer-based assessment technology for PreK–12 schools. Adopted by more than 70,000 North American schools, Renaissance Learning’s software provides daily formative assessment and periodic progress-monitoring technology to enhance curricula, support instruction and personalize practice in reading, writing and math.

527 Responsive Classroom
www.responsiveclassroom.org
The Responsive Classroom® approach to elementary teaching emphasizes social, emotional, and academic growth in strong, safe school communities. Research confirms the benefits: improved academic achievement, more positive behavior, and higher-quality instruction. Print and video resources, workshops, on-site consulting.

820 Rhymes ‘n’ Times
www.rhymesntimes.com
Rhymes ‘n’ Times conquers times tables in only three weeks! Common Core times tables in only three weeks — guaranteed! If class average isn’t 90% on final test — 100% refund. Research-based, multi-sensory — meets ALL students’ needs. RTI-optimized. No training! Also: Fishin’ for Addition, Subtraction in Action, Divide ‘n’ Slide, ClockWise Fractions and Equivalency. See 3-minute videos.

608 Rock In Prevention
www.rockinprevention.org
Rock In Prevention (Rock) provides training in bullying prevention, alcohol, tobacco and drug prevention and life skills - character education. Rock uses interactive song activities that teach and train high school students who co-facilitate training in local elementary and middle schools. Rock PLUS is a 12-week curriculum that helps teachers meet gaps in guidance.

606 Roller Skating Association International
www.rollerskating.com
Known today as the Roller Skating Association International, we are a trade association representing skating center owners and operators; teachers, coaches and judges of roller skating; and manufacturers and suppliers of roller skating equipment. Our purpose is to promote the success of our members through education and advancing the roller skating business.

316 Scholastic, Inc. SPONSOR
www.scholastic.com/bookfairs
Every Scholastic Book Fair has the potential to generate 100,000 independent student reading minutes, proving to be an impetus to keep kids reading all year long. Every Book Fair provides students with the access and choice that promote independent reading.

707 School Datebooks
www.schooldatebooks.com
Our mission statement is: We will deliver a simple, worry-free experience to our customers. School Datebooks aims to design, create, and manufacture custom student planners for elementary schools, middle schools, high schools and colleges, we provide best customization in the industry!

205 School Gate Guardian
www.schoolgateguardian.com
School Gate Guardian publishes visitor management software. Functions include sex offender checks, customized unwanted visitor registries, mass alert features, automation of approved guardian lists, tardy and early dismissal tracking, volunteer tracking, meeting and event management, web-based reporting, time expiring visitor badge printing, frequent visitor key tags.

509 School Mate
www.schoolmate.com
Choose from many different Student Planners and School Folders for grades PreK – 12. We offer stock or custom products for any budget. Handbook pages and other options are available. Plus, learn about our fundraising program that earns 50% profit with NO RISK. Visit us for FREE samples!

511 School Mate Publishing
www.schoolmatepublishing.com
Publish a Classroom Book at NO COST to your school. Students’ stories and drawings are published in a durable hardcover book. The class receives a FREE book and parents can purchase a copy as a lasting keepsake. It’s fun, educational, and easy to do. You’re only limited by your imagination!

200 SchoolMall
www.schoolstore.com
SchoolStore.com is an online shopping mall where over 200 nationally known online merchants have agreed to give a percentage of sales to K-12 schools.

806 SchoolSculptures with Kevin Reese
www.schoolsculptures.com
Engage up to 300 students in a unique nationally-successful 5-day artist residency. Motivate and inspire while building art, math, physics and teamwork skills. The result — a large-scale high-flying indoor mobile or a colorful outdoor stabile — is a source of pride and accomplishment for the whole school community. From a principal: “The best enrichment money I ever spent.”
901 SchoolStore
www.schoolstore.com
SchoolStore.com is an online shopping mall that helps you support your favorite school.

807 Seton Hall University
www.shu.edu
The Executive Ed.D Program is an intensive two-year, on-campus cohort program for current school administrators. Thirty candidates are admitted annually. Classes take place on 10 weekends and during two month-long summer sessions. Students begin their dissertation on day one under the guidance of a mentor and work on it while completing course requirements.

818 Share Our Strength
www.strength.org
No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength’s No Kid Hungry campaign is ending childhood hunger in this nation by ensuring all children get the healthy food they need every day and teaching their families how to cook healthy, affordable meals.

601 Sharp Schools, Inc.
www.sharpschools.com
The SHARP™ Program is a positive motivational program that can help elementary schools improve attendance and reduce tardiness. Kids love collecting our Wild Reward™ Animal Cards. The SHARP Program is fun, easy to administer, and educational.

524 Show What You Know Publishing/Lorenz Ed Press
www.swykonline.com
Show What You Know Online is a web-based assessment and prescriptive remediation platform designed to provide educators with the means to measure and improve what students know in relation to the Common Core State Standards. The system utilizes assessments, remediation lessons, videos, and games to gauge student understanding and provide additional instruction if needed.

726 SimplyFun
www.simplyfun.com
SimplyFun has learning games and activities for academic, social and emotional growth. Our products have been mapped to Core Curriculum Standards, fit into programs for special needs, are useful in Head Start and other Institutional programs, and supplement development of skills that may be overlooked in the educational system like critical thinking and spatial reasoning.

711 Skillastics
www.skillastics.com
Skillastics is a series of standards-based oversized board games that allows large amounts of children to play at one time in limited space, transforming the physical activity experience into ultimate fun and productivity.

727 SMARTeacher
www.prodigygame.com
Prodigy™ provides teachers and parents with the ability to build confidence, improve motivation, and instill a love of learning in children in grades 1 – 6.

816 SongLake Books
www.songlakebooks.com
SongLake Books carefully selects titles from 15 leading publishers. We then organize these titles into leveled collections for reading programs. Since we launched SongLake Books in 1998, our book collections have become the mainstay in K-4 reading programs at home in the USA and abroad. Originally we designed our collections for Reading Recovery® programs. We have long since expanded our scope to include guided reading collections for classrooms, Title I and EDEA, and bookrooms . . . and we continue to grow and adapt. Today, we meet the criteria for i3, RTI, and other new federal programs.

1000 Spirit and Pride
www.spiritandpride.net
Increasing school spirit and pride is now easy and risk-free. The Spirit and Pride program is designed to help your school provide exciting, high quality spirit wear without the headaches, wrong sizes and risk of unsold garments. There is no cost, no minimum orders and we have a 100% satisfaction guarantee.

516 Standards Plus
www.corestandardsplus.org
STANDARDS PLUS is a non-profit organization supporting public education through successful strategies, professional development, and instructional materials. We have developed a high quality, performance curriculum utilizing direct instruction. Our lessons are written explicitly to teach foundational skills and rigorous application in real world Common Core circumstances.

201 Success for All Foundation
www.successforall.org
Success for All Foundation is dedicated to developing, evaluating and disseminating education reform models that have been shown to raise student performance. More schools count on Success for All’s proven Common Core-aligned K-6 approach. Stop by our booth to learn about our special offer!

109 Successful Innovations
www.si4all.com
Successful Innovations specializes in resources and training to support your family engagement goals. Our interactive outreach resources will enhance your parent workshops, home visits, and parent resource centers. Our trained consultants can partner with your school to support the capacity building of your staff in family engagement. Stop by our booth for a free DVD.
304 TeachBoost
www.teachboost.com
TeachBoost is a customizable, collaborative evaluation and observation platform that saves time and builds trust between administrators and staff.

221 The Horace Mann Companies
www.horacemann.com
Horace Mann, an insurance company founded by Educators for Educators®, supports schools with teacher recognition programs, promotions, student attendance and achievement programs that reflect our commitment to educators.

310 The President's Challenge
www.presidentschallenge.org
A program of the President's Council on Fitness, Sports and Nutrition featuring the new Presidential Youth Fitness Program (PYFP). The PYFP is a voluntary program for schools to assess student health using our three pillars: professional development, assessment, and awards/recognition. The President’s Challenge is your source for PYFP award items.

513 Thinkcerca
www.thinkcerca.com
We are students, teachers, professors, and district administrators who see the enormous possibilities for 21st-century literacy instruction and are determined to engage students in rigorous and personalized instruction on scale. We’ve developed ThinkCERCA™, curricula and tools to teach the critical thinking and literacy skills that are essential to the Common Core State Standards and to success in life.

106 Thinking Maps, Inc.
www.thinkingmaps.com
Thinking Maps®, Inc. is committed to improving the quality of teaching and learning through the effective implementation of Thinking Maps in schools and school districts around the world. Through quality training, materials and support services, we will equip learning communities with the tools necessary to become successful thinkers, problem solvers, decision makers, and ultimately, lifelong learners.

801 TRI - Teaching Research Institute
www.tri4behavior.com
The Teaching Research Institute is an educational consulting firm designed to meet the educator’s needs of today. TRI utilizes behavior-based strategies that enable schools to achieve behavior change in students and educators with accuracy and accountability. TRI is dedicated to enriching the total school environment and achieves through training in behavioral teaching and leading skills for principals, leadership teams and educators.

320 Troops to Teachers
www.proudtoserveagain.com
Helps recruit quality teachers for schools that serve students from low-income families throughout America. TTT helps relieve teacher shortages, especially in math, science, special education and other critical subject areas, and assists military personnel in making successful transitions to second careers in teaching.

722 US EPA ORCR
www2.epa.gov
ORCR’s mission is to protect human health and the environment by ensuring responsible national management of hazardous and nonhazardous waste. ORCR implements the Resource Conservation and Recovery Act.

121 US Games
www.usgames.com
US Games has everything you need to support your physical education programs. We offer a great selection of P.E. equipment, friendly service, convenient ordering and fast shipping!

325 U.S. Green Building Council
www.usgbc.org
Non-profit organization dedicated to sustainable building design and construction. Developer of the LEED building rating system.

809 USDA/Child Nutrition Division/
Team Nutrition
www.teamnutrition.usda.gov
Providing information to school nurses on the link between nutrition and learning, school wellness programs, the HealthierUS School Challenge, nutrition education, USDA’s Team Nutrition, and other federal child nutrition programs.

720 VALIC
www.valic.com
For 50 years, VALIC has served as a leading retirement plan provider for K-12 schools and school districts, as well as for higher education, healthcare, government and other not-for-profit institutions. VALIC markets these plans and services through a national team of financial advisors. VALIC has proudly sponsored the NAESP National Distinguished Principals Program for more than two decades.
300 VariQuest
www.variquest.com

VariQuest Visual Learning Tools offer easy and creative ways to increase the success of every learner, improve teacher efficacy, and encourage parental involvement. Utilize the Poster Maker, Perfecta Full-Color Poster Design System, Cutout Maker, Awards Maker and Design Center to differentiate instruction and improve student achievement.

407 VIRCO Inc.
www.virco.com

VIRCO’s complete K-12 furniture solutions include: ZUMA®, Sage™ and Metaphor® classroom seating for healthy movement; technology-ready TEXT® tables; and Parameter® workstations for teachers and administrators.

325 Waste Management
www.wm.com

Waste Management helps schools realize greater benefit from their waste and recycling programs.

717 Wenger Corporation
www.wengercorp.com

Wenger has developed a line of products designed to meet the unique needs of elementary music programs that are flexible and durable. For general music classrooms, flipFORMS is an innovative product that transitions from classroom seating to risers to staging. Other teaching tools include the footnotes Music Rug, lessonWORKS, ORFF Storage, posture chairs and music stands.

716 Wilson Language Training Corp.
www.wilsonlanguage.com

The WILSON Reading System®, WILSON Just Words®, WILSON Fundations®, and WILSON Fluency® are multisensory, structured reading and spelling curricula to address prevention, intervention and intensive instructional needs.

621 World Wide Sales
www.thewritingapproach.com

The Writing Approach Raised Lines and Shapes Papers combine visual, tactile and auditory learning and are designed for individualized instruction to teach prerequisite learning skills. Designed for primary, mainstream, remedial and special needs students, the lines on the paper are slightly raised enabling each student to see and feel the boundary lines within the area they are writing. We specialize in the creation and offer raised lined papers in many different subject areas.

211 World’s Finest Chocolate
www.wfchocolate.com

Chicago based family-owned and operated, World’s Finest® Chocolate has over 60 years of experience crafting premium chocolates. Known and loved for its fundraising products, World’s Finest® Chocolate has helped youth and adult organizations raise over $4 billion. World’s Finest® Chocolate student fundraisers pack delicious variety and are sure to help you reach your goals.

204 WriteSteps
www.writestepswriting.com

Winner of the 2013 Teachers Choice Award, the research-based WriteSteps program empowers K-5 teachers with complete lesson plans that meet 100% of the Common Core Standards for writing and grammar. Lessons are supported with videos of master teachers and visual aids that fuse best practices to give students the skills they need for a lifetime of confident writing.

Visit the Green Pavilion to learn how your school can go green!

BOOTH 325

SHARE YOUR EXPERIENCE

Include the tag #NAESP13 in your online messages, including tweets, photos, posts and blogs.
### Zone 2
**New Jersey Principals and Supervisors Association**
12 Centre Drive
Monroe Township, NJ 08831

### Zone 3
**District of Columbia Association of Elementary School Principals**
3117 Bellbrook Court
Temple Hills, MD 20748-1105

**Maryland Association of Elementary School Principals**
9752 Gudel Drive
Ellicott City, MD 21042

**Ohio Association of Elementary School Administrators**
2600 Corporate Exchange Drive, Suite 168
Columbus, OH 43231

**Virginia Association of Elementary School Principals**
1805 Chantilly Street
Richmond, VA 23230

**West Virginia Association of Elementary and Middle School Principals**
PO Box 655
Mill Creek, WV 26280

### Zone 4
**Alabama Association of Elementary School Administrators**
PO Box 428
Montgomery, AL 36101

**Georgia Association of Elementary School Principals**
PO Box 6445
Athens, GA 30604

**Florida Association of Elementary and Middle School Principals**
2068 S. Monroe Street
Tallahassee, FL 32301

**Mississippi Association of Elementary School Administrators, Inc.**
298 Lakeshore Drive
Pонтотак, MS 38863

### Zone 5
**Illinois Principals Association**
2940 Baker Drive
Springfield, IL 62703

**Indiana Association of School Principals**
7102 North 50 West
West Lafayette, IN 47906

**Kentucky Association of Elementary School Principals**
1801 Echo Trail
Louisville, KY 40245

### Zone 6
**School Administrators of Iowa**
12199 Stratford Drive
Clive, IA 50325

**Michigan Elementary and Middle School Principals Association**
1980 North College Road
Mason, MI 48854

**Association of Wisconsin School Administrators**
4797 Hayes Road, Suite 103
Madison, WI 53704

### Zone 7
**Alaska Association of Elementary School Principals**
2615 Lisa Ann Drive
North Pole, AK 99705

**North Carolina Principals/Assistant Principals Association**
Capital Bank Plaza
333 Fayetteville Street, Suite 1410
Raleigh, NC 27601

**South Carolina Association of School Administrators**
121 Westpark Boulevard, Suite A
Columbia, SC 29210

**Tennessee Principals Association**
250 Sterling Springs Drive
Johnson City, TN 37604

### Zone 8
**Arkansas Association of Elementary School Principals**
219 South Victory Street
Little Rock, AR 72201

**United School Administrators of Kansas**
16214 SW 24th Street
Halsead, KS 67056

**Louisiana Association of Principals**
103 Crawford Street
Winnfield, LA 71483

**Missouri Association of Elementary School Principals**
906 Swifts Highway
Jefferson City, MO 65109

**Colorado Association of Elementary School Principals/Colorado Association of School Executives**
4101 S. Bannock Street
Englewood, CO 80110

**Minnesota Elementary School Principals Association**
1667* Snelling Avenue N., Suite C101
St. Paul, MN 55108

**Montana Association of Elementary School Principals**
900 North Montana Avenue, Suite A-4
Helena, MT 59601

**Nebraska Council of School Administrators**
455 11th Street, Suite A
Lincoln, NE 68508

**North Dakota Association of Elementary School Principals**
121 Rosser Avenue
Bismarck, ND 58501

**South Dakota Association of Elementary School Principals**
306 East Capitol, Suite 150
Pierre, SD 57501

**Wyoming Association of Elementary and Middle School Principals**
346 South Main Street
Sheridan, WY 82801
New Mexico Association of Elementary School Principals
4127 Calle Balleza
Las Cruces, NM 88011

Oklahoma Association of Elementary School Principals
2901 North Lincoln Blvd.
Oklahoma City, OK 73105

Texas Elementary Principals and Supervisors Association
501 East 10th Street
Austin, TX 78701

Zone 9
Arizona School Administrators, Inc.
1910 West Washington Street
Phoenix, AZ 85009

Association of California School Administrators
1029 J Street, Suite 500
Sacramento, CA 95814

Hawaii Elementary and Middle School Administrators Association
47-280 Waihee Rd
Kaneohe, HI 96744

Idaho Association of Elementary School Principals
777 South Latah St.
Boise, ID 83705-1501

Nevada Elementary School Principals Association
P.O. Box 3067
Pahrump, NV 89041

Confederation of Oregon School Administrators
707 13th Street SE, Suite 100
Salem, OR 97301-4036

Utah Association of Elementary School Principals
1021 8th Ave SE
Olympia, WA 98501-1515

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- Grow Up! Hydrogarden 911
- HOPSports 112
- NutriBee National Nutrition Competition 326
- Playworks 917
- Share Our Strength 818
- Skillastics 711
- The President's Challenge 310
- USDA/Child Nutrition Division/Team Nutrition 809

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*Acting President, replaced A. Raymond Ebaugh, Royal Oak, MI, deceased.
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NOTES
Things You Can Only Do in Nashville

1. The Grand Ole Opry. Nashville’s #1 attraction honors country music’s rich history and dynamic present by showcasing a mix of country legends and contemporary chart-toppers.

2. Country Music Hall of Fame and Museum. Visit the largest popular music museum in the world! Experience the history of America’s music through exciting exhibits, entertaining films, interactive displays and an incredible array of costumes and instruments.

3. General Jackson Cruise. You’ll have an unforgettable time aboard the historic 300-foot-long General Jackson Showboat cruising the Cumberland River while enjoying a meal and a live stage show.

4. Heritage Hall Museum. Trace the roots of barbershop music. The museum houses the Old Songs Library—the world’s largest privately held collection of sheet music and is a repository for barbershop memorabilia, early recordings, costumes, and more.

5. The Parthenon. Originally built for the 1897 Centennial Exposition, this replica of the original Parthenon in Athens stands as a monument to the pinnacle of classical architecture and serves as the city of Nashville’s art museum.

6. Music 24/7/365. With more than 120 live music venues, Nashville has a live music venue to suit every sound. Soak up all the live music you can handle on the same stages where so many legends have made their names.

Save the date for next year’s conference, where the nation’s principals and top education experts will be gathering in one of America’s most legendary venues - Opryland!

What makes Music City so special? It’s a town that sizzles with American music, Southern hospitality, unbelievable cuisine and a boundless spectrum of nightlife, all waiting for you to discover.

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