

PRELIMINARY PROGRAM

BEST PRACTICES FOR BETTER SCHOOLS™

National Conference
and Expo of the Year

SAVE \$100!
REGISTER BY
February 10
naesp.org/2012

naesp™ SEATTLE 2012
March 22–24

Register at
www.naesp.org/2012

NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

Powerful Speakers...



Richard DuFour and Rebecca DuFour
Building the Collaborative Culture of a Professional Learning Community Teamwork will lead your school to continued improvement. Learn from two of today's foremost experts on

building and maintaining Professional Learning Communities (PLCs).



Eric Jensen
Practical Strategies Linking Brain Research to Student Achievement of Students from Poverty Gain fresh, research-supported insights, key background knowledge, and a practical roadmap for academic success with kids from poverty.



Douglas Reeves
New Opportunities in Educational Innovation: A New Era for Accountability, Leadership, Teaching, and Learning Accountability that uses innovation borne out of flexibility, even in the midst of financial constraints, can change schools from being merely "test prep centers."



Andrew Hargreaves
The Future of Educational Change An alternative path for the future focuses on innovation, inspiration, and sustainability. Hear about how to lead performance beyond your expectations.



Yong Zhao
Catching Up or Leading the Way: American Education in the Age of Globalization Hear this former student in China and current parent of U.S. schoolchildren skewer conventional wisdom and assess where U.S. schools are today.



Malachi Pancoast
How to Work Less, Produce More, and Still Get the Job Done in a Sensible School Week Learn how to succeed unfettered by the administrvivia that uses time better spent in classrooms with students and teachers.



Justin Baeder
Using Apple's iPad™ to Maximize Your Effectiveness as a Leader Increase your productivity by using the iPad™ to manage your time and work and for walkthroughs, email, documentation, and more.



Charlotte Danielson
Assessing Teacher Effectiveness It's essential to assess teacher effectiveness, evaluating not only what teachers do, but the impact they can demonstrate on their students' learning. Find out how.



Jim Grant and Betty Hollas
What Extraordinary Principals Do Differently Become a standout principal with dozens of common sense tips and tactics for courageous leaders.



Marcus Conyers and Donna Wilson
BrainSMART Leading for Learning: Keys to Increasing Student Achievement Gain a practical, brain-based framework for helping teachers increase student achievement.



Jawanza Kunjufu
Understanding Black Male Learning Styles Explore the current trends facing Black males: why so many are in special education and remedial reading; what are some gender learning differences; and what best practices will lead to needed improvements.



Eric Brown
My Soul Looks Back and Wonder: Empowering African-American Males for Success Learn about a systematic approach to address the unique needs of African-American males and their families with strategies directed at closing the achievement gap.



Rick Stiggins
Seven Essential Assessment Actions for Local District Leaders Learn how local district, school, and teacher leaders must embrace a new vision of excellence in local assessment and the necessary conditions to make it happen.



Michael Chirichello
Changes Don't Come Easy: Lead the Way Learn how to debunk the most common myths about change and strengthen your capacity to lead your staff through the change process.



Diane Ravitch OPENING KEYNOTE
Will School Reform Improve the Schools?

Hear one of the nation's most sought-after speakers on current issues address the state of American education today and the many efforts underway to change it.



Rafe Esquith CLOSING KEYNOTE
Lighting Their Fires

An exceptional fifth-grade public school teacher from Los Angeles shares his school's success story, despite its urban location plagued by guns, gangs, and violence.

Comprehensive Expo...



Meet more than 250 of the nation's top school suppliers!

The NAESP Expo is the most comprehensive showcase of K-8 educational products and services offered nationwide. Take advantage of this unique opportunity to obtain up-to-the-minute information about the products and services your school needs the most.

Featuring:

More than 30 new companies

Pavilions highlighting green schools and health and wellness

The latest technologies, innovations, and solutions for your school

40,000 square feet of exhibit hall space

No excuses to miss this year's Expo! We've set aside exclusive hours with no competing programming on both Expo Hall days.

Expo Hall Hours

Friday March 23

10:30 a.m. – 2:30 p.m. (Exclusive Hours: 10:30 a.m. – 12:30 p.m.)

Saturday, March 24

9:00 a.m. – 2:30 p.m. (Exclusive Hours: 12:30 – 2:30 p.m.)

Get the Latest Books for Principals!

Buy your professional books in the National Principals Resource Center (Bookstore) in the Expo Hall lobby, where we've placed it so you can shop even when the Expo Hall is closed. You'll find the best books to help you stay informed and on track during the school year, including the latest titles by the speakers.



Meet the Authors!

Check the schedule to see who will be on hand and when for book signings and conversation.



Membership Questions and Prizes Too!

Stop by the NAESP membership booth inside the Expo Hall to speak one-on-one with an NAESP representative about member benefits, programs, and services. This is your chance to get the personal attention you deserve from NAESP.

Enter our daily drawing for fabulous prizes at the NAESP booth.

Remember to scan your name badge at the NAESP booth each day to win.

See more details and register at www.naesp.org/2012 or call 866-229-2386.



Dynamic Program...

Monday, March 19

NAESP National Principals Mentor Training and Certification Program	1– 5 p.m.
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Tuesday, March 20

NAESP National Principals Mentor Training and Certification Program	8:30 a.m. – 4 p.m.
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Wednesday, March 21

NAESP National Principals Mentor Training and Certification Program	8:30 a.m. – 4 p.m.
Attendee Registration	1 – 6 p.m.
Resolutions Committee Meeting (committee members only)	4 – 6 p.m.

Thursday, March 22

Attendee Registration	7 a.m. – 6 p.m.	
Malachi Pancoast – How to Work Less, Produce More, and Still Get the Job Done in a Sensible School Week	7:45 – 9:45 a.m.	2-Hr. Workshop
Justin Baeder – Using Apple's iPad™ to Maximize Your Effectiveness as a Leader	7:45 – 9:45 a.m.	2-Hr. Workshop
Marcus Conyers and Donna Wilson – BrainSMART Leading for Learning: Keys to Increasing Student Achievement	7:45 – 9:45 a.m.	2-Hr. Workshop
Eric Brown – My Soul Looks Back and Wonder: Empowering African-American Males for Success	7:45 – 9:45 a.m.	2-Hr. Workshop
Resolutions Open Hearing and Committee Meeting	8 – 9 a.m.	
NAESP Foundation Breakfast – Ticketed Event	8 – 9:30 a.m.	
Concurrent Sessions	8:30 – 9:45 a.m.	
Diane Ravitch – Opening Keynote Speaker Will School Reform Improve the Schools?	10 – 11:30 a.m.	KEYNOTE
Diane Ravitch – Book Signing	11:45 a.m. – 12:45 p.m.	
Richard DuFour and Rebecca DuFour – Building the Collaborative Culture of a Professional Learning Community	12:30 – 2:30 p.m.	Plenary
Past Directors Meeting	1:30 – 2:30 p.m.	
State Leaders Meeting	2:45 – 3:45 p.m.	
Concurrent Sessions	2:45 – 4:15 p.m.	
Richard DuFour – Raising the Bar and Closing the Gap: Whatever It Takes in Middle Schools	2:45 – 4:15 p.m.	
Rebecca DuFour – Raising the Bar and Closing the Gap: Whatever It Takes in Elementary Schools	2:45 – 4:15 p.m.	
State Executive Directors Meeting	4 – 5:30 p.m.	
Richard DuFour and Rebecca DuFour – Book Signing	4:30 – 5:30 p.m.	
Opening Reception – Sponsored by Lifetouch	8 – 10 p.m.	

Consent to Use of Photographic Images

Registration and attendance at, or participation in, NAESP's Annual Conference and other activities constitutes an agreement by the registrant to NAESP's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, web-based communications, and audio tapes of such events and activities.

Register today!
www.naesp.org/2012



Friday, March 23

Attendee Registration	7:30 a.m. – 5 p.m.	
Eric Jensen – Practical Strategies Linking Brain Research to Achievement of Students from Poverty	7:30 – 9 a.m.	Plenary
Resolutions Committee Report	8:30 – 9 a.m.	
Eric Jensen – Book Signing	9:15 – 10:15 a.m.	
Concurrent Sessions	9:15 – 10:30 a.m.	
Zone Meetings	9:30 – 11:30 a.m.	
Expo Hall Open (Exclusive Hours: 10:30 a.m. – 12:30 p.m.)	10:30 – 2:30 p.m.	Exhibits
Charlotte Danielson – Assessing Teacher Effectiveness	12:30 – 2:30 p.m.	2-Hr. Workshop
Jim Grant and Betty Hollas – What Extraordinary Principals Do Differently	12:30 – 2:30 p.m.	2-Hr. Workshop
Jawanza Kunjufu – Understanding Black Male Learning Styles	12:30 – 2:30 p.m.	2-Hr. Workshop
Rick Stiggins – Seven Essential Assessment Actions for Local District Leaders	12:30 – 2:30 p.m.	2-Hr. Workshop
Michael Chirichello – Changes Don't Come Easy: Lead the Way!	12:30 – 2:30 p.m.	2-Hr. Workshop
Concurrent Sessions	1 – 2:15 p.m.	
Charlotte Danielson, Rick Stiggins, and Jawanza Kunjufu – Book Signing	2:45 – 3:45 p.m.	
Douglas Reeves – New Opportunities in Educational Innovation: A New Era for Accountability, Leadership, Teaching, and Learning	2:45 – 4:15 p.m.	Plenary
State Representatives Meeting (Selection of Nominating Committee)	4 – 5 p.m.	
Douglas Reeves – Book Signing	4:30 – 5:30 p.m.	
State Representatives Reception	5 – 6 p.m.	

Saturday, March 24

Andrew Hargreaves – The Future of Educational Change	7:30 – 9 a.m.	Plenary
Key Activists Meeting	8 – 9 a.m.	
Expo Hall Open (Exclusive Hours: 12:30 – 2:30 p.m.)	9 a.m. – 2:30 p.m.	Exhibits
Andrew Hargreaves – Book Signing	9:15 – 10:15 a.m.	
Concurrent Sessions	9:15 – 10:30 a.m.	
Yong Zhao – Catching Up or Leading the Way: American Education in the Age of Globalization	11 a.m. – 12:30 p.m.	Plenary
Yong Zhao – Book Signing	12:45 – 1:45 p.m.	
Rafe Esquith – Closing Keynote Speaker Lighting Their Fires	2:45 – 4:15 p.m.	KEYNOTE
Rafe Esquith – Book Signing	4:15 – 5:15 p.m.	
Delegate Assembly	4:30 – 6 p.m.	
Closing Event	8 – 10 p.m.	



National Association of
Elementary School Principals

1615 Duke Street
Alexandria, VA 22314

Exciting Destination!



Register at www.naesp.org/2012



If you haven't been there yet, you're in for a treat, and if you have, you already know that Seattle always offers something new and exhilarating. With its beautiful skyline and picture postcard appeal, Seattle is brimming with charm, but it's also green and vibrant, sleek and modern, and steeped with history and fun—a great destination for NAESP members to gather, learn, network, and enjoy.

Centrally Located Washington State Convention Center. Walk to nearby hotels, world-class restaurants, and shopping.

Seattle Sheraton—NAESP Headquarters Hotel. Transformed by the new 25-story Union Street Tower, it's a high style hotel and meeting destination and just steps from exciting nightlife, restaurants, shopping, and entertainment.

Airport to Downtown Is a Breeze. The new Link light rail takes you 14 miles from the Seattle-Tacoma Airport to downtown's Westlake Station, making your trip from plane to hotel a whole lot easier—and more affordable. Train runs every 7.5 minutes during peak hours and fares cost just \$2.50 each way.

Truly Green. Seattle was named America's greenest and most sustainable major city (population more than 250,000) by the Natural Resources Defense Council and the country's cleanest city in 2008 by Forbes.com.

Vibrant Markets. Don't miss Pike Place Market overlooking Elliott Bay waterfront. Enjoy handmade arts and crafts, fishmongers famous for tossing salmon, street performers, and nearby attractions such as Olympic Sculpture Park. Pioneer Square, Seattle's original downtown in 1852, is home to art galleries, cafes, bookstores, and the Seattle Underground Tour.

Culturally Alive City. Seattle is known for the arts, including the Seattle Art Museum and the Frye Art Museum as well as theatre and music venues. Families will enjoy the Pacific Science Center, the Seattle Aquarium, and the Burke Museum of Natural and Cultural History.

Food Lovers Paradise. You will find great restaurants of all types, wine tasting opportunities, some of the nation's best boutique coffee shops all over town, and wineries not far away.

Make your plans today!

NAESP ANNUAL CONFERENCE AND EXPO MARCH 22–24, 2012