



# NAVIGATING CHANGE

## INNOVATION FOR TRANSFORMATION

September 29 –  
October 1, 2010

Radisson Paper Valley  
Conference Center,  
Appleton

Wednesday, September 29  
Preconference Program



Featuring Dr. Robert Marzano

Linking Formative Assessment  
& Standards-based Grading to  
Student Learning

Done properly, formative assessments allow districts and schools to identify the strengths and weaknesses of every student quickly and efficiently. The goal is to prevent students from ascending through grade levels while lacking knowledge and skills. Throughout his 40 years in the field of education, Marzano has become a speaker, trainer, and author of more than 30 books and 150 articles on topics such as instruction, assessment, writing and implementing standards, cognition, effective leadership, and school intervention. His practical translations of the most current research and theory into classroom strategies are internationally known and widely practiced by both teachers and administrators.



**WEDNESDAY  
AFTERNOON FEATURE:**  
Marzano & Popham offer  
Contrasting Perspectives  
on Today's Most Vexing  
Assessment Issues

Thursday,  
September 30  
Conference Keynote



Featuring Dr. James Popham,  
Emeritus Professor, UCLA  
Formative Assessment

Although the nation's educators have read and heard much about formative assessment during recent years, the stark reality is that far fewer teachers are using formative assessment than had been originally hoped. This presentation analyzes the ways in which the formative assessment process can realistically be employed, then identifies obstacles to wider usage of formative assessment--as well as ways of circumventing those obstacles. Dr. Popham is the keynote speaker for the morning and will offer two follow-up sectionals in the afternoon.



The conference also includes:

- 30 sectional sessions from DPI, higher ed, and school districts from around the state including three sessions on critical and creative thinking by Dr. Richard Cash, President, MN ASCD.
- Current information on the Common Core State Standards Initiative and an overview of the WI state standards revision.
- Introduction to the new Wisconsin ASCD Professional Network.
- Thursday night dinner buffet for networking, food and fun, featuring Wisconsin ASCD President Tony Frontier and Dueling Pianos.

*Wisconsin ASCD is committed to providing enhanced professional development that is research-based, enduring and most effective for improving student learning.*

### Questions?

www.wascd.org  
office@wascd.org  
262.242.3771



# Registration Form

## 2010 Fall Conference

September 30 – October 1

New members who join WASCD with this form can register at the member rate.	<b>WASCD Members</b>		<b>Non-Members</b>	
	<input type="checkbox"/> Preconference (9/29)	\$199	<input type="checkbox"/> Preconference (9/29)	\$239
	<input type="checkbox"/> Conference (9/30-10/1)	\$279	<input type="checkbox"/> Conference (9/30-10/1)	\$339
	<input type="checkbox"/> WASCD Membership (join or renew)	\$75	<input type="checkbox"/> Late fee (after 9/20)	\$25
	<input type="checkbox"/> Late fee (after 9/20)	\$25		
	<b>TOTAL:</b> _____		<b>TOTAL:</b> _____	

### Payment Information

To register a team with one payment source, attach a copy of this form for each attendee or send a list with the information requested below for each participant.

**PO #** \_\_\_\_\_  **Check enclosed #** \_\_\_\_\_

**Charge:** MC or Visa Cardholder Name (as it appears on card) \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Participant Information

I am a:  Conference Presenter  new C & I Director  vegetarian

Please print clearly so name badge will be accurate. Phone numbers and e-mails are used only for confirmations and in case of program changes or emergencies.

**Name:** \_\_\_\_\_

**School/District/Agency:** \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail** \_\_\_\_\_

**Emergency Contact: (name & phone)** \_\_\_\_\_

### Details

Make a copy of your completed registration form for your records.  
Return by fax or mail to: WASCD • 210 Green Bay Road • Thiensville WI 53092

**Fax 262.242.1862**

REGISTRATION TERMS	CANCELLATION POLICY	LOCATION & SCHEDULE	FOOD AND BEVERAGE
Registrations are accepted on a full-payment, first-come, first-served basis only. E-mail confirmations are sent about a week before the program. Please call the WASCD office before the program if you did not receive a confirmation to determine your registration status.  <b>On-Site Registration:</b> When space is available, you may register on site for an additional \$25 fee	WASCD reserves the right to move or cancel programs due to low registration. That is why it is important to register early. In the unlikely event of a cancellation, all registrants will be notified and receive full refunds.  There is a \$25 processing fee for each individual cancellation. There are no refunds 3 days prior to or anytime after the program. Substitutes are welcome.	<b>Radisson Paper Valley Hotel &amp; Conference Center</b> <b>333 W College Ave., Appleton WI 54911</b> <b>920.733.8000</b>  <b>Wed. 9/29 • 9 am–3 pm</b> (check in: 8:30 a.m.) <b>Thurs./Fri. 9/30-10/1</b> <b>8 am–4 pm (Fri till 12 pm)</b> (check in: 7:30 a.m.)	Each day includes a breakfast, coffee, tea and soda. Wednesday and Thursday, lunch is included. Thursday dinner is included.  <b>Lodging:</b> Participants are responsible for securing their own lodging. We have arranged for a block of rooms at a special rate of \$99 per night if you reserve by Sept. 24. Call 920.733.8000 and mention that you are with Wisconsin ASCD.  <b>Special Needs:</b> Please notify WASCD of any special needs at the time you register.