



# REGISTER NOW!

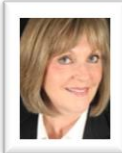
for the

50<sup>th</sup> Annual Professional Development Institute

**October 20 – 21, 2017**



## Keynote Speaker – Friday, Oct. 20



**Joanne Billingsley**

***Aim to Grow Your Brain***

Joanne Billingsley, a former Texas regional Teacher of the Year, is a consultant, author, keynote speaker, and nationally acclaimed lecturer for the Bureau of Education & Research (BER) and the Greenleaf Brain

Institute. Her groundbreaking book, *Aim to Grow Your Brain: The Secret Mindset of Underachieving Students* was released in October 2009. The message she delivers is a powerful one: Smart is something you get, not just something you are; we all have the potential to grow in intelligence and build a better brain

**Saturday, Oct. 21 – Breakout Session: 9:45 – 10:45 am**

***Making Words REAL-Proven Strategies for Building Academic***

***Vocabulary FAST across ALL Content Areas!*** How to dramatically Increase Opportunities for Listening, Speaking, Reading & Writing Using Academic Language. Experience high-quality instructional strategies that engage students in vocabulary and language interaction. Transform mundane vocabulary lessons into a multi-sensory interactive experience using music, technology and imagery. Learn to create and implement card sorts, multimedia trailers, sentence puzzlers, vocabulary in-a-bag and word games to expand academic language and increase content comprehension and retention.

## Keynote Speaker – Saturday, Oct. 21



**Danny Brassell**

***Reading Makeover: Bringing Joy Back into Education***

The standardized testing craze has terrified students and lead many great educators to quit.

Get ready to get pumped-up about reading! Join internationally-acclaimed speaker and best-selling author Danny Brassell as he reminds educators of their importance in the everyday reading development of children. He'll remind you how to laugh, sing, dance, play and read great books in order to bring the joy back into education.

## Authors

Joan Bransfield Graham

Susan Goldman Rubin

Patricia Newman

Kenneth Peek

Myron Uhlberg

Gretchen Woelfle

MaryAnn Fraser

Virginia Loh-Hagan

Alexis O'Neill

Icy Smith

Lee Wardlaw

## Featured Speaker

Gail Boushey Joanne Billingsley Ruth Culham  
Steve Dunn Cynthia Dollins Katie Garner Carol Jago  
Adria Klein Virginia Loh-Hagan Margaret Moustafa  
Nancy Rogers Zegarra Sandra Yoon Hallie Yopp  
Ruth Yopp

**For a complete list of presenters and schedule of events...**

**Go to the CRA website - [www.californiareads.org](http://www.californiareads.org)**



Registration Fees	Friday Only <i>Includes Kick-Off Party</i>		Saturday Only <i>Includes Lunch</i>		Both Days <i>Includes Kick-Off Party, Fri. &amp; Lunch, Sat.</i>	
	Early Bird Before 9/15/17	After 9/15/17	Early Bird Before 9/15/17	After 9/15/17	Early Bird Before 9/15/17	After 9/15/17
Member	\$95	\$110	\$125	\$150	\$220	\$235
Non Member	\$115	\$135	\$160	\$190	\$250	\$275
Pre-Service Teacher / Intern/Full Time Student	\$50		\$50		\$85	
Groups of 10+	\$85		\$110		\$200	

Register Online  
[www.californiareads.org](http://www.californiareads.org)



College Credit is available through University of the Pacific. Go to [www.californiareads.org](http://www.californiareads.org) for more information.



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ONLINE RESERVATIONS – <https://cp.pacificpalmsresort.com/login1.htm>

User Name: **California** Password: **Reading** (both are case sensitive)

CRA GROUP ROOM RATE: \$139 per night Plus 10% Tax

Rate Includes: Complimentary Internet and Parking for guests only.

