

**Technology Trends and Innovations  
In K-12 School Publishing  
October 2, 2008 – 8:30 a.m. – 4:30 p.m.  
Ritz Carlton Pentagon City Hotel, Arlington, VA**

**Agenda**

7:30 am

**REGISTRATION & CONTINENTAL BREAKFAST**

**WELCOMING REMARKS** (*Learning to Change, Changing to Learn Video*)

**Honorable Patricia Schroeder**, President and CEO, AAP

**Trends in a Time of Transformation**

Starting out with an overview of the current economic climate for K-12 school publishers and business market and approaches to acquiring, creating and integrating innovation, our distinguished panelists will discuss the latest studies and reports about the move from print to digital with a focus on how curriculum works in a digital world, how the new blended curriculum will impact local and state purchasing models, business models for digital publishing and the rise of virtual/online learning communities.

**Christopher Curran**, Managing Director, Berkery, Noyes & Co.

Moderator: **Connie Yowell**, MacArthur Foundation

Panelists:

**Tom Greaves**, President, The Greaves Group LLC

**Bill Thomas**, Director, Educational Technology, Southern Regional Education Board

**Mary Ann Wolf**, Executive Director, State Educational Technology Directors Association

**Kate Kemker**, Bureau Chief, Instruction and Innovation, Florida Department of Education

**Gene Wilhoit**, Executive Director, Council of Chief State School Officers

**MORNING BREAK**

**Trends in a Time of Transformation** (continuation)

**LUNCHEON/KEYNOTE**

Introduction: **Kathy Hurley**, SVP Strategic Partnerships, Pearson, Chair, Summit Planning Committee

**Michael Horn**, Co-Author with Clayton M. Christensen, *Disrupting Class: How Disruptive Innovation Will Change The Way the World Learns*

**Publishing Industry Executive Roundtable**

You won't want to miss this discussion as these publishing industry leaders respond to the ideas presented in the luncheon keynote address by Michael Horn, co-author of *Disrupting Class* subject: The disruptive classroom.

Moderator: **Karen Greenwood Henke**, Founder and Managing Director, Nimble Press, CoSN Board

Panelists:

**Steve Dowling**, Senior Vice President Corporate Development, Pearson PLC, President, Pearson Inc.

**William J. Kelly**, CEO and Founder, Learning.com

**Doug Levin**, Cable in the Classroom, Discovery Education

**Michael Ross**, Senior Vice President, Worldwide Product Development/Technology and General Manager of Education, Encyclopedia Britannica, Inc.

**AFTERNOON BREAK**

**Educators in a Time of Transformation** (*Empowering the 21<sup>st</sup> Century Superintendent video*)

Insights on the challenges of shifting from a world of education that has traditionally relied on print materials to a new blended world where print and digital converge -- from purchasing new digital curriculum to training and the day-to-day integration issues facing districts and schools. They will share how they have worked with publishers to create winning solutions for teachers and students.

Moderator: **Debby Baker**, Assistant Superintendent for Curriculum and Instruction, Brighton Central School District, NY

Panelists:

**Joe Hairston**, Superintendent, Baltimore County Schools, Baltimore, Maryland

**Anita Givens**, Senior Director, Ed Tech, TX Ed Agency

**Jennifer Bergland**, Chief Technology Officer, Bryan Independent School District

**Bob Moore**, Executive Director IT Services, Blue Valley Union School District, KS, former president CoSN

**Impacts on Business/What Does it all Mean for the Future?** (*When I Grow Up video*)

The final panel will respond to the sessions of the day, applying “future thinking” and understanding of the research to summarize the sessions of the day. Using the KnowledgeWorks Foundation’s 2006-2016 Map of Future Forces Affecting Education and AIR research results the panelists will provide observations of the key topics of the conference and provide a translation of the impact on the world of educational publishing.

Moderator: **Sue Collins**, Principal, Collins Consults

Panelists:

**Tracy Gray**, Managing Director, American Institutes for Research

**Monica Martinez**, Vice President, Education Strategy, KnowledgeWorks Foundation

4:30 pm

**ADJOURN**