

Association of American Publishers School Division

2008 ANNUAL MEETING

February 7-8, 2008

Sacramento Grand Hotel, Sacramento, CA

INNOVATIONS AND TRANSFORMATIONS

AGENDA

Thursday, February 7, 2008

- 7:30 AM – 8:30 AM** **CONTINENTAL BREAKFAST AND REGISTRATION**
*Sponsored by Lehigh Press, Inc., Representative **John R. DePaul***
- 8:30 AM – 9:00 AM** **WELCOME & SCHOOL DIVISION ANNUAL BUSINESS MEETING**
Jay Diskey, Executive Director, AAP School Division
Buzz Ellis, Senior Vice President, Market Planning & Customer Development, McGraw-Hill Education, Chairman, AAP School Division Executive Committee
- 9:00 AM – 10:15 AM** **Keynote Address**
Dr. Mark David Milliron, President and CEO, Catalyze Learning International
- 10:15 AM – 10:30 AM** **BREAK**
*Sponsored by Quarasan, Inc., Representative **Randi Brill***
- 10:30 AM – 11:15 AM** **Education Outlook in California**
Paul Navarro, Deputy Secretary of Legislative Affairs, Office of the Governor
Scott Hill, Under Secretary of Education, Office of the Governor
Julia Brownley, Assemblywoman, State of California
Tom Torlakson, State Senator, State of California
- 11:15 AM – 12:00 PM** **What Works? Instructional Materials And Fidelity Of Implementation**
Publishers spend millions on evidence-based research. Does it work? How do they know their materials are being implemented correctly?

Michael Kamil, Professor, Language Learning and policy; Psychological Studies in Education; and Learning, Design, and Technology, School of Education, Stanford University.
- 12:00 PM – 1:30 PM** **LUNCHEON**
*Sponsored by Bill SMITH STUDIO, Representative **Jim McVety***

Attracting and Keeping the “Generation Tech” Workforce
*Introduced by **Gale Murray**, Vice President School Sales, Cengage Learning*

Marc Prensky, Founder & CEO, Games2train
- 1:30 PM – 2:30 PM** **New Learning Tools And Social Networking**
*Moderated by **Christopher Brown**, Senior Vice President, Research, Pearson*

Many involved in K-12 education are embracing new interactive media, but are the techniques and technology we’re using really enhancing learning?

Ann Flynn, Director, Education Technology Programs, National School Board Association

Sheryl Abshire, District Administrative Coordinator of Technology, Calcasieu Parish School System, Lake Charles, Louisiana

Lee Wilson, Headway Strategies.com

2:30 PM – 2:45 PM

BREAK

*Sponsored by Element, LLC, Representative **Jeffrey McLeod***

2:45 PM – 4:00 PM

Convergence Of Emerging Business Models And Opportunities

*Moderated by **Geoffrey Fletcher**, Editor-at-Large, Executive Director, T.H.E. Institute*

Publishers with a deep history and strength in preK-12 educational publishing are merging, morphing and converging to bolster their company's innovative vitality and economic future. Experts discuss exciting industry trends and innovation opportunities created by increasing demands for electronic materials delivered via ever-changing platforms.

Nelson Heller, President, The Heller Reports, A QED Company

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

Randy Reina, Vice President for Technology, The McGraw-Hill Companies

5:30 PM – 7:00 PM

COCKTAIL RECEPTION

*Sponsored by InContext Publishing Partners, Representatives **Carol Karton** and **Mark Friedman***

AAP School Division Honoree Awards

Friday, February 8, 2008

7:30 AM – 8:30 AM

CONTINENTAL BREAKFAST

8:30 AM – 9:30

2008 Economic Outlook For Educational Publishing

*Moderated by **Rick Blake**, Houghton Mifflin Harcourt*

What are the prospects for industry earnings in 2008? What's ahead for the primary drivers of instructional materials spending: funding environment, adoption schedule, accountability and demographics? What is the long-term growth outlook?

Peter Appert, Publishing/Information Services Analyst, Goldman, Sachs and Company

Drew Crum, Equity Research Analyst, Stifel Nicolaus

9:30 AM – 9:45 AM

BREAK

9:45 AM – 11:15 AM

State Updates From AAP Lobbyists

*Moderated by **Jay Diskey**, Executive Director, AAP School Division*

Bob Boyd, Esq., Partner, Sachs & Sax and AAP Florida Lobbyist

Louann Martinez, Consultant, Martinez & Associates Governmental Affairs and AAP Texas Lobbyist

Dale Shimasaki, Chief Executive Officer, Strategic Education Services, and AAP California Lobbyist

11:30-11:45 AM

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