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AAP School Division Annual Meeting

**Hyatt Regency on Capitol Hill
Washington DC
March 3, 2010**

AGENDA

- 8:00 AM – 9:30 AM **CONTINENTAL BREAKFAST & REGISTRATION**
Sponsored by Lehigh Phoenix, Representatives Mike Phippard and Mike Cassells
- 9:30 AM – 9:45 AM **Welcome Remarks**

Tom Allen, CEO/President AAP
Jay Diskey, Executive Director, AAP School Division
- 9:45 AM – 11:00 AM **Federal & State Legislative Outlook**

Bob Boyd, Esq., Partner, Sachs & Sax, Tallahassee, FL
Louann Martinez, Martinez Associates, Austin, TX
Dale Shimasaki, Chief Executive Officer, Strategic Education Services, Sacramento, CA
Jay Urwitz, Partner, Wilmer Hale
Moderated by Jay Diskey
- 11:00 AM – 12:15 PM **2010 Economic Outlook for Educational Publishing**

Peter Appert, Piper Jaffray & Co., San Francisco, CA
Michael Meltz, J.P. Morgan, New York, NY
Introduced by Jay Diskey
- 12:30 PM – 1:45 PM **LUNCHEON** (Combined AAP Core and AAP School Division)
- 1:15 PM ***Nurturing an Educated Workforce to Support a Global Economy***
Honorable **Arne Duncan**, Secretary, U.S. Department of Education

*Introduced by AAP Chair **Will Ethridge**, Chief Executive Pearson Education North America, Chair, AAP Board of Directors*
- 2:00 PM – 2:15 PM **BREAK**

2:15 PM – 3:30 PM

Government Driver of Open Educational Resources

(Joint session with Software & Information Industry Association)

Douglas Levin, Executive Director, State Educational Technology Directors Association

Lan Neugent, Assistant Superintendent for Technology and Human Resources, Virginia Department of Education

Hal Plotkin, Senior Policy Adviser, Office of the Undersecretary, United States Department of Education

*Moderated by **Todd Brekhus**, President, Digital Solutions, Capstone Publishers*

3:30 PM – 3:45 PM

BREAK

3:45 PM to 5:00 PM

Common Core Standards: Timeline & Impact on Curriculum, Assessment & Publishers

(Joint session with Software & Information Industry Association)

Margaret Horn, Director of State Leadership and Policy Development, Achieve

Chris Minnich, Director of Standards, Council of Chief State School Officers (CCSSO)

Ricki Price-Baugh, Director of Academic Achievement, Council of the Great City Schools

*Moderated by **Rick Blake**, Senior Vice President, Communications & Government Relations, Houghton Mifflin Harcourt Publishing Company*

5:15 PM to 6:00 PM

BREAK

6:00 PM

AAP COCKTAIL RECEPTION



Note: Attendees who are registered for the AAP School Division sessions may choose to attend concurrent afternoon sessions held as part of the AAP General Annual Meeting:

1:45 PM

The 21st Century Landscape of Academic Learning

2:30 PM

The Future of Copyright

3:45 PM

Publishing's Influence on Early Childhood Development

4:30 PM

Navigating Business Models in the Digital Sphere