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President’s Message

On behalf of Florida Reading Association’s Board of Directors I would like to welcome you to our 52nd Annual Conference, “Lights! Camera! Literacy!”

I can’t believe that after a year of preparation, the conference has finally arrived. Countless hours of preparation have been put forth to create a program full of high quality and varied professional development opportunities. Featured Strands for this year include Common Core, Coaching, School and District Leadership, Response to Intervention, Technology to name but a few. Additionally, we have excellent opportunities to learn from leaders in our field as they speak in the General Sessions and Featured Speakers Sessions.

Florida Reading Association invites you to learn more about each of our standing committees: Administrative, Conference, Council Development, Governmental Relations, Literacy Projects, Membership, Publications, Studies & Research, and Publicity. One focus of the organization for this year is to provide more information on what takes place throughout the year within each of the committees. We are working together to create opportunities for you to get involved in the areas of your specific interest and add to your professional development. Please visit our website at www.FLReads.org for more information on each of the committees. Then let me know what interests you most and you will be in contact with you of our committee chairs.

Florida Reading Association’s main objective is to be a leading voice for literacy in our state. Throughout the conference, keep in mind that teaching our students to read well is a cherished gift that we provide. I am proud of the program we have put together and honored to have you here as a participant.

I look forward to meeting you at the President’s Reception on Friday evening if not sooner.

Jeanne Petronio
## Executive Committee

President: Jeanne Petronio  
Vice President: Kathy Fontaine  
Past President: Denise N. Pedro  
Recording Secretary: Jacqueline Zeig  
Treasurer: Linda Gobran  
Director of Membership Development: Cher Gauweiler

## District Directors

Bay County: Jenne Palmer  
Central Florida: Victoria Carroll  
Clay County: Enrique Puig  
Duval County: Sandy Pruitt  
Hillsborough County: Victoria Duke  
Lee County: Francine Swickhiemer  
Leon County: Kathy Hall  
Palm Beach County: Darlene Staley  
Pasco County: Darlene Wagner  
Pinellas County: Andrea Dort  
Polk County: Mary Ellen Sitchermann  
St. Lucie County: Heather Bolitho  
Sarasota County: David Schatz

## Committee Chairpersons and Coordinators

Administrative Committee Chair: Denise N. Pedro  
Adolescent Literacy Coordinator: Georgina Rivera-Singletary  
Children’s Book Award Co-Coordinator (North): Amanda Clabeaux  
Children’s Book Award Co-Coordinator (South): Barbara Burns  
Conference Committee Chair: Margaret Janz  
Council Development Chair: Deanne Nelson  
General Conference Chair 2014: Jeanne Petronio  
General Conference Chair 2015: Kathy Fontaine  
Governmental Relations Committee Chair: Kevin Smith  
International Projects Coordinator: Sherida Weaver  
Literacy Projects Committee Chair: David Shatz  
Membership Committee Chair: Cher Gauweiler  
Publications: Mary Ann Clark  
Publicity Committee Chair: Jackie Zeig  
Scholarship and Awards Coordinator: Ann Smith  
Studies and Research Committee Chair: Joyce Warner
Special Interest Council

Florida Secondary Reading Council ----------------------------------------------- Karen McDaniels

Florida Reading Association’s Publications Editors

The Florida Reading Journal Editor---------------------------------------------------------- Taylar Wenzel
The Florida Reading Journal Associate Editor/FRA Webmaster ----------------------------- Terence Cavanaugh
FRA Newsletter Editor ---------------------------------------------------------------------- Danielle Dennis

Liaisons

Florida Center for Reading Research---------------------------------------------------------- Kevin Smith
Florida Department of Education--------------------------------------------------------------- Hope Colle
Florida Literacy Coaches Association--------------------------------------------------------- Brian Dorman

2014 FRA Conference

General Conference Chair---------------------------------------------------------------------------- Jeanne Petronio
General Conference Chair Advisor--------------------------------------------------------------- Margaret Janz
FRA Conference Exhibits/Advertising------------------------------------------------------------ Evan Lefsky
Conference Registration----------------------------------------------------------------------- Shannon Barone

2015 FRA Conference

General Conference Chair----------------------------------------------------------------------- Kathy Fontaine
### FRA Council Presidents, 2014-2015

<table>
<thead>
<tr>
<th>Bay</th>
<th>Palm Beach</th>
<th>Central Florida</th>
<th>Pasco</th>
<th>Clay</th>
<th>Pinellas</th>
<th>Dade</th>
<th>Polk</th>
<th>Duval</th>
<th>St. Lucie</th>
<th>Hillsborough</th>
<th>Lee-Francine Swickheimer</th>
<th>Secondary Reading</th>
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<tbody>
<tr>
<td>Chris Smith</td>
<td>Natasha Araos</td>
<td>Claire Hoey</td>
<td>Darlene Wagner</td>
<td>Victoria Carroll</td>
<td>Betty Herzhauser</td>
<td>Linda Askari</td>
<td>Cathy Powers</td>
<td>Elizabeth Kelly</td>
<td>Heather Bolitho</td>
<td>Darlene Baker</td>
<td>Francine Swickheimer</td>
<td>Karen McDaniels</td>
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### Honor Councils

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<tr>
<td>Bay County Reading Association  Jenne Palmer, President</td>
<td>Bay County Reading Association  Jenne Palmer, President</td>
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<tr>
<td>Duval County Reading Council Lisa Wells, President</td>
<td>Duval County Reading Council Lisa Wells, President</td>
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<tr>
<td></td>
<td>Secondary Reading Council Rachelle Savitz, President</td>
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</tbody>
</table>
FLORIDA READING ASSOCIATION PAST PRESIDENTS

2013-14 Denise N. Pedro, Jacksonville
2012-13 Evan Lefsky, Mount Dora
2011-12 Maria Callis, Cape Coral
2010-11 Sherida Weaver, Seffner
2009-10 Kathy Caputo, Islamorada
2009-10 Ellen Supran, Boynton Beach
2008-09 Pam LaRiviere, Lehigh
2007-08 Debra Wellman, Orlando
2006-07 Mary Ann Clark, Jacksonville
2005-06 Roma Carlisle, Miami
2004-05 Janey Adams, Ormond Beach
2003-04 Janey Adams, Ormond Beach
2002-03 Diane Reese, Tampa
2001-02 Marylou Matoush, Port Saint Lucie
2000-01 Andrea Rosenblatt, Miami
1999-00 Margaret L. Janz, Jacksonville
1998-99 Lois A. Maunte, St. Petersburg
1997-98 Priscilla Griffith, Tampa
1996-97 Evelyn Florence, Tallahassee
1995-96 Rose Ann Beason, Neptune Beach
1994-95 Jacqueline Comas, Columbia, MD
1993-94 Gerry Bohning, Ft. Lauderdale
1992-93 Joyce C. Shaffer, New Smyrna Beach
1990-91 Barbara K. Clarke, Sarasota
1989-90 Marguerite Radencich, Miami
1988-89 Joy Monahan, Orlando
1987-88 Donna Read, Boca Raton
1986-87 Rhoda Kilbourn, Merritt Island
1985-86 Judith Sommer, Ft. Pierce
1984-85 William G. Herrold, Jacksonville
1983-84 Peter Messmore, Boca Raton
1982-83 Jane McNulty, Orlando
1981-82 Judy Birge-Moore, St. Petersburg
1980-81 Muriel Griffiths, Ormond Beach
1979-80 Robert L. Shaffer, Stuart
1978-79 Charles T. Mangrum, II, Miami
1977-78 Martha Sue Austin, Sarasota
1976-77 Mary Elizabeth Wilson, Orlando
1975-76 Ruth Halverson, W. Palm Beach
1974-75 Calvin Schafer, Miami
1973-74 H. Tom Fillmer, Gainesville
1972-73 Marion Perez, Key West
1971-72 Beth Stevenson, Lakeland
1970-71 Richard Wilson, Pensacola
1969-70 Esther E. Miles, Jacksonville
1968-69 John Spagnoli, W. Palm Beach
1967-68 Loren Lawson, St. Petersburg
1966-67 W. Bradtmueller, Tallahassee
1965-66 Margaret Green, Ormond Beach
1964-65 Eloise Berry, Ft. Pierce
1963-64 Wilma Carney, Ft. Lauderdale
1962-63 Ennis Woodley, Jacksonville
1961-62 Mary E. Millard, Miami Beach
1960-61 Eleanor E. Ladd, South Carolina
1959-60 Lester Wheeler, Coral Gables
1958-59 L.L. Murray, Gainesville
1957-58 Frances Nippert, St. Petersburg
1956-57 William R. McClaflin, Miami
1955-56 William R. McClaflin, Miami
1954-55 Theresa Graves, St. Petersburg
1953-54 Marvly Doyle, St. Petersburg
1952-53 Cona Loyless, Tallahassee
1951-52 Eva Wallis, Tampa
1950-51 Vivian Cleveland, Miami
1949-50 Ennis Woodley, Jacksonville
1948-49 W.E. Keller, Orlando
1947-48 J.A. Wheeler, Miami
1946-47 J.A. Wheeler, Miami
1945-46 Helen Watson, (City Unknown)
1944-45 No president (World War II)
1943-44 W.J. Hodges, Tampa
1942-43 Ruby Nowell, Tampa
1941-42 Carolyn Ewart, Tampa
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 am – 8:00 pm</td>
<td>Registration</td>
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<tr>
<td>12:00 pm – 2:45 pm</td>
<td>Pre-conference Institutes – Session 1</td>
</tr>
<tr>
<td>3:00 pm – 5:45 pm</td>
<td>Pre-conference Institutes – Session 2</td>
</tr>
<tr>
<td>7:00 pm – 9:00 pm</td>
<td>FRA Board of Directors Meeting</td>
</tr>
<tr>
<td>7:00 am – 8:00 pm</td>
<td>Registration</td>
</tr>
<tr>
<td>7:30 am – 9:00 am</td>
<td>Complimentary Continental Breakfast on the Second Floor Mezzanine</td>
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<tr>
<td>8:00 am – 9:00 am</td>
<td>Concurrent Sessions and Featured Speakers: The Bag Ladies</td>
</tr>
<tr>
<td>9:15 am – 10:45 am</td>
<td>First General Session – Dr. Steven Layne</td>
</tr>
<tr>
<td>11:00 am – 12:00 pm</td>
<td>Concurrent Sessions and Featured Author: Mary Casanova</td>
</tr>
<tr>
<td>12:00 pm – 1:30 pm</td>
<td>DOOR PRIZES WITH THE EXHIBITORS IN THE EXHIBIT HALL</td>
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<tr>
<td>12:00 pm – 1:30 pm</td>
<td>Book and Author Luncheon – Alane Ferguson (Ticketed Event)</td>
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<tr>
<td>1:45 pm – 2:45 pm</td>
<td>Concurrent Sessions and Featured Authors: Jessica Martinez, Marianne Berkes</td>
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<tr>
<td>2:45 pm -3:15 pm</td>
<td>Snacks with the Exhibitors</td>
</tr>
<tr>
<td>3:15 pm – 4:45 pm</td>
<td>Second General Session - Alan Sitomer</td>
</tr>
<tr>
<td>5:00 pm – 6:30 pm</td>
<td>President’s Reception</td>
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<tr>
<td>7:30 am – 8:00 am</td>
<td>Complimentary Continental Breakfast on the Second Floor Mezzanine</td>
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<tr>
<td>7:45 am – 9:00 am</td>
<td>Delegates Assembly and Leadership Breakfast (By Invitation Only)</td>
</tr>
<tr>
<td>8:30 am – 3:30 pm</td>
<td>Exhibit Hall and FRA Bookstore Open</td>
</tr>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Concurrent Sessions and Featured Speakers: Dr. Katherine McKnight, The Apron Ladies</td>
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<tr>
<td>9:15 am – 10:45 am</td>
<td>Third General Session – Kelly Gallagher</td>
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<tr>
<td>11:00 am – 12:00 pm</td>
<td>Concurrent Sessions and Featured Authors: Michael Shoulders, Steve Swinburne</td>
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<tr>
<td>12:00 pm – 1:30 pm</td>
<td>DOOR PRIZES WITH THE EXHIBITORS IN THE EXHIBIT HALL</td>
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<tr>
<td>12:00 pm – 1:30 pm</td>
<td>Book and Author Luncheon – Anna Dewdney (Ticketed Event)</td>
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<tr>
<td>1:45 pm – 2:45 pm</td>
<td>Concurrent Sessions and Featured Authors: Michael Shoulders, David Biedrzycki, Terry Trueman</td>
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<tr>
<td>3:00 pm – 4:30 pm</td>
<td>Fourth General Session – Laurie Elish-Piper</td>
</tr>
<tr>
<td>6:00 pm – 10:00 pm</td>
<td>Al Capone’s Dinner Theater (Ticketed Event)</td>
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<tr>
<td>8:00 am – 12:00 pm</td>
<td>FRA Bookstore Open</td>
</tr>
<tr>
<td>7:45 am – 9:15 am</td>
<td>Breakfast with the Authors (Ticketed Event)</td>
</tr>
<tr>
<td>8:45 am – 9:45 am</td>
<td>Concurrent Sessions and Featured Strands: Florida Reading Standards, Technology, Content Area Reading, Coaching</td>
</tr>
<tr>
<td>10:00 am – 11:00 am</td>
<td>Concurrent Sessions and Featured Strands: Early Childhood, Content Area Reading, Florida Reading Standards, Adolescent Years</td>
</tr>
<tr>
<td>11:15 am – 12:30 pm</td>
<td>Fifth General Session – Jerry Pallotta</td>
</tr>
</tbody>
</table>
Lights! Camera! Literacy!

Welcome to the Orlando. All of our hard work has paid off and we have a spectacular program to offer you. With so many great things happening, it will be hard for you to choose. I hope you take advantage of each and every opportunity for learning that we provide.

Our conference committee has been the backbone of this event. They will be wearing green conference committee ribbons. If you are having a great time, let them know. If you need assistance, let them know. We want you to have the best experience possible.

A special thank you to the conference committee and coordinators who worked countless hours to make this year’s conference a success.

Conference Committee Chair
Margaret Janz

Food Functions Coordinator
Carol King

Protocol Coordinator
Denise N. Pedro

Sites Coordinator
Kevin Smith

Volunteers Coordinator
Jackie Zeig

Author Signing Coordinators
Barbara Burns

VIP Transportation
Amanda Clabeaux

Local Council Displays
Deanne Nelson and Local Councils

Door Prizes
Bay County Reading Council

Program
Carol and Tom Brott

Program Support
Terence Cavanaugh

Exhibits Coordinator
Evan Lefsky

Registration Coordinator
Shannon Barone

Book Sales
Books Unlimited
All sessions are intended to serve the needs and interests of reading professionals and preprofessionals. Grade level applicability is indicated in the margin, below the room number.

### Preconference Institutes

**Registration fee for each Preconference Institute is $25.00**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session</th>
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<tbody>
<tr>
<td>12:00 – 2:45</td>
<td>Forum East 4</td>
<td><strong>Florida Common Core? Uncommon Projects in the Adventurous Make 'n Take Workshop for All Ages and Subjects</strong></td>
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<td></td>
<td>All</td>
<td>Speaker: The Bag Ladies</td>
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<td></td>
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<td>Join the Bag Ladies as they take you on a Brown Bag Scavenger Hunt. Fill a portfolio of 'finds' to recreate, write about, measure, reinvent, engineer, and discuss across the curriculum. Project based, tons of fun, and loved by students. This journal/creative workshop teaches the standards hands-on. Grab your scissors and join the Bag Ladies as they are on the hunt for great activities for all ages. You will leave with ideas galore for your classroom, samples, and view student made projects for all.</td>
</tr>
<tr>
<td>12:00 – 2:45</td>
<td>Forum West 3</td>
<td><strong>Challenge Thinking and Deepen Understanding: the Instructional Context for Implementing the Common Core Standards</strong></td>
</tr>
<tr>
<td>3-5, Middle</td>
<td>School, High School</td>
<td>Speaker: Lisa Fisher, District Literacy Specialist, Pasco County</td>
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<tr>
<td></td>
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<td>I have worked with over 200 teachers from grades 2-12 on how to help students dive into a text multiple times to peel back the layers and move from explicit understanding to implicit understanding by marrying Common Core standards with interactive literacy strategies. This workshop offers science and social studies teachers alongside language arts and reading teachers an opportunity to experience strategies that challenge students to read, reread, and read again complex text in a critical way. I believe in the power of this process and want to share with teachers everywhere. Let’s work together to inspire students all across America to learn to love to read critically. Are you with me?</td>
</tr>
<tr>
<td>12:00 – 2:45</td>
<td>Forum East 2</td>
<td><strong>Sneaking Learners through the Brain's Backdoor for Easy Access to the Hardest Reading and Writing Skills!</strong></td>
</tr>
<tr>
<td>Pre-School, K-5, College, Adult Literacy</td>
<td>Speaker: Katie Garner, The Juilliard School/CLIMB</td>
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<td>Discover the secrets to hacking into the brain’s hardwired system for learning to increase learner-momentum far beyond simple decoding! These brain-based teaching tricks and tools are guaranteed to become a staple of your teaching-repertoire!</td>
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<td>Time</td>
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<td>Location</td>
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<tr>
<td>12:00 – 2:45</td>
<td>Best Practices in Writing</td>
<td>Forum West 2 Grades K–6</td>
</tr>
<tr>
<td>3:00 – 5:45</td>
<td>A Visit with Author Mary Casanova: Stories that Matter, Books Readers Can't Put Down!</td>
<td>Forum East 2 All</td>
</tr>
<tr>
<td>3:00 – 5:45</td>
<td>Fluency: The Bridge to Comprehension</td>
<td>Forum West 1 K–5, Middle School, High School</td>
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<tr>
<td>3:00 – 5:45</td>
<td>Reading and Writing Strengthening the Core</td>
<td>Forum East 4 Middle School High School</td>
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<tr>
<td>Time</td>
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<tr>
<td>3:00 – 5:45</td>
<td>Voluminous Vocabulary: Structuring for Active Engagement in Direct Word Learning</td>
<td>Forum West 2, K-5, Middle School, High School</td>
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<tr>
<td>3:00 – 5:45</td>
<td>Close Reading in the Secondary Classroom</td>
<td>Forum East 3, Middle School, High School</td>
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</tbody>
</table>
STEVEN LAYNE—
Passionate, Informed, and Entertaining!

STEFEN LAYNE—
Passionate, Informed, and Entertaining!

Life's Literacy Lessons
Stories and Poems for Teachers

Steven L. Layne
A well-loved classic, Life's Literacy Lessons is back in print by popular demand and now includes stories as well as new poems. From reading aloud to grammar, from handwriting to standards, Steven Layne highlights the tears and laughter, the challenges and rewards that inspire today's teachers. Whether you read them to inspire or entertain, these delightful poems and stories are sure to capture your imagination.
Grades K-12 | 0988 | $15.00 hardcover

Igniting a Passion for Reading
Successful Strategies for Building Lifetime Readers

Steven L. Layne; Foreword by Gail Boushey and Joan Moser,
"The 2 Sisters"
When teaching reading, educators in U.S. classrooms often focus exclusively on skills instruction. But how can you teach the "how" without the "why"? In his book Igniting a Passion for Reading, Steven Layne shows teachers how to develop readers who are not only motivated to read great books but also love reading in its own right. From read-alouds to reading lounges to author visits and so much more, this book will help schools create a vibrant reading culture.
Grades K-12 | 0385 | $19.00 paper

20% Off +
FREE Shipping!

www.stenhouse.com
800.988.9812
International Projects needs your help!

The Trinidad Literacy Connection (TLC) is FRA’s international project. This project only works through your donations. FRA finds needy schools in Trinidad and Tobago and sends them barrels full of your generous donations.

You and your councils can help by:

- Providing materials
- Collecting supplies
- Donating funds to mail barrels.

Many students come from low socioeconomic backgrounds and schools struggle to meet the academic and social demands. Every little bit helps them to get a bit closer to providing a quality education to their students.

The current school we have identified is in the town of Point Fortin, Egypt Village Government Primary School.

Their wish list:
1. Reading / Listening Audio CD’s
2. Phonics Cue Cards / Word Cards
3. Reading Reference Books / Guidelines for Teachers
4. Math Manipulative ages 5-12
5. Spanish Audio CD’s
6. School supplies

Let's get together and give them an FRA hand up!!!!
Friday
October 17, 2014

7:00 am-3:30 pm
Pre-Registration and On-Site Registration for Participants
Sign in for Presenters and Chairpersons
Registration Desk

EXHIBIT HALL
AND FRA BOOKSTORE OPEN and AUTHOR SIGNINGS

7:30 AM – 6:30 PM

8:00 – 9:00
Legacy South 2
Florida Common Core? Uncommon Projects in this Adventurous Make n Take Workshop For All Ages and Subjects with the Bag Ladies

Speakers:  Karen Simmons, Cindy Guinn

Join the Bag Ladies as they create a character portfolio. Whether "driving" the story or the main character of your narrative, this project will make the standards come alive, hands on. So grab your scissors, tape, glue stick, and markers and join the Bag Ladies for a fun filled, teacher friendly creative workshop!

Sponsored by Florida Reading Association

8:00 – 9:00
Forum West 1
Content Area Reading
Middle/High School,
Reading Coaches
Teaching Academic Vocabulary in Math and Science: Active Learning Strategies
Speakers:  Arlene Mariotti, Hillsborough Community College, Kimberly Schwartz
In this workshop, we provide active instructional strategies that support the key guidelines of vocabulary instruction and go beyond “look it up.”

8:00 – 9:00
Legacy South 1
Florida Reading Standards K-2, 3-5
7 Keys that Inspire Success in Common Core Writing
Speaker:  Kim Gates, Davenport University
Learn to increase common core understanding, boost student motivation, and help you assess student writing. Implement practical writing techniques to build an atmosphere of growth and confidence for ALL students.
### Friday
October 17, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 9:00</td>
<td>Forum East 4</td>
<td>Captivating Your Audience, Preparing Reluctant Learners for Complex Texts</td>
<td>Karen McDaniels, FLDOE</td>
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<td>Getting and sustaining students’ attention can be a challenge. This hands-on</td>
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<td>session will allow you to walk away with a myriad of ideas to pique the</td>
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<td>interests of your students and engage them in complex texts.</td>
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<tr>
<td>8:00 – 9:00</td>
<td>Legends 3</td>
<td>Realizing the Goal of Independence and Proficiency</td>
<td>Kim Yaris, Executive Director, Literacy Builders</td>
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<tr>
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<td>Independent and proficient readers embrace reading challenges. This session</td>
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<td>will share lessons that help educators imagine a joyful path to supporting</td>
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<td>students as they become stronger, more independent readers.</td>
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<tr>
<td>8:00 – 9:00</td>
<td>Legends 1</td>
<td>Discipline-Specific Multisyllabic Word Identification Assessment and Instruction-</td>
<td>Frances Bessellieu, Educational Consultant,</td>
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<td>An Often Overlooked Component of Secondary Literacy</td>
<td>Side by Side</td>
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<td>When students fail assessments, teachers often assume they lack specific</td>
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<td>content knowledge. Word identification is often overlooked as the root of</td>
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<td>students' failure. Explore an easy system of formative assessments.</td>
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<tr>
<td>8:00 – 9:00</td>
<td>Forum East 2</td>
<td>The Link Between Vision &amp; Reading: When Standard Interventions Don't Work</td>
<td>Jenna McDermed, Developmental Optometrist</td>
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<td>Vision plays a critical role in a child’s overall reading development and</td>
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<td>classroom behavior. If vision doesn't advance properly, other developmental</td>
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<td>delays may seem impossible to improve.</td>
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<tr>
<td>8:00 – 9:00</td>
<td>Legacy North 1</td>
<td>Creating the 21st Century Secondary Classroom Utilizing Multiple Texts &amp; Webb’s</td>
<td>Erin del Castillo, Assistant Principal, Riverview</td>
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<td>Depth of Knowledge</td>
<td>High School, Nina James</td>
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<td>Individually and in groups, participants will create and apply Webb’s Depth</td>
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<td>of Knowledge questioning strategies to a variety of texts on a common theme.</td>
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<td>Participants will leave this session with a complete Secondary or Middle</td>
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<td>School Common Core style lesson plan applicable to students at all academic</td>
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<td>8:00 – 9:00</td>
<td>Legends 2</td>
<td>Mission Impossible?...Getting High School Kids to Read AND Enjoy It!</td>
<td>Becky Ellis, Flagler Palm Coast High School, Cate</td>
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<td>Your mission, if you decide to accept it, is to get your secondary kids</td>
<td>Brandner</td>
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<td>FIRED UP about reading! “Teaching the will is just as important as teaching</td>
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<td>the skill.” (Steven Layne)</td>
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<td>We will present some of the ways we use to get high school students jazzed</td>
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<td>about reading. We teach Intensive Reading and Retakes classes and each day</td>
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<td>is a struggle. So if we can do it, anyone can! Each participant will receive</td>
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<td>a CD with ideas we present.</td>
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**Friday**

October 17, 2014

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8:00 – 9:00  
**Legacy North 2**  
Technology  
K-2, 3-5, Middle School, High School, College, beginning level teacher

**Using Multiliteracies to Enhance Instruction across the Curriculum**  
Speaker: **Katie Rommel-Eshan**, SUNY College at Geneseo, **Michelle Costello**, SUNY College at Geneseo  
This session is designed for P-16 teachers who are interested in authentically incorporating innovative technologies into their literacy instruction. Participants will explore ELA lessons using multiliteracies focusing on science topics.

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8:00 – 9:00  
**Forum West 2**  
School and District Leadership  
K-2, 3-5, College

**School Partnerships: Developing an Effective Practicum Course**  
Speaker: **Joy Lewis**, Assistant Professor, Daytona State College  
Attendees will leave this presentation with ready-to-use strategies regarding the establishment of school partnerships. These include data-driven methods to develop practicum courses as well as thoughtful incorporation of K-12 leadership into a college of education setting.

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8:00 – 9:00  
**Forum East 3**  
Florida Reading Standards  
Pre-School, K-2, 3-5, Middle School, High School

**Assessing Text Complexity Using the Common Core State Standards**  
Speaker: **Gail Farrell**, American Reading Company  
The CCSS require teaching students to negotiate increasing levels of text complexity. Learn what those levels are in order to teach to them.

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8:00 – 9:00  
**Legacy South 3**  
Florida Reading Standards  
K-2, College

**Cracking the Reading & Writing Codes with the Brain in Mind: The “Missing Piece” to the Literacy-Puzzle!**  
Speaker: **Katie Garner**, Consultant, The Julliard School/CLIMB  
Crack the secret reading and writing codes that like BEYOND the alphabet by accessing alternative neural pathways for critical literacy-skill mastery! Discover the tricks for embedding abstract, phonemic skill-content within already familiar, ‘social-emotive’ cues for easy acquisition and immediate use in both reading AND writing! Transform daily literacy skill-instruction into a virtual playground for critical thinking with these tricks for cheating the brain and changing the game of early literacy learning!
Confessions of a Reading Arsonist

Presiding and Introduction of Speaker: Jeanne Petronio, FRA President

Speaker: Dr. Steven Layne

With his trademark combination of humor and heart, Steven Layne tackles one of the most significant issues in reading instruction today: How to engage reluctant readers. Teaching the skill of reading is viewed by many educators as a major objective; teaching the will of reading is too often an afterthought. Dr. Layne's charismatic blend of anecdotes and practical suggestions for the classroom are sure to fan the flame of literacy into a raging inferno 'inspiring teachers as well as their students to keep the bedside lamp on just a little bit later into the night.

Steven L. Layne serves as Professor of Literacy Education at Judson University in Elgin, IL, where he directs the university’s masters and doctoral programs in Literacy Education. Dr. Layne’s research and writing focus on the affective domain as well as on public speaking. He is a fifteen-year veteran of public education—serving as a classroom teacher in grades two, three, five, six, seven, and eight.

Dr. Layne has authored 24 books including multiple award-winning titles in both the picture book and young adult genres including his beloved classic—The Teachers’ Night before Christmas, the teen thriller This Side of Paradise and the heartwarming picture book Love the Baby. Dr. Layne’s first professional book for educators, Igniting a Passion for Reading: Successful Strategies for Building Lifetime Readers was released in 2010 to wide acclaim. His newest titles include the YA novel Paradise Lost and the picture book Stay with Sister. He lives with his wife Debbie—who is a K-12 curriculum coordinator—their four children: Grayson, Victoria, Jackson and Candace + one very adorable 65 lb. collie named Shelby in St. Charles, Illinois.

Sponsored by Stenhouse and Florida Reading Association
Writing for American Girl: a visit with author Mary Casanova

Speaker: Mary Casanova

Join Mary Casanova as she shares about creating engaging characters and researching stories for American Girl. Her books inspired two movies: Chrissa Stands Strong and McKenna Shoots for the Stars. There will also be a drawing for her 2015 Girl of the Year forthcoming books!

Mary Casanova is an award-winning children's author of novels and picture books. Many of her books stem from her life on the Minnesota-Canadian border; yet some of her stories have taken her as far away as France, Norway, and Belize for research. Whatever the setting for her books, Casanova writes stories that matter—and stories that kids can't put down.

Her book awards include: American Library Association "Notable," Aesop Accolades by the American Folklore Society, Parents' Choice "Gold" Award, Booklist Editor Choice, and two Minnesota Book Awards. Her books frequently land on state children's choice book master lists across the country. "The greatest reward for me," Casanova states, "is when a young reader tells me she or he loves one of my books. For me, it's all about communicating writer-to-reader through a character and story."

Sponsored by Florida Reading Association

Rigor & Relevance during Center Time!

Speaker: April DeCesare

Immerse your students in complex literacy! Come and gain knowledge of how to differentiate and add rigor & relevance to your literacy center time! Learn how to build your own center aligned to the Common Core, the 5 Reading Components, the Depth of Knowledge Levels, and the Multiple Intelligences! Discover how to utilize your own materials and create a center that will encourage inquiry and lots of background knowledge for your students, while integrating the content areas! You will see a significant increase in your reading and writing scores as well as high levels of engagement & motivation from your students. Walk away immediately with a plethora of ideas to enhance your center time whether you are primary, intermediate, or middle school!

Sponsored by Smart Schools Training & Research
Cracking the Reading & Writing Codes with the Brain in Mind: The “Missing Piece” to the Literacy-Puzzle!

11:00-12:00
Legacy
South 3
Florida
Reading
Standards
K-2, College

Speaker: Katie Garner, Consultant, The Julliard School

Crack the secret reading and writing codes that go BEYOND the alphabet by accessing alternative neural pathways for critical literacy-skill mastery!

Discover the tricks for embedding abstract, phonemic skill-content within already familiar, ‘social-emotive’ cues for easy acquisition and immediate use in both reading AND writing! Transform daily literacy skill-instruction into a virtual playground for critical thinking with these tricks for cheating the brain and changing the game of early literacy learning!
11:00-12:00
Forum West 2
Response to Intervention All

**Reading Recovery: Lessons Learned 35 Years Later**
Speakers: **Dr. Enrique Puig**, Morgridge International Reading Center, University of Central Florida, **Mary Ann Clark**, Duval County Public Schools
This interactive session will engage participants in professional conversations that will focus on lessons learned from a quality internationally recognized intervention. During the session, presenters will focus on the impact of professional learning on instruction and core standards. Specific instructional practices will be addressed.

11:00-12:00
Legacy North 1
Content Area Reading K-2, 3-5, Middle School

**Power of the Book Talk**
Speaker: **Bill Bond** Scholastic Book Fairs, **Karen Morris, Marsha Thurwald**
At Scholastic Book Fairs we are passionate about book talking and have developed fun, interactive staff development workshop around this activity.
This staff development program is designed to do the following:
- Train your staff to incorporate book talking into the curriculum in a 45 minute staff development workshop, including practicing book talks among the attendees.
- Teach students how to conduct Book talks in the classroom which correlates directly with Common Core Standards.
- Assist students with choosing the right book that will engage them as independent readers – teacher and peer recommendations are powerful.
- Increase the number of books your students are reading during the school year at home and in school.

Read Everyday. Lead A Better Life.

11:00-12:00
Forum East 4
Response to Intervention K-2, 3-5

**Challenge the Paradigm of Illiteracy**
Speaker: **Mike Wood**, Smarty Ants
Join Mike as he discusses the challenges of early literacy and a preventing a need for intervention. Emphasis will be placed on ELL and RtI as Mike pinpoints best practices for struggling readers.

11:00-12:00
Forum East 3
Adolescent Years Middle/High School, College

**Independent Reading: Catching Students Reading**
Speakers: **Matthew Blankenship**, Doctoral Student, University of South Florida, **Erin Margarella**
Through interviews, five secondary literacy teachers share their views on independent reading in the classroom. This includes student behaviors, benefits and feedback from principals.

11:00-12:00
Legacy North 2
Florida Reading Standards K-2, 3-5, Middle School

**4 Orbis Pictus Award & More: Nonfiction Books and the Common Core**
Speakers: **Ruth Lowery**, Associate Professor, University of Florida, **Kathleen Colantonio-Yurko, Soowan Jo, Tiffany Bagglier, Mary Ellen Oslick, Mario Worlds**
Delve into the 2014 Orbis Pictus Award titles promoting excellence in nonfiction. See how these books can enhance students’ content learning in the Common Core based standards.
Lights, Camera, Literacy = Action, Research, Results!
Speakers: Kelly Burlison, Assistant Professor, Lynn University, Lauren Marianino, Michelle Wagner
Effective educators use action research to identify instructional challenges and engage in a process using research-based strategies and techniques to meet the classroom challenges through Response to Interventions (RtI)

Digital Textbooks: Different Kind of Book - Different Strategies
Speaker: Dr. Terence Cavanaugh, University of NorthFlorida
As the state and nation move toward digital textbooks, students will need instruction and practice on how effectively use the new medium. To a large extent electronic textbooks are similar to their paper based predecessor, but there are some differences. This session will help prepare teachers in instructing their students in new ways that students can use their etextbooks, including: readability, text-to-speech, searching, vocabulary, interactions and syncing of highlighting and note taking and more.

Mighty Morphology: Using Structures to Engage Students in the Common Core Standards for Vocabulary and Structural Analysis
Speaker: Dr. Rick DuVall
Expanding students’ vocabularies impacts all Common Core standards. In this session, the presenter demonstrates the relationships between spelling, morphology, and vocabulary – and engages participants in structures for meeting these standards.

Saving The Saint Johns Project-based Learning
Speaker: Fay Blake, Reading Coach, Greenland Pines Elementary School, Devlon Crosby
Practitioners share a project-based learning approach for full-throttle engagement and maximum overdrive common core learning with authentic application of listening and speaking, reading informational literature and writing to persuade. Come see how kids lead themselves to higher levels of learning with purposeful practices.

How to Dive in When the Water is Only Knee Deep - Critical Thinking Skills for Primary
Speaker: Tara Dunsford, Academic Coach, South McKeel Academy
Take a closer look at researched-based strategies for teachers to guide students into deeper critical thinking, using age-appropriate, yet rigorous texts. Best of all, they are FUN!
12:00-1:30
Exhibition Hall

DOOR PRIZE DRAWING WITH THE EXHIBITORS IN THE EXHIBIT HALL

12:00 – 1:30
Traditions

From DRAGONFLY EYES to JULIET LIVED: How Reading and Writing Saved a Life...

Presiding: Georgina Rivera-Singletary, Adolescent Literacy Coordinator

Introduction of Speaker: Barbara Burns, Children’s Book Award Co-chair

Author: Alane Ferguson

This is the story of how Alane helped an aspiring young writer who was in the midst of writing her book, JULIET LIVED. She was planning to end her life upon completion of her novel. The connection we forged changed both our lives, and our future work.

Alane Ferguson was born in Cumberland, Maryland. She became interested in writing for children, mostly, she says, to follow the example of her mother, successful author Gloria Skurzynski. Alane is currently completing her thirty-second. A recipient of the 1990 Edgar Allan Poe Award as well as the Belgium's Children's Choice Award for her young adult novel SHOW ME THE EVIDENCE, Alane was also a nominee for her third young-adult mystery, POISON. She received a 2007 Edgar nomination for her young adult novel, THE CHRISTOPHER KILLER, the first in the Sleuth Forensic Mystery series. Alane won the Children's Crown Classic Award for CRICKET AND THE CRACKERBOX KID, the American Bookseller's Association's "Pick of the List" for her picture book entitled THAT NEW PET, and has been on numerous ALA Recommended Books for Reluctant Young Readers and Young Adult's Choice list.

Sponsored by Florida Reading Association
1:45-2:45  Harvesting Ideas: An Author's Take on Inspiration

Legends 1  Speaker: Jessica Martinez
Author and violinist, Jessica Martinez, will be speaking about her life experiences that inspired her novel Virtuosity. She will also be performing on the violin.

Jessica was born and raised in Calgary, Canada. As a child she played the violin, read books, and climbed trees incessantly. She went on to study English and music at Brigham Young University, and since then has been an English teacher, a symphony violinist, and a mother. She currently lives in Orlando, Florida with her husband and three children.

Her young adult novels are Virtuosity, The Space Between Us, The Vow, and Kiss Kill Vanish.

Sponsored by Florida Reading Association

1:45-2:45  SO MUCH MORE THAN A PICTURE BOOK!

Legends 2  Speaker: Marianne Berkes
National Award-winning author, Marianne Berkes, promotes literacy achievement by combining science, math, language, music and art in her 18 (and counting) informational picture books. Marianne will share teaching resources across the curriculum using her educational and entertaining books and apps (voted best educational apps of 2012 and 2013 by Kirkus) aligning them to Common Core and STEM.

Sponsored by Florida Reading Association
Building Classrooms for Teen Readers and Learners

Legends 3
Speaker: Dr. Katherine McKnight

If you build it, they will come. In this session, learn how to create classrooms where students are eager to read a wide variety of texts. Learn about strategies that encourage teenagers to read more independently. Participants will be exposed to best practices in teaching young adult literature and discover multiple applications for their own classrooms.

Sponsored by The Chapters Group

Creating Strategic Connections to Common Core Curriculum

Legacy South 2
Speakers: The Apron Ladies, Terri Heidger, Beth Stevens

Enter this Professional Development session with The Apron Ladies prepared to participate in various verbal linguistic, bodily kinesthetic and intrapersonal activities which will be modeled, practiced, and shared. The five essential reading components will be the focus as you learn how to create strategic readers in RtI. This session is motivational complete with "give-aways".

Sponsored by Florida Reading Association

Improving Literacy Research Alliance

Speaker: Kevin Smith, Research Alliance Manager, REL Southeast, Florida State University

Learn about literacy research occurring in Florida (and across six Southeastern states) by the research alliance manager of the Improving Literacy Research Alliance with the Regional Educational Laboratory Southeast.

Using Manipulatives to Teach Comprehension

Forum East 4
Speaker: Dr. Susan Hall, 95% Group

Manipulatives are used to teach phonological awareness, phonics, and other components of reading. Presenter models techniques and shows videos of students using manipulatives to make and categorize connections, and draw inferences.
1:45 – 2:45
Forum West 3
Florida Reading Standards
Pre-School, K-2, 3-5, Middle School, High School

Assessing Text Complexity Using the Common Core State Standards
Speaker: Gail Farrell, American Reading Company
The CCSS require teaching students to negotiate increasing levels of text complexity. Learn what those levels are in order to teach to them.

1:45 – 2:45
Legacy South 1
Florida Reading Standards
Middle School, High School

Accelerating Lexile Gains with Differentiated Versions of the Same Article
Speakers: Laura Hunt, Achieve3000, Lori Harding, Orange County Public Schools, Donna H. Born, Okaloosa County Public Schools
Imagine having thousands of informational text articles that are all written on 12 different lexile levels. Now, imagine students progressing to higher lexile levels monthly as they show greater understanding. Find out how teachers have used Achieve3000 to focus on reading strategies using differentiated text. All attendees will be given log-on information to the program.

1:45 – 2:45
Forum East 3
Adolescent Years
Middle School, High School

Connecting with Students: Rapport Building as a Bridge to Literacy
Speaker: Crystal Higgs, Orange County Public Schools
Participants will be equipped with strategies designed to build rapport. The presenter will discuss the role of relationship building in the classroom and its correlation with literacy through research, classroom accounts, and literature.

1:45 – 2:45
Legacy North 2
Florida Reading Standards
K-2, 3-5, Middle School, High School

The Marriage Between Guided Reading and Common Core
Speakers: Jennifer VanAllen, ELA Instructional Coach, University of Central Florida, Susan Kelly
Guided reading within CCSS is a controversial topic. Participants will learn how to marry the two so that students learn strategic actions they can use to analyze and critique text.

1:45 – 2:45
Legacy North 1
Adolescent Years
K-2, 3-5, Middle School, High School

Readers’ Theater Cures Everything
Speaker: Dr. Margot Fadool, Rollins College, Rebecca Farmer, Paul Caswell
The focus of this session is practical ways to include Readers’ Theater in all reading classrooms to improve students’ reading strategies and attitudes. These lessons are aligned with the Common Core. The lessons are also appropriate for classes with ESL students and for classes with a variety of reading levels. Assessment information for Readers’ Theater will also be shared. Participants will receive a packet of hands-on lessons ready to adapt to any individual classroom.

1:45 – 2:45
Forum West 2
Technology
K-2, 3-5, Middle School, High School

Literacy and Technology: Web 2.0 tools for K-12 Literacy Classroom Integration
Speakers: AnnMarie Gunn, University of South Florida, St. Petersburg, Lecia Ackerman, Krista Coker, Tia Sherman
The purpose of this interactive presentation is (a) describe features and benefits of using different web 2.0 tools (Glogster, Wordle/Tagexdo, and ebooks) to foster literacy learning in K-12 classrooms.
1:45 – 2:45
Forum East 2
Florida Reading Standards
K-2, 3-5

Behind the Pictures: How Studying the Art in Texts Can Improve Students' Reading and Writing Skills
Speakers: Laurie Hays, Laurie Klein, St. John’s School District
An artist and an educator team up to explore how artists' craft can deepen and expand comprehension instruction. Participants will gain skills and techniques to implement immediately in all content areas.

1:45 – 2:45
Forum West 1
Florida Reading Standards
K-2

Inspiring Struggling Readers and Writers
Speaker: Wayne Eichen, ELL/Intervention Specialist, Pearson
iLit is based on an instructional model that has produced major gains in students' reading with two years growth in a single year.

Your source for classroom literature K-12
Paperbacks, Hardcover Literature and Informational Texts
SAVE 35%- 50%
Always FREE Shipping

www.chaptersgroup.com Tel: 866-229-7976 Fax: 561-243-3668
3:15 – 4:45

Dynamically Unlocking Text with Humor, Meaningfulness and Paratextual Rigor

Presiding: Kathy Fontaine, FRA Vice President

Vice Presidential Candidate: Deanne Nelson

Introduction of Speaker: Mary Ann Clark, Past President

Speaker: Alan Sitomer

Today’s students really are different. (And yet they are not.)
Today’s teachers really are different. (And yet they are not.)
Today’s tools and resources and literacy challenges really are different. (And yep, you guessed it, also, they are not.) Join California Teacher of the Year award winner and noted author Alan Sitomer as he illuminates how the science of literacy leadership can be utilized to elevate academic performance without all the edu-babble jibber-jabber. Real ideas mix with real tools for immediately usable take-aways will be provided.

Alan Sitomer is California’s 2007 Teacher of the Year. In addition to having been an inner-city high school English teacher and former professor in the Graduate School of Education at Loyola Marymount University, Mr. Sitomer is a nationally renowned speaker specializing in engaging reluctant readers who received the 2004 award for Classroom Excellence from the Southern California Teachers of English and the 2003 Teacher of the Year honor from California Literacy. In April 2007, Alan was named Educator of the Year by Loyola Marymount University and in February 2008 The Insight Education Group named Alan Sitomer the Innovative Educator of the Year.

Mr. Sitomer has also authored 16 books to date for esteemed publishers such as Disney, Scholastic, Penguin/Putnam, RB Education and Triumph Learning and is currently working as a literacy specialist (with particular emphasis on Common Core) while commensurate engaging in policy dialogue and continuing to author new materials. To date, Alan has several hundred thousand copies of his books in print.

Sponsored by Triumph Learning
President’s Reception
5:00 pm—6:30 pm
Mezzanine area outside the Exhibit Hall
Second Floor
Find unmatched resources to fit all your students’ needs.

- Text based writing
- Online writing
- Building academic language
- Fluency and comprehension
- High-stakes assessments

Stop by the Pearson booth to find out how we can customize a solution for you and receive a free gift.
7:30 am-Noon  
Pre-registration and On-Site Registration for Participants  
Sign in for Presenters and Chairpersons

7:30am – 9:00am  
FRA Delegates Assembly and Leadership Breakfast  
By Invitation Only  
Presiding: Deanne Nelson, IRA State Coordinator  
Introduction of Speaker: Sandy Pruitt  
Speaker: Dr. Laurie Elish-Piper, International Reading Association  
Sponsored by International Reading Association

8:00 – 9:00  
Reading for Diverse Learners in the Differentiated Classroom, Grades 5-12  
Speaker: Dr. Katherine McKnight  
Differentiate your instruction and maximize content learning for all of your students with literacy strategies that work, including: text differentiation for students who read at different reading levels in your content area classroom, strategies that build academic vocabulary, and centers that synthesize content knowledge and literacy skill development.  
Sponsored by The Chapters Group
8:00-9:00 Smart Tips to Increase the Rigor and Authenticity of Reading & Writing Instruction

Legends 1

Speaker: April DeCesare

This session will be packed full of research based practices that support and nurture literacy development K-8th grade. These powerful reading & writing strategies are aligned to the Common Core without sacrificing the JOY of teaching! Participants will gain a new perspective on what it means to “align” instruction to standards and gain specific, transferrable BEST practices during independent, small group, and whole group time! Let’s get back to the ART of teaching and offer the best pedagogy practices for our students. You will walk away from this session with a BIG smile and an overabundance of ideas you can use immediately in your classroom!

Sponsored by Smart Schools Training & Research

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8:00 – 9:00 Vocabulary: Aim High!
Forum East 2
Florida Reading Standards
K-2, 3-5, Middle School

Speaker: Barbara Denbow, Consultant, BRD Consulting
Learn and experience research-based word-learning strategies you can use with your students to aim high at vocabulary development - to meet Common Core State Standards.

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8:00 – 9:00 Just Read, Florida! DOE Update
Forum West 1
School and District Leadership
All

Speaker: Hope Colle, FLDOE, Just Read, Florida!
During this presentation participants will receive Department of Education updates centered around current, new, and revised legislation, the new Language Arts Florida Standards, as well as an overview of available trainings such as the EQUiP Rubric, NGCAR-PD, Formative Assessments, and the New FAIR-FS.

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8:00 – 9:00 Foundational Skills for Struggling Readers
Forum West 2
Florida Reading Standards
K-2, 3-5

Speaker: Mildred Papi, Consultant, EPS
Learn how the Florida State Standards Foundational Skills can help nonreaders and struggling readers build the groundwork for success. Participants will gain useful teaching techniques and strategies.

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8:00 – 9:00 We LOVE to Read informational Text
Legacy North 2
Florida Reading Standards
K-2

Speaker: Michele Dufresne, Consultant, Pioneer Valley Books
Informational text often provides many challenges to beginning readers. We will examine how to effectively use nonfiction books during guided reading with early readers.
8:00 – 9:00  
Legends 3  
Florida Reading Standards  
K-2, 3-5, Middle School  

Synonyms, Shades of Meaning, Connotations- What’s the Difference?  
Speakers:  Marsha Ganz, LessonPop, Barb Kruger  
Learn hands-on activities (perfect for word work centers) that develop an understanding of the nuances of vocabulary. Easy and meaningful prefix and suffix activities will be shared, too!

8:00 – 9:00  
Forum West 3  
School and District Leadership  
Middle School, High School  

Literacy Leadership in Action!  
Speakers:  Tricia Allen, Assistant Principal, Booker High School, Rachel Irwin, Elizabeth Gunio, Scott Keyes, Steven Crane  
This session will describe how our school Literacy Leadership Team is infusing literacy strategies across the disciplines school-wide to raise student achievement and literacy.

8:00 – 9:00  
Forum East 3  
Adolescent Years  
K-2, 3-5  

Mission Possible: Making Complex Text Accessible to Young Readers  
Speakers:  Jennifer McCluskey, Literacy Coach, Samuel Gaines Academy, Kimberly Smith  
The question of how to make complex text accessible to young readers while still honoring their developmental needs will be answered in this session by providing participants practical, easy to implement strategies.

8:00 – 9:00  
Legacy North 1  
Content Area Reading  
Middle School, High School  

Motivating Struggling Students  
Speaker:  Rachelle Savitz, Doctoral Student, University of Tennessee  
We all have students that struggle in class with the information and content of our subject area. Many of these students are so far behind in learning that they have chosen to completely give up and have become behavior issues. During this session, you will learn various skills and strategies that you can use in your own classroom, to help motivate your students to get back on the road to success in regards to their own education.

8:00 – 9:00  
Legacy South 2  
Early Childhood  
Pre-School, K-2, 3-5  

Writing Strategies for Kinesthetic Learners  
Speaker:  Geornesia Moses, University of South Florida, Anne Anderson  
In this hands-on workshop, participants will explore a variety of writing strategies for kinesthetic learners. This presentation will help participants to define writing as a holistic activity involving whole-body communication.

8:00 – 9:00  
Legacy South 1  
Secondary Reading  
Middle School, High School  

Text, Task, and Instruction: Creating Close Reading Lessons with Quality Standards-Based Text-Dependent Questions  
Speaker:  Dr. Jacqueline Hurley, Literacy Coach, Pinellas County Schools  
This interactive session will guide participants through the process of creating close reading lessons driven by high quality, standards-based text-dependent questions and a culminating writing task.
Literacy With Technology: Creative Use of Apps for Composition

Speakers: Deborah Kozdras, University of South Florida, Stavros Center for Economic Education, Christine Joseph

Are you interested in engaging your students with creative digital writing and representing? We will present lessons created by Florida educators that illustrate a creative use of Apps for "writing" and presenting evidence gained through close reading.

Be Clear. Be Concise. Be Seated.

Speakers: Gary Fradkin, Royal Palm Beach High School, Sandy Zubuchen, Lizavel Tua

Want to leave school each day without being drained, tired and fatigued? This interactive presentation will explain how to go from being a boring lecturer to an interactive facilitator.

Read Like a Writer, Write Like a Reporter

Presiding: Denise N. Pedro, Immediate Past President

Introduction of Speaker: Deanne Nelson, Vice Presidential Candidate

Speaker: Kelly Gallagher

Adolescents write better after being taught to read critically. They also read better when given an opportunity to explore their thinking via writing. In this session, Kelly will discuss the importance of teaching students to read like writers and to write like readers.

Kelly has been dedicated to building and sharing his knowledge about literacy for the past 22 years. In addition to teaching English full-time at Magnolia High School in Anaheim, California, Kelly has an extensive background in secondary literacy education. He served as the English Coordinator for the Anaheim Union High School District, an urban district comprised of 37,000 secondary students; a Co-Director of the South Basin Writing Project at California State University Long Beach; and an adjunct professor at California State University, Fullerton, where he taught secondary literacy courses.
11:00-12:00  Male Call: Bringing Boys to Reading and Writing
Legends 1

Speaker: Michael Shoulders

Discover why “gross engrosses,” the importance of using humor with boys, and book titles boys will love to read. Mike will also talk about ways to engage boys in writing.

Sponsored by Florida Reading Association

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11:00-12:00  It's Alive! Making Nonfiction Come Alive
Legends 2

Speaker: Steve Swinburne

Through slides, humor and story telling, veteran nonfiction author Steve Swinburne will take teachers, librarians and educators on a tour of his nonfiction books from the original idea and blank page through the stages of first drafts and “sloppy copies,” to revising, editing, illustrating and finally, the printed book. Steve reviews his 6 rules* for making nonfiction writing come alive, which will help you ignite a passion for nonfiction in your students. Steve includes personal history and anecdotes about how he came to “the writing life” and concludes with a performance of his Ocean Soup poems and his song, “One in a Thousand” on ukulele, based on his award-winning nonfiction book, Sea Turtle Scientist.

Stephen is a highly acclaimed author of nonfiction picture books for children. A photographer and naturalist, Mr. Swinburne lives with his family in South Londonderry, Vermont.

Sponsored by Florida Reading Association

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11:00-12:00  FRA Children’s Book Award Nominees Make and Take Workshop
Legacy South 3
Early Childhood
K-2

Speakers: Amanda Clabeaux, Duval County Public Schools, Barbara Burns, Retired Educator

Join the FRA Children's Book Award co-chairs for an overview of the Children's Book Award program. You will be introduced to this year’s books, shown how to use the Children's Book Award web site, and be provided with ideas on how to implement the Children's Book Award program. This is an FRA featured presentation.
11:00-12:00
Forum East 4
Response to Intervention
K-2, 3-5, Middle School, High School

Using FAIR-FS Scores to the Fullest Potential
Speaker: Adrea Truckenmiller, Hillsborough County Schools
Evidence-based uses of FAIR-FS data will be elaborated. Bring your FAIR-FS score reports to this presentation and return to your school with a few extra ideas for enhancing instruction.

11:00-12:00
Forum West 1
Florida Reading Standards
K-2, 3-5, Middle School

Exceptional Writing Instruction
Speaker: Scott Miller, Author, Zaner-Bloser
The writing instruction in your reading programs isn't sufficient! This interactive session explores how process-based, trait-specific writing instruction supports Florida standards while simplifying the teaching and learning of composition writing.

11:00-12:00
Legacy South 1
Early Childhood
K-2

Activities to Enrich Reading and Writing Across the Curriculum
Speaker: Mary Dall, Maupin House Publishing
This session is a "make and take" designed to incorporate simple activities to enhance reading and writing across the curriculum using minimal supplies and many "trash to treasure" items.

11:00-12:00
Forum East 2
Coaching
K-2, 3-5, Middle School, High School, College

Literacy Methods that Transcend Beyond Books in the Urban Classroom
Speakers: Nicola Starks, Orange County Public Schools, Crystal Higgs
The presenters will introduce research based methods which contribute successfully to increasing literacy in the urban classrooms. The session focuses on non-traditional strategies that pave the way for achievement in literacy.

11:00-12:00
Forum West 2
Florida Reading Standards
K-2, 3-5

Independent Reading: The Focal Point of Reading Instruction
Speakers: Karri Williams, Associate Professor, University of Central Florida, Beth Warren, Cindy Vanderpool
Uses research and exemplary practice to provide rationale and implementation strategies for moving independent reading from fuzzy periphery to central focus of reading.

11:00-12:00
Legacy South 2
Content Area Reading
K-2, 3-5, Middle School

The Role of Children's Literature in Content Area Classrooms
Speakers: Dr. Karen DiBella, Assistant Professor, University of Tennessee at Martin, Mary Medling
Using children’s books throughout content area classrooms in an effort to provide deeper meaning while meeting applicable Common Core Standards. Attendees will participate in a make-and-take hands-on activity.
### Saturday, October 18, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Title</th>
<th>Speakers</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00-12:00</td>
<td>Legacy North 1</td>
<td>Using the Flipboard Application to Engage, Entice, and Excite your Content Area Students with Literacy and Learning</td>
<td>Dr. Vicky Zygoris-Coe, Professor, University of Central Florida, Lourdes Smith</td>
<td>You’re going to “flip”! This session will provide hands-on, content-specific, examples about how to use the Flipboard application to merge media and technology for the purpose of content and literacy.</td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>Legends 3</td>
<td>Reading for Information Made Easy and Enjoyable!</td>
<td>Lisa Dryden, Professor, Texas Wesleyan University, Ann Reed</td>
<td>In this high tech society, students often claim their reading is boring and uninteresting. This session will provide examples of how to make reading for content information both easy and enjoyable for all students. Come join us as we share research-based strategies we have utilized successfully throughout the years.</td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>Legacy North 2</td>
<td>Time In Text: Using Text to teach Reading Skills</td>
<td>Michelle Mell, Rebecca Mendes, Michele Stanford, School District of Lee County</td>
<td>This workshop will show teachers how to teach reading skills such as comprehension skills, vocabulary, phonics/word analysis, conventions, and writing through text rather than in isolation. The focus will be on creating a print rich environment by adding more text into the instructional day.</td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>Forum East 3</td>
<td>Writing to Read and Reading to Write</td>
<td>Dr. Audrey Henry, Instructor, Nova Southeastern University, Dr. Zandra Stino</td>
<td>The presentation focuses on a research study that will enable K-5 teachers to analyze with greater proficiency students' writing and to select appropriate reading experiences to improve reading and writing scores.</td>
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**DEVELOPMENTAL STUDIES CENTER**
1250 53rd Street, Suite 3. Emeryville, CA 94608  
T: 510.533.0213 x 312 | F: 510.464.3670 | devstu.org

12:00 – 1:30  
**Empathy in Literacy**

**Traditions**

Presiding: **Denise N. Pedro**, Immediate Past President

Introduction of Speaker: **Amanda Clabeaux**, Children’s Book Award Co-chair

Speaker: **Anna Dewdney**

A discussion of the role of empathy in books for children and how it is linked to literacy. Anna will discuss these concepts in general and in the context of her own writing process.

Anna Dewdney is the bestselling author and illustrator of over 15 award-winning children's books, most notably the *Llama Llama* series. Her stories have been adapted into several theatre productions and have been translated into more than ten foreign languages. Anna grew up outside New York City and has lived in Vermont since the early 1980s. Before writing and illustrating her own work, she illustrated several books for other writers. She has worked as waitress, a rural mail-carrier, and has taught art, remedial language, history, and English in boarding schools. Anna is a strong advocate of literacy and in addition to speaking across the country on the importance of reading for children; she has published articles about this topic in several publications including the *Wall Street Journal*. Anna supports environmental efforts, including pangolin conservation in southeast Asia, as well as local historic preservation. Anna enjoys running and gardening. She is the mother of two daughters and several dogs.

Sponsored by **Florida Reading Association**

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1:45-2:45  
**Geocaching: For Family Involvement & Family Reading**

**Legends 1**

Speaker: **Michael Shoulders**

Geocaching is a world-wide game involving three million hidden treasures. Learners will discover the history of “caching” and how the game is played. Real caches will be displayed. Participants will discuss how their school/district can adapt the game to include a family reading component.

Mike spent his childhood traveling in an army family. He served 30 years in Clarksville, TN schools. Mike earned his doctoral degree in 2004.

Sponsored By **Florida Reading Association**
1:45-2:45 The Art of Digital Storytelling and Illustration
Legends 2
Speaker: David Biedrzycki

If you’ve ever been asked how an idea turns into story this fun, fast moving and informative technology based presentation shows that process.
Best selling author David Biedrzycki shows how his newest picture book series Breaking News Bear Alert was inspired by contemporary TV news journalism and over the top reporting. Called ‘ Fun and Topical” by Kirkus reviews Breaking News Bear Alert is a one-of-a-kind children’s book. “Biedrzycki's style perfectly suits his television breaking news format which will immediately appeal to today's media-saturated kids. Clever details will keep readers attention as they decipher what’s really happening on each spread versus what the "breaking news" is reporting.”
David’s presentations are an inspiring passionate high-energy performance that includes a live computer drawing demonstration. It includes behind the scenes information teachers and librarians could share about book creation.

David has been drawing since he was 4 years old. Growing up he wrote and illustrated his own books for family and friends.
A commercial artist since 1980, his art has appeared in magazines, book covers, billboards, posters, juice bottles and even ice cream boxes.
He illustrated his first children's book in 1996. Now David has returned to his first love of writing and illustrating his own books. He also visits over 70 schools a year sharing his work with aspiring writers, illustrators and readers.

Sponsored By Florida Reading Association

1:45-2:45 Making Signals Thru the Glass
Legends 3
Speaker: Terry Trueman,

MAKING SIGNALS THRU THE GLASS the use of realistic young adult literature to help readers, teens and others find compassionate connection to peers and adults and especially for helping connect with people with ‘special needs’.

Printz Honor winner Terry Trueman, author of STUCK IN NEUTRAL and nine other books of realistic young adult fiction will lead a discussion of these important topics. Come prepared with questions and ready to engage in a lively, active conversation.

Sponsored by Florida Reading Association
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session</th>
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</table>
| 1:45 – 2:45 | Legacy South 3 | Collaborative Conversations addressing the Speaking & Listening Standards  
Speaker:  **Wendy Stevens**, Executive Director, Just Read, Florida!  
This session will provide educators the research, instructional and student implications, protocols, and examples to incorporate classroom conversations to address the Language Arts Speaking and Listening Standards. |
| 1:45 – 2:45 | Forum West 1   | Testing the importance of growth curves in predicting performance on the FCAT: Implications for the Florida Assessments for Instruction in Reading  
Speaker:  **Dr. Yaacov Petscher**, Director of Research, Florida Center for Reading Research  
Discussion will surround how well growth in FAIR reading comprehension predicts FCAT performance in grades 3-10. Implications for performance in the new FAIR-Florida |
| 1:45 – 2:45 | Forum East 2   | Help Me Read! Creating Predictable Books to Promote Language and Literacy  
Speaker:  **Vera Meyerholtz**, Nemours/Bright Star  
Discover how you can support struggling readers with simple, customized, predictable books. This interactive session will explore the elements and design of appropriate and interactive texts. |
| 1:45 – 2:45 | Forum East 3   | Learning How to Use a Key Factor to Differentiate Reading Instruction: Student Data  
Speaker:  **Andrea Thoermer**, Step Up For Students  
Teachers who effectively differentiate practices in their reading instruction rely on a variety of ongoing assessments. Recommendations on how to use assessments to make data-based differentiation decisions will be provided. |
| 1:45 – 2:45 | Legacy South 1 | So What Do You Mean I'm Not Highly Effective  
Speakers:  **Angela Hutchinson**, Principal, Bay District Schools, **Andra Phillips**  
Teachers K-12 are responsible for preparing students to be college and career ready, but what does that look like in today's classroom? This session will focus on the learner, learning environment, and the professional aspects of teaching. |
| 1:45 – 2:45 | Legacy North 1 | Teens ARE Reading... We Can Prove It!  
Speaker:  **Heather Bolitho**, Media Specialist, St. Lucie County Public Schools  
Get popular new fiction and nonfiction titles into teens’ hands. The Young Adult Choice (YAC) program is FREE! Learn how YAC can revolutionize and revitalize reading for your teens. |
Saturday  
October 18, 2014

1:45 – 2:45  
**Forum East 4**  
School and District Leadership  
High School  

**Professional Learning Communities in Action**  
Speakers:  **MaryGrace Farina**, Reading Coach, Riverview High School, **Carol Strachen**  
Through an authentic experience of a workable PLC, presenters will share what they have discovered assists in the development of effective Professional Learning Communities at the high school level.

1:45 – 2:45  
**Legacy North 2**  
Florida Reading Standards  
Middle School, High School  

**Structuring for Active Engagement with Figurative Language**  
Speaker:  **Kris Osthoff**, Kagan Professional Development  
Figurative language requires readers use imagination to determine authors’ meanings. In this session, participants engage in cooperative learning structures that strengthen students’ ability to comprehend metaphors, similes, hyperbole, and personification.

1:45 – 2:45  
**Forum West 2**  
Early Childhood  
K-2, 3-5  

**Big, Bad Bruce’s Map and Other Visual Ways to Demonstrate Understanding**  
Speakers:  **Dr. Ruth Sylvester**, **Dr. Vanessa Pitts-Bannister**  
Are your students weary of demonstrating textual evidence in a linguistic manner? In this upbeat session, the presenters demonstrate how ALL students can show their understanding of text through a much more engaging and creative method by employing a variety visual texts. A handout of common visual texts will be reviewed briefly and ten popular picture books (some CC exemplar texts) will be presented along with authentic visual texts created by students in the elementary grades.

1:45 – 2:45  
**Legacy South 2**  
Technology  
Middle School, High School  

**The Age of Apps: How to Effectively Implement Technology into the Reading Classroom**  
Speakers:  **Patti Hunt**, Florida Virtual School, **Orkisha Edmund**, **Christina Naso**  
Technology infusion is no longer an innovative idea; it is a necessity. The Language Arts Florida Standards expect that college and career ready students utilize digital sources, media, and tools to build and develop transferable skills. Participants will leave the session with a depth of knowledge necessary for students to accomplish standards mastery in these areas, a comprehensive index of available resources along with rubrics to guide both lessons and student products.
These Things I Know for Sure: Five Literacy Lessons for a Lifetime

Presiding: Jacqueline Zeig, FRA Secretary

Introduction of Speaker: Enrique Puig

Speaker: Dr. Laurie Elish-Piper

With the current pressures of standards, high stakes assessment, and public scrutiny on education, teachers face many challenges and frustrations. Based on her over 25 years in education, Laurie Elish-Piper will share five big lessons that help her stay focused on the most important things in education -- supporting teachers, students, and their families. For each lesson, she will share stories and research, and she will also challenge attendees to consider how to use the lessons to guide their work as teachers.

Laurie Elish-Piper is a Distinguished Teaching Professor and Presidential Engagement Professor in the Department of Literacy Education at Northern Illinois University. She also serves as the Director of the Jerry L. Johns Literacy Clinic and Co-Director of the Center for the Interdisciplinary Study of Language and Literacy. Her research and teaching focus on literacy assessment, supporting struggling readers, readers’ rights, literacy coaching, and family literacy. She has co-authored seven books including The Common Core Coaching Book (Guilford Press), Literacy Strategies for Teacher Candidates (Pearson), A Declaration of Readers' Rights: Renewing Our Commitment to Students (Allyn & Bacon) and Teaching Reading Pre-K – Grade 3 (Kendall/Hunt). Her articles have appeared in The Reading Teacher, Journal of Adolescent and Adult Literacy, Literacy Research and Instruction, and Elementary School Journal. Laurie is a member of the International Reading Association Board of Directors (2013-2016), and she served as the president of the Association of Literacy Educators and Researchers.

Prior to her current position, Laurie worked as an elementary teacher, middle school reading teacher, and educational therapist in a clinical setting. She resides in Geneva, IL with her husband of twenty-five years, Steve, their sixteen-year-old son, Michael, and their dilute calico cat, Lyla.

Sponsored by International Reading Association
Saturday
THE 52nd FRA CONFERENCE
October 18, 2014

CAPONES
DINNER & SHOW

6:00 pm
Ticketed Event
Meet in hotel lobby to board the bus
Sunday
October 19, 2014

The 52nd FRA Conference

FRA BOOKSTORE OPEN

8:00 am – 12:00 pm

7:45 - 9:00 am

Traditions
Ticketed Event

Enjoy breakfast and some “STAR CONVERSATION” with the exciting authors sharing our conference. Tap into their expertise in reading research and learn more about their creation of books.

Session Chair:

Featuring:
Jerry Pallotta
Terry Trueman
Michael Shoulders
David Biedrzycki
Steve Swinburne
Marianne Berkes

8:45-9:45
Forum East 4
Florida Reading Standards
Middle School, High School

Writing Assessment: How to Get Good Writing From Students
Speakers: Janice Lucas, Bay District Schools, Milinda Jay Stephenson
Improving student writing begins with confident writing teachers. Participants will explore concepts and strategies designed to increase their confidence and improve their writing assessment. You will leave with a process for using assessment to foster good writing in their students.

8:45-9:45
Forum East 2
Technology K-2, 3-5

Zooming in on Apps for Effective Digital Writing Instruction in the Elementary Classroom
Speakers: Lourdes Smith, Doctoral Student, University of Central Florida, Nandita Gurjar
Come and explore the role of digital writing in the elementary classroom! Presenters will discuss and demonstrate specific apps that support digital writing skills while addressing the CCSS.
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<tr>
<th>Time</th>
<th>Forum</th>
<th>Content Area</th>
<th>Reading</th>
<th>Middle School, High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45-9:45</td>
<td>East 3</td>
<td>The Effects of the Vocabulary Think Chart in Seventh-Grade Students’ Understanding of Scientific Vocabulary: A Mixed-Methods Study.</td>
<td>Paloma Ferreira, Literacy Coach, Jackson Middle School.</td>
<td>Presenter will report the effects of the use of the Vocabulary Think Chart in seventh-grade students’ understanding of scientific vocabulary. The study raised significant questions about vocabulary instruction in science classes.</td>
</tr>
<tr>
<td>8:45-9:45</td>
<td>West 1</td>
<td>Keepin’ it Real-iable: A study of Validity, Reliability, and Bias in alignment with Common Core State Standards</td>
<td>Jennifer Loomis, Sarasota High School, Stella Karas, Nina Singleton</td>
<td>Participants will learn how to help students identify validity, assess reliability, and find bias as they use research methods. The presentation aligns with practices of students using complex texts, argument writing, critical thinking and research practices that align with Common Core. Ready to use handouts provided.</td>
</tr>
<tr>
<td>8:45-9:45</td>
<td>West 2</td>
<td>Data Driven Coaching in the Content Area</td>
<td>Dr. Brian Dorman, Seminole County Public Schools</td>
<td>Using data is important to demonstrate successful coaching opportunities. Come learn how to use data to inform coaching decisions as you work with content area teachers.</td>
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<tr>
<td>10:00-11:00</td>
<td>West 1</td>
<td>It's Getting HOT in Here: The First Steps to Fostering Higher Order Thinking (HOT) in the Classroom</td>
<td>Kate Houston, Instructional Coach, Pacetti Bay Middle School</td>
<td>Acronym H.O.T. Greek to you? Attend to get a better grasp of Webb’s DOK and its use in the classroom. Leave with ideas to stimulate more HOT in your students.</td>
</tr>
<tr>
<td>10:00-11:00</td>
<td>South 2</td>
<td>Young Adult Literature: Fiction and Nonfiction as a Way for Deeper Learning</td>
<td>Dr. Joan Kaywell, Professor, University of South Florida</td>
<td>YA literature is the perfect bridge to deep and expanded study of all sorts of topics in all content areas. By hooking students through powerful fiction, students are first engaged and then motivated to find out more.</td>
</tr>
<tr>
<td>10:00-11:00</td>
<td>West 2</td>
<td>Two Generations...One Future</td>
<td>Barbara Shirley, Principal, Sarasota County Schools, Dehea Smith, Barb Rannigan, Kelly McWilliams</td>
<td>This summer academic and enrichment program addresses both the educational needs of at-risk children to increase academic achievement and career/vocational skills of their parents enhancing employment opportunities.</td>
</tr>
</tbody>
</table>
10:00-11:00  Forum East 2  
**Reading Instruction, Apps, and Pinterest**  
**Speaker:** Vickie Johnston, Florida Gulf Coast University  
This presentation will demonstrate use of the most popular reading apps for engaged literacy learning and will highlight unique project ideas and research-based reading strategies through the use of Pinterest.

10:00-11:00  Forum East 3  
**Teaching Text Structures to Comprehend Informational Text: Strategies for Fourth and Fifth Graders**  
**Speaker:** Yvonne Ribeiro de Souza-Campbell, Assistant Professor, Barry University, Jennie Ricketts-Duncan  
The CCSS demand that fourth and fifth graders understand the structure of informational text. This interactive workshop provides hands-on strategies that help students identify the underlying structure of informational texts.

10:00-11:00  Forum East 4  
**Conversations about Pictures: A Guide for Discussing Illustrations**  
**Speaker:** Lindsay Persohn, University of South Florida  
During this session, participants will learn how to talk about book illustrations with students. Key ideas include various artistic styles and connecting meaning in text to meaning in illustration.
Welcome to My Publishing World

Presiding and Introduction of Speaker: Jeanne Petronio, FRA President

Speaker: Jerry Pallotta

Jerry Pallotta brings together non-fiction subjects with humor and the unexpected to create enthusiasm for learning. Join Jerry for his twenty-five year review of publishing as he discusses researching, writing, designing, working with illustrators, editing and publishing his best-selling books. Learn how he alphabetizes bugs, skulls and trucks. Take a math literacy tour through his MATH=FUN series. Enjoy a dose of fiction in his imaginative holiday books, Who Will Guide My Sleigh Tonight?, Who Will Carve the Turkey This Year?, and Who Will Be My Valentine This Year? See Jerry’s newest reluctant reader boy series, Who Would Win, Great White Shark vs Killer Whale, Polar Bear vs Grizzly Bear, and Hippo vs Rhino.

Sponsored by Florida Reading Association
Sunday
THE 52nd FRA CONFERENCE
October 19, 2014

Thank You!

A special thank you to UCF’s College of Education and Human Performance Morgridge International Reading Center for its on-going support of the Florida Reading Association.

The Morgridge International Reading Center is a dynamic complex for the free exchange of ideas and information to improve transdisciplinary literacy acquisition and instruction. Our main goal is to advance transdisciplinary literacy through communication, collaboration, learning, and research.
Triumph Learning is proud to sponsor featured speaker Alan Sitomer.

Triumph Learning is a leading educational content company and publisher of print and digital K-12 resources, standards-aligned instructional materials and effective literacy programs, serving over 400,000 teachers and 6 million students. Triumph Learning is committed to supporting teachers and students with a mix of interactive digital tools and robust student texts with products such as Coach, Buckle Down, and Waggle, our new personalized, smart practice solution.

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Marion County

Donna Born
Meigs Middle
School
Okaloosa County

Sara Calhoun
High School

FRA Hall of Fame

Evelyn Florence

Joye Coy Shaffer
Visit our Booth, #1002!

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Enter for a Chance To WIN!

Scan to access our interactive online catalog.

Susan Hall, Ed.D.
95 Percent Group President

Presenting:
Multiplying Vocabulary Using Manipulatives
Friday, October 17th
1:30 p.m.
Center Exhibit Hall
NW Classroom

Visit www.95percentgroup.com for a complete listing of our products, public workshops, and speaking engagements.
# Author Book Signing

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<td>The Bag Ladies</td>
<td>Friday</td>
<td>9:30-10:00</td>
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<tr>
<td>Dr. Steven Layne</td>
<td>Friday</td>
<td>10:45-11:15</td>
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<tr>
<td>Mary Casanova</td>
<td>Friday</td>
<td>12:15-12:45</td>
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<tr>
<td>Alane Ferguson</td>
<td>Friday</td>
<td>1:45-2:15</td>
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<tr>
<td>Jessica Martinez</td>
<td>Friday</td>
<td>3:00-3:30</td>
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<tr>
<td>Marianne Berkes</td>
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<tr>
<td>Dr. Katherine McKnight</td>
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<tr>
<td>The Apron Ladies</td>
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<td>Alan Sitomer</td>
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<tr>
<td>Dr. Laurie Elish-Piper</td>
<td>Saturday</td>
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<tr>
<td>Kelly Gallagher</td>
<td>Saturday</td>
<td>11:00-11:30</td>
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<td>Steve Swinburne</td>
<td>Saturday</td>
<td>12:15-12:45</td>
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<td>Michael Shoulders</td>
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<td>Terry Trueman</td>
<td>Saturday</td>
<td>1:00-1:30</td>
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<td>Anna Dewdney</td>
<td>Saturday</td>
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<td>Breakfast Authors</td>
<td>Sunday</td>
<td>9:30-10:00</td>
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<tr>
<td>Jerry Pallotta</td>
<td>Sunday</td>
<td>10:30-11:00</td>
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All signing sessions will take place in the exhibit hall next to the book store except for Dr. Layne’s which will take place outside the Legends Ballroom, immediately following his keynote.
The Florida Hotel & Conference Center
Exhibit Hall located in Heroes Ballroom
The Florida Reading Association recognizes the following exhibitors for their partnership:

**Platinum Partner:**
Pearson

Please Join us October 8-11, 2015 for FRA’s 53rd Annual Conference at the Florida Hotel in Orlando, Florida!

Kathy Fontaine, 2015 Conference Chair
# LIST OF EXHIBITORS

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<tr>
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<td>$39.00</td>
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<tr>
<td>Reading Research Quarterly</td>
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<td>6:45 – 9:00 FRA President’s Reception</td>
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<tr>
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<td>7:30-8:30 Complimentary Continental Breakfast</td>
<td>Mezzanine</td>
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<td>7:30-9:00 Breakfast with the Authors</td>
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