



August 1, 2014

Dear XXXXXXXXXXXXXXXXXXXXXXXX:

I am writing to bring to your attention a phenomenal professional development opportunity for your middle level staff. On October 9-11, 2014, NYSMSA will be returning to Verona, NY, to host its 34th Annual Middle-Level Conference. The theme of this year's conference is "College and Career Readiness in the Middle – A Path for Every Child.

This is not your run-of-the-mill conference. With its focus on the Common Core at the middle level, and its line-up of experienced Common Core experts, this is the right conference at the right time to inspire your teachers and assist them in implementing both the Common Core Learning Standards and developmentally-responsive best middle-level practices. Your teachers will learn from an author of the Common Core Math Standards and an author of the Literacy modules; they'll learn from educators from schools that have earned the designation of "Essential Elements Schools to Watch" - schools that have implemented SED's *Essential Elements of Standards Focused Middle-Level Schools and Programs* and whose students and staff have reaped the benefits of this research-based framework; they will learn from fellow middle-level educators who face the same day-to-day challenges that they do and are willing to share their successes with their colleagues from across New York State.

And, perhaps the best news of all, this middle-level conference is both high quality and highly affordable. If you take advantage of our special group rate, your entire middle-level staff can attend Friday all day and Saturday morning (breakfasts and Friday lunch included) for a special rate that you can't afford to ignore! Check out these examples of the value of our group rates:

- Individual Registration - \$150
- 10 Registrations from one building – \$1,400
- 30 Registrations from one building – \$2,200
- 50 Registrations from one building - \$2,950

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Please examine the conference details on the enclosed flyer and our special group rates, and you will see why you should take advantage of this professional development opportunity for your staff. But the most critical reason is that the workshops and presentations are specifically designed to address the developmental needs of the middle-level child and the Common Core standards. And if we are to meet the rigorous challenge of the Common Core in our middle-level classrooms, we need to prepare our teachers to effectively address both the intellectual and the personal needs of their students.

As Deputy Commissioner Ken Wagner recently stated at our Middle-Level Institute in Malta, NY, “There is no contradiction between supporting the whole child and meeting rigorous standards. We must offer our students both personal relevance and rigor.” He went on to explain that exemplary middle-level programs have the structure and learning environments in place to support this important work...with our common planning time, teaming, advisory, etc.

Please join us with your middle-level staff at the 34th Annual NYSMSA Middle-Level Conference on October 9-11. Make this the PD opportunity that makes a difference in the lives of your staff and students.

For more information, contact our Conference Director, Linda Ruest (ruest@nysmsa.org), our Conference Chair, Bruce MacBain (Macbain@nysmsa.org), or visit www.nysmsa.org for up to date conference details.

Or give me a call and I'll help you make this critical decision.

Sincerely,

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