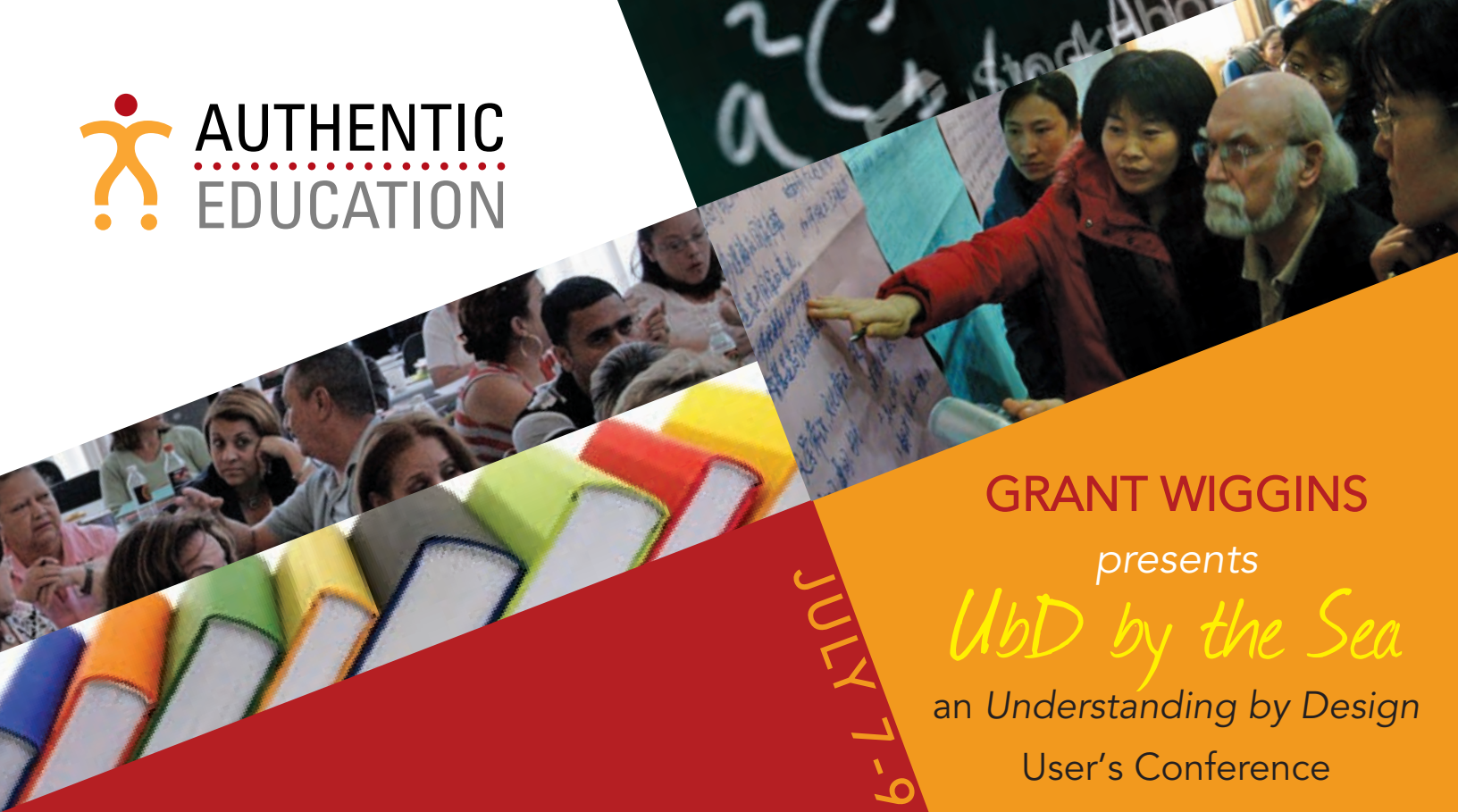




**AUTHENTIC
EDUCATION**



GRANT WIGGINS

presents

UbD by the Sea

an Understanding by Design

User's Conference

Join UbD-experienced colleagues from around the world for three days of learning, collaboration, inspiration, and innovation around the best of UbD.



Grant Wiggins, co-author of *Understanding by Design*, is a renowned expert in curriculum and assessment. Committed to improving the experience of school for students, Grant's work with schools and districts, state departments of education, and national ministries of education has led to significant and lasting improvement in teaching and learning around the world.



Jay McTighe, co-author of *Understanding by Design*, is a leading expert in curriculum, assessment, and thinking skills. Drawing from work as a teacher, the Director of the MD Assessment Consortium, and the Maryland DOE, Jay has coordinated local and statewide efforts to develop instructional strategies, curriculum models, and assessment procedures for improving the quality of student thinking.

For more information or to register, visit www.authenticeducation.org or call us at 609-466-8080.

JULY 7-9 AT THE OCEAN PLACE RESORT IN LONG BRANCH, NJ



For educators
who are already
implementing
UbD at the
classroom, school,
district, state,
or national level.

Innovation

- meet... the new UbD template!
- explore acquisition, meaning making, and transfer: three new big ideas in UbD
- create strategies for applying conference ideas to your own work

Inspiration

- challenge your thinking, through provocative talks by Grant, Jay, and others
- travel the world of learning, with presentations by, and conversations with, educational leaders from around the world
- experience new technologies to support and enhance learning

Collaboration

- star in "My UbD": share your best UbD experiences on video, to share during the conference and beyond
- learn from poster and discussion sections on what works in UbD
- network, both onsite and virtually, before, during, and after the conference



Arrive ready to share your experiences with, and questions about, UbD. Go home with greater understanding and skill in the design of UbD-focused schooling – and a new role in the worldwide UbD community.

Your fee includes:

- admission to all UbD by the Sea events
- one seat in UbD 101, our online course
- membership in the Curriculum Framer
- an invitation to three follow-up video conferences
- cocktail reception on the rooftop at Avenue Nuit

NEW TO UBD?

Join Authentic Education senior consultant Hilde McGeehan for an Introduction to UbD workshop on July 6.

Ocean Place Resort:

Located directly on a beautiful stretch of the Atlantic, Ocean Place offers beach-view guest rooms, two swimming pools, and a full-service spa. And yes, they really have palm trees! Next door is Pier Village, with dozens of small shops and restaurants. Nearby are trains and high-speed ferries into New York City. Ocean Place is offering UbD by the Sea participants a special rate of \$179 per night. Contact the hotel directly for room reservations at 800-411-6493, and ask for the UbD group block. Capacity is limited, so please reserve early.

FOR MORE INFORMATION:

Ocean Place: <http://www.oceanplace.com/>

Pier Village: <http://www.piervillage.com/>

Seastreak Ferry: <http://www.seastreakusa.com/>

REGISTRATION



FOR GROUPS OR INDIVIDUALS:

I'd like to register _____ people for UbD by the Sea 2010 and/or _____ people for Intro to UbD.

School or district: _____

Key contact for billing: _____

Address: _____

Phone: _____ Email: _____

I'd like to pay by _____ purchase order _____ credit card _____ check

For payment by credit card:

NAME ON CARD: _____ CARD TYPE: _____ NUMBER: _____

SECURITY CODE: _____ BILLING ADDRESS (IF DIFFERENT FROM ABOVE): _____

CONFERENCE PARTICIPANTS:

1. Name: _____ Email: _____
 Role (teacher, principal, etc.): _____ Grade level(s): _____
 Subject area(s): _____ Daytime Phone: _____

2. Name: _____ Email: _____
 Role (teacher, principal, etc.): _____ Grade level(s): _____
 Subject area(s): _____ Daytime Phone: _____

3. Name: _____ Email: _____
 Role (teacher, principal, etc.): _____ Grade level(s): _____
 Subject area(s): _____ Daytime Phone: _____

* REGISTER A GROUP OF FIVE AND SEND A SIXTH PERSON AT NO ADDITIONAL CHARGE!

Please attach additional forms for additional participants in your group

ITEM	COST	#	TOTAL
Registration fee for UbD by the Sea	\$849.00		\$
Registration fee for Intro to UbD	\$249.00		\$
Please autograph these books for me, to pick up at the conference:			
<i>Understanding by Design, 2nd Edition</i>	\$ 32.95		\$
<i>The UbD Professional Development Workbook</i>	\$ 26.95		\$
<i>Schooling by Design</i>	\$ 30.95		\$
<i>The Schooling by Design: An ASCD Action Tool</i>	\$139.00		\$
<i>Beyond A, B, and C: A DVD on Grading</i>	\$ 99.00		\$
<i>Writing for Understanding</i>	\$ 19.95		\$
NJ Sales tax, 6% on books and DVDs			\$
I am tax exempt: # _____			
TOTAL:			\$

TO REGISTER:

- **Online** at www.authenticeducation.org
- **Fax** to 609-466-4033
- **Mail** to Authentic Education, PO Box 148, Hopewell, NJ 08525

CANCELLATION: For cancellations before June 1, we will refund your registration fee, minus a \$75 processing fee, for requests made in writing, via fax. No refunds will be offered after June 1, but if you cannot attend, you may send a substitute in your place.

FOR MORE INFORMATION: Call 609-466-8080 or email info@authenticeducation.org.

Unless you notify us otherwise in writing, you give Authentic Education the right to take photographs and video of you during the conference and to use your images in our educational and promotional programs.