



October 1, 2009

Dear District and/or School Administrator:

THIRTEEN and WLIW21's CELEBRATION OF TEACHING & LEARNING pre-K-12 Professional Development Conference is a unique teacher training experience providing dynamic training opportunities for educators on a range of the most compelling educational and pedagogical issues of our time. You probably received this letter from an educator in your school/district who is interested in receiving credit for participation in this professional development offering. We hope the following explanation serves to justify your providing professional development credits to educator(s) from your region, district or school who are interested in attending.

THIRTEEN and WLIW21's 5th annual Celebration of Teaching & Learning takes place Friday/Saturday, March 5-6, 2010, 8am-5pm at the Hilton New York in Manhattan. The Conference accommodates up to 4,000 educators each day—including classroom teachers and administrators from the New York metro area as well as around the country—making it public television's largest K-12 professional development event. Participating educators attend either one or two full-day sessions, and attend keynote and featured sessions led by nationally renowned education experts and hands-on "In the Classroom" sessions led by practicing education professionals, and each attendee receives an official certificate of attendance for each day they participate.

The Celebration Conference features leading experts on topics of vital interest to educators. Prior events have included internationally renowned speakers such as Al Gore, Jane Goodall, Alan Alda, Jean-Michel Cousteau, Google CEO Eric Schmidt interviewed by Charlie Rose; Town Hall meetings moderated by Tom Brokaw, Gwen Ifill, the late Tim Russert, and Judy Woodruff; and numerous pedagogical experts on a wide range of topics. This year's professional development content strands include STEM, Social Studies, English Language Arts, CTE, Instructional Technology, Special Education, Early Childhood Education and Whole School Policy. Content strands are developed in collaboration with curriculum and professional development advisors from our advisory board, which comprises education professionals from major local and national organizations including NYC DOE, BOCES, NYSED, UFT, NYSUT, NJEA and NEA. For the most complete list of confirmed speakers and session descriptions for the Celebration 2010, as well as video from prior events, please visit the event website: www.thirteencelebration.org.

THIRTEEN and WLIW21 have developed a solid track record of providing high-quality professional development, and have official status with the following organizations:

- The Celebration of Teaching & Learning is a BOCES NYSED CoSer aidable professional development event presented in partnership with BOCES of Southern Westchester, Putnam/Northern Westchester, Rockland, Nassau, Western Suffolk and Eastern Suffolk.
- The Celebration of Teaching & Learning is presented in collaboration with New York State Teacher Centers.
- THIRTEEN is an approved professional development vendor for New York City Department of Education.

We hope that this provides all the information you will need to support your providing credit to your local educator(s) for attending the event. Please feel free to contact me directly if you have any questions, or if you would like to explore making arrangements for other educators from your school/district to attend the Celebration 2010—full registration details available at www.thirteencelebration.org. We thank you for your dedication to continued professional development of educators.

Sincerely,

A handwritten signature in black ink that reads "Jon Rubin". The signature is written in a cursive style with a large, stylized initial "J".

Jon Rubin

Director, State and Local Education Services
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