



Post Office Box 2327 Butler, PA 16003 - 2327

Dear Friend and Supporter,

It's been an incredible couple of years for the members and friends of the Pennsylvania Council of Teachers of English and Language Arts.

We were last together as a state organization in the fall of 2008 for our state conference in Lancaster PA. Over 200 educators attended our two day event and were treated to a great lineup of speakers including then NCTE President Kathy Yancey and author/educator Jeff Wilhelm. Authors and educators from throughout the state shared their ideas for classroom practice and attendees left renewed and revitalized.

Then the amazing project of hosting the National Council of Teachers of English national convention in Philadelphia faced us. Over 250 volunteers from our organization came together to play host to almost 7,000 educators from throughout the nation. We have received amazing feedback on the quality of the event and the great work of our local committee.

We are now preparing to build on the incredible excitement and interest generated over the last few years and bring our members and friends a state convention unlike any others.

Before we do anything else, **we want to thank all the publishers and vendors who have supported us** in all of our past ventures. The presence of these professionals added so much to the conference and national convention and we couldn't have succeeded without you. It is my hope that all of you who have been with us at these events enjoyed your visit and found it to be as valuable as we found it to be for our members. Teachers come to our conference eager for new ideas and materials and they value the opportunity to meet with the publishers and other vendors who are in attendance. In addition, without the support of these companies and institutions, we could not provide the quality speakers and amenities needed to ensure a successful conference experience for our attendees.

Now we look forward to **CONFERENCE 2010!**

Conference 2010 will be held on **October 22 and 23 at the Penn Stater Hotel and Conference Center in State College, PA.** We've already lined up several accomplished speakers in **Bob Probst** and **Kylene Beers**, two of the most popular educator/authors around. Nationally **syndicated columnist Kendal Rauthzan** will kick off a "Day of Books" on Saturday, a day which will culminate with speaker **Lois Lowry**, author of one of the most popular young adult lit titles of this generation: ***The Giver***. In between and around these featured presenters will be authors with their roots in the

Keystone State including **Matt Phelan, Jan Cheripko, Paulo Corso, Patricia and Richard Easton**, and more! Our attendance in 2008 was very good and we are confident that our ranks will increase at this year's conference as we convene to hear these nationally known speakers, view presentations from educators throughout the state, and discuss the newest innovations, insights, and concerns in our field while enjoying the wonderful attractions and scenery of Central Pennsylvania.

These past years many publishers and vendors have worked with PCTELA to sponsor special receptions and/or sponsoring various aspects of the conference including featured speakers, the luncheon, breakfasts, coffee, student receptions, and publications such as the conference brochure or program. **If you are interested in sponsoring and/or promoting a special event, speaker or resource at the conference, information is on the enclosed application.** Contact us as soon as possible so that we can make the appropriate arrangements and thoroughly promote your appearance at the event.

Of course, in addition to these offerings, an extremely important part of the conference is the exhibition of professional materials. We respectfully ask for your generous support and cordially invite you to join us. As with so many other ventures, the costs for our conference continue to skyrocket. However, we are able to once again offer our vendor space at the same level of support as we asked for last year, \$200 per table. We are prepared to offer a discount of \$25 for a cost of \$175 for the first three tables for any vendor who makes a reservation and sends payment by July 1st. Additional discounts are available for vendors who wish to secure more than three tables.

As part of our thanks to you, we will include your company's name in all conference materials and we invite your representatives to be our guests at our luncheon and breakfast. Please contact me at the above address or at email bdandoy@zbzoom.net if you have any questions.

The PCTELA conference has become a successful, first-class, and growing professional development opportunity for many educators throughout our state. We thank you in advance for your continued support of our efforts. I hope to see you at the conference.

Yours truly,

Robert A. Dandoy
Executive Director
The Pennsylvania Council of Teachers of English and Language Arts