

**July 9-11,
 2008**

**Hyatt Regency
 Crystal City
 (Washington,
 D.C. Area)**

Registration Deadline:
 June 17, 2008

Call 800.797.5818 for
 more information.

*If you're dealing with any of these issues ...
 This conference is for you!*

- Lack of sustained parental involvement
- No way to measure parental involvement
- Little change in student attitudes and behaviors since beginning your character development program
- A crisis in character within your community, such as crime, government scandal, or prejudice
- Complaints from local business and industry about the ethics of employees
- A challenge finding effective parental involvement materials for diverse populations
- Problems maintaining systematic and positive communication between school and home



Place Label Here

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Americus, GA 31709
 P.O. Box 492

**Character Development
 through Parental Involvement**

Building Better Families, Schools, and Communities

July 9-11, 2008

**Hyatt Regency
 Crystal City
 (Washington, D.C. Area)**



Conference Outcomes Will Include ...

- Proven purpose-driven strategies that unite families, schools, and communities for accelerating character development in children and youth
- Action planning for taking parental involvement to new and higher levels

CONFERENCE *at a glance*

Day One

- Overview of research and critical success factors in parental involvement and character development
- Tools for implementing and evaluating the "I Care" Three-in-One Curriculum Model

Day Two

- Documenting, measuring, and evaluating parental involvement monthly
- Being a change agent for parental involvement and character education

Day Three

- Strategies for incorporating character education throughout the community
- Presentations by "I Care" schools, districts, and communities
- **Sample school district data** ↓

MONTH	ENROLLMENT	PARTICIPATION	PARENTAL INVOLVEMENT	DISTRICT POSITIVE CONTACTS	PARTICIPATION POSITIVE CONTACTS	YTD PARENTS TRAINED
SEP	5198	4123	79%	28774	55%	3714 71%
OCT	5200	4120	79%	29434	57%	3861 74%
NOV	5176	4217	81%	29530	57%	3818 74%
						90% 4714 91%
						94% 4975 96%
						91% 5018 97%

Data shows correlation between Parental Involvement and Student Performance!

*Available in
 English &
 Spanish!**

**Implemented in over
 100,000
 classrooms nationwide!**



ACT NOW!

Limited Enrollment!

To Register: Call 1.800.797.5818
 or go On-Line to www.icarenow.com

For Hotel Reservations, Call 703.418.1234, 800.233.1234, or visit Hyatt.com

TRAINING OUTLINE

Training Time: 8:30 a.m.–3:30 p.m. Wednesday & Thursday, 8:30 a.m.–11:45 a.m. Friday



HOW TO REGISTER
 Call 800.797.5818
 On-line www.icarenow.com
 Fax 229.928.9922 or
 Mail "I Care" Products & Services,
 P.O. Box 492; Americus, GA 31709

2007 Conference Reviews

"The conference presenters were great. I look forward to having them come to my district in '07-'08. I'm excited about the possibility of having these products in my district."

—Title I Consultant
 Columbia, South Carolina
 June 2007 Conference
 Atlantic City, New Jersey

"This was one of the most organized and enjoyable conferences that I have attended (and I have attended many!)."

—Assistant Principal
 Americus, Georgia
 June 2007 Conference
 Atlantic City, New Jersey

"I appreciate your passion and enthusiasm for the program and the impact it makes for communities."

—Principal
 Lawton, Oklahoma
 November 2007 Conference
 Atlanta, Georgia

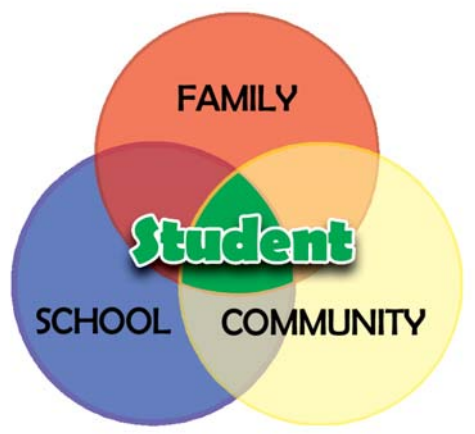
"This is a well thought out program. It was well organized, presented well, and it was interactive. The character development was most impressive."

—Title I
 Baltimore, Maryland
 June 2007 Conference
 Atlantic City, New Jersey

A Comprehensive Curricular Approach

Parental Involvement • Character Development • Community Involvement
 Aligned Across Elementary School • Middle School • High School

- Pre-K through 12th grade spiraled curricula* (and Pre-K through 6th grade workbooks) built around the 12 pillars of character
- Components specially designed for home, school, and community
- Defines and measures parental involvement like no other program



*Available in English and Spanish

Session Topics (See session descriptions at www.icarenow.com)

- The Secrets to Effective School Family Communication
- Making "I Care" Parental Involvement Stick
- How to Establish Communities and Cities of Character
- How "I Care" Empowers Boys
- The Effectiveness of "I Care" with Diverse Populations
- Strategies for Involving Local Government; Business and Industry; Law Enforcement; Chambers of Commerce; Community and Faith-Based Organizations
- Plus all the information you need for effectively training staff and parents; implementing "I Care" curriculum in elementary, middle, and high school; measuring parental involvement with an On-Line Data Management System; and getting and keeping parent and community commitment

"I Care" Certification Advantage

An added advantage to attending this conference is completion of Phase I of the 40 hour train-the-trainer certified facilitator process. Certified facilitators have the knowledge necessary for training administrators, teachers, parents, and the public within their schools, districts, and community in the "I Care" methodology. Knowledge includes the "I Care" Three-in-One Curriculum methodology; implementation processes and practices; parental involvement assessment tools; strategies for teaching and incorporating character education into the school curriculum, at home, and in the community; alignment strategies, etc.

Registration Information

- The registration deadline is **June 17, 2008**. Hotel requests received after this date are subject to the standard rate.
- The Certification Training consists of a Phase I (3 days) and a Phase II (2 days), completed at two training sessions over a six month period. The fee for Phase I is \$995 and the fee for Phase II is \$695. Phase I participants will be provided an Implementation Toolbox (includes manuals, presentations, and session workbooks), as well as Continental Breakfast, lunch, and refreshments.
- Attendees are responsible for hotel reservations (\$159 single or double per night plus 12.25% tax = \$178.47 per night), travel expenses, and evening meals. **Call the Hyatt Registry at 703.418.1234, 800.233.1234**, or visit **Hyatt.com**. There will be a free shuttle from the airport to the hotel (hotel is less than 10 minutes from Reagan National Airport).
- Each attendee will receive a gift pack with an "I Care" shirt, the book "I Care" Parental Involvement—Engaging Parents to Improve Student Performance by Elbert D. Solomon, and session training supplies.
- Training time will be from 8:30 a.m. to 3:30 p.m. Wednesday and Thursday, and 8:30 a.m. to 11:45 a.m. Friday.
- Phase II: December 2008, location to be determined.

CONFERENCE REGISTRATION FORM		
Name: _____		
Title: _____		
School/Organization: _____		
Mailing Address: _____		
Shipping Address: _____		
City: _____	State: _____	Zip: _____
Telephone: _____	Fax: _____	
E-Mail Address: _____		
Shirt Size: (Please Circle): S • M • L • XL • 2XL • 3XL • 4XL • 5XL		
Payment Method: Check • Credit Card* • Purchase Order # _____		
<small>*All cards accepted. Call if paying with credit card.</small>		

Who Will Attend?

The "I Care" Parental Involvement, Character Development, & Community Involvement Conference is for people and organizations (big and small) that care about children, schools, and their community, and want to make the difference. Over the last twelve years, attendees have included Superintendents, Principals, Federal Program Directors, City Managers, School Improvement/Accountability Leaders, Parent Coordinators, Parent/Family Liaisons, Counselors, Parents, Parenting/Character Education Specialists, etc.

Cancellations & Substitutions

Cancellations received up to fifteen working days before the conference are refundable, minus a \$25⁰⁰ registration service charge. After that, cancellations are not accepted and the entire fee will be applied to a future conference. Payment or purchase order is required ten days before the Conference (no exceptions). Please note that if you do not cancel and do not attend, you are still responsible for payment. Substitutions for the Phase you are attending may be made at any time.

- ### Workshop Facilitators:
- **Elbert Solomon:** President and CEO of "I Care" Products & Services, author, & national "I Care" facilitator
 - **Dr. James Patrick:** Former Superintendent and Troy State & Columbus State University Professor of Education
 - **Martha Dean:** Former University Education Professor and Director of "I Care" Curriculum Development
 - **School-Based Certified Facilitators** from schools that have successfully implemented "I Care" Curricula
 - **Guest Speakers** from school districts implementing "I Care"