

March 9

INVESTMENTS IN EARLY LEARNING:

Making an Impact



FIRST 5
CALIFORNIASM



Registration Brochure

March 9 & 10, 2010

First 5 California and the Water Cooler
Joint Conference

Come to One or Both Days

Register Now!

Sheraton Grand Hotel
Sacramento



March 10

STRONGER TOGETHER:

Expanding the Larger Education Conversation



Who Should Attend



Who Should Attend

This first-time joint effort is targeted to First 5 County Commissions and staff, local and state agencies, legislators and legislative staff, gubernatorial policy advisors, business and civic leaders, advocates, stakeholders, philanthropic groups, and community-based organizations to strengthen leadership capacity in California and become prepared to qualify for all funding opportunities in the area of early learning.

Due to high interest, we expect to meet the maximum attendance level.

We urge you to register early.

Registrations will be accepted on a first-come, first-served basis—so register today!

www.cce.csus.edu/first5



You Are Invited!

Dear Partners and Friends:

It is our pleasure to invite you to attend the First 5 California and the Water Cooler Joint Conference on Early Learning Research, Practice, and Policy. The conference will be held on March 9 and 10, 2010, at the Sheraton Grand Sacramento Hotel. The two-day co-sponsored effort features a series of panel discussions that will focus on how to improve and expand services for children from 0 to 5 and how to best position California to take advantage of new federal funding opportunities. Experts will discuss the most current scientifically-based research, best practices, policy developments and advocacy in the field.

Now is the time for California to step forward and take a leadership role in improving the quality of early learning programs for children and families. The conference is designed to strengthen leadership capacity in our state by continuing to inform a diverse group of partners on the best ways to develop and implement science-based policies and programs that enhance young children's healthy development. We are proud to feature an array of speakers and workshop leaders with whom attendees can interact to maximize our collective opportunities.

Day One: INVESTMENTS IN EARLY LEARNING: Making an Impact, hosted by First 5 California. In addition to presentations by outstanding keynote speakers on March 9, there will be six two-hour panel discussions focusing on early learning, science, and research. These panel discussions will be presented twice during the day and will address the following topics:

- Educare: An Evidence-Based Early Learning Program with Promising Evaluation Results
- The Impact of Early Intervention with a Renewed Look at Home Visitation
- What is "Quality" and What Does it Look Like in Early Learning Programs?
- The Positive Impact of Comprehensive Early Learning Programs on Children's Health
- Impacting Child Outcomes Through Quality Workforce Development
- The Importance of Family Engagement

The reception, hosted by the Water Cooler, will be held on Tuesday, March 9 at 5:00 p.m. The reception will honor individuals and groups working to enhance parent engagement in early learning programs.

Day Two: STRONGER TOGETHER: Expanding the Larger Education Conversation, hosted by the Water Cooler. Featured panels will focus on policy and advocacy, with nationwide acclaimed early learning leaders and advocates who will discuss:

- How Educare Can and Has Been Used to Leverage Dramatic Policy Reforms Across the Country
- How to Build Early Learning Champions Within the Business Community
- How California Might Surmount Challenges to Funding a Robust Early Learning System
- What Lies Ahead in Federal Investments in Early Learning

We have invited nationally renowned speakers who will offer their perspectives on the current policy environment and reflect on how California can most effectively contribute to policy change. We also have a menu of workshops that are designed as opportunities for experts, First 5 county commissions, and other partners to highlight successes, strategies, and promising practices grounded in scientifically-based research.

The Joint conference promises to be an enlightening and engaging opportunity for all. We look forward to your participation and hope to see you there.

Sincerely,

Kris Perry
Executive Director
First 5 California

Molly Munger
Co-Director
Advancement Project



Register, online at www.cce.csus.edu/first5



Keynote Speakers

Joan Lombardi, Ph.D

Joan Lombardi currently serves as the Deputy Assistant Secretary for Policy and Inter-Departmental Liaison for Early Childhood Development in the Administration for Children and Families, U.S. Department of Health and Human Services. She is a Research Professor at the Public Policy Institute, Georgetown University. As the director of The Children's Project, she served as an advisor to a number of foundations and policy initiatives and helped create innovative projects with a wide variety of national and international organizations. She brings a wealth of experience from her earlier government service, as well as insights gained through her leadership as founding chair of the Birth to Five Policy Alliance and other initiatives.

Dr. Lombardi served as the Deputy Assistant Secretary for External Affairs in the Administration for Children and Families, U.S. Department of Health and Human Services, and as the first director of the Child Care Bureau. In 2004, Dr. Lombardi launched the Global Leaders for Young Children program in partnership with The World Forum Foundation, which is currently providing leadership support to 19 early education leaders from eight countries. In addition, she has served as a senior fellow with The Global Fund for Children in Washington, D.C. Dr. Lombardi is the author of *Time to Care: Redesigning Child Care to Promote Education, Support and Build Communities*, and co-editor of *A Beacon of Hope: The Promise of Early Head Start for America's Youngest Children*. She received her Ph.D. in human development education from the University of Maryland, College Park. She lives in Washington D.C. and is the proud mother of two.

Alison Gopnik, Ph.D

Alison Gopnik is a professor of psychology and affiliate professor of philosophy at the University of California, Berkeley. She received her BA from McGill University and her Ph.D from Oxford University. Her honors include a Natural Sciences and Engineering Research Council of Canada University Research Fellowship, an Osher Visiting Scientist Fellowship at the Exploratorium, a Center for the Advanced Studies in the Behavioral Sciences Fellowship, and a Moore Fellowship at the California Institute of Technology. She is an internationally recognized leader in the study of children's learning and development and was the first to argue that children's minds could help us understand deep philosophical questions. She was one of the founders of the study of "theory of mind," illuminating how children come to understand the minds of others. She also formulated the "theory theory," the idea that children learn in the same way scientists do.

She is the author of more than 100 articles and several books including *Words, Thoughts and Theories* (coauthored with Andrew Meltzoff), MIT Press, 1997, *The Scientist in the Crib* (coauthored with Andrew Meltzoff and Patricia Kuhl) William Morrow, 1999, and the recently published *The Philosophical Baby: What children's minds tell us about love, truth and the meaning of life* Farrar, Strauss and Giroux, 2009. She has also written for Science, The Times Literary Supplement, The New York Review of Books, The New York Times, New Scientist, and Slate. She has three sons and lives in Berkeley, California.



Register, online at www.cce.csus.edu/first5



First 5 Agenda



First 5 California

“INVESTMENTS IN EARLY LEARNING: Making an Impact”

DAY ONE: Tuesday, March 9, 2010

8:00 a.m. – 9:00 a.m.	REGISTRATION AND CONTINENTAL BREAKFAST
8:00 a.m. – 4:00 p.m.	EXHIBIT VIEWING
9:00 a.m. – 9:30 a.m.	INTRODUCTIONS AND WELCOME Kris Perry <i>Executive Director, First 5 California</i>
9:30 a.m. – 10:30 a.m.	MORNING PLENARY SESSION Joan Lombardi, Ph.D <i>Deputy Assistant Secretary for Policy and Inter-Departmental Liaison for Early Childhood, U.S. Department of Health and Human Services</i>
10:30 a.m. – 10:45 a.m.	BREAK
10:45 a.m. – 12:45 p.m.	SESSION ONE CONCURRENT WORKSHOPS <i>(see Workshop Listings on the next page)</i>
12:45 p.m. – 2:30 p.m.	LUNCH AND PLENARY SESSION Alison Gopnik, Ph.D <i>Professor of Psychology, Leading Cognitive Scientist and Author, University of California, Berkeley, Department of Psychology</i>
2:30 p.m. – 2:45 a.m.	BREAK
2:45 p.m. – 4:45 p.m.	SESSION TWO CONCURRENT WORKSHOPS <i>(see Workshop Listings on the next page)</i>
5:00 p.m. – 6:30 p.m.	RECEPTION
6:30 p.m.	ADJOURN

continued on next page



Register, online at www.cce.csus.edu/first5



First 5 Agenda



Workshop Listings

From the following list of numbered workshops, please indicate your workshop selection when submitting your Participant Registration form. Workshop selections will assist us in identifying workshops with the greatest demand, but will not guarantee a seat at a designated workshop.

SESSION ONE: TUESDAY, MARCH 9

10:45 am – 12:45 pm

- 1A. Educare: An Evidence-Based Early Learning Program with Promising Evaluation Results
- 1B. The Impact of Early Intervention with a Renewed Look at Home Visitation
- 1C. What is “Quality” and What Does it Look Like in Early Learning Programs?
- 1D. The Positive Impact of Comprehensive Early Learning Programs on Children’s Health
- 1E. Impacting Child Outcomes Through Quality Workforce Development
- 1F. The Importance of Family Engagement

SESSION TWO: TUESDAY, MARCH 9

2:45 pm – 4:45 pm

- 2A. Educare: An Evidence-Based Early Learning Program with Promising Evaluation Results
- 2B. The Impact of Early Intervention with a Renewed Look at Home Visitation
- 2C. What is “Quality” and What Does it Look Like in Early Learning Programs?
- 2D. The Positive Impact of Comprehensive Early Learning Programs on Children’s Health
- 2E. Impacting Child Outcomes Through Quality Workforce Development
- 2F. The Importance of Family Engagement



Register, online at www.cce.csus.edu/first5



Water Cooler Agenda



Water Cooler “STRONGER TOGETHER: Expanding the Larger Education Conversation”

DAY TWO: Wednesday, March 10, 2010

7:30 a.m. – 8:30 a.m.

REGISTRATION AND CONTINENTAL BREAKFAST

INVITED:

Assembly Speaker Karen Bass
Senate Pro Tem Darrell Steinberg
Secretary of Education Glen Thomas
Larry Aceves
Assembly Member Tom Torlakson
Senator Gloria Romero
Senator Carol Liu
Assembly Member Julia Brownley
Meg Whitman
Steve Poizner

9:00 a.m. – 10:15 a.m.

BREAKFAST WITH CHAMPIONS

Hosted by Susie Buffett

10:15 a.m. – 11:45 a.m.

LEVERAGING EDUCARE AS A POLICY PLATFORM

12:00 p.m. – 1:15 p.m.

LUNCH AND KEYNOTE (to be announced)

1:15 p.m. – 2:30 p.m.

FINDING THE MONEY: WILL CALIFORNIA STEP UP?

2:30 p.m. – 3:45 p.m.

FINDING THE MONEY: WILL THE FEDERAL GOVERNMENT STEP UP?

3:45 p.m.

CLOSING RECEPTION



Register, online at www.cce.csus.edu/first5



General Information

Registration Information

To register, visit us online at: www.cce.csus.edu/first5 or complete the registration form found in this booklet and mail to:

First 5 California and the Water Cooler Joint Conference

c/o CSUS CCE Conference & Training Services
3000 State University Drive East
Sacramento, CA 95819-6103
Phone: (916) 278-4433 or (800) 858-7743

Registration by February 12, 2010, is strongly encouraged.

Day One: Tuesday, March 9, 2010

First 5 California "INVESTMENTS IN EARLY LEARNING: Making an Impact"

The First 5 California Conference is scheduled for Tuesday, March 9, 2010, from 8:30 a.m. – 6:30 p.m. Registration includes continental breakfast, lunch, afternoon refreshment break, evening reception, and all Conference materials. Please register each person planning to attend by checking the appropriate box on the registration form. The early registration fee is \$100 and must be **received** by February 12, 2010. The late registration fee is \$120 and will be charged to all participants who register after February 12, 2010.

Day Two: Wednesday, March 10, 2010

Water Cooler "STRONGER TOGETHER: Expanding the Larger Education Conversation"

The Water Cooler Conference is scheduled for Wednesday, March 10, 2010, from 7:30 a.m. – 3:45 p.m. Registration includes continental breakfast, lunch, afternoon refreshment break, evening reception, and all Conference materials on Wednesday, March 10, 2010. Please register each person planning to attend by checking the appropriate box on the registration form. The registration fee is \$80 and should be **received** by February 12, 2010.

Both Days: Tuesday-Wednesday, March 9-10, 2010

First 5 California "INVESTMENTS IN EARLY LEARNING: Making an Impact" AND the Water Cooler "STRONGER TOGETHER: Expanding the Larger Education Conversation"

Join us March 9-10, 2010, for the full Conference! Registration includes two continental breakfasts, two lunches, afternoon refreshment breaks, entrance into the evening receptions on Tuesday, March 9 and Wednesday, March 10, and all Conference materials. Please register each person planning to attend by checking the appropriate box on the registration form. The early registration for attending both days is \$180 and must be **received** by February 12, 2010. The late registration fee is \$200 and will be charged to all participants who register after February 12, 2010.

Exhibitors

Exhibit space is limited - to ensure participation, please register today!

Exhibitor registration is \$300 for commercial organizations and \$130 for non-profit organizations. The fee includes the admittance of one person to staff your exhibit, 6' display table, one chair, identification sign, continental breakfast and lunch on March 9, 2010. Additional exhibit staff must register as attendees (either online or by completing the Participant Registration form found in this booklet), and pay the registration fees as indicated on the Participant Registration form.

To register as an Exhibitor, please register online at: www.cce.csus.edu/first5, or complete the Exhibitor Registration application found in this booklet.

continued on next page



Register, online at www.cce.csus.edu/first5



General Information

Payment

Full payment must accompany all registrations or be paid on-site prior to admittance into the Conference. Exhibit space will not be reserved and/or set for unpaid exhibitors.

Note to Attendees and Public Officials Participating on March 10, 2010:

- 1) **NOTE TO PUBLIC OFFICIALS:** *Attendance at this event by a public official will constitute acceptance of a reportable gift.* We will gladly provide you an estimate of the value of this gift. Since this event is funded by philanthropy as well as fees paid by participants, actual costs may exceed registration fees.
- 2) **SCHOLARSHIPS:** Please note that a very limited number of scholarships are available for registration costs for individuals with extreme financial need. Please contact us to receive a short application form for this purpose. We will let you know as soon as possible if you will receive a scholarship. Please contact Khydeeja Alam at kalam@advanceproj.org for additional information.

Conference Confirmation

A confirmation letter will be e-mailed to all registrants who have submitted a completed registration form and payment. The e-mail will include directions and a map to the hotel. Individuals who register after **February 26, 2010**, may not receive directions/confirmation prior to the event, so please register early!

Conference Location & Hotel Reservations

Sheraton Grand Sacramento Hotel
1230 J Street
Sacramento, CA 95814
(916) 447-1700

A block of rooms has been reserved for state/government participants. To receive the discounted room rate of \$84 single occupancy (plus tax) or \$134 double occupancy (plus tax), reservations must be made by **February 12**, and a valid state/government ID must be provided at check-in. After February 12, 2010 overnight

accommodations are based on availability at the hotel's prevailing rate. Reservations can be made by contacting the hotel's central reservation office at (800) 325-3535. Please advise the registration desk that you are attending the "First 5 California and the Water Cooler Joint Conference" to receive the discounted room rate.

Hotel Parking

Hotel parking is available at 900 13th Street, which is the northwest corner of 13th and J Streets. Valet parking is available for \$28 per 24-hour period for non-registered guests, and \$25 per 24-hour for registered guests. Self parking is available for \$1.50 per 20 minutes with a maximum of \$18 per day. Overnight parking is available for \$24 per vehicle. Billing occurs at 24-hour intervals, with car retrieval as many times as requested. Self-parking ticket must be stamped by hotel (front desk or concierge) with room number added. For hotel guests, no money is to be paid directly to the parking garage attendant.

Airport Transportation

The Sheraton Grand Sacramento Hotel does not offer ground transportation to/from the Sacramento International Airport. The preferred transportation provider from the airport to the hotel is Super Shuttle and is available 24 hours per day at approximately \$13 per person, per trip. Super Shuttle reservations can be made at www.supershuttle.com or (800) BLUE-VAN (800-258-3826). (Rates are subject to change without notification.)

Taxi Cabs

Taxi service is available through National Taxi at (916) 444-8294 or Yellow Cab at (916) 441-3492. Please call to verify rates prior to departure.

Cancellation Policy

Cancellations received in writing by **February 12, 2010**, are subject to a \$25 processing fee. After that date, substitutions will be allowed, but no refunds will be made. No-shows will be billed the full registration fee. To cancel your registration, please e-mail your request to CSUS, CCE Conference & Training Services (see Participant Registration form).



Register, online at www.cce.csus.edu/first5



Participant Registration

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Please indicate your affiliation to First 5:

- Staff
- Contractor
- Commissioner
- Grantee
- Partner
- Other (If appropriate)

County: _____

Special Needs (Please indicate special dietary or accommodation requests by February 12, 2010): _____

REGISTRATION FEES (Please check all that apply.)

Day One Only (March 9, 2010)

First 5 California "INVESTMENTS IN EARLY LEARNING: Making an Impact"

- Early Registration Fee (Received on or before February 12, 2010.) \$100
- Late Registration Fee (Received after February 12, 2010.) \$120

Day Two Only (March 10, 2010)

Water Cooler "STRONGER TOGETHER: Expanding the Larger Education Conversation"

- Registration Fee \$80

Both Days (March 9-10, 2010)

First 5 California "INVESTMENTS IN EARLY LEARNING: Making an Impact" AND

Water Cooler "STRONGER TOGETHER: Expanding the Larger Education Conversation"

- Early Registration Fee (Received on or before February 12, 2010.) \$180
- Late Registration Fee (Received after February 12, 2010.) \$200

WORKSHOP SELECTION (Please complete this section if you are attending on March 9)

From the workshops listed below, please indicate which workshops you plan to attend. These selections will assist us in identifying workshops with the largest demand, but will not guarantee a seat at a designated workshop. One workshop for each session should be indicated in the space provided. *Note: Session Two workshops are a repeat of Session One workshops.*

Session 1: Workshop # _____ Session 2: Workshop # _____

Session One: Tuesday, March 9 • 10:45 am – 12:45 pm

- 1A. Educare: An Evidence-Based Early Learning Program with Promising Evaluation Results
- 1B. The Impact of Early Intervention with a Renewed Look at Home Visitation
- 1C. What is "Quality" and What Does it Look Like in Early Learning Programs?
- 1D. The Positive Impact of Comprehensive Early Learning Programs on Children's Health
- 1E. Impacting Child Outcomes Through Quality Workforce Development
- 1F. The Importance of Family Engagement



Participant Registration

Session Two: Tuesday, March 9 • 2:45 pm – 4:45 pm

- 2A. Educare: An Evidence-Based Early Learning Program with Promising Evaluation Results
- 2B. The Impact of Early Intervention with a Renewed Look at Home Visitation
- 2C. What is "Quality" and What Does it Look Like in Early Learning Programs?
- 2D. The Positive Impact of Comprehensive Early Learning Programs on Children's Health
- 2E. Impacting Child Outcomes Through Quality Workforce Development
- 2F. The Importance of Family Engagement

FOR PUBLIC OFFICIALS ONLY. Attendance at this event by a public official will constitute acceptance of a reportable gift. We will gladly provide you an estimate of the value of this gift. Since this event is funded by philanthropy as well as fees paid by participants, the actual costs may exceed registration fees.

- I am a public official and I will reimburse my cost of the gift.
- I am a public official and request my cost be a gift.

FOR PLANNING FOOD AND REFRESHMENTS FOR EVERYONE

- | | |
|---|--|
| <input type="checkbox"/> I will attend breakfast on March 9. | <input type="checkbox"/> I will attend the breakfast on March 10. |
| <input type="checkbox"/> I will attend lunch on March 9. | <input type="checkbox"/> I will attend lunch on March 10. |
| <input type="checkbox"/> I will attend the Water Cooler reception on March 9. | <input type="checkbox"/> I will attend the Water Cooler reception on March 10. |

PAYMENT METHOD (Payments must be received prior to entrance into the Conference.)

- Check (Payable to CSUS/Joint Conference): # _____ Check Amount: \$ _____

Charge \$ _____ to: VISA MasterCard Discover

(Note: American Express not accepted. Charge will appear as "CSUS".)

Card#: _____ Exp. Date: _____

Name Appearing on Card: _____

Notice: This is a binding payment agreement which reserves enrollment space in the "Investments in Early Learning/Expanding the Larger Education Conversation" Conference for the person listed. Upon receipt of this form, CSUS will consider the person formally enrolled in the Conference. The signer may be liable for any costs incurred for collection of fees.

(Please initial) _____

Cancellation Policy: Cancellations received in writing by **February 12, 2010**, are subject to a **\$25** processing fee. After February 12, substitutions will be allowed but no refunds will be made. No-shows will be billed the full registration fee. To cancel reservations write to CSUS at the address below. To make substitutions, call **(800) 858-7743**.

To register, visit us online at www.cce.csus.edu/first5 or mail payment and completed form by **February 12, 2010**, to:

Investments in Early Learning/Expanding the Larger Education Conversation Conference

c/o CSUS CCE Conference & Training Services
 3000 State University Drive East • Sacramento, CA 95819-6103
 Phone: (916) 278-4433 or (800) 858-7743



Exhibitor Registration

EXHIBIT HOURS

Set-Up: Tuesday, March 9 from 7:00 a.m. - 8:00 a.m.
Open: Tuesday, March 9 from 8:00 a.m. - 4:00 p.m.
Tear-Down: Tuesday, March 9 from 4:00 p.m. - 4:30 p.m.

EXHIBITING ORGANIZATION

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

EXHIBIT FEES/PACKAGES

Includes 6' skirted display table, one chair, identification sign, continental breakfast and lunch on March 9. Additional exhibit staff must register as attendees (either online or by completing the Participant Registration form found in this booklet), and pay the registration fees as indicated on the Participant Registration form.

Important: Space is limited. Exhibit space will not be reserved and/or set for unpaid exhibitors.

\$130 Non-Profit Organization Tax ID# _____

Describe goods/services to appear in your table top exhibit space: _____

\$300 Commercial Organization

Describe goods/services to appear in your table top exhibit space: _____

EXHIBIT CONFIGURATION

Please indicate the type of exhibit you will display.

Pop-up exhibit (Will fit onto a 6' skirted display table.)

Free-standing exhibit (Self supporting exhibit.)

Material/items to display on standard 6' display table.

Other: _____



Exhibitor Registration

SPECIAL NEEDS/SPACE SET-UP

Please indicate special set-up needs if appropriate. *(The event coordinator will contact you to discuss logistical needs and/or payment options if necessary.)*

PAYMENT METHOD (Payments must be received prior to entrance into the Conference.)

Check (Payable to CSUS/Joint Conference): # _____ Check Amount: \$ _____

Charge \$ _____ to: VISA MasterCard Discover

(Note: American Express not accepted. Charge will appear as "CSUS".)

Card#: _____ Exp. Date: _____

Name Appearing on Card: _____

Notice: This is a binding payment agreement which reserves enrollment space in the "Investments in Early Learning/Expanding the Larger Education Conversation" Conference for the person listed. Upon receipt of this form, CSUS will consider the person formally enrolled in the Conference. The signer may be liable for any costs incurred for collection of fees.

(Please initial) _____

Cancellation Policy: Cancellations received in writing by **February 12, 2010**, are subject to a **\$25** processing fee. After February 12, substitutions will be allowed but no refunds will be made. No-shows will be billed the full registration fee. To cancel reservations write to CSUS at the address below. To make substitutions, call **(800) 858-7743**.

To register, visit us online at www.cce.csus.edu/first5 or mail payment and completed form by **February 12, 2010**, to:

Investments in Early Learning/Expanding the Larger Education Conversation Conference

c/o CSUS CCE Conference & Training Services

3000 State University Drive East • Sacramento, CA 95819-6103

Phone: (916) 278-4433 or (800) 858-7743