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## From the MRA President's Desk

Sue Ann Sharma

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# From the MRA President's Desk

BY SUE ANN SHARMA

Sights of autumn are everywhere, as leaves turn golden. Yellow school buses bring students to school each day with their backpacks brimming with books and literacy tools...to be greeted by teachers and administrators who are eager to provide each child with the best literacy experience possible.

The *Michigan Reading Journal* is a valuable literacy resource for your education day. Your Michigan Reading Association membership provides this perk to support you in meeting the literacy needs of your students. It also provides on-going professional development at all levels. As you read this issue, you'll be able to fill your professional backpack with articles that deal with successful motivation strategies for boys, as well as information about vocabulary and comprehension instruction. Read about art lessons as steps to literacy, and enjoy reviews of children's books and an installment of the continuing series "Research Worth Knowing About."

Just as the weather signals signs of change, so does this fall 2011 issue.

Later this fall the *Michigan Reading Journal* will be available online, to members only, for your convenience. Also, Dr. Tamara Jetton and Dr. Leonie Rose, both professors at Central Michigan University, have served as co-editors for the *Michigan Reading*

*Journal* for the past three years. This will be their final issue. We will miss the leadership and excellence they bring to the *Michigan Reading Journal*.



Sharma

At the same time, we welcome Dr. Leah van Belle and Dr. Hakim Shahid of Madonna University, our new co-editors. Leah has been actively involved with the *Michigan Reading Journal* for more than a decade in various roles—editorial review board member, book reviewer, and editor of the children's book reviews column.. In her spare time, Leah devours books, working through the perpetually growing "books-I-can't-wait-to-read" piles that have consumed her bedside table and now threaten to take over the bedroom. Dr. Hakim Shahid is a published scholar whose educational offerings deal with the importance of culturally relevant instruction and content reading strategies. We look forward to their first issue this winter.

Yours in literacy,  
Sue





## Did You Know .....

In addition to our premier annual conference,  
Michigan Reading Association's thousands of loyal members enjoy:

- Digital networking with colleagues who share a commitment and passion for promoting literacy
- Connections to local reading councils, for close and frequent opportunities to energize your teaching
- A voice on the MRA Board, through your elected regional representative
- Leadership opportunities on the MRA Board and its active committees
- State and national legislative/policy updates from our legislative advocate
- Connection to the International Reading Association
- Three issues of the *Michigan Reading Journal* annually
- Three issues of our *News and Views* newsletter annually
- Access to cost-effective professional publications to enhance your teaching tailored for the needs of Michigan teachers
- Lower fees than non-members at our events, including our popular Research to Practice Institute and Summer Literature Conference

**Join...or renew...your membership today! How?**

Fill out the form below or

Visit our website to join on line at [www.michiganreading.org](http://www.michiganreading.org)

FaceBook <http://www.facebook.com/michiganreading>



## Michigan Reading Association Membership Application

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

County: \_\_\_\_\_

(County determines your voting region.)

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I am a member of (please circle):

*International Reading Association*

YES NO IRA #

*Local/Special Interest Reading Council*

YES\* NO

Check all that apply:

- ☐ Teacher
- ☐ Administrator
- ☐ Title I
- ☐ Paraprofessional
- ☐ Adult Education
- ☐ Elementary
- ☐ Middle
- ☐ Secondary
- ☐ University
- ☐ Other \_\_\_\_\_

District/Affiliation:

\_\_\_\_\_

Payment:

- ☐ Regular Member.....\$35
- ☐ Retired Educator.....\$20
- ☐ Full-time Student.....\$15
- ☐ Parent/Non-educator...\$10

Method of Payment:.

- ☐ Check ☐ Purchase Order

Please remit payment to:

Michigan Reading Association  
668 Three Mile Road, NW  
Grand Rapids, MI 49544

Or to pay by credit card please visit our  
website [www.michiganreading.org](http://www.michiganreading.org)

\*If yes, please provide name of council.



## Michigan Reading Association ~ Fall Conference

### Michigan Reading Association Providing Leadership to Michigan Schools

Looking for information about effective school reform? Seeking help implementing the new Common Core State Standards? Searching for ways secondary teachers can provide differentiated instruction? Come to MRA's fall conference, at The Henry in Dearborn, on November 5, 2011, to find the information that you need. Our new fall conference is geared toward school leaders: superintendents, assistant superintendents, curriculum directors, Title 1 directors, principals, assistant principals, teacher leaders and anyone else in an educational leadership position.

**Elaine Weiss**, National Coordinator of the Broader, Bolder Approach to Education, will provide the national perspective toward school reform. She will challenge us to take a more comprehensive approach when considering school reform especially when the reform is directed at schools populated by our poorest students. Her colleague, **Richard Rothstein**, Research associate of the Economic Policy Institute, will provide a video presentation on the need for U.S. education policy to address the consequences of poverty and to take a nuanced, qualitative approach to teacher assessment. **Linda Forward**, MDE Director of The Office of Education Improvement & Innovation (OEII), will provide the state perspective toward school reform.

A slew of **ISD and MDE consultants** will be on hand to provide all the information you need to effectively implement the new Common Core State Standards. **Joseph Martineau**, MDE Director of The Office of Educational Assessment and Accountability, will provide an update of SMARTER/Balanced Assessment. In addition, many other **Michigan educators, consultants, and authors** will be on hand to provide all the information you need to make informed decisions about effecting school reform, implementing CCSSs, and providing differentiated instruction.

Conference information is on pages 6 and 7 of this journal or can be found online at: [www.michiganreading.org](http://www.michiganreading.org).

See you at The Henry.



# Michigan Reading Association

Providing Leadership to Michigan Schools

## Leaders in an age of rigor relevance and reform

New Fall Conference

Registration forms

[www.michiganreading.org](http://www.michiganreading.org)

### Three Hurdles to Success:

- Reforming Schools
- Implementing Common Core State Standards
- Differentiating Instruction in Classrooms

### Coaches:

- Experts in School Reform: Elaine Weiss, the national coordinator for Broader, Bolder Approach to Education, will provide the national context.
- Michigan Department of Education Consultants
- ISD and RESA Consultants

### Results:

- Everyone Wins the RACE!

November 5, 2011 • The Henry, Dearborn • 800.MRA.READ  
[www.michiganreading.org](http://www.michiganreading.org)



# Michigan Reading Association ~ Fall Conference

The Henry ~ Dearborn, MI  
Saturday, November 5, 2011

*Leaders in an age of rigor, relevance, and reform*

Registration Deadline: October 28, 2011  
After October 28, 2011 please register on site November 5, 2011

Please print clearly:

Name: \_\_\_\_\_ Membership # \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Affiliation: \_\_\_\_\_

\_\_\_\_\_ Conference Registration Fee \$125 (each conferee must fill out a separate registration form)

**Discount / Register 2 attendees for \$35 each when you register 4 at the regular fee!**

\_\_\_\_\_ Vegetarian meal

Membership has its benefits, please add:

|                      |                           |
|----------------------|---------------------------|
| _____ New Membership | _____ Renewing Membership |
| _____ \$35 Regular   | _____ \$20 Retired        |
|                      | _____ \$15 Student        |
|                      | _____ \$10 Noneducator    |

Payment method:

\_\_\_\_\_ Check (checks returned for insufficient funds are subject to a \$25 processing fee)

\_\_\_\_\_ Purchase Order # (must include copy of PO)

\$ \_\_\_\_\_ Amount of Payment Enclosed

To protect your privacy, we are now accepting MasterCard, VISA and Discover registrations online

[www.michiganreading.org](http://www.michiganreading.org)

Please complete registration form and mail it with payment information to:

Michigan Reading Association

Fall Conference

668 Three Mile Road NW

Grand Rapids, MI 49544

More conference information is available on the MRA Website: [www.michiganreading.org](http://www.michiganreading.org)



MICHIGAN READING ASSOCIATION | 56TH ANNUAL CONFERENCE



Literacy in  
an age of rigor,  
relevance  
& reform

Be knowledgeable. Be inspired. Be a leader.

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GRAND RAPIDS, MI | MARCH 9-11, 2012 | [WWW.MICHIGANREADING.ORG](http://WWW.MICHIGANREADING.ORG)



## 2012 Annual Conference Registration News

In order to serve you in a more timely, efficient manner, Michigan Reading Association is moving to an on-line electronic registration for our 2012 Annual Conference, *"Literacy in an age of rigor, relevance & reform"*.

The new "system" will allow for immediate registration application regardless of your payment type. Credit card payments will be processed immediately upon submission, check and purchase order registrants will be required to mail in additional documentation and/or payment in order to complete the registration process.

Need to know if we received your check or the purchase order? The answer is available 24/7 using any internet accessible device; just log onto your account for "real time information". As with any new system there are sometimes a few bugs to work out. Should you encounter any difficulties the office staff will be available to assist you with your registration.

Other helpful registration information....

- On-line registration will close at midnight March 1, 2012
- After February 9, 2012 there will be an additional registration fee of \$30 charged per registration
- If your membership expires or you are not a member of Michigan Reading Association please register at the "New/Renew" registration rate of \$195. If your current membership is valid until April 1, 2012 please register at the "Current Member" rate of \$160.
- Conference name badges, meal tickets and confirmation letters will be mailed approximately three weeks prior to conference. If you register after February 9, 2012 you will have to pick up your name badges, meal tickets and confirmation letter at the Registration Desk in DeVos Place Convention Center.
  - Substitutions are permissible with the proper authorization, substitution is considered complete when you have received confirmation from the office
  - Replacement cost for badges are \$10
  - Conference refund requests must be in writing and received by the Michigan Reading Association office by February 9, 2012. A processing fee of \$30 applies
  - Membership fees and meal functions are non-transferrable and non-refundable

Please visit the "Annual Conference page" on our website ([www.michiganreading.org](http://www.michiganreading.org)) for up to date conference registration information and other conference related news, including "how to register for conference" (available November 1, 2011).

Hotel information can be found on page 10 of this journal.



# Hotel Accommodations

## 56th Annual Michigan Reading Association Conference

### *"Literacy in an age of rigor, relevance & reform"*

March 9-11, 2012

*Amway Grand Plaza Hotel and DeVos Place Convention Center*  
**Grand Rapids, Michigan**

#### **Important Hotel Information** (Please read carefully.)

- Make your reservation **EARLY** and **DIRECTLY** with the hotel.
- Let the hotel know you are attending the MRA conference to receive the discounted rates below. Remember that an advance deposit or credit card number may be required to guarantee your hotel room.
- Hotels will hold rooms at the conference rates **until February 17<sup>th</sup> 2012**.
- Please make arrangements for tax exempt rooms with your hotel prior to check in.
- Add 20% (tax exempt subtract 6%) to the room rates listed below for taxes and fees.
- You will be charged one night's room and tax if you fail to cancel by the hotel's cancellation date. **Cancellation policies differ: check with your hotel!**

#### **1. Amway Grand Plaza Hotel**

187 Monroe Avenue NW  
Grand Rapids, MI 49503  
616-774-2000 or 800-253-3590

Single/ Double: \$122    Triple/ Quad: \$145

#### **2. JW Marriott**

235 Louis Street NW  
Grand Rapids, MI 49503  
1-888-844-5947 Toll-free

Double/Triple/Quad: \$158

#### **3. Courtyard by Marriott Downtown**

11 Monroe Avenue NW  
Grand Rapids, MI 49503  
616-242-6000

Single/Double/Triple/Quad: \$116

**Each Hotel offers discounted parking to all registered overnight guests.**

