

# What's NEW in Children's Books and Creative, Powerful Strategies to Use Them in Your Program – 2018 –



A Unique One-Day Seminar Presented by

## Deborah Ford

Award-winning Media Specialist, Nationally Recognized Children's Book Expert, Librarian, and Outstanding International Presenter

**Totally NEW Seminar with All NEW Titles for the Year 2018  
Designed for Grades K-6**

**The very best, new books most recently published**, matched with dozens of innovative, engaging strategies to use them in ALL areas of your program

**A lively, fast-paced presentation** with a wealth of multi-format titles that will spark students' interest in standout stories and nonfiction they'll love to read

**Sample copies of many of the best new books will be on display** for you to personally preview

**Receive an extensive, ALL NEW children's books resource handbook** with comprehensive, annotated bibliographies, ready-to-use activities, and corresponding websites and apps for mobile devices that will make new books come alive for children in highly appealing ways!

### Maryland

**Baltimore** (Hunt Valley) – March 1

### Minnesota

**Minneapolis** (Plymouth) – March 20  
**St. Cloud** – March 21

### New Jersey

**Newark** (West Orange) – February 26

### North Dakota

**Fargo** – March 22

### Pennsylvania

**Allentown** (Bethlehem) – February 28  
**Philadelphia** (Frazer) – February 27

### South Dakota

**Sioux Falls** – March 23

### Virginia

**Northern Virginia** (Springfield) – March 2

### Wisconsin

**Milwaukee** (Brown Deer) – March 19

# Ten Key Benefits of Attending

*'Deborah is a wonderful, entertaining, charismatic, and informative speaker! So much excellent, usable information. Great way to spend a day!'*

– KRISSEY KENOYER, LIBRARY/  
MEDIA TECHNICIAN



## Who Should Attend

K-6 Classroom Teachers,  
Media Specialists, Librarians,  
Children's Librarians in  
Public Libraries, Library  
Aides, Reading Specialists,  
Resource Teachers, Special  
Education Staff, and  
Administrators.

### 1. Preview the Best, New Children's Books!

Learn from an enthusiastic teacher and experienced school librarian about the BEST of the most recently published children's books ... Many of the new books will be available for your personal review

### 2. Explore the Bright, New World of Nonfiction Books

Publishers are aware of the current emphasis on informational books and are responding with some of the best new nonfiction books we've seen in years ... Learn about the recent changes and discover some phenomenal new books!

### 3. See the Best, New Picture Books ... for All Ages!

Nothing tells a story like a stunning picture book and Deborah will share the newest and best ones ... Learn innovative ways to use them creatively throughout your curriculum with students of all ages

### 4. Hear About the Best, New Read-Alouds

Entice your students with the latest and most engaging read-alouds ... Deborah will refresh your collection of great read-alouds and share them with you in her lively, down-to-earth style

### 5. Tap into the Best Technology to Get More From Great New Books

Learn strategies to use technology to help you get students excited about reading ... From book trailers to curation tools, Deborah has done the work for you by evaluating the best web tools and apps to support your literacy program

### 6. Discover Strategies to Link Great New Books with Reading and Writing

Explore terrific activities and practical strategies you can use immediately to entice your students to get involved in and stay excited about reading and writing ... Ideas, tips and tools – all aligned with current state standards

### 7. Use Outstanding New Books to Implement Your State Standards

Learn how to meet your state reading standards by introducing your students to outstanding new books, whether based in print or technology ... Find out easy ways to match books to curriculum standards with supportive, ready-to-use lesson plans

### 8. Catch Up on the Most Current Book Trends

Hear the latest news from the children's book publishing world ... Learn about the new and developing trends so you can keep ahead of the game

### 9. Tie the Newest Books to Your School and Library Curriculum

Here's how to integrate brand new books into your teaching in every subject area ... Help your students build context for the stories and informational texts they read

### 10. Books They Will Love to Read!

Discover many NEW books that are sure to entice young readers and captivate their diverse interests ... (You'll receive an extensive resource handbook loaded with hundreds of engaging tips, tools and innovative ideas)

# Outstanding Strategies You Can Use Immediately

## What You Will Learn ...

- **The best new books and dozens of highly engaging, practical strategies** to fully involve kids in the books they'll love to read
- **Proven ways** to integrate the best, new books into your curriculum
- **Highly-motivating websites, apps and online resources** to pair with outstanding new books
- How to use **outstanding new books** that connect with your current state standards
- **Tips and demonstrations** for filling your read-alouds with energy and enthusiasm
- How to **connect to authors and illustrators** with little or no budget
- Practical **strategies for integrating technology** into your literacy program
- **Highly motivating ways** to use the best new picture books in your teaching
- **Hot new ways** to use booktalks to sell a book
- **Dozens of fund-raising ideas** to supplement your book budget
- Practical, exciting ideas to **use new books to engage** all students, regardless of ability
- Proven ways to **instill a real love of literature** in your students
- **How to choose the best, new books** even with the leanest budget
- **Resources** for discovering potentially sensitive areas in books
- **Innovative ideas** to update your classroom or library with alternative formats and genres of books to stimulate your readers



*"You are an inspiration to us all! Thank you."*

– JANET GABEL, LIBRARY TECHNICIAN

## Practical Ideas and Strategies

In this highly engaging seminar, award-winning media specialist and international presenter, Deborah B. Ford, will highlight the best, **NEWLY** published children's books, including picture books, chapter books, novels, graphic novels, folklore, poetry, nonfiction titles, and more! Deborah reads and evaluates each new children's book, then develops fresh, innovative ideas to use them in all areas of your curriculum. As a bonus, she also finds the best, new web tools and apps to pair with the books she shares. Many of the ideas, apps and online resources are applicable to other books as well. This way, you can pick and choose the new books and activities that are best suited to your students and the priorities of your classroom or library. Throughout this fast-paced day, Deborah will model her passion for books as well as demonstrate successful skills for booktalking and reading aloud. You'll also learn ways to use technology to extend your interactions with students about books in ways they love to learn. Join her for a compelling day filled with engaging, ready-to-use ideas, highly appealing booklists, her comprehensive handbook, and unique teaching tips to introduce and fully extend learning based on the newest, most outstanding children's books. Engage yourself in an energizing celebration of the best new books and powerful ways to use them with your students!



# A Message From Seminar Leader, Deborah Ford



## Uniquely Qualified Instructor

**Deborah B. Ford** is an award-winning library media specialist and an outstanding international presenter. She currently serves as the Director of Library Outreach for the Junior Library Guild, which exposes her to the latest, best books for children. She has presented at many state and international conferences, and is the author of numerous books including, *What's NEW in Children's Books and Creative, Powerful Strategies to Use Them in Your Program (2018)*, the comprehensive resource handbook each participant will receive at the seminar. Deborah is known for her inspirational message, budget-friendly ideas and innovative ways for making the most out of the resources you have. Join Deborah for a day filled with practical, easy-to-implement ideas that will highlight the latest, best books available in children's literature and exciting, creative ways to utilize them in your program.

Dear Colleague:

My mother tells people I write book reports for a living. It's true—I get paid to read books for kids. There are worse jobs! Every year I read hundreds of new books, whittling down to the best books that you can use in your curriculum and your readers will most enjoy. I work with publishers, authors, and illustrators to make sure I find the very best of the best. There is a wealth of new literature this year, with new authors, new illustrators and new titles that will grab your imagination and send you back to your classroom or library eager to share what you've learned with your readers!

My **new** seminar offers hundreds of titles for all ages, reading levels and interests. Keeping diversity in mind, I've looked for titles that your readers will be able to identify with. From wordless books to chapter books, this year's selections feature incredible debut authors and illustrators. One author wrote a wonderful book of poetry based on a famous photograph. Another rewrote her entire story after she decided the bear needed to be a mom. Some of your favorites like Kate DiCamillo and Margaret Peterson Haddix are back. In this seminar I will reveal some of the back stories of the hottest books of the year. This year's nonfiction is better than ever. Content area teachers will easily be able to incorporate them into their curricula. You'll learn about ready-to-use resources that will help you teach the books or discuss them in a book club. In many cases, the lesson plans are already written.

Technology continues to blend with literacy programs. From publishers' sophisticated book trailers for marketing purposes to actually having your readers create their own, free websites and apps make the integration easier. In our seminar we will investigate the best apps for multiple devices. We will talk about ways to better utilize ebooks and audiobooks—getting more bang for our buck. We will explore free online resources that enrich the books, while connecting them to state standards. Do you have sensitivity issues? We will look at ways to make sure you aren't buying books out of your comfort zone. The most expensive book is one that's never used.

The worst outcome of a day like this is funding. So many books ... show me the money. We will address this ever-pressing issue by looking at easy ways to find money for these books you won't want to be without. Beyond the book fair, I've got a dozen ways to raise funds without turning your hair gray.

I look forward to meeting you at this fast-paced, exciting seminar in which we will immerse ourselves in the amazing world of the best of new children's literature!

Sincerely,

Deborah B. Ford

**P.S. Come ready to enjoy a fast-paced day full of outstanding new books – plus powerful tools and innovative activities to use with them.**

*"My new seminar offers hundreds of titles for all ages, reading levels and interests."*

# What Your Colleagues Say About Deborah Ford

*"I loved it! **Finally, someone who speaks the language of a librarian!** I loved how Deborah would answer whatever we asked. So much information. She is real ... Easy to approach and talk to."*

– Christi Solomon, Elementary Librarian

*"**The resource handbook is packed full** of amazingly helpful resources that I will use in coming days. **Deborah's LiveBinder site is beyond amazing!** Thank you for sharing all these ideas and resources!"*

– Donna Smith, Librarian

*"**Absolutely loved all the practical ideas, solutions and books** Deborah shared. They will make me a much better librarian!"*

– Lisa Patti, Librarian

*"**Awesome seminar! I learned so much today!** Deborah Ford is an excellent presenter and kept our attention the entire presentation."*

– Amy Lewandowski, Library Media Center Director



*"**I'd love to attend Deborah's seminar again next year!** Great information and ideas. I'm grateful that I was able to be here today!"*

– Sana Sterbenc, Librarian, Grades 6-8

*"Deborah, thank you so much for a **fun, informative seminar!** I learned so much! Great books and resources as well!"*

– Catherine Arbogast, Librarian II

*"Deborah is always an inspiration, a terrific coach and presenter extraordinaire! We can be sure **her recommendations are top notch.**"*

– Martha Rowland, Teacher Librarian

*"This was a wonderful seminar! Deborah did a great job of sharing new books and resources with us. **I can't wait to go back to my library** and order titles that she shared and explore the websites and tools! Thank you!"*

– Ilene Gavenman, Children's and YA Librarian

*"I felt like I was in a rut. **I'm so glad I attended!** Deborah gave me the tools, confidence and resolve to make my library great."*

– Theresa Tijerina, Librarian

# Special Benefits of Attending



## Online Learning

BER offers educators a wide range of online courses that are affordable, fun, fast, and convenient. BER is now offering On Demand Video-Based courses as well as Scheduled Instructor-Led courses. You also may earn optional graduate-level credits for most courses. See the catalog of available courses at [www.ber.org/onlinelearning](http://www.ber.org/onlinelearning)

## On-Site Training

Most BER seminars can be brought to your school or district. See the options at [www.ber.org/onsite](http://www.ber.org/onsite) or call 877-857-8964 to speak to one of our On-Site Training Consultants.

## Extensive Resource Handbook

Each participant will receive an extensive resource handbook with a wealth of information specifically designed for this seminar. Included in the handbook are:

- **A wealth of NEW titles** of the best books recently published
- **Exciting and creative ways to utilize the books** in your classroom or program
- **Numerous practical activities and resources** that extend the effectiveness of the new books Deborah shares
- **Valuable lists of websites and tools** to use with mobile devices that will add interest and value to your lessons

## Meet and Share

This seminar provides a wonderful opportunity for participants to meet and share ideas with other educators interested in enhancing their literacy programs.

## Meet Inservice Requirements / Earn State CEUs

Participants will receive a certificate of participation that may be used to verify continuing education hours.

## CEUs Available:

### Maryland

Contact Hours Verification Available

### Minnesota

MN Clock Hours Available

### New Jersey

NJ Professional Development Hours Available with Prior District Approval

### Pennsylvania

PA CPE Hours Verification Available with Prior District Approval; DE Clock Hours Available with Prior District Approval in Philadelphia; NJ Professional Development Hours Available with Prior District Approval

### South Dakota

SD Clock Hours Verification Available

### Virginia

VA Renewal Points Available

### Wisconsin

WI Verification of Attendance Available

## Earn One to Four Graduate Semester Credits



Up to four graduate level professional development credits are available with an additional fee and completion of follow-up practicum activities. Details for direct enrollment with Brandman University, part of the Chapman University system, will be available at this program.

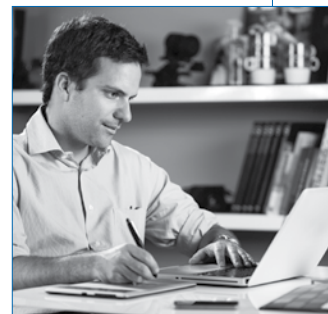
## Can't Attend?

### Related Staff Development Audio Training

A related BER seminar, *What's NEW in Children's Literature and How to Use It In Your Program: 2018 (Grades K-6)*, presented by another book expert, Judy Freeman, is available on CDs with a comprehensive resource handbook at a cost of \$125.00 plus \$9.00 shipping and handling. To order, call toll-free 1-800-735-3503 (**Stock #A-BJ8-2034**) or use the order form on page 7. **Available January, 2018.**

Electronic versions of both Judy's seminar and handbook are available in MP3 and PDF format for immediate download on our website, at the cost of \$99.00. **Available January, 2018.**

Please visit [www.berproducts.org/new.html](http://www.berproducts.org/new.html) for more information.



# What's NEW in Children's Books and Creative, Powerful Strategies to Use Them in Your Program – 2018 –

## Registration (BD88S1)

- 1. Allentown (Bethlehem), PA – February 28, 2018
- 2. Baltimore (Hunt Valley), MD – March 1, 2018
- 3. Fargo, ND – March 22, 2018
- 4. Milwaukee (Brown Deer), WI – March 19, 2018
- 5. Minneapolis (Plymouth), MN – March 20, 2018
- 6. Newark (West Orange), NJ – February 26, 2018
- 7. Northern Virginia (Springfield), VA – March 2, 2018
- 8. Philadelphia (Frazer), PA – February 27, 2018
- 9. St. Cloud, MN – March 21, 2018
- 10. Sioux Falls, SD – March 23, 2018

FIRST NAME	M.I.	LAST NAME
<hr/>		
POSITION, SUBJECT TAUGHT	GRADE LEVEL	
<hr/>		
SEMINAR LOCATION NUMBER: _____ (Please see list above)		

**List additional registrants on a copy of this form**

SCHOOL NAME	
<hr/>	
SCHOOL MAILING ADDRESS	
<hr/>	
CITY & STATE	ZIP CODE
<hr/>	<hr/>
SCHOOL PHONE NUMBER	HOME PHONE NUMBER
(    )	(    )

**Registration confirmations are sent via e-mail.  
If you would like a confirmation, please provide your e-mail address.**

E-MAIL ADDRESS	
<hr/>	
HOME MAILING ADDRESS	
<hr/>	
CITY & STATE	ZIP CODE
<hr/>	<hr/>

**IMPORTANT: PRIORITY ID CODE: EBD88S1**

## METHOD OF PAYMENT – Team Discount Available


The registration fee is \$259 per person, for teams of three or more registering at the same time, the fee is \$239 per person. **Payment is due prior to the program.** No cash please.


- A check (payable to **Bureau of Education & Research**) is attached
  - A purchase order is attached, P.O. # \_\_\_\_\_ (Be sure to include priority ID code on the P.O.)
  - Charge my:     MasterCard     VISA     Discover
- Account # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ MO/YR
- Billing Zip Code: \_\_\_\_\_ 3 Digit CVV Code: \_\_\_\_\_ (Found on back of card)
- \_\_\_\_\_  
Please print name as it appears on card                      Signature (required for credit card purchases)

## FOUR EASY WAYS TO REGISTER:

 **REGISTER ONLINE at: [www.ber.org](http://www.ber.org)**

 **FAX this form to: 1-425-453-1134**

 **PHONE toll-free: 1-800-735-3503** (Weekdays 6 am - 6 pm Pacific Time)

 **MAIL this form to: Bureau of Education & Research**  
915 118th Avenue SE \* PO Box 96068  
Bellevue, WA 98009-9668

## Program Hours

All seminars are scheduled 8:30 a.m. - 3:15 p.m.  
Check-in 8:00 a.m. - 8:30 a.m.

## Fee

The registration fee is \$259 per person, \$239 per person for groups of three or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. **Payment is due prior to the program.** No cash please. Fee includes seminar registration, morning coffee and tea, a personalized certificate of participation, and an extensive resource handbook.

## Meeting Sites and Hotel Accommodations

Seminars will be held at the following sites:

- Allentown: Best Western Plus – Bethlehem, (610) 866-5800
- Baltimore: Embassy Suites – Hunt Valley, (410) 584-1400
- Fargo: Holiday Inn, (701) 282-2700
- Milwaukee: Four Points by Sheraton – Brown Deer, (414) 355-8585
- Minneapolis: Crowne Plaza – Plymouth, (763) 559-6600
- Newark: The Wilshire Grand Hotel – West Orange, (973) 731-7007
- Northern Virginia: Hilton – Springfield, (703) 971-8900
- Philadelphia: Sheraton – Frazer, (610) 524-5500
- St. Cloud: Best Western Plus Kelly Inn, (320) 253-0606
- Sioux Falls: Homewood Suites, (605) 338-8585

If needed, please make your own hotel reservations by calling the appropriate hotel listed above.

## Cancellation/Substitutions:

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the conference. Late cancellations will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

## Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.

## Can't Attend?

- I'd like to order the CD version of the related seminar, *What's NEW in Children's Literature and How to Use It In Your Program: 2018 (Grades K-6)*, by Judy Freeman, \$125.00 plus \$9.00 shipping (**Stock #A-BJ8-2034**). Available January, 2018.

# What's NEW in Children's Books and Creative, Powerful Strategies to Use Them in Your Program - 2018 -



The best new books matched with innovative and engaging ideas, activities and strategies

A Unique One-Day Seminar

Coming to a Location Near You



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Research

## What's NEW in Children's Books All NEW for 2018!

BD8851



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## What's NEW in Children's Books and Creative, Powerful Strategies to Use Them in Your Program - 2018 -



A Unique One-Day Seminar Coming to a Location Near You

Presented by

### Deborah Ford

Outstanding Educator and National Presenter

The very best, new books most recently published, matched with dozens of innovative, engaging strategies to use them in ALL areas of your program

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