

*See You at South Lake Tahoe  
in July!*



**Time to  
Register  
for the:**

# **AESA CEO Summer Executive Briefing and Conference**

**July 30, 31 and August 1, 2003  
Embassy Suites Hotel  
South Lake Tahoe, CA**

**TOPIC:**

## **ESAs: Leading the Leaders**

This conference  
welcomes full  
participation by  
CEOs and their  
selected  
designees.

## CONFERENCE HOST

Colleen B. Wilcox, Ph.D.  
County Superintendent of Schools  
Santa Clara County, CA

In just a few short months we will gather in exquisite South Lake Tahoe, CA. The focus will be **No Child Left Behind**. We will provide a framework to turn this federal mandate into a meaningful mission — applying principles from *The Tipping Point: How Little Things Can Make a Big Difference* by Malcolm Gladwell.

We are thrilled to have **Apple Computer** and **Canter & Associates** as our sponsors. I guarantee it will be a most thought-provoking and productive time.

*Please join us!*



## KEYNOTE SPEAKER

John D. Couch  
Vice President of Education,  
Apple Computer, Inc.

John Couch is Apple's vice president of education and has over thirty years experience as a computer scientist and advocate for technology in education.

Couch began his professional career as a project manager at Hewlett-Packard and in 1978 joined Apple, where he held various positions as a director and vice president. In 1985, he turned his focus to education at the Santa Fe Christian School. Here he applied creative use of technology to revolutionize the classroom. Under his leadership, the Christian School's student body grew from 150 to 1000; and the school's modest facilities were expanded to a new 17-acre site, offering world-class resources, including a fiber optic network of Macintosh computers.

Couch holds a bachelor's degree in computer science and a master's degree in electrical engineering from the University of California at Berkeley. He is the author of *Compiler Construction: Theory and Practice*.

**ALSO FEATURED:** Apple will provide senior staff from its education leadership, marketing and strategic planning groups to assist in facilitating the workshop sessions and in compiling and analyzing data gathered during the conference.

## TENTATIVE AGENDA

### Wednesday, July 30, 2003

- 1:00 – 5:00 p.m. Arrival
- 3:00 – 5:00 p.m. Registration – outside Atrium III
- 5:00 – 6:30 p.m. Hotel Manager's Reception – Atrium III
- 6:00 – 8:00 p.m. Welcome Dinner  
Sponsored by Apple Computer, Inc.

### Thursday, July 31, 2003

- 6:30 – 8:30 a.m. Full Breakfast – Garden Atrium
- 7:30 – 8:30 a.m. Registration – outside SS Stanford/Blaisdel
- 8:30 – 11:45 a.m. Session I - SS Stanford/Blaisdel  
No Child Left Behind – AESA Areas of Focus
- 12:00 – 1:15 p.m. Luncheon – Atrium II  
Sponsored by Canter & Associates
- 1:30 – 4:30 p.m. Session II – SS Stanford/Blaisdel  
No Child Left Behind – AESA Areas of Focus
- (1:00 – 5:00 p.m.) Spouse/guest special program  
A demonstration of Apple's iPhoto applications
- 5:30 – 6:00 p.m. Board buses and travel to Ski Run Marina
- 6:00 – 10:00 p.m. Dinner Cruise – Tahoe Queen reserved deck

### Friday, August 1, 2003

- 6:30 – 8:30 a.m. Full Breakfast – Garden Atrium
- 8:30 – 11:30 a.m. Session II – SS Stanford/Blaisdel  
Breakout sessions facilitated  
by Apple Computer, Inc.

Special room rates are  
available through June 22, 2003  
at Embassy Suites Hotel  
Lake Tahoe Resort.  
Sunday-Thursday \$159  
Friday-Saturday \$209  
1-800-988-6287  
[www.embassytahoe.com](http://www.embassytahoe.com)



PHOTOS USED IN THIS BROCHURE  
COURTESY OF: LAKE TAHOE VISITORS AUTHORITY

Register online to save time and money! [www.aesa.us](http://www.aesa.us)

## CONFERENCE REGISTRATION FORM

ESA \_\_\_\_\_ ESA phone \_\_\_\_\_  
Name \_\_\_\_\_  
Preferred badge name \_\_\_\_\_  
Address \_\_\_\_\_  
City/state/zip \_\_\_\_\_  
E-mail address \_\_\_\_\_  
Home phone # \_\_\_\_\_ Work phone # \_\_\_\_\_  
Will spouse/guest attend? YES  NO  # Guests \_\_\_\_\_  
Guest/spouse names \_\_\_\_\_  
\_\_\_\_\_

### WEDNESDAY, JULY 30

#### Welcome dinner

The welcome dinner is included in registration fee for conference attendee and one guest. Additional adult guests are \$36 each and children (11 and under) are \$13 each.

Total # in party \_\_\_\_\_

### THURSDAY, JULY 31

#### Dinner and cruise aboard the Tahoe Queen

The dinner cruise is included in registration fee for conference attendee and one guest. Additional tickets are \$40 for adults and \$21 for children (11 and under).

Total # in party \_\_\_\_\_

### CONFERENCE FEES

Register online ([www.aesa.us](http://www.aesa.us)) by May 18 \$265 \_\_\_\_\_

**Save \$30 with early-bird online registration – credit card only**

Register online ([www.aesa.us](http://www.aesa.us)) after May 18 \$295 \_\_\_\_\_

OR

Fax or mail-in registration \$295 \_\_\_\_\_

Welcome dinner

Additional adult guests \$36 x # guests \_\_\_\_\_

Children \$13 x # children \_\_\_\_\_

Tahoe dinner cruise

Additional adult guests \$40 x # guests \_\_\_\_\_

Children \$21 x # children \_\_\_\_\_

TOTAL \_\_\_\_\_

### PAYMENT

VISA  MasterCard

Name on Credit Card \_\_\_\_\_

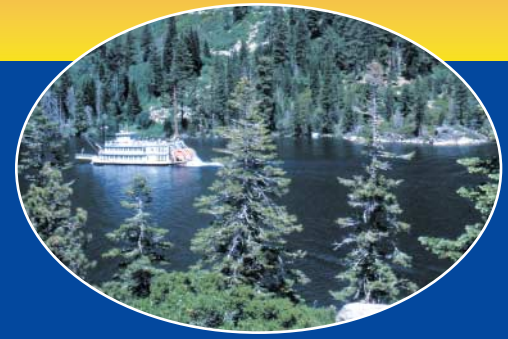
Card Number \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_

OR Make checks or purchase orders payable to AESA.

### FAX OR MAIL REGISTRATION TO:

Association of Educational Service Agencies • Attn: Summer CEO Conference Registration  
53 Hotchkiss Grove Rd., Branford, CT 06405-5409 • PHONE: 703-875-0739 FAX: 703-807-1849

All cancellations must be made in writing and postmarked or faxed no later than Monday, June 30, 2003. No refunds will be given after that date. There is a \$50 processing fee for all cancellations.



## OUR SINCERE APPRECIATION TO OUR SPONSORS



### APPLE COMPUTER, INC.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.

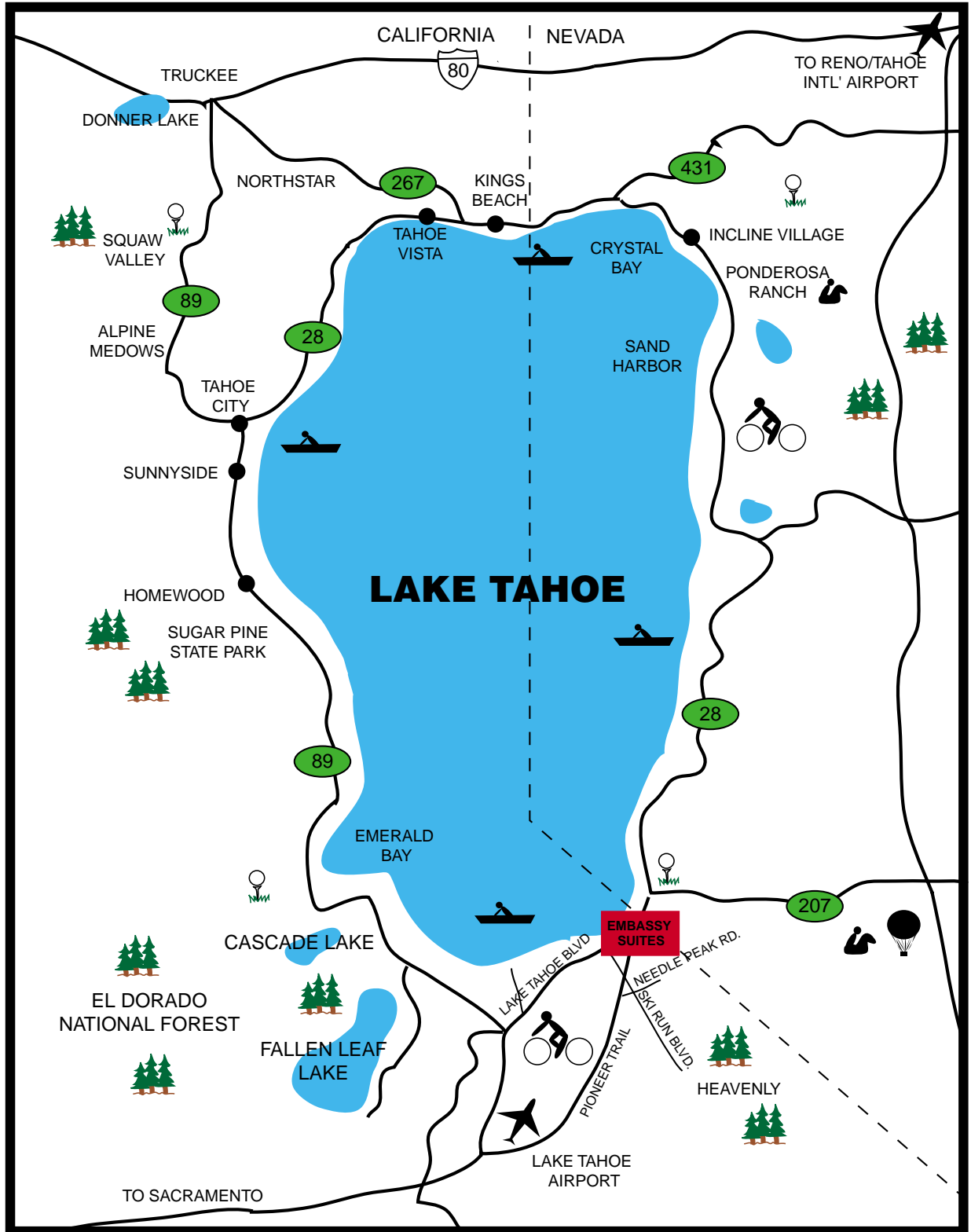


### CANTER & ASSOCIATES

Canter is the leader in professional development for K-12 educators. Canter's training resources range from master's degree programs and graduate courses to staff development books and videos. They combine educational theory with practical strategies focusing on topics critical for teaching success.

# AVAILABLE ACTIVITIES

- Art galleries
- Balloon rides
- Beaches
- Biking
- Boating
- Cruises
- Fishing
- Fishing charters
- Golf
- Miniature golf
- Guided hikes
- Historical sites
- Horseback riding
- Kids camps
- Parks and recreation areas
- Sailing
- Scenic air flights
- Shopping at outlets
- Tours



**Embassy Suites Hotel, Lake Tahoe Resort**  
**4130 Lake Tahoe Blvd.**  
**South Lake Tahoe, CA 96150**  
**1-800-988-6287**  
**[www.embassytahoe.com](http://www.embassytahoe.com)**