

LEADERSHIP WHEN IT COUNTS

November 17-20, 2009

CETPA stands uniquely positioned to support its members through these “worst of times” with innovative ideas, best practices and support for the K-12 educational community. In times of crisis, the best IT professionals will seize every opportunity to save money, improve effectiveness and efficiency, and make the most of technology’s potential for our organizations.

This year’s Annual Conference will, once again, provide the means to do just that, with examples, strategies and best practices technology professionals can utilize to create dynamic and innovative learning and working environments. The conference will be held in beautiful San Diego at the Town and Country Resort and Convention Center, reasonably priced (room rates are \$10 less than last year), conveniently located and accessible from around the state.

The 2009 CETPA Conference will once again span four days, November 17-20, 2009. Be sure to make your plans soon—

even though this is a tough budget year, all reserved hotel blocks may fill fairly quickly. We’re again expecting a full slate of vendors at our Exhibitor Show, chock full of new products and ideas you can use. And applications are now being accepted to participate as a speaker—our breakout offerings are already shaping up into our usual stellar program. There will also be plenty of networking opportunities for you and your colleagues from the Opening and President’s Receptions to the Hospitality Suites sponsored by exhibitors. This year’s Golf Tournament is right next door to the hotel so no additional travel is needed to participate.

The CETPA Board of Directors is working hard to make this conference live up to the outstanding reputation we’ve earned over so many years. As always, you’ll have unmatched opportunities to network with your colleagues and fellow professionals, and to gain the support you need to provide “Leadership When It Counts” in your own organization. You won’t want to miss it!

See you at the 49th annual **CETPA Conference** in **San Diego**.

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Become a CETPA Member

Check out the online registration forms on our Web site at
<http://reg.cetpa-k12.org> for more information!





CETPA Conference Presents Hands-on Labs

Continuing in the tradition of its hands-on lab, CETPA will once again present hands-on labs to its attendees in Macintosh, Windows, and Linux environments.

The hands-on lab provides learning opportunities—set in a lab environment—where participants can interactively experience the materials and software being presented in the session. This year, the lab will be located adjacent to the Technology Pavilion, which

will provide a “one-stop shop” for exploration and experimentation.

Hands-on lab sessions will be offered on Tuesday, November 17 and Wednesday, November 18. Led by engineers, the labs will explore the latest technologies and give you an opportunity to learn how to implement them in your environment. Remember to arrive early—these sessions tend to fill up quickly! A special thanks to Apple, Dell and Microsoft for their support!

2009 Exhibitor Show

This year’s Exhibitor Show will have more than 150 vendors! The show will take place at the Town and Country Convention Center on Thursday, November 19 from 9:00 a.m. to 4:00 p.m.

We will have close to 50,000 square feet of exhibitor space so be sure to visit as many booths as possible and take the opportunity to seek out the many exhibitors that have helped provide technology solutions for our education needs over the years. As always, the CETPA raffle will start at 4:00 p.m. with prizes provided by many exhibitors.

In addition to our returning exhibitors, there are many new participants this year with great products and services for the K-12 community. After the show and raffle, there will be a host of hospitality suites for your evening pleasure. These are a fun way to meet your colleagues, have some food, and maybe win more prizes!

We look forward to sharing this year’s 2009 Exhibitor Show with you!

Here is a list of participants to date:

Acer America Corporation
ADS Advanced Data Services, Inc.
Advanced Toolware
Airlinks Networking
AMS.NET
Applied Technology Group, Inc.
Arey Jones Educational Solutions
Aruba Networks, Inc.
Axxess Video Corporation
Berbee Software
BMS Business Machine Security
Brocade
C Innovation Inc.
Calypso Systems
CDW G
Certica Solutions
CIPAFILTER
Cisco Systems
Community Servers, Inc.
Commvault
Computer-Using Educators (CUE), Inc.
Connect802 Corporation
CPSI, Ltd.
CSM, Inc.
CXtec
Cybertek
D-Link Systems
D&D Security Resources, Inc.
Data Impressions/DI Technology Group Inc.
Datawise, Inc.
DecoTech Systems, Inc.
DeepNines Technologies

Dell Inc.
Digital Networks Group, Inc.
Digital Schools
Digitronics Software Inc.
Discovery Education
Eagle Software
ECS Imaging, Inc.
Edline
Edustructures
Encyclopaedia Britannica/
Britannica Digital Learning
Epson America
eTritonWare
Ewing-Foley, Inc.
Exalt Communications
Extron Electronics
Faronics
Follett Software Company
Fortres Grand Corporation
Funds For Learning, LLC
FusionStorm
Gaggle.Net, Inc.
GigaKOM
Global CTI
GovConnection, Inc.
Hewlett Packard
Hewlett Packard (PSG&IPG)
HP ProCurve
iBoss Web Filters
IES, Inc.
iNetwork Technology Solutions
Infinite Campus
Infinity Communications &
Consulting, Inc.
infosnap, Inc.
Insight Systems Exchange

IST (International Software Technology)
John B. Rudy Company
KACE
Lenovo
Lightspeed Systems
Lightspeed Technologies, Inc.
Logic Domain
Logical Choice Technologies
Marshal8e6
Microsoft Corporation
Mimio
NComputing
Netsweeper Inc.
netTrekker
Network Consulting Services Inc.
Nexus IS, Inc.
NIC Partners
Pearson
PEPPM Technology Bidding and Purchasing Program
PJ Technologies
QSS
Renaissance Learning
RF Datacom Inc.
Riverside Publishing Company
SAFARI Montage
Sanyo
Scantron Corporation
School Check IN
School Loop
School Web Lockers
SchoolDude.com
SchoolFusion
SchoolMessenger
Schoolwires

Scientific Learning
Sehi Computer Products
Serban Sound & Communications
Simpler Systems
Simply Beyond
Smartetools, LLC
SMC Networks
SmoothWall Inc.
SP Controls, Inc.
Spectrum Communications
Spectrum Industries, Inc.
Stoneware, Inc.
Sun Wireless
Sunesys
SunGard Public Sector
Tandberg
Teach Logic
Thompson Engineering
Time and Alarm Systems/Sound and Signal
Tripp Lite
Troxell Communications
Tyler Technologies, Inc.
Unitrends
Vector Resources, Inc.
Verizon Business
Verizon Wireless
Videolnsight
VIP Tone, Inc.
We Teen Up
West Cal Technologies
Western Blue
Windsor Management Group

2009 Keynote Speaker



Erik Wahl

Erik Wahl is a recognized artist and speaker who inspires professionals to achieve greater levels of performance. His consulting firm, The Wahl Group, challenges organizations to implement breakthrough thinking techniques to accomplish extraordinary results.

Wahl's unique understanding of vision traces back to his experience as an artist. He

earned his bachelors degree in business communication before embarking on an eight-year career as a partner in a corporate firm. After first working in the business world and playing with his art; Erik now plays in the business world by working with his art. Wahl's sought-after artwork can be seen hanging in executive offices around the world. And as one of the country's top platform speakers, he shares his powerful message with audiences from coast to coast.

Tech Pavilion



As always, the CETPA Technology Pavilion will have an Internet Cafe for attendees to access Web-based resources. In addition, CETPA is excited to announce the inclusion of new, collaborative capabilities! In the 2009 Technology Pavilion, Internet Cafe laptops will be connected to large LCD TVs, enabling attendees to engage in ad-hoc demonstrations and training activities with the flip of a switch. A

concept classroom with the latest technologies will allow both formal demonstrations and hands-on experimentation and testing.

For the over-stressed, high-quality game stations will allow attendees to "blow off steam" in friendly competition with their peers. When you're ready for a self-paced technology exploration experience, the 2009 CETPA Technology Pavilion will provide!

CETPA goes GREEN!



The conference program will be printed on recycled paper and printed in a "green" print shop.

-  Conference bags, badge holders and other items will be made of all or partly recycled or recyclable material.
-  Meals will be made with local ingredients to the extent possible and served on washable or recyclable items.
-  Vendors will be encouraged to give away recycled or recyclable or consumable items.
-  The hotel will strictly follow their existing green initiatives to reduce waste and recycle, including separating recyclable waste, using green cleaning products and closely monitoring energy use.



We encourage attendees to carpool or take public transportation.



Speaker Sessions

Join your colleagues at CETPA and share your expertise! More than ever before the speaker sessions at the CETPA Conference are important to maintain efficient and effective delivery of services despite personnel and budget reductions.

CETPA Will Continue With Its Four Popular Strands

- Secure and reliable infrastructure
- Technology tools for Education
- Policy and programs that impact education and technology
- New learning environments

A Sampling of the 2009 Session Topics

- Being More Than A Technologist
- Best Practices For Providing A Safe Campus
- Discover Microsoft Windows 7
- Collaborate With Confidence
- How Media Is Changing The Way We Learn
- Delivering High Performance Wi-Fi In Educational Env.
- Implementing Online Learning Communities In Large Urban Districts
- Innovations In Routing And Switching
- Multimedia Technology For Social Skills Training
- Raiders Of Internet Data Flow
- Adventures in VOIP
- Virtualization Is The Future Of Cloud Computing
- The Many Faces Of Distance Learning
- Classroom Technology That “Clicks”
- Aligning Personnel Resources: The Role Of IT
- Email Archiving And The New Open Records Laws
- All About E-Rate And Tech Plans

- Engaging Staff Meetings? Yes, Really!
- Beyond Disaster Recovery — Is I.T. Ready For A Crisis?
- Increase Test Scores With High Priority Kids
- Do Good, Save Money — Go Green
- Integrating Social Networking In The 21st-Century Classroom
- E-Discovery And Records Retention
- Multimedia Technology For Social Skills Training
- Integrated Data Management — The Way Of The Future
- Polling Your People
- SIF Integration And CALPADS
- The \$70 PC: A Revolution In Educational Computing
- Updates, Audits And Best Practices For CA E-Rate Applicants
- Two Sides Of A Coin: The Scientific Learning Equation
- Using The ITIL Framework
- How Schools Get Hacked
- 802.11n Technology, Design And Solutions
- Apple Self Service & Support Solutions For The K12 Market

Though much of the program is complete, there are still some remaining sessions open. If you have a great idea for a topic you'd like to cover, submit your Speaker Registration using the New CETPA Web site at: <http://reg.cetpa-k12.org>. Select the Conference tab then Registration.



Online Registration and Lodging

Conference registration is done through the CETPA web site. Please visit <http://reg.cetpa-k12.org/> to register. For questions or issues with your registration, please contact Andrea Bennett at andreab@cetpa-k12.org or call (916) 402-2471.

CONFERENCE BENEFITS

CETPA is proud to bring you one of the most affordable professional development conferences available. Full conference registration includes many meals, wireless Internet access in many public areas and 24-hour access to the Technology Pavilion. Payment can be made with cash, check, purchase order, Visa, MasterCard or American Express.

Full Conference: \$425

All CETPA members are eligible for full conference benefits. This includes:

- All breakout and hands-on lab sessions
- All general sessions/keynotes
- Technology Pavilion Opening Reception Tuesday evening
- 24-hour access to the Technology Pavilion
- Continental breakfast on Wednesday and Thursday and full buffet breakfast on Friday
- Lunch on Wednesday and Thursday
- President's Reception Wednesday evening (includes buffet dinner)
- Business Meeting on Friday
- Vendor Exhibitor's Show and Hospitality Suites

Retired: \$125

CETPA members who have retired from the K12 community enjoy all the benefits of full conference registration at a discounted price.

Guest: \$125

Guest registration is reserved for spouses and partners who would like to share meals with their company but are not attending the conference. This includes:

- Technology Pavilion Opening Reception Tuesday evening
- Lunch on Wednesday and Thursday
- Hospitality Suites after the Vendor Exhibitor's Show
- President's Reception Wednesday evening (includes buffet dinner)
- Continental breakfast on Wednesday and Thursday and full buffet breakfast on Friday

GOLF

Registration for the CETPA golf tournament is separate from the conference registration, but is still done via the Web site at <http://reg.cetpa-k12.org>. Select the Conference tab and then Golf Tournament. The cost is \$50 for members attending the four-day conference and \$125 for all others. For questions or concerns regarding your golf registration or for sponsorship information, please contact Warren Williams at wwilliams@etc.net.



LODGING

CETPA offers special rates at the Town and Country Resort and Convention Center. Please go to <http://reg.cetpa-k12.org>. Select the Conference tab and then Venue to place an online reservation. If you call the hotel, please mention CETPA when making your reservation.

PRESIDENT'S RECEPTION

Each year, CETPA's President's Reception offers a relaxed, fun atmosphere for our members to mingle, network and get to know each other. Reconnect with the professionals you met last year and catch up on the latest news from around California.

The evening begins with a hosted buffet dinner that includes appetizers and delicious desserts. Then the music and dancing begins! The quality of the music we will have at the reception is such that you will be working off those dinner calories in no time! You won't be able to resist the dance floor so go ahead and have that extra dessert! The reception begins after the Silent Auction on Wednesday evening.

OTHER EVENTS

The Technology Pavilion will officially open with a reception on Tuesday evening. Come and see all of the latest and greatest in technology for schools and enjoy light appetizers and a beverage.

Many vendors will be holding Hospitality Suites after the Exhibitor's Show on Thursday. The conference schedule will have more details on the time and place for these events.

CETPA SILENT AUCTION

CETPA's third annual Silent Auction will take place before the President's Reception on Wednesday. Items donated usually include a variety of treats from original artwork to concert tickets to the latest in technology gadgets.

The proceeds from the auction go toward the CETPA initiatives such as the Student Bridge to the Future Scholarships and the CTO Mentor Program. Please contact Andrea Bennett at andreab@cetpa-k12.org or call (916) 402-2471 for answers to your questions.



Explore San Diego!

Aptly described as America's finest city, San Diego, with its Mediterranean-like weather, has more things to do and see than almost any city in the U.S.

Boasting some of the best beaches in the world, be sure to carve out some extra time before or after the conference to visit Mission Beach, Coronado, Del Mar, and La Jolla Cove. The North County coast has sandstone bluffs and more great beaches from Torrey Pines all the way to San Onofre.

With a population of about 1.3 million, San Diegans enjoy mild temps year 'round with an average of 200 days annually above 70 degrees. Winter—from November to April—is the rainy period where temperatures average in the mid 60s.



Long inhabited by the Kumeyaay Indians, the first European to visit the region was Portuguese-born explorer Juan Rodríguez Cabrillo sailing under the Spanish Flag, who sailed his flagship San Salvador from Navidad, New Spain. In 1542, he claimed the bay for the Spanish Empire and named the site San Miguel.

In 1769, Gaspar de Portolà established the Fort Presidio of San Diego overlooking Old Town. Around the same time, Mission San Diego de Alcalá was founded by Franciscan friars under Father Junípero Serra.

After the Battle of San Pasqual, the end of the Mexican-American War, and the Gold Rush of 1848, San Diego was incorporated as a city in 1850.

The three largest sectors of San Diego's economy are defense, manufacturing and tourism.

Home to companies that develop wireless cellular technology, Qualcomm is the largest private-sector technology employer (excluding hospitals) in San Diego County.

The city's economy is also influenced by its port, which includes the only major submarine and ship-building yards on the West Coast, as well as the largest naval fleet in the world.

Tourism is huge business. Major tourist destinations include Balboa Park, the San Diego Zoo, SeaWorld, Wild Animal Park and Legoland, to name just a few.

Museum-goers cannot leave the city without a visit to the Aerospace Museum, the Railroad Museum, and of course, the USS Midway Museum, with its 60 exhibits and a collection of 25 restored aircraft.

Great dining and shopping abounds at Seaport Village, the Gaslamp Quarter and Old Town.

And since the conference is in November, you might be able to catch the Chargers play at Qualcomm Stadium.

For more information, visit the San Diego Convention and Visitor's Bureau Web site at www.sandiego.org.



Local Attractions

Here is just a list of some of the wonderful things to see:

- Aerospace Museum
- Balboa Park
- Belmont Park Rollercoaster
- Cabrillo National Monument
- Chula Vista Nature Center
- Coronado Bridge
- Del Mar
- Gaslamp Quarter
- La Jolla Cove
- Legoland
- Maritime Museum
- Mission Beach
- Mount Soledad
- Old Point Loma Lighthouse
- Old Town
- Pacific Beach
- Petco Park
- Port of San Diego
- Qualcomm Stadium
- Railroad Museum
- San Diego State University
- San Diego Zoo
- Seaport Village
- Sea World
- Torrey Pines State Reserve
- USS Midway Museum
- Wild Animal Park

Information compiled from www.aroundandaboutsandiego.com and Wikipedia.

49th Annual Conference

Recreational Activities

14th Annual "Best Ever" Golf Tournament San Diego

CETPA likes San Diego. Some of our most successful conferences have been held there, but the upcoming conference should top them all. This is especially true for our annual golf tournament. The spectacular course is right next to the Conference Center.

This year, we will be going to one of the best courses in San Diego for our tournament. Steeped in a rich tradition of golf legends past, Riverwalk Golf Club offers a classic golfing experience like no other.

Riverwalk

Friday, November 20, 2009
12:00 p.m. Shotgun Start
1150 Fashion Valley Road
San Diego, CA 92108
Phone: (619) 296-4653
<http://www.riverwalkgc.com>

Attendee Cost: \$50

** for those registered for the entire four-day conference.*

Non Attendee/Vendor Cost: \$125

** this is the cost for vendors who have not also paid for the four-day conference.*

Fees include a box lunch, golf, prizes, fun and relaxation! You don't have to have a team to play either—we can match you up with someone. Go to the CETPA Web site to sign up. This year you will be able to pay by credit card to make the process easier for you.



The format will be similar to last year's event with prizes for first place "real score" and first place "blind bogey score" along with Longest Drive and Closest to the Pin.

Formerly known as the Stardust Country Club, the course entertained a myriad of golf's legends while hosting the PGA tour during the 50s and 60s. Now, golfers will once again be treated to the challenge and drama of the original course at the newly reborn Riverwalk. What was once flat now features undulating fairways, waterfalls and well-protected bent-

grass greens. Water comes into play on 13 of the 27 holes with a spectacular waterfall surrounding the green of the signature hole. The San Diego River is a prominent feature of the layout, contributing to the beauty and challenge of the course.

The course is only a short walk from the conference center. The club features an 18-hole championship golf course designed by local architects Ted Robinson & Ted Robinson Jr.

Please contact Warren Williams at wwilliams@etc.net if you have any questions.

