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September 1, 2015

Dear School Administrator,

We are pleased to announce the 67<sup>th</sup> annual New York State Art Teachers Association Conference will be held November 20-22 at the Hyatt Regency Hotel in Rochester, New York. The annual conference draws over 600 professionals representing K-12 art educators, higher education art educators, museum educators, and commercial vendors. It provides the largest and most diverse professional development opportunities available to New York State art educators.

This year's conference **ART EQUALS** will explore the powerful role art education plays in developing the full potential of all students. Art making pulls together ideas from many disciplines; transforms them into new ideas through multi-layered approaches and processes. The current research in learning and brain development continues to emphasize creative thinking, critical thinking and self-discipline to work in both collaborative and independent settings. These skills are deeply embedded in the teaching and making of art.

Conference opportunities include over ninety workshops, four general sessions that provide interactive learning through hands-on engagement and introduce the most current technologies, art curriculum and standards, assessments, and advocacy materials available. All program events focus on high quality art education content that can be applied immediately to teaching and learning. This year's general session keynote speakers include William F. Baker, director of the Bernard L. Schwartz Center for Media, Public Policy & Education at Fordham University; contemporary artist L. Mylott Manning; Rochester book artist and teacher Scott McCarney; and Western New York artist G.L. Wolfe.

In this era of high stakes testing, we know the arts are critically important in developing human potential in our students. I ask your encouragement and support for your art educators in advancing their knowledge and professional skills, by providing release time for their participation and support for conference registration, travel and lodging.

Further information about **ART =** and other programs is available at [www.nysata.org](http://www.nysata.org).

NYSATA looks forward to providing your art educators a valuable and timely professional experience.

Thank you for your leadership as we work toward ensuring a total quality education for all students.

Sincerely,

Robert Wood  
President, New York State Art Teachers Association