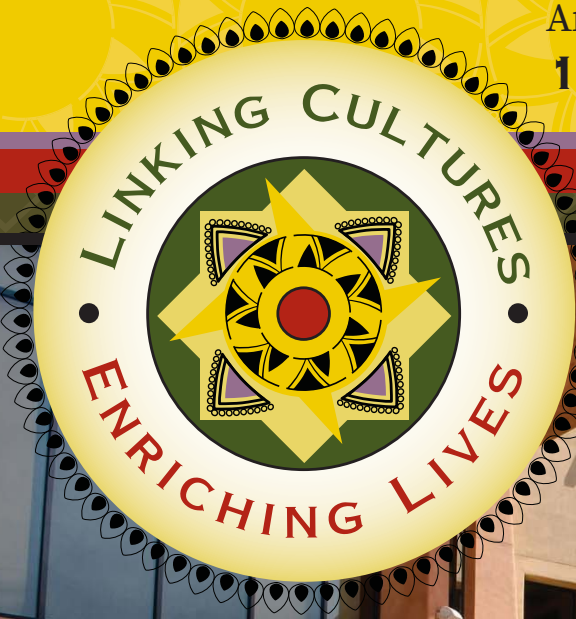


JOIN US IN PHOENIX!

REGISTER BY
APRIL 15
AND SAVE!

American Association of Family & Consumer Sciences
102ND ANNUAL CONFERENCE & EXPO



June 23-25, 2011 | Phoenix, Arizona
Sheraton Wild Horse Pass Resort and Spa
www.aafcs.org/meetings/11



PRELIMINARY PROGRAM AND REGISTRATION BOOKLET

- ▶ **Learn from renowned keynote speakers:**
Dr. William A. Guillory, president, Innovations International, and **Dr. James H. Johnson**, Kenan Distinguished Professor of Entrepreneurship and Strategy, and director, Kenan Institute of Private Enterprise, The University of North Carolina at Chapel Hill.
- ▶ **Connect with colleagues across all areas of FCS** to create integrated solutions for individuals, families, and communities.
- ▶ And, get more value for your professional development dollar with **over 70 peer-reviewed educational sessions!**



IMPORTANT DATES

- April 15**
Last Day for Early-Bird Registration Rate
- May 21**
Last Day for AAFCS Discounted Room Rates at Sheraton Wild Horse Pass Resort and Spa
- May 31**
Last Day for Advance Registration Rate (*on-site registration rates in effect after May 31*) and Ticketed Event Registration
- May 31**
Last Day for Annual Conference Registration Cancellation Refunds (*less service charge of 20% of registration rate through April 15, 2011, or less 30% of registration rate from April 16 through May 31, 2011*)

Watch for conference updates on aafcs.org, Twitter, LinkedIn, and Facebook!

REGISTRATION

AAFCS 102nd Annual Conference & Expo
P.O. Box 79377
Baltimore, MD 21279-0377
FAX 703-706-4663
www.aafcs.org/meetings/11/reg.html

HOUSING

Sheraton Wild Horse Pass Resort & Spa
(host hotel)
5594 W. Wild Horse Pass Blvd.
Chandler, AZ 85226
Main Hotel Number: 602-225-0100
Phone Reservations: 1-800-325-3535
(ask for AAFCS conference rate)
Link to online reservations:
www.starwoodmeeting.com/Book/aafcs2011

A spectacular property with numerous amenities and activities, the Sheraton Wild Horse Pass provides a relaxing atmosphere to renew and refresh and celebrates the Gila River Indian Community's heritage and culture—an inspiration for "Linking Cultures, Enriching Lives"!

Single/double annual conference rate: \$139/night, plus taxes (rate valid through May 21, 2011, subject to availability).

Room rates are subject to local taxes, currently 12% per room, per day.

ADVERTISING, EXHIBITS & SPONSORSHIPS

Contact Debra Bass at 1-800-424-8080, ext. 4610, 1-703-706-4610, dbass@aafcs.org, or connect@aafcs.org.

COLLABORATE WITH COLLEAGUES IN A RANGE OF PRACTICE SETTINGS

- Early Childhood, Elementary, and Secondary Educators
- FCS Specialists in Public Agencies and Private Companies
- University/College Educators
- Educational Administrators
- Business Executives, Industry Consultants
- Extension Educators and Directors
- Human Service Professionals and Counselors
- Community Volunteers
- Students (Postsecondary, Undergraduate, and Graduate)

EXPAND YOUR EXPERTISE IN ALL AREAS OF FCS

- Personal and Family Finance
- Consumer Studies and Retailing
- Family and Consumer Sciences Education
- Food Science, Nutrition, and Wellness
- Human Development and Family Studies
- Textiles and Apparel
- Housing and Interior Design
- Hospitality Services and Culinary Arts

FIND NEW PRODUCTS, RESOURCES & SERVICES AT THE EXPO

- New technologies for home use
- New technologies for K-12 and college students
- FCS textbooks for secondary and postsecondary classes
- Food and nutrition education resources
- Health information and products
- Tools for child, family, and community development
- Financial planning and investment resources

PLUS the AAFCS Bookstore, learning labs, and poster sessions!

TAKE AN EDUCATIONAL EXCURSION ON JUNE 22

Come a day early to experience one of ten amazing tours coordinated by the Arizona Affiliate or IFHE-US. Whether you're interested in the food industry, housing and design, Arizona culture and history, retail and merchandising, new product development, or textiles, there is bound to be a perfect tour for you!

Henkel During the tour sponsored by Henkel, see how ideas go from concept to new products in their R & D Center. Henkel is a global company that develops laundry, household, personal care, and air freshener products under the brands Dial, Purex, Soft Scrub, and Renuzit.

Tour descriptions and registration forms can be found at www.aafcs.org/meetings/11/tours.html. There is a separate cost to participate in tours and most are already approved for PDUs.

The Arizona Affiliate is also pleased to offer attendees morning exercise sessions (included with conference registration fee). Take a walk in the beautiful desert landscape or a Tai Chi or Zumba® class!

Speakers

OPENING GENERAL SESSION



**Thursday, June 23,
10:00am – 12:15pm**

Dr. William A. Guillory
President, Innovations International

Keynote Address: “Making a Difference in the Lives of Those We Serve Through Small Acts of Transformation”

The most natural driving force among most human beings is to *make a difference* in the lives of others. Dr. Guillory takes this concept a step further to discuss ways people can also make a difference in their own lives—the true act of empowerment. The presentation will show how doing authentic “small acts” on behalf of others is a powerful methodology for empowerment. The key element is that the small act has no expectation in return. It then becomes an act of transformation. Where multiculturalism exists, small acts of inclusion have been shown to bridge and ultimately transform differences into a powerful alliance of learning, creating, and supporting the quality of life of those who are served.

Afternoon Workshop: “Personal and Organizational Transformation Through Social Networking”

Learn how social networking—both interpersonal and virtual—can be used as a powerful tool for facilitating empowering relationships. Social networks take advantage of naturally existing relationships to foster a common value system of dignity, respect, and self-sufficiency. Within such networks, we each directly and indirectly influence others—two and three relationships beyond ourselves—The Three Degrees of Influence Rule. In a like manner, we are globally connected by two or three degrees of separation within a common organization of people. Combining these two rules through human interaction provides the opportunity to institutionalize a value system that supports the success of both the members and those they serve. The interactions are *small acts of transformation and inclusion* for individuals and organizations, respectively.



SECOND GENERAL SESSION

Saturday, June 25, 8:30am – 10:30am

Dr. James H. Johnson
Kenan Distinguished Professor of Entrepreneurship and Strategy, and Director, Kenan Institute of Private Enterprise, The University of North Carolina at Chapel Hill

Keynote Address: “Disruptive Demographics: Implications for Consumer Markets and Workplaces”

The 2010 Census gives us a picture of changes that have occurred in the United States during the first decade of the new millennium. Dr. Johnson’s presentation will identify six demographic trends and the impact they have on consumer markets for goods and services. Organizations must re-engineer the way they do business internally to respond to these demographic shifts.

SUPER SEMINARS

Saturday, June 25, 3:30pm - 5:30pm

These in-depth sessions will address current and emerging issues important to family and consumer sciences (FCS). Presenters in each Super Seminar will provide an overview, including research and trends, followed by participant involvement in discussion and strategies, as well as practical integration of skills and tools for FCS professionals.



“Disruptive Demographics: Developing Strategies for FCS Professionals Addressing the Trends”

Presented by **Dr. James H. Johnson**
(morning keynote speaker)



“Consuming Kids—The Hostile Takeover of Childhood”

Presented by **Dr. Susan Linn**,
Director, Campaign for a Commercial-Free Childhood, and Instructor in Psychiatry, Harvard Medical School



“New Dietary Guidelines for Americans: New Approaches to Education and Outreach for Changing Dietary Behaviors”

Presented by **Dr. Robert Post**, *Deputy Director*, and **Dr. Julia Dinkins**, *Program Administration Specialist, USDA Center for Nutrition Policy and Promotion*

“Shaping the Future—Critical Personal and Professional Advocacy Skills”

Presented by **Tim Schmaltz**, *CEO, Protecting Arizona’s Family Coalition (PAFCO)*; **Sharon Hoelscher Day**, *CFCS, AAFCS 2010-11 Chalkley-Fenn Public Policy Visiting Scholar and Area Extension Agent, Family & Consumer Sciences, University of Arizona Cooperative Extension*; and **Marlene S. Lobberecht**, *MS, CFCS, AAFCS Public Policy Committee Chair*





EDUCATIONAL SESSIONS

Gain the knowledge, research, and tools you need to grow and accomplish more by participating in peer-reviewed educational sessions on Thursday, Friday, and Saturday. Learn about collaborating with community partners to reduce childhood obesity, embracing cultural and diverse foodways, broadening cultural understanding through textile design, using cultural context when assisting families in crisis, preparing FCS professionals for a multilingual society, and more! For a list of the educational sessions and educational objectives, please visit www.aafcs.org/meetings/11.

SPECIAL SESSIONS AND EVENTS

In addition to keynote addresses, super seminars, and educational sessions, the Annual Conference offers a variety of ways to help you stay on the leading edge. Learn how to become certified in family and consumer sciences, use the new Pre-Professional Assessment and Certification Program to enrich your FCS program, participate in the “Taking It to the Streets” Campaign, apply for awards, grants, fellowships, and scholarships, and more! And, be sure to visit the university reunions and showcases with information on FCS curricula, design, apparel, and textiles.

AAFCS LEADERSHIP SESSIONS

Take advantage of the opportunity to meet in-person and make plans for the coming year. Committee meetings will take place in the afternoon and the Council for Certification business meeting will take place in the evening on Wednesday, June 22, 2011. The Affiliate Presidents Unit will meet Wednesday evening and Thursday morning. Communities will meet on Thursday, June 23, 2011, and the Council of Community Leaders, Assembly of Higher Education, and Collegiate Assembly will hold meetings on Friday, June 24, 2011. Please check the program-at-a-glance online as the schedule is subject to change.

STUDENT UNIT (SU) SESSIONS

The AAFCS Student Unit (SU) has designed activities especially for students. If you're a first-time attendee, come by the First-Time Attendee and New Member Orientation on Thursday morning! Later that morning, help collect books to donate to a local school in the Gila River Indian Community. Then network with students and the National Student Officer Team while enjoying some culturally relevant activities during the SU Social Night. On Friday, don't miss the Student Unit session on how to implement “parli-pro” in your chapter. This will be good preparation for the Student Unit Business meeting, where you'll hear updates on SU events and accomplishments of the past year, receive information about opportunities for involvement, and assist with goal setting for the next fiscal year. The SU will induct new officers and recognize SU award recipients and scholarship winners. There will also be an opportunity for students to volunteer as session moderators at many educational sessions—be sure to mark your volunteer interest when you register!

EXPO

Thursday, June 23, 3:15pm - 6:00pm GRAND OPENING!
Friday, June 24, 8:30am - 3:00pm

AAFCS exhibitors represent FCS-related companies, associations, university programs, government agencies, and not-for-profit organizations that bring you the latest products and resources for your education or career. Visit www.aafcs.org/meetings/11/expo.html for a current list of 2011 exhibitors.

AAFCS BOOKSTORE, POSTER SESSIONS, AND LEARNING LABS

Visit the AAFCS bookstore to purchase unique products and logo merchandise and publications to advance your professional development. And, have speaker books personally signed by the author. All conference attendees receive the discounted price on books purchased on-site!

After seeing innovative products and services at the exhibit booths, gain insights from FCS experts at exhibitor learning labs and learn about new FCS research findings at the poster sessions.



**PRE-CONFERENCE WORKSHOP:
BODYWORKS: A TOOLKIT FOR HEALTHY TEENS
AND STRONG FAMILIES** (*Up to 50 registrants—act fast!*)

Wednesday, June 22, 9:00am – 4:30pm

BodyWorks is a community-based obesity prevention program designed to help parents and caregivers of adolescents improve family eating and activity behaviors. Developed and managed by the Department of Health and Human Services Office on Women's Health (OWH), the program is moderated by trained facilitators and focuses on parents and caregivers as role models and important agents of change for their children. The program provides parents and caregivers with hands-on tools to make small, specific behavior changes to help family members maintain a healthy weight and prevent obesity. Each family receives a free toolkit, filled with healthy recipes, journals, shopping lists, and more. BodyWorks targets parents and caregivers directly because research strongly suggests they play a critical role in shaping exercise and eating habits of their children. Learn about the toolkit at www.womenshealth.gov/BodyWorks/toolkit.

Once trained in BodyWorks, a facilitator can lead the program with parents as well as train others to do so—keeping the program self-sustaining and adaptable by community. **Cost for 1-day or full conference registrants: \$145. Cost for non-conference registrants: \$170. Includes lunch!**

**PRE-CONFERENCE WORKSHOP:
NATIONAL PRE-PAC ACADEMY**

Wednesday, June 22, 1:00pm – 5:00pm

Presented by **Dr. Lori Myers, CFCS, Director, Pre-Professional Assessments and Certifications (Pre-PAC)**

FCS programs are challenged to assess skill attainment, recognize achievement, and document program effectiveness. Standards-based, industry-driven, gold-standard assessments are the tools that can provide reliable data to meet these challenges. Participants will be able to (1) align their curriculum and instruction with assessment competencies and concepts; (2) demonstrate use of the online assessment systems that comprise the Pre-PAC Management System; and (3) utilize assessment results to advocate at the local and state levels and to guide decisions regarding funding, curriculum, and instructional improvements, and overall program effectiveness. The pre-conference concludes with preparations to market assessments and certifications to stakeholders. **Cost for 1-day or full conference registrants: \$75. Cost for non-conference registrants: \$100. Includes one break!**

* separate fees; ticketed events open to all attendees

AAFCS COMPETENCY EXAMS

Friday, June 24, 2:00pm – 5:30pm

Whether you are a new professional or seasoned veteran, validate your professional expertise through the AAFCS competency examination system. These national competency exams also meet a major requirement for obtaining corresponding Certified in Family and Consumer Sciences (CFCS) professional certifications. As a registered conference participant, you can sit for one of four exams, each corresponding to one of the four certifications. These exams are not listed on the conference registration form. Please email fcstests@aafcs.org to request exam procedures and registration information. Receive a special price when you register for the test by June 1, 2011! Test registrations received after June 1 (including on-site) will be limited to space available.

PACESETTER DINNER

Saturday, June 25, 7:00pm – 9:30pm

A grand finale to your conference experience, the Pacesetter Dinner will feature an elegant meal, opportunities to network with colleagues, and recognition for 50-year members, Leaders and New Achievers, and Distinguished Service Awardees. Semi-formal attire is suggested, but not required. **Cost for all registrants except students is \$55, and cost for students is \$30.**

**For a list of
all ticketed events,
please see the
inside back cover
of this booklet.**



REGISTRANT'S CONTACT INFO (used for conference-related purposes; access the AAFCS Web Portal online, email membership@aafcs.org, or call 1-800-424-8080 to update your member record)
 First-Time Attendee: Yes No
 Interested in volunteering at the conference? Yes No
 If yes: Session Moderator Registration Booth Arizona Information Booth

NOT YET A MEMBER?
 Join online at www.aafcs.org
 or call us at 1-800-424-8080.

AAFC MEMBER NUMBER (IF APPLICABLE) _____ FULL NAME _____

COMPANY OR ORGANIZATION (IF APPLICABLE) _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

OFFICE PHONE _____ HOME PHONE _____

FAX NUMBER _____ EMAIL _____

FULL REGISTRATION* (Please note: Tickets for the Pacesetter Dinner and other ticketed events must be purchased in addition to the conference registration fee.)

	By April 15	By May 31	On-Site
Professional/Emeritus Member	\$365	\$465	\$565
Student	\$99	\$140	\$160
Nonmember	\$449	\$559	\$659

OTHER TYPES OF REGISTRATION* (Please note: Tickets for the Pacesetter Dinner and other ticketed events must be purchased in addition to the conference registration fee.)

- Full First-Time 50-Year Member (complimentary)
- Full Complimentary (attach copy of certificate)
- Thursday Only \$219 Friday Only \$219 Saturday Only \$219
- Expo Only \$75 Family/Guest (nonmembers) \$75

REGISTRANT'S BADGE INFORMATION

FIRST NAME/NICKNAME (WILL BE LARGER AND ON SEPARATE LINE) _____

FULL NAME _____

COMPANY OR ORGANIZATION (IF APPLICABLE) _____

CITY AND STATE _____

FAMILY/GUEST REGISTRATION INFO (if applicable)

FIRST NAME/NICKNAME (FOR BADGE ONLY) _____

FULL NAME _____

DIETARY REQUIREMENTS/SPECIAL NEEDS

List dietary requirements or items required because of a disability (e.g., vegetarian, diabetic, need wheelchair, etc.). We will do our best to accommodate your requests.

REGISTRANT _____

REGISTERED FAMILY MEMBER/GUEST (IF APPLICABLE) _____

Registration Policy

- Registrations postmarked or faxed after April 15, 2011, will be assessed the May 31st rate.
- Registrations postmarked or faxed after May 31, 2011, will be assessed the on-site rate.
- Registrations will be assessed the rate in effect when payment is received.
- All payments returned for insufficient funds will be assessed a fee of \$25.
- Registrations are nontransferable.

Refund Policy

- Refund requests must be made in writing by May 31, 2011, by mail or fax: AAFCS, 400 N. Columbus St., Ste. 202, Alexandria, VA 22314 or 703-706-4663.
- No refund request postmarked or faxed after May 31, 2011, will be considered.
- Approved refunds will be processed following the Annual Conference.
- A service charge of 20% of your registration rate will be assessed for refund requests postmarked or faxed through April 15, 2011. A service charge of 30% of your registration rate will be assessed for refund requests postmarked or faxed from April 16 through May 31, 2011.

Source Code: PP

*Tickets for the Pacesetter Dinner and other ticketed events must be purchased in addition to the conference registration fee. Tickets must be purchased by **May 31, 2011**.

American Association of Family & Consumer Sciences
102ND ANNUAL CONFERENCE & EXPO



June 23-25, 2011 | Phoenix, Arizona
Sheraton Wild Horse Pass Resort and Spa
www.aafcs.org/meetings/11

ABOUT AAFCS | Connecting Professionals. Touching Lives.

A well-respected leader in family and consumer sciences (FCS), the American Association of Family & Consumer Sciences (AAFCS) is the only national not-for-profit organization that provides leadership and support to FCS students and professionals across multiple practice settings and content areas. FCS professionals help individuals, families, and communities make informed decisions about their well-being, relationships, and resources to achieve optimal quality of life. For more than a century, AAFCS has assembled educators, entrepreneurs, researchers, and business persons to achieve remarkable societal transformation through integrative approaches to fulfilling human needs.



APRIL 15, 2011
DEADLINE:
REGISTRATION
EARLY-BIRD

400 N. Columbus St. | Suite 202 | Alexandria, VA 22314



Non-Profit Org.
U.S. Postage
PAID
Permit No. 234
Alexandria, VA