



EASTERN EVALUATION RESEARCH SOCIETY



33rd Annual Conference

Expanding the Evaluator's Toolkit

April 18 – 20, 2010
Seaview Resort
Galloway, NJ

(Regional Affiliate of the American Evaluation Association)

Invites You to Our 33rd Annual Conference

Expanding the Evaluator's Toolkit

April 18-20, 2010 (Sunday-Tuesday)

Seaview Resort, Galloway, NJ (<http://www.dolce-seaview-hotel.com/>)

Keynote Speaker:

Leslie Cooksy, University of Delaware and AEA President

Featured Speakers:

Howard Bloom, Manpower Demonstration Research Corporation

Tom Kelly, Annie E. Casey Foundation

Sunday Afternoon Pre-Conference Workshops:

Qualitative Data Analysis with NVIVO

Susan Berkowitz, Westat

Effective Writing for Evaluators

Joy Quill, CJ Quill and Associates

Sunday Evening Interactive & Networking Session:

John Kelley, Villanova University

Concurrent Sessions Featuring:

Skill Building Sessions, Individual Presentations & Panel Sessions

Please join us for the most informative and intimate regional evaluation conference available.

Five Reasons to Attend our 33rd Annual Conference

1. **Networking:** Share expertise, learn and network in an intimate and welcoming atmosphere.
2. **Cross-Disciplinary Dialogue:** Interact with evaluators and users of evaluation from a broad spectrum of disciplines and organizations.
3. **Professional Development:** Gain knowledge and learn new skills. Workshops and skill sessions, at various levels, are an integral part of our conference.
4. **Inspiration:** Feel nurtured and inspired, whether you're just starting out or are a seasoned professional.
5. **National Experts:** Rub elbows with national evaluation experts.

Conference Site: The Seaview Resort

Conference participants are invited to take full advantage of the many amenities offered by the hotel at our special conference rate of \$139 per night (single or double) plus taxes. A limited number of government rate rooms are available for government employees with proper identification. The 2010 conference rate is a savings of \$30 per night and is even lower than last year's conference rate.

Reserve your room by March 1 to guarantee the conference room rate. Either call 1-800-98-DOLCE or register online at <http://www.dolce-seaview-hotel.com/> put in the valid arrival and departure dates and number of adults and the "group code" (easterneval)

Seaview Resort Highlights (www.dolce-seaview-hotel.com/):

- *Wireless Internet in hotel lobby, high speed internet in guest rooms*
- *670 wooded acres along the New Jersey shore*
- *2 championship-caliber golf courses, 3 putting greens, driving range, & learning center*
- *8 tennis courts, 4 lighted*
- *Elizabeth Arden Red Door Spa*
- *Indoor pools and hydrotherapy pool*
- *Aerobics and yoga classes; Jogging and nature trail, exercise room, saunas*
- *Children's services, video games, pocket billiards, table tennis*
- *Gift shop and award-winning golf pro shop*
- *Unlimited tennis; Exercise room access; Free shoe-shine, locker rooms and club storage*

Spa and Golf Amenities: The Seaview Resort sits on 670 wooded acres along the New Jersey Shore and contains two championship-caliber golf courses—the Bay Course and the Pines Course (each given 4-Stars by Golf Digest – Awarded Top 100 Women's Friendly Golf Courses).

Elizabeth Arden Red Door Spa: In the resort's Elizabeth Arden Red Door Spa, you can enjoy a wonderful experience of relaxation and beauty. The spa offers a complete menu of salon and spa services for men and women, from massages and manicures to body treatments and facials. There's

no better way to help you prepare for or wind-down from conference activities. You will be refreshed and relaxed. Please schedule your appointment early – the spa books fast! (609-404-4100)

CONFERENCE SCHEDULE

We have continued to expand our conference program in response to your requests. Look for expanded Networking Opportunities, Skill Building Sessions, Individual Presentations, and Panel Sessions.

The full conference program will be posted on our website (www.eers.org) by Mid February 2010.

Sunday, April 18, 2010

6:00 to 9:00 PM	Registration
2:30 to 5:30 PM	Pre-Conference Workshops: <i>1 Qualitative Data Analysis with NVIVO</i> Susan Berkowitz, Westat <i>2 Effective Writing for Evaluators</i> Joy Quill, C J Quill and Associates
7:30 to 9:00 PM	Opening Interactive and Networking Session and Dessert Reception with John Kelley, Villanova University

Monday, April 19, 2010

8:00 AM to 5:30 PM	Registration
9:00 to 10:15 AM	Opening Panel Discussion: AEA Evaluation Policy Listening Session with George Grob
10:30 AM to 12:00 PM	Four concurrent sessions, including a skills development session
12:15 to 1:45 PM	Served luncheon and Keynote Address: Leslie Cooksy
2:00 to 3:30 PM	Four concurrent sessions, including a skills development session
3:45 to 5:15 PM	Four concurrent sessions, including a skills development session
6:00 to 7:00 PM	Networking Reception/Cash bar

Tuesday, April 20, 2010

7:30 to 8:45 AM	Breakfast buffet with Featured Speaker: Howard Bloom
9:00 to 10:30 AM	Four concurrent sessions, including a skills development session
10:45 AM to 12:15 PM	Four concurrent sessions, including a skills development session
12:30 to 2:00 PM	Buffet Luncheon with Featured Speaker: Tom Kelly
2:15 to 3:00 PM	Board meeting (All EERS conference participants are invited)

BEFORE, DURING, AND AFTER

*Conference participants are invited to take advantage of the hotel conference rate the day prior and the day after the conference. (To ensure that you receive the conference rate, please make your hotel reservations by **March 1st**) You could use this time to enjoy a round of golf on one of the hotel's premier golf courses or spend a day at the Elizabeth Arden Red Door Spa. There are also many sights of interest in close proximity to the conference hotel:*

Atlantic City:

Visit the boardwalk, casinos, and clubs, including the Borgata Hotel featuring 11 different restaurant venues. Visit **The Quarter @ Tropicana** - Atlantic City's newest, critically acclaimed, dining, entertainment, shopping and party spot. The Quarter is Atlantic City's first Las Vegas-style attraction with over 70 exciting restaurants, shops and nightspots all in one tropical setting. For information about Casino and Club Shows call: 1-888-AC-VISIT or visit www.atlanticcitynj.com.

Historic Towne of Smithville:

Just 3 miles north of the Seaview on Route 9 and Moss Mill Road (609-652-4040). Beautifully restored authentic 18th century village set around Lake Meone. Lovely restaurants surround the area, including the historic Smithville Inn dating back to 1787, and more than 60 specialty shops. Carousel and train ride.

Edwin B. Forsythe Wildlife Refuge-Oceanville:

More than 40,000 acres of untouched coastal salt meadows, upland fields, woodlands, open channels and bays. It is also home or migratory pit stop to more than 200 species of birds. Two short foot trails and an 8-mile wildlife drive. \$4 per vehicle. (609-652-1665)

Renault Winery-Egg Harbor: Oldest vineyard in the US. Wine cellar tours, glass museum, wine tasting, gift shop, and 2 gourmet restaurants are open to the public. (609-965-2111)

The Noyes Museum-Oceanville:

The central gallery provides a panoramic view of Lily Lake and the surrounding natural landscape of the Edwin B. Forsythe National Wildlife Refuge. Displays include a growing collection of 19th and 20th century American fine art, craft, and regional folk art. (609-652-8848)

Days of Olde Antique Center-Smithville:

Largest antique co-op in South Jersey with over 16,000 sq ft. Voted 'Best of the Shore' by Atlantic City Magazine. (609-652-7011)

Lenox China Retail Outlet:

Outlet store for Lenox China. Tilton Road-Pomona. (609-965-8535)

EERS 2010 Conference Registration Form

HOTEL RESERVATION & CONFERENCE FEE DUE MARCH 1^{rst} FOR BEST RATES

Name _____

Organization _____

Address _____

City, State, Zip _____

Telephone Number: _____

E-mail: _____

Conference Registration (by March 1, 2010) (<i>best option!</i>)	\$250.00	
Conference Registration (after March 1, 2010 and onsite)	\$300.00	
Conference Registration (students – attach current class registration)	\$ 85.00	
Pre-Conference Workshop # 1 (NVIVO)— <i>Sunday, April 18 2:30-5:30 PM</i>	\$60.00	
Pre-Conference Workshop # 2 (Writing)— <i>Sunday, April 18, 2:30-5:30 PM</i>	\$60.00	
<i>Please Note: There are no single-day or partial-conference fees. All participants and speakers must register for the conference. Refunds after April 12th at the discretion of the EERS Board.</i>	TOTAL*	_____

Conference fee includes: EERS annual membership dues, conference participation fee, Sunday evening dessert reception, Monday continental breakfast, Monday keynote luncheon, Monday evening reception, Tuesday featured speaker full breakfast buffet, Tuesday buffet luncheon, and all conference breaks.

Registration/Payment Option 1 – To pay by check, complete this form, make check payable to
Eastern Evaluation Research Society,
Mail form and check to: Susan Jenkins, 12207 Castlewall Court, Bowie MD 20720
Insert check number: _____

Registration/Payment Option 2 – To pay by credit card, complete this form
Mail form and email address to be used for PayPal transaction to:
Susan Jenkins, 12207 Castlewall Court, Bowie MD 20720
OR
Email copy of form and applicable email address to: jenkinssm@aol.com
Insert e-mail that you want used for the PayPal transaction: _____

We Need the Following Information!			
<i>Important: If attending Monday Keynote Luncheon, Please check entrée choice:</i>			
<input type="checkbox"/> Roasted French breast of chicken w/ Truffle Veloute Garlic mashed potatoes; Asparagus hash	<input type="checkbox"/> Sole Roulade Spinach, peppers, mozzarella; Parmesan Risotto, saffron essence	<input type="checkbox"/> Fried Polenta and Portobello Fries Rainbow Chard, Charred Pepper and Goat Cheese Puree	
<i>Also, Please Check All that Apply:</i>			
<input type="checkbox"/>	Moderator or Presenter of an Interactive, Skill, or Paper Session	<input type="checkbox"/>	Attending Monday Evening Cash Bar Reception
<input type="checkbox"/>	First time conference attendee	<input type="checkbox"/>	Attending Tuesday Breakfast
<input type="checkbox"/>	Attending Sunday Dessert Reception	<input type="checkbox"/>	Attending Tuesday Luncheon

Important Hotel Registration Information

You must make your own hotel reservation for the conference. You can make your reservation by either calling 1-800-98-DOLCE or online at <http://www.dolce-seaview-hotel.com/> using the “group code” (easterneval). The conference room rate is \$139.00 per night— the same rate for both single and double rooms (taxes and fees additional). When making the reservation, tell them you are attending the Eastern Evaluation Research Society (EERS) Conference. **You must make your reservations by March 1 to guarantee a room at the conference room rate.** The regular room rate of \$169 per night will apply after March 1. You may also reserve at the conference room rate for the day prior to and/or after the conference.

**If you have any questions about registering for the conference, please call
Susan Jenkins at 202.468.0326**

DIRECTIONS TO HOTEL

Unique Setting of this Jersey Shore Hotel and Resort...

Located on 670 wooded acres along the Southern New Jersey Shore, fifteen minutes from Atlantic City and just one hour from Philadelphia, the Seaview Resort & Spa offers a central location for event guests and leisure travelers alike. Combining the best of both worlds, this New Jersey hotel and resort is secluded in a pristine, peaceful, and stunningly beautiful getaway setting, yet convenient to every northeast population center.

Directions to the Seaview ...

From Washington DC & Points South: Take Interstate 95 northbound to Philadelphia. Take 76 East (Walt Whitman Bridge) to Route 676 / Route 42 South in New Jersey. Merge to the Atlantic City Expressway. Continue on the Atlantic City Expressway to Exit 5, Route 9. Take Route 9 northbound for approximately 6 miles. Seaview will be on the left.

From New York City & Points North: Take the New Jersey Turnpike South to Exit 11, Garden State Parkway. Follow the Garden State Parkway to Exit 48 (Route 9 South). Travel approximately 7 miles. Seaview will be on your right.

From the Philadelphia Area: Take 76 East (Walt Whitman Bridge) to Route 676 / Route 42 South in New Jersey. Merge to the Atlantic City Expressway. Continue on the Atlantic City Expressway to Exit 5, turn left onto Route 9. Take Route 9 northbound for approximately 6 miles. Seaview will be on the left.

From Atlantic City Airport (AIY): Follow circle at airport exit to fourth right on Delilah Road. At third traffic light, turn left on Route 9. Hotel is approximately 5 miles on left.

Public Transportation: Galloway, New Jersey is accessible via public transportation. New Jersey Transit has trains that run from Philadelphia's 30th Street Station to Galloway. The hotel is a 5 minute cab ride from the train station. Please ask the hotel for details and available cab service. Nearest airport: Atlantic City.