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October 1, 2013

Dear School Administrator,

We are pleased to announce that the 65th annual New York State Art Teachers Association Conference will be held November 22–24, 2013 in Albany, New York. The annual conference draws over 600 professionals representing art educators, higher education, museum educators and commercial vendors. It provides the largest and most diverse professional development opportunity available to New York State Art Educators.

This year's conference, *iART: Innovation in Art Education*, will explore the powerful role that art education has always played in developing the full potential of students, with special focus on advancements in technologies that are impacting our profession and the greater art world. 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 the self-discipline to work successfully in both collaborative and independent settings. These skills are deeply embedded in the teaching and making of art.

Conference opportunities include over ninety workshops and four general sessions that showcase recent research and practice, provide interactive learning through hands-on engagement and introduce the most current technologies, art curriculum and assessment materials available. All program events focus on high quality art education content that can be applied immediately to teaching and learning.

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 *iArt* and other programs is available at 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 quality total education for all students.

Sincerely,

Thomas Knab

President, New York State Art Teachers Association