

**AN INVITATION
TO JOIN US
FOR
SYFR'S
TENTH ANNUAL
SUMMER RETREAT
JULY 19-22,
2009**

**SYFR
SUMMER
RETREAT**

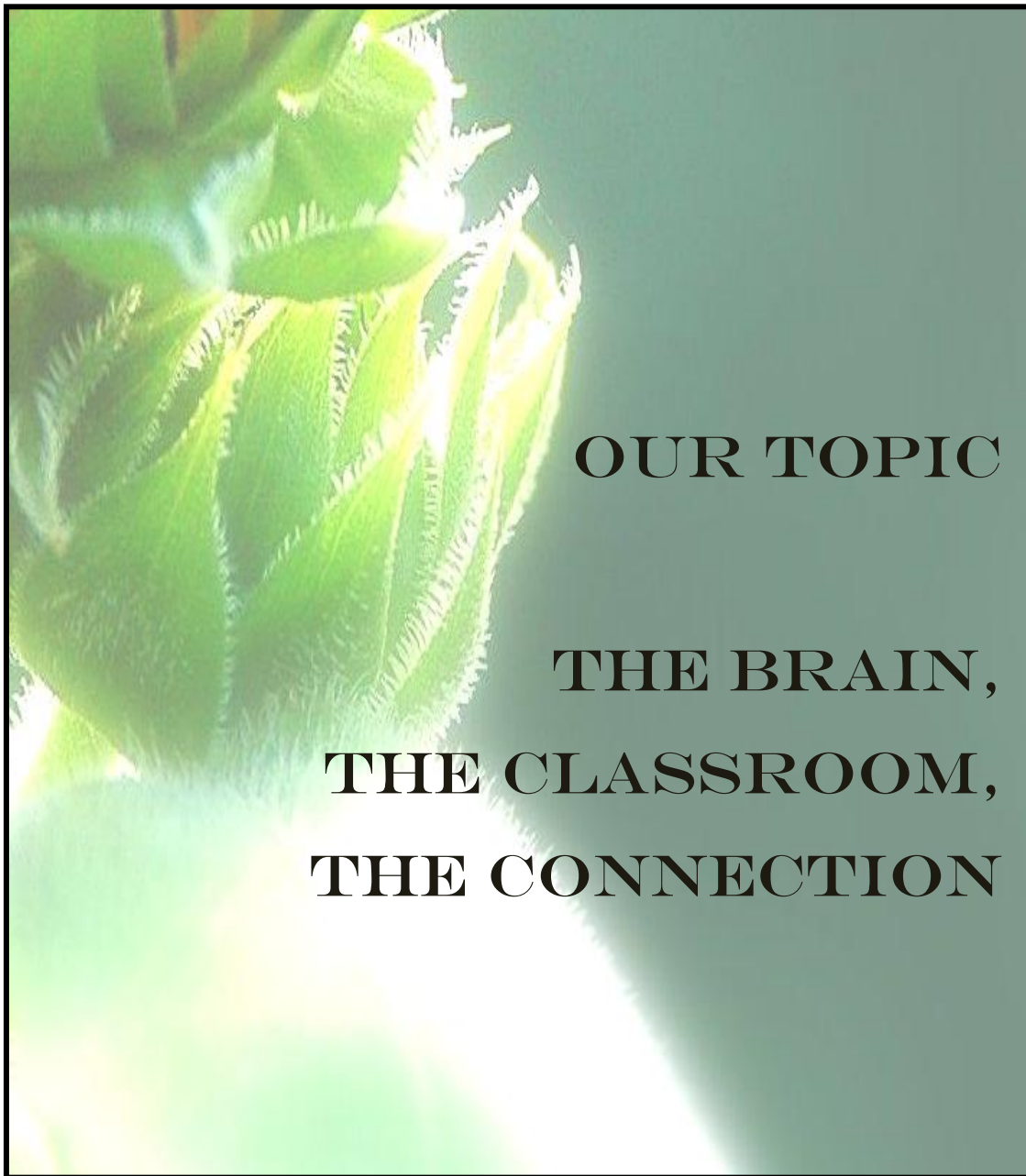
July 19-22, 2009

**The Hyatt Regency
Lost Pines**

Austin, Texas

**Register at
www.syfrcorp.com**





OUR TOPIC

**THE BRAIN,
THE CLASSROOM,
THE CONNECTION**

SYFR, WHAT'S IN A NAME?

Richard Erdmann,
Syfr CEO and Founder

Syfr (Syfr is based on the Arabic word for zero – sifr) has an interesting history as a concept and provides an excellent metaphor for our work. This quick introduction to the retreat will use the story of zero to introduce our topic of The Brain, The Classroom, The Connection and the complexities of bringing about change.





FOCUSING AND ENGAGING THE BRAIN

**Christine Drew,
COO and President, Syfr**

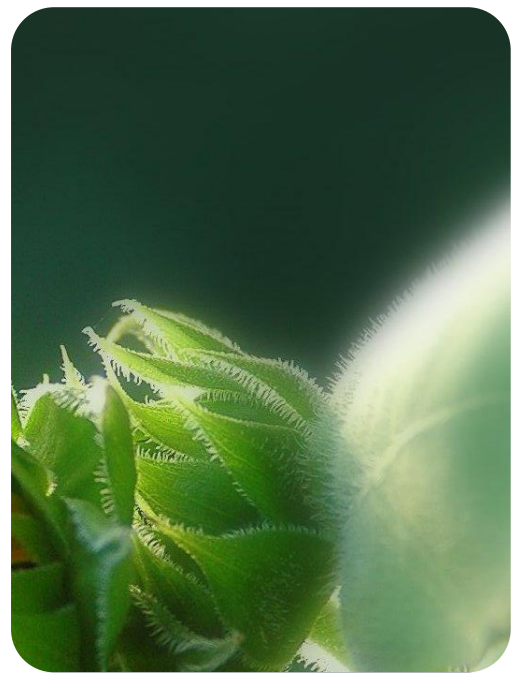
What do we know about neuroscience, its evolution as a science, the research results and their application to teaching and learning? This session is designed to focus our brains on our topic by looking at what we already think we know....

PARADOXES OF NEUROSCIENCE – CLASSROOM CONNECTIONS

Sharon Begley, Author,
Train Your Mind Change Your Brain

Over the past 30 years neuroscience has radically changed our ideas about the brain and how it works. This new research has enormous implications for education, the most basic being that all students can learn. Perhaps most surprisingly, and the conclusion of Sharon's book, is that the mind can train the brain to perform differently. It is a kind of "mind over matter" world.

This session looks at these recent findings in brain research with a particular emphasis on their possible application in the classroom.





CULTURAL INQUIRY

A film: *The Class*

A discussion of this French film (viewed pre-conference) is part of the conference experience. This film exposes the cultural conflict found in classrooms in France where the Muslim, Asian and European cultures meet. We will explore the film both in terms of content and message as well as an art form.

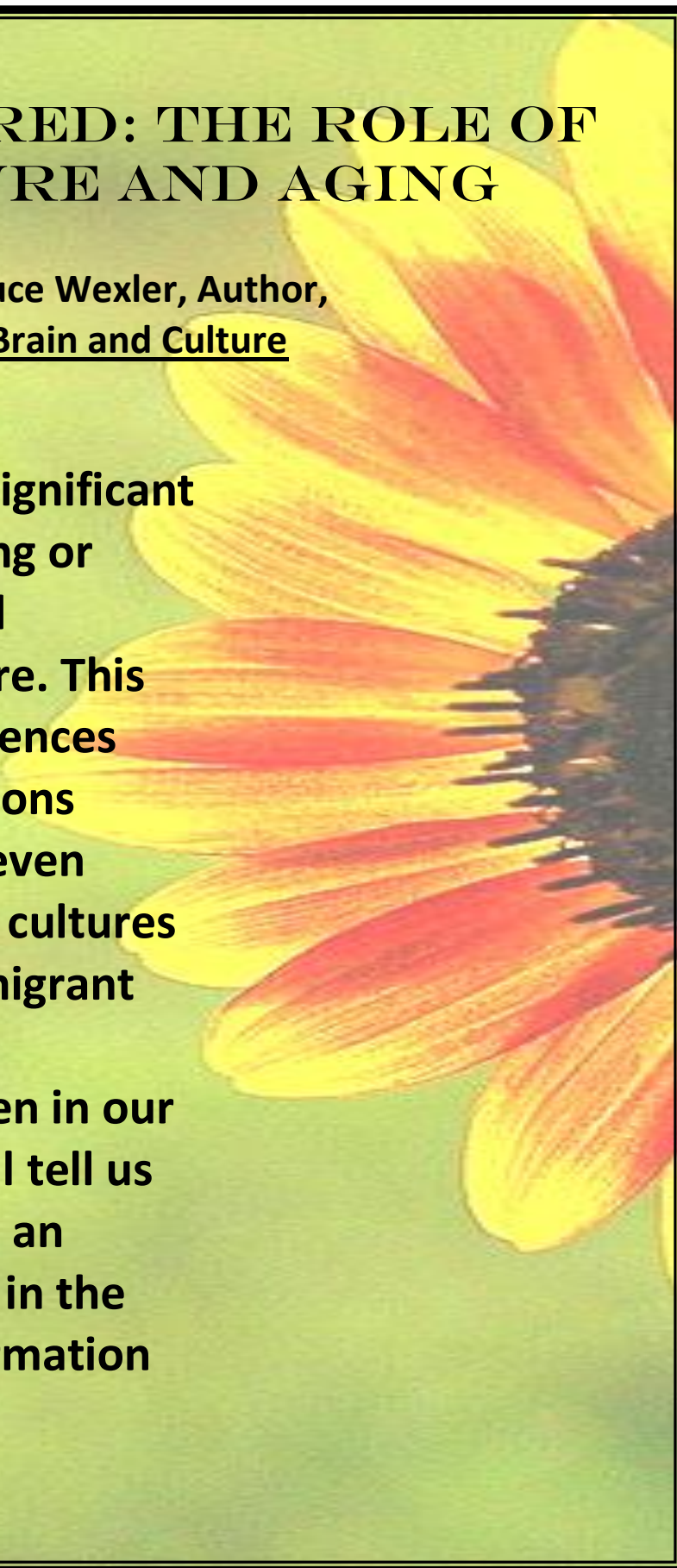
Music: *Helen Sung, Jazz Pianist*

Music is perhaps the most obviously creative and collaborative endeavor. Helen Sung will describe jazz in those terms, provide some examples, perform this evening and make a collaborative activity available to students from all the participating school districts through the web.

HARD WIRED: THE ROLE OF CULTURE AND AGING

**Bruce Wexler, Author,
Brain and Culture**

One of the most significant influences in wiring or developing neural pathways is culture. This plays out in differences between generations within a culture, even more so between cultures and between immigrant parents and first generation children in our schools. Bruce will tell us how culture plays an instrumental role in the organizational formation of our brains.





DIAGNOSIS AND TREATMENT: THE BRAIN OR THE SKILL?

**Annette Goodman,
The Arrowsmith School**

How does brain research change educational practice in the classroom? How can we use new and different forms of diagnostic assessment and address capacity for learning instead of skills? Our speaker will address both the changes in brain based assessment and in learning activities.



**THE SYFR DIGITAL CAMPUS
FIELD WORK:
PUTTING IDEAS INTO PRACTICE**

**Christine Drew,
COO and President
Syfr Digital Campus Facilitator**

**At Syfr, we start the conference work
through the
Syfr Digital Campus (SDC).**

**You get connected when you register and can
continue to participate post conference.**

**Syfr Digital Campus enrollment
for one participant for one year is
included in conference registration.**

REGISTRATION INFORMATION

July 19 Conference Begins at 6 PM

July 20, 21 7:30 AM till 9:30 PM

July 22 7:30 AM till noon

Registration fee: \$1975 per person (inclusive)

Early Registration: \$100 off (ends February 15)

Groups of three or more: \$50 off per person

Double Occupancy: \$175 off per registrant

To register, go to EVENTS at:

www.syfrcorp.com

OUR COVER AND ARTWORK:

Syfr is named for the number zero in Arabic (in Arabic it is actually *sifr*), which was, perhaps, responsible for the most significant knowledge revolution in history.

A man known to us as Fibonacci introduced the Hindu-Arabic numbering system to Europe and transformed mathematics. His book described numeric patterns that he found in nature and caused us to look at nature through new eyes. He popularized the number sequence, which we now know as the Fibonacci sequence, which closely approximates the Golden Ratio appearing often in nature in the form of spirals. These could be found in flowers, leaf patterns and shells. The complex spirals of seeds in a sunflower and the whorl of its leaves are one example.

Our work at Syfr is inspired by those whose discoveries have made a difference by seeing the difference. The sunflowers represent the unfolding of a surprising sequence that, though always there, had to be “discovered.”

“I have known Dick Erdmann for a long-time as a man with a fine, inquisitive mind that brings us things we didn't know we knew. Dick is excellent at thinking about things and assembling ideas from other career paths to relate to education.”

-Dr. Sarah Jerome,
AASA Past President
Supt. AHSD 25,
Chicago, Illinois

Syfr Corporation

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