

**FOR IMMEDIATE RELEASE**  
July 21, 2010



**THE 16TH ANNUAL NATIONAL CURRICULUM MAPPING INSTITUTE COMES TO TOWN!**  
*National Conference Meets In Saratoga Springs For First Time*

SARATOGA SPRINGS, N.Y. ---Recently, the 16<sup>th</sup> Annual National Curriculum Mapping Institute hosted participants from 42 states and five countries in Saratoga Springs. The Saratoga Convention & Tourism Bureau estimates the conference – which ran from July 12<sup>th</sup> to July 18<sup>th</sup>, 2010 - brought approximately 900 attendees and 1,500 room nights.

The National Curriculum Mapping Institute is a national conference produced by Curriculum Designers, a 100% virtual company, with team members located across the US. Curriculum Mapping is a procedure for collecting and documenting the operational curriculum anchored in the actual school calendar. Each teacher in the building enters critical information about the basic elements of the operational curriculum.

The National Curriculum Mapping Institute was in Park City, UT for 15 years; 2009 being the last year before coming to Saratoga. This year's conference was held at the Maple Avenue Middle School. A local Saratoga contact, Marti LaDue, had met some of the planners at a conference and had recommended Saratoga for a future Curriculum Designers conference. As a result, the Saratoga Convention & Tourism Bureau began working with the organizations General Manager & Director of Conferences, Kathy Scoli, and Founder and President, Dr. Heidi Hayes Jacobs. Early discussions were geared towards logistics, places and spaces, helping the group envision their conference in Saratoga and the new opportunities our city could provide.

Joanne Kirkpatrick, Director of Sales at the Holiday Inn Saratoga Springs and Heather McElhiney, Convention Sales Manager of the Bureau visited Kathy and Heidi in Heidi's home in May of 2009; and shortly after proposals from hotels were requested. Meeting space and overnight room contracts followed and were signed with four hotels and the Maple Ave Middle School, and overnight rooms began booking as early as five months out. Kathy Denkenberger, Vice President Operations & Convention Services of the Bureau began providing convention servicing in September of 2009 and worked closely with the group right through their departure from Saratoga. The national group stayed in eight different Saratoga lodging properties and used many of the services offered by the Bureau.

“We were thrilled with the opportunity to host this conference for the first time” according to Todd Garofano, President of the Saratoga Convention & Tourism Bureau. “Saratoga continues to position itself as the ideal conference and meetings destination on a national and international scale. And with the expansion of the Saratoga Springs City Center near completion, we look forward to working with conferences that would otherwise outgrow us and keep them coming back to Saratoga for years to come.”

The conference would like to thank Stu Byrne, principal of Maple Avenue Middle School and staff, Michael Piccarillo, assistant superintendent for secondary education, David L'Hommedieu, Director of Technology and Marti LaDue and Linda Byrne who organized Saratoga Springs Day at the Maple Avenue Middle School Gymnasium.

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The Saratoga Convention & Tourism Bureau is an independent, not-for-profit destination marketing organization with the mission of attracting group business to the Saratoga area and to serve as a liaison between group buyers and local businesses.

Top row from left are: Danielle Scoli, Kathy Scoli, Earl Nicholas, Bill Sheskey, Bena Kallick, Jeanne Tribuzzi.  
Bottom row from left: Ann Johnson, Dr. Heidi Hayes Jacobs, Chic Foote.

