

**Bestselling Author Slated
as Convention Keynote**

TCCTA members are urged attend the general session of the TCCTA annual convention, on Thursday, March 4, 2010, at the Westin Galleria Hotel in Houston.

The keynote speaker will be *New York Times* and *Wall Street Journal* bestselling author Ori Brafman, co-author of *Sway: The Irresistible Pull of Irrational Behavior*. In the book Mr. Brafman considers the various factors that go into making decisions—factors that are not always rational, and that sometimes interfere with rational thought processes—and discovers key ingredients for healthy decision making. In his convention remarks, Mr. Brafman will discuss the implications of his research on teaching, including how students make decisions about studying, about choosing which courses to take, and about paying attention in class.

Born in Israel and raised in El Paso, Mr. Brafman has been a lifelong entrepreneur in business, government, and the nonprofit sector. His projects include launching healthy fast food restaurants, leading political and advocacy campaigns, and co-founding Courtroom Connect, a wireless network company. He holds degrees from the University of California at Berkeley and Stanford University.

Sway, The *New York Times* and *Wall Street Journal* best seller draws on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, to reveal dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the “chameleon effect” (our tendency to take on characteristics that have been arbitrarily assigned to us).

In an exclusive online interview with TCCTA executive director Richard Moore, Mr. Brafman describes how, in any organization, it is advisable to actually structure dissent into the system to get the best decisions. He relates how “blockers,” (those whom some would label as naysayers) are extremely important players in a constructive dialogue. He also describes how efforts at financial rewards for students and teachers are often misguided. For the entire interview, please visit www.tccta.org/events.

Banquet ticket orders should be received in the State Office no later than February 26 to allow time for processing.



The banquet
begins at 6:30 p. m.
The General Session
begins at 7:15.

REQUEST FOR BANQUET TICKETS

Please reserve _____ ticket(s) at \$35 each for the TCCTA banquet scheduled for 6:30 p.m., Thursday, March 4, 2010, at the Westin Galleria Hotel in Houston.

- My check in the amount of \$_____, payable to TCCTA, is enclosed.
- Please charge my credit card in the amount of \$_____.
- MasterCard Visa Account Number _____ Expires ____/____

I understand that full refunds will be made if reservations are cancelled before 12:00 Noon, Friday, February 26, and that no refund will be made for reservations cancelled after that time. (Banquet tickets are transferrable.)

PRINT NAME: _____

COLLEGE: _____

Ticket(s) will be held at the convention registration desk under your name.

NOTE: TICKET ORDER SHOULD BE RECEIVED IN STATE OFFICE BY FEB. 26 TO ALLOW TIME FOR PROCESSING. MAIL TO: TCCTA, 5113 Southwest Parkway, Suite 185, Austin, Texas 78735. (If paying by credit card, you may fax the form to Area Code 512, 328-1086.)