The founding of Fort Dearborn. The Great Chicago Fire. The World’s Columbian Exposition. A Century of Progress. Four red six-point stars on the city’s flag symbolize milestones in Chicago history. Behind each of these is a great story. They are stories of exploration, triumph, experimentation and success. Together, they embody the spirit of Chicago.

Perched on the shores of Lake Michigan, America’s third coast, Chicago is a city of industry and innovation. It’s also a city of inspiration. The city originated the Ferris wheel, invented the skyscraper, split the atom and perfected improv comedy. Each of those events — and hundreds more — are the legacy of the city, its people and its story.

In his 1909 “Plan for Chicago,” architect Daniel Burnham encouraged people to “make no little plans.” Make big plans, he wrote. Aim high in hope and work.

Chicago is the kind of town where big plans become reality. Come to Chicago. Be inspired by the City of Big Stories.

Save money by registering before the early-bird deadline, Oct. 10, 2018, and by joining JEA and NSPA.

**REGISTRATION**

<table>
<thead>
<tr>
<th>REGISTRATION TYPE</th>
<th>EARLY-BIRD</th>
<th>STANDARD</th>
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<tr>
<td>JEA and/or NSPA members</td>
<td>$99</td>
<td>$109</td>
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<td>Nonmembers</td>
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<td>$129</td>
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<tr>
<td>Nonmember Professionals (not students or advisers)</td>
<td>$159</td>
<td>$159</td>
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**HYATT REGENCY CHICAGO**

151 E. Wacker Drive
Chicago, IL 60601

Room rates: $219/night single/double and $229 triple/quad, plus tax.

Reservation deadline: Oct. 10, 2018

Images courtesy of Michael Hernandez and Mike Taylor (via Twitter), Bradley Wilson and Choose Chicago.