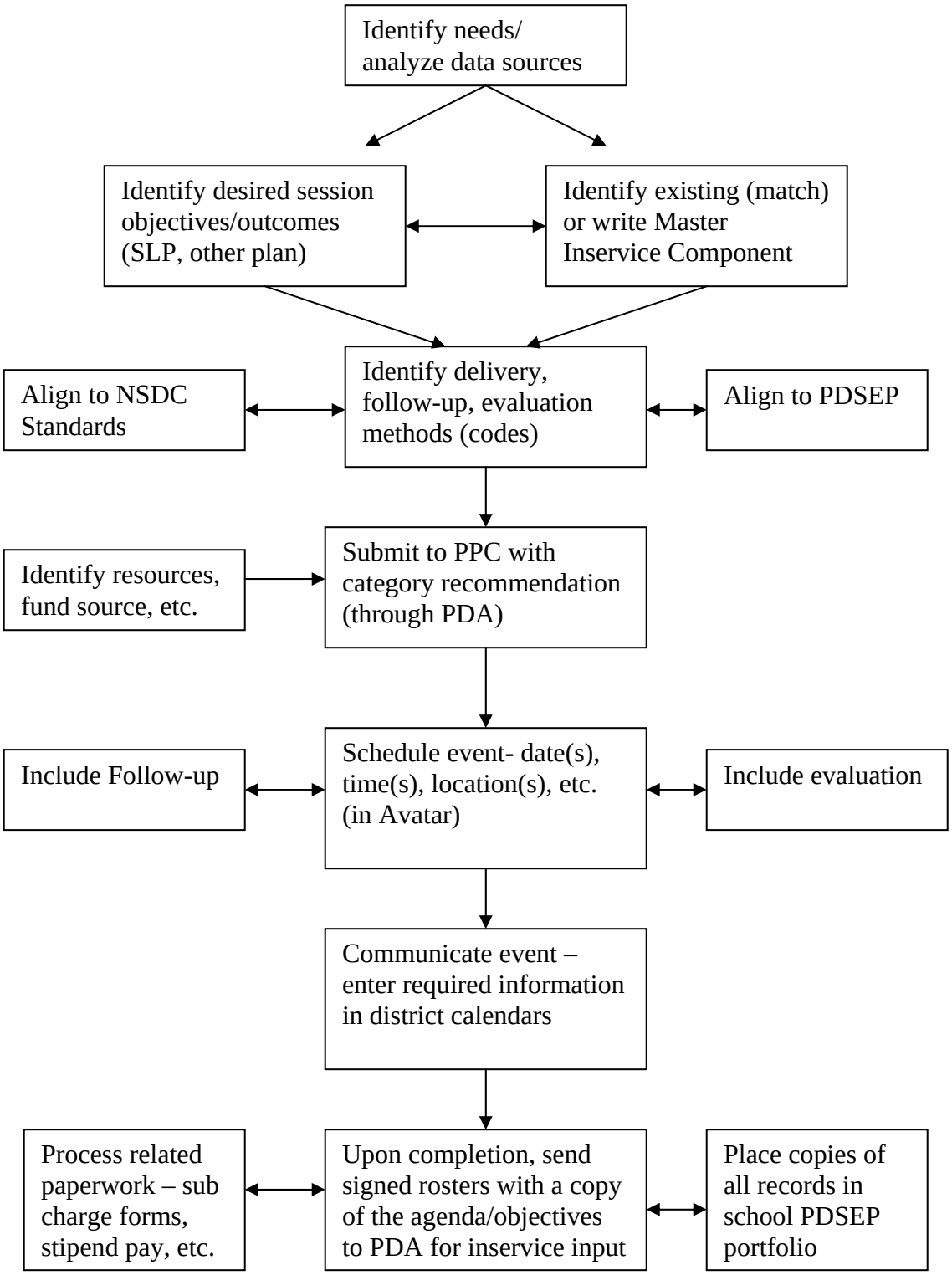Planning a Site-based Professional Development Event