



Marketing and Cooperative Education Association

MCEA



Christy Rutherford
MCEA President

Saturday & Sunday, July 18 & 19

9:00 a.m. - 4:00 p.m.

Entrepreneurship Workshop

University Plaza - Arkansas

Advance Registration Required:

http://dese.mo.gov/divcareered/business_ed_index.htm

Monday, July 20

7:00 a.m.

MCEA Headquarters

University Plaza - Bull Shoals

9:00 a.m. - 4:00 p.m.

Entrepreneurship Workshop

University Plaza - Arkansas

Advance Registration Required:

http://dese.mo.gov/divcareered/business_ed_index.htm

9:30 a.m.

Missouri ACTE Board of Directors Meeting

University Plaza - Oklahoma

MCEA President and President-elect attend this All-Division Meeting

11:30 a.m. - 4:30 p.m.

Looking Long Term: Investment Strategies in Difficult Time - (Personal Finance)

University Plaza - Kansas B

Advance Registration Required:

http://dese.mo.gov/divcareered/business_ed_index.htm

1:00 p.m. - 5:00 p.m.

New Business and Marketing Teacher Seminar

University Plaza - Colorado A

Advance Registration Required:

http://dese.mo.gov/divcareered/business_ed_index.htm

Monday, July 20 (Continued)

2:00 p.m. - 7:00 p.m.

Missouri ACTE Conference Registration

Springfield EXPO Center - Hall A & Hall 1 - 635 St. Louis St.

2:00 p.m. - 7:00 p.m.

Missouri ACTE Exhibits Open

Springfield EXPO Center - Hall A & Hall 1 - 635 St. Louis St.

5:00 p.m.

MCEA Board Meeting

Location: TBD

Presider: Christy Rutherford, MCEA President

MCEA board members are to meet in the hotel lobby at 4:45 p.m.

Tuesday, July 21

7:30 a.m.

All Missouri ACTE Committee Meetings

University Plaza Convention Center - Arizona

8:00 a.m. - 3:00 p.m.

Exhibits Open

Springfield EXPO Center - Hall A & Hall 1 - 635 St. Louis St.

8:00 a.m. - 5:00 p.m.

Missouri ACTE Conference Registration

Springfield EXPO Center - Hall A & Hall 1 - 635 St. Louis St.

8:45 a.m. - 9:45 a.m.

Missouri ACTE New Professional Reception

University Plaza Convention Center - Arizona & Georgia

Tuesday, July 21 (Continued)

10:00 a.m.

Opening General Session

Springfield EXPO Center - Hall B & C - 635 St. Louis St.

Opening Session Speaker - Chelonnda Seroyer; English Teacher; Educational Consultant; Madison, AL - Protégé of Harry Wong

Topic: "Creating a Customized Classroom Management Plan"

All MCEA Members should participate.

After the Opening Session, a Box Lunch is available for attendees in the EXPO Hall A & Lower Level

1:15 p.m. - 2:15 p.m.

General Session – Part 2

More with Chelonnda Seroyer

3:00 p.m. - 4:00 p.m.

Opening Session

University Plaza - Kansas A, B, C

General Program Announcements

Presenter: Debbie Moore

Debbie Moore has taught less than 10 years, but has made each minute count. Currently, she teaches marketing education at Sunrise Mountain High School in Glendale, Arizona, where she helped found the marketing program. The program has grown from eight students to over 250 students currently enrolled. She has received numerous awards at the state and national level. She established a DECA chapter and started the first student-run store on campus. In addition to DECA, Ms. Moore also helped the school establish the first FCCLA and SkillsUSA chapters. When not working with her classes and CTSO duties, she was an award winning coach of volleyball and track. She is truly a teacher and coach that can make a difference in the lives of her students today and in the future.

4:00 p.m. - 4:45 p.m.

DECA Board Meeting

University Plaza - Texas A

Prsider: Michael Baremore, DECA Board President

5:00 p.m.

MCEA Social

Big Whiskey (311 Park Central E; Springfield, MO)

Appetizer Buffet Provided

Wednesday, July 22

7:30 a.m. - 12:00 p.m.

MCEA Silent Auction

University Plaza - Kansas

Proceeds benefit the Missouri ACTE and MCEA PAC funds.

Wednesday, July 22 (Continued)

8:00 a.m. - 11:00 a.m.

Missouri ACTE Late Registration

University Plaza Hotel Lobby

Concurrent Session I

8:15 a.m. - 9:15 a.m.

DECA Written Events

University Plaza - Kansas A

Presenter: Stephanie Williams

Ownership and pride of work promotes excitement in the classroom. Written events provide this and more! The six research events and six chapter projects offer students a great opportunity to get a head start on research and writing college-level papers and also offer the teacher a way to incorporate more writing skills into the curriculum. How can this be done with less pain for both parties? Proper prior preparation prevents poor performance! This workshop presents techniques to keep students engaged in conducting, analyzing, and applying their research. Suggested time lines, project section explanations, and sample projects will be available for participant examination.

It Doesn't Have to be Boring! Project-Based Learning to Actively Engage Students in the Classroom (Repeated at 9:30 a.m.)

University Plaza - Kansas B

Presenter: Debbie Moore

This workshop will help teachers learn how to actively engage students in the classroom through project-based learning. Teachers will hear about past projects and get to ask questions about ideas for future use. There are tips for integration of all academic areas with hands-on learning opportunities. Critical thinking, problem solving and communication are practiced in PBL. Resources for implementing PBL will be shared. Teachers will learn how to keep students involved so there are less management issues and teachers will learn how projects can be differentiated to the learning styles of the class. This workshop is a must for the teacher that does not want a boring classroom setting.

The presentation will be e-mailed out to those that would like a copy. There will be no paper copies printed to be kind to the environment.

Entrepreneurship - Fun Activities Using Missouri REAL

University Plaza - Illinois

Presenter: Rachal Learue

Every business course has some entrepreneurship component to it. This session will give you fun activities and ideas on how to make Entrepreneurship fun for your students.

Wednesday, July 22 (Continued)

9:15 a.m. - 9:30 a.m.

Coffee Break

University Plaza - Kansas A

Concurrent Session 2

9:30 a.m. - 10:30 a.m.

It Doesn't Have to be Boring! Project –Based Learning to Actively Engage Students in the Classroom (Repeat of 8:15 a.m. Session)

University Plaza - Kansas B

Presenter: Debbie Moore

This workshop will help teachers learn how to actively engage students in the classroom through project-based learning. Teachers will hear about past projects and get to ask questions about ideas for future use. There are tips for integration of all academic areas with hands-on learning opportunities. Critical thinking, problem solving and communication are practiced in PBL. Resources for implementing PBL will be shared. Teachers will learn how to keep students involved so there are less management issues and teachers will learn how projects can be differentiated to the learning styles of the class. This workshop is a must for the teacher that does not want a boring classroom setting.

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Motivate This!

University Plaza - Kansas A

Presenter: Brenda Clark

Ever wonder why some of your student groups work (play) well together and others just can't get it done? Wonder no more. At the workshop you will learn your own motivational style and those of your peers and be provided the materials and lessons to learn what motivates your students. When you return in the fall you will have the perfect "formula" for dividing students into groups to work on projects both large and small.

9:30 a.m. - 10:30 a.m. (Continued)

Enhancement Grant Writing

University Plaza - Illinois

Presenter: Don Walker

Listen to information about writing Vocational-Technical Education Enhancement Grant proposals, ask questions and get answers in this session. Topics to be discussed include: due dates, application procedures, inventory, CIP codes, funding priorities, coding, invoices, changes and more.

Wednesday, July 22 (Continued)

10:00 a.m. - 2:00 p.m.

Certification Questions Answered by Debbie Butcher

University Plaza - Lobby

Debbie Butcher from DESE will be in the lobby to answer any question you may have concerning certification. Drop by and ask your question or just introduce yourself and visit with Debbie so you will know who at DESE is handling certification issues.

Concurrent Session 3

10:45 a.m. - 11:45 a.m.

DECA and the Classroom - Working Together to Create a Stronger Program

University Plaza - Kansas A

Presenter: Brenda Clark

A hands-on workshop designed to share ideas on how to seamlessly weave DECA into your marketing curriculum. Samples will include: identifying and utilizing role plays throughout the marketing units, using your community to support DECA, completing written events, and getting students to work smarter and harder as they prepare for competition.

Branding Your Program

University Plaza - Kansas B

Presenter: Matt Magnuson

Creating a brand and an image for a product is one of the most important steps for a new business. Why is your program any different? In this session, discuss how to brand your program so that students, parents, counselors, administrators and the community all know exactly what your program entails. This session details strategies to market your marketing program.

Cooperative Education Programs, Procedures, and Documentation (1st and 2nd Year Professionals)

University Plaza - Kansas C

Presenter: Janell Allred

10:45 a.m. - 11:45 a.m. (Continued)

Technical Skill Attainment (Perkins IV Requirement)

University Plaza - Illinois

Presenter: Kristie Davis

During this session, we will review the requirements for Perkins IV, Indicator Technical Skill Attainment. We will address performance measures and give participants the opportunity to ask questions and address issues they experienced during the first year of testing.

Wednesday, July 22 (Continued)

12:00 p.m.

MCEA Awards Luncheon and Business Meeting

University Plaza - Kansas A, B, C

Lunch

Business Meeting/Awards: Christy Rutherford & Stephanie Williams

1:30 pm - 2:45 pm

Competitive Events Changes and Their Relationship to Career Clusters

University Plaza - Kansas A, B, C

Speaker: Brenda Clark

DECA continues to strive to make the organization closely aligned to your marketing curriculum. The new changes in competitive events are designed to improve participation of first year members, help instructors prepare students for events, and align the events directly to the national curriculum and career clusters. Handouts will be provided detailing the changes.

Dessert Bar

3:00 p.m. - 3:45 p.m.

DECA Update from the State Office

University Plaza - Kansas A, B, C

Presenter: Gayla Hays, State DECA Advisor

Prsident: Michael Baremore, DECA Board President

3:30 p.m.

House of Delegates Meeting

University Plaza Convention Center - Iowa

3:45 p.m.

Regional DECA Meetings with Board of Directors

- | | | |
|------------------------|------------------|-------------------|
| • Districts 8 and 9: | Bryce Bunton | <i>Kansas A</i> |
| • Districts 4 and 10: | Carol Bolin | <i>Arkansas B</i> |
| • Districts 2 and 5: | David Okenfuss | <i>Texas A</i> |
| • Districts 1 and 3: | Cheryl Reichert | <i>Kansas B</i> |
| • Districts 11 and 12: | Michael Baremore | <i>Texas B</i> |
| • Districts 6 and 7: | Holly Martinez | <i>Kansas C</i> |

4:30 p.m.

Second Year Mentor/Protégé Meeting

University Plaza - Kansas A

Presenter: Bob Schrader, Marketing and Cooperative Education Content Expert

8:30 p.m.

All-Division Social

Ramada Oasis Hotel; 2550 N. Glenstone; Springfield, MO

Thursday, July 32

8:15 a.m. - 9:15 a.m.

Technical Skill Attainment: What's It All About?

University Plaza - Iowa

Panel Discussion Members: Christy Rutherford, Lee's Summit;

Brent Whelan, Jefferson City; and Brian Noller, Ft. Osage

This is a follow-up session from Wednesday's session on TSA's. This will be a panel discussion with individuals that have given TSA's and will relate experiences that they have learned. Come and learn *What's It All About* from those who have gone before.

8:15 a.m. - 9:15 a.m.

Virtual Business - Retailing 3.0

University Plaza - Colorado B

Presenter: Heather Hiebsch, Knowledge Matters, Inc.

Knowledge Matters' newly upgraded Virtual Business - Retailing 3.0 is a business and marketing curriculum that is centered around a highly visual computer simulation of a convenience store. Your students will learn and practice all the key business and marketing skills they'll need to succeed in business. This upgrade includes more lessons, all new graphics, greater product variety, dynamic store layout, new surprises, over 160 pages of reading material, role-based multiplayer, and auto-grader, new reports and more. Topics covered include: pricing, purchasing, staffing, promotion, financing, market research, targeted marketing, merchandising, security, location selection, advanced promotion, advanced merchandising, risks, supply and demand, financial statements, analyzing the competitions, business plan analysis and turnaround.

8:15 a.m. - 9:15 a.m. (Continued)

Strategies to Tackle Graduate Follow-up Reports

University Plaza - Illinois

Presenter: Elaine Metcalf

Reporting accurate data on our career education graduates is vital for MSIP purposes, as well as accountability for our programs. In this session, you will learn some strategies for contacting graduates and reporting the results.

8:30 a.m. - 9:45 a.m.

Carousels (Four 15-Minute Sessions)

University Plaza - Kansas A, B, C

10:00 a.m. - 10:45 a.m.

DESE Update and Adjournment

University Plaza - Kansas A, B, C

Presenter: Leslie Kerns

Prsident: Christy Rutherford, MCEA President

Review the past year and look ahead to issues important to Marketing and Cooperative Education

11:00 a.m.

MCEA Board Meeting

University Plaza - Kansas A

Newly elected MCEA Board Members should attend this brief meeting.

Thursday, July 23 *(Continued)*

1:00 p.m.

Missouri ACTE Board of Directors Meeting

University Plaza – Colorado