



*Sherry Bare, President*

# Marketing and Cooperative Education Association (MCEA)

## MONDAY, JULY 22, 2002

**7:00 a.m.**

**MCEA Headquarters**  
*Regents*

**9:30 a.m.**

**Missouri ACTE Board of Directors Meeting**  
*University Plaza - Oklahoma Room*

**11:00 a.m. - Noon**

**Mentor-A-Legislator Program**  
*University Plaza - Oklahoma Room*

**1:00 p.m.**

**First Year Teacher Workshop**  
*Hawthorn I*

For teachers in their first or second year as a  
Marketing or Cooperative Education teacher.

**1:00 p.m. - 7:00 p.m.**

**Missouri ACTE Conference Registration**  
*Jordan Valley Ice Park  
635 East Trafficway*

**1:00 p.m. - 7:00 p.m.**

**Exhibits Open**  
*Jordan Valley Ice Park  
635 East Trafficway*

**5:00 p.m.**

**MCEA Board Meeting**  
*Executive*  
Presider: Sherry Bare, President MCEA

**6:00 p.m. - 7:00 p.m.**

**Reception with Exhibitors**  
*Jordan Valley Ice Park  
635 East Trafficway*

## TUESDAY, JULY 23, 2002

**8:00 a.m.**

**All Missouri ACTE Committee Meetings**  
*University Plaza - Colorado Room*

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

**Exhibits Open**  
*Jordan Valley Ice Park  
635 East Trafficway*

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

**Missouri ACTE Conference Registration**  
*Jordan Valley Ice Park  
635 East Trafficway*

**8:00 a.m.**

**DECA Board**  
*Executive*  
Presider: Bob Schrader, President,  
DECA Board

**9:15 a.m. - 10:15 a.m.**

**Missouri ACTE New Professional Reception**  
*University Plaza - Oklahoma, Illinois &  
Colorado Rooms*

**10:30 a.m.**

**Missouri ACTE Opening General Session**  
*University Plaza Convention Center*

**12:15 p.m.**

**DECA Leadership Luncheon**  
*Gingers*  
Presider: Julie Lyman  
District Advisors, Competitive Event Directors,  
and the DECA Board of Directors (by invitation  
only)

## TUESDAY, JULY 23, 2002 (Continued)

1:00 p.m.

### New Member Welcome

*North Park*

Presenter: Association Officers

Presider: Sherry Bare

Orientation to professional organizations for new MCEA members.

1:30 p.m.

### MCEA Division Opening Session

*Hawthorn*

Presider: Sherry Bare, President

2:00 p.m.

### DECA Update

*Hawthorn*

Presenter: Dr. Julie Lyman

Presider: Bob Schrader

Information for the 2002-2003 school year will be presented, including changes in the DECA competitive events program, calendar of activities, and a review of the Missouri DECA website.

### VICA Update

*Executive*

Presenters: Shelly Wehmeyer and Paul Light

Presider: Kenley Jones

This session is for advisors and potential advisors of VICA chapters as part of the cooperative education program.

3:15 p.m.

### Regional DECA Meetings with Board of Directors

Presiders: Bob Schrader, DECA Board members

This session will allow for chapter advisors to meet with the DECA Board representatives to discuss items of interest for the improvement of DECA.

*Districts 8 & 9 Hawthorn I*

*Districts 4 & 10 Hawthorn II*

*Districts 2 & 5 Hawthorn III*

*Districts 1 & 3 Lecture Hall*

*Districts 11 & 12 Hawthorn II*

*District 6 & 7 Gingers*

6:00 p.m.

### Kathryn Beich Hospitality

*Hawthorn*

Sponsored by our friends at Kathryn Beich

Host: Ron Downs

## WEDNESDAY, JULY 24, 2002

8:00 a.m.

### CMSU Class

*Executive*

Presider: Susie Needles

8:30 a.m.

### Keynote Speaker

*Hawthorn*

"You Cannot Do This Alone"

Presenter: Jamie Vollmer

Presider: Sherry Bare

9:30 a.m.

### Coffee Break

9:30 a.m.

### Chat Table Moderators Meet

10:00 a.m.

### Chat Tables I

(Select a topic of interest for 45 minutes of moderated discussion)

- ♦ Advisory Committees (*Hawthorn I*)
- ♦ Preparing for DECA Competitive Events (*Lecture Hall*)
- ♦ Fund Raising (*Hawthorn III*)
- ♦ Curriculum Writing (*Hawthorn III*)
- ♦ Incorporating DECA into the Curriculum (*North Park*)
- ♦ Enhancement Grants (*Executive*)
- ♦ Sports Marketing (*Suite 916*)
- ♦ E-Commerce (*Hawthorn II*)
- ♦ Managing Coop Education (*Hawthorn I*)
- ♦ Marketing and Recruitment for Programs (*Gingers*)
- ♦ School Stores (*Hawthorn II*)
- ♦ Program Evaluation (*Hawthorn II*)

11:00 a.m.

### Chat Tables II

(Repeat of previous session. Pick a new topic to discuss or remain with Chat Tables I topic)

Noon

### MCEA Awards Luncheon

*Hawthorn*

Association award winners will be recognized.

Presider: Sherry Bare

## WEDNESDAY, JULY 24, 2002 (Continued)

1:30 p.m.

### CONCURRENT SESSION I

#### Managing A DECA Chapter

*Hawthorn I*

Presenter: DECA Advisor

Presider: Xanthe Riley

#### Vocational Administration for the Classroom Teacher

*Hawthorn II*

Presenter: Gene Reed

Presider: Dennis Bresnahan

This session is primarily for teachers in comprehensive high school programs. It will cover the administrative functions associated with Vocational programs, including core data, VEDS, finance, and MSIP standards.

#### Logistics: The Mainstream of Marketing

*Lecture Hall*

Presenter: Prime Representative

Presider: Pat Downey

#### MarkEd Materials

*Hawthorn III*

Presenter: Dr. Jim Gleason

Presider: Cindy Herman

A review of new curriculum materials available through MarkEd, the Pro-Tech software to manage curriculum planning, and current LAPS.

3:00 p.m.

### CONCURRENT SESSION II

#### Preparing for DECA Competitive Events

*Hawthorn I*

Presenter: DECA Advisors

Presider: Jay Cook

#### Preparing for 3rd Cycle MSIP

*Hawthorn II*

Presenter: Gene Reed

Presider: Blaine Brunkhorst

This session is for those scheduled for MSIP review during the 2002-2003 school year and others interested in the MSIP process.

## WEDNESDAY, JULY 24, 2002 (Continued)

3:00 p.m.

### CONCURRENT SESSION II (Continued)

#### Mark-Ed Materials

*Hawthorn III*

Presenter: Dr. Jim Gleason

Presider: Vicki Hillsman

Repeat of Concurrent Session I

#### Recruiting and Marketing Your Program

*Lecture Hall*

Presenters: Carol Bolin, Janell Allred

Presider: Cheryl Yung

This session will present details of a recruitment project used in a Marketing Education program plus general ideas for recruitment.

3:30 p.m.

#### House of Delegates Meeting

*University Plaza - Arizona Room*

4:00 p.m. - 5:30 p.m.

#### All Division Session: Curriculum Alignment - Best Practices

*Atrium Inn, 2550 North Glenstone*

Presenter: Dr. Wesley Bird, Director, Curriculum and Technology Integration, DESE

8:30 p.m.

#### Missouri ACTE All Division Social

*Remington's Entertainment Complex*

*1655 West Republic*

## THURSDAY, JULY 25, 2002

8:30 a.m.

### CAROUSELS

Four rotations of 20 minutes – select carousel presentations

*Hawthorn*

Presider: Cindy Herman

#### 2. Ralston Purina Project

Presenter: Terry Heller

This carousel explains how to incorporate community involvement with your Marketing II curriculum. This project allows the students an opportunity to work with a local business to conduct market research, develop a line extension, create advertising and promotional plans and, lastly, become a media buyer. Challenge your students with “real-life” marketing.

## THURSDAY, JULY 25, 2002 (Continued)

8:30 a.m.

### **CAROUSELS (Continued)**

#### **3. The Great Game of Business**

Presenter: Dave Tobey

Incorporating the "Great Game of Business" in your marketing/management class.

#### **4. Media Coverage in your Community**

Presenter: Nancy Krider

The presentation will consist of tips for getting published and receiving free broadcast time about your DECA Chapter and Marketing Program.

#### **5. To Market ... To Market**

Presenter: Cindy Stone

This project has been developed based on years of experience at actual retail markets. Share the experience of "going to market" with your students.

#### **6. Wrapping Up Your Promotions Unit**

Presenter: Sheli Ray

After talking about advertising, sales promotion, publicity and personal selling what do you do? Come see how I try and wrap it all up in one easy package.

#### **7. E-Commerce**

Presenter: Pam Crader

Learn about a unit that you could add to your marketing, sales, or computer class about putting an item for sale on the internet and how on-line sales sites work.

#### **8. Advertising Course**

Presenter: Angie Syron

Learn about a semester-long course where the students learn about and create each different type of promotion (advertising, publicity, sales promotions). Receive the course outline, some activities, and some scoring guides.

#### **9. Decade Marketing Project**

Presenter: Marci Boland

This is a new way and fun way to get your students to look at doing research and making a fun presentation to the class.

## THURSDAY, JULY 25, 2002 (Continued)

8:30 a.m.

### **CAROUSELS (Continued)**

#### **10. Activities in Sports Marketing**

Presenter: Teri Swift

Learn about various activities to use in a sports marketing unit or class.

#### **11. Regional Commerce and Growth: Selling a City**

Presenter: Bennet Sweet

Have students do a realistic project to "sell a city!"

#### **12. Marketing Review Games**

Presenter: Michelle Totra

Eighteen different games to review your students about marketing competencies.

#### **13. Character Education and DECA**

Presenter: David Jordan

Discussion about the character education project conducted by Central DECA members as a pilot for the school district, Chamber of Commerce and Missouri Western State College. The project overview, activities, and lesson plans will be made available to participants.

#### **14. Toyota International Teacher Program**

Presenter: Christine Kindle

Learn how to spend two weeks in Japan learning about the culture, educational system, and businesses. The best part is it's free!

#### **15. Have your Ducks in a Row for Your First Meeting with the Training Supervisor**

Presenter: Shari Janss

What do you need to have before your first meeting at the training station? What should you have done? Find the answers to these and other questions at this session.

#### **16. Coop Evaluation Form**

Presenter: Lisa Matzker

Learn about an easy form to use to individualize the evaluation form for each training station and work station.

THURSDAY, JULY 25, 2002 (Continued)

8:30 a.m.

**CAROUSELS (Continued)**

**17. Delta Epsilon Chi Sharing**

Presenter: Julie Lyman

Advisors of Delta Epsilon Chi have time to share.

**18. New Teacher Structured Sharing**

Presenter: Linda Wolf

A discussion group for new teachers to share successes, as well as problems encountered during their first year(s).

**19. E-Commerce Competencies**

Presenter: Gary Lunkenheimer

Get the results of a doctoral project regarding e-commerce competencies.

**20. Advertising - Critiquing and Analyzing Magazine Ads and Ad Styles**

Presenter: Sally Ann Nance

This is a fun, easy, end-of-year activity for those seniors who just want "out of here!" They put together a notebook of ads. The first part is gathering and analyzing ads. The second part is recognizing ad styles. The packet includes basic information, scoring guides, a quiz and a test (complete with study guide and answer key!). Beneficial, yet easy to do and easy to grade.

10:30 a.m.

**MCEA Business Meeting**

*Hawthorn*

Presenter: Sherry Bare

11:15 a.m.

**Update from the State Office**

*Hawthorn*

Presenter: Gene Reed

Presenter: Cindy Herman

A review of the past year and a look ahead at issues important to Marketing and Cooperative Education teachers.

THURSDAY, JULY 25, 2002 (Continued)

11:30 a.m.

**Conference Adjournment**

Noon

**MCEA Board Meeting**

*Executive*

Presenter: Cindy Herman

Newly elected MCEA board members should attend this brief meeting.

1:00 p.m.

**Missouri ACTE Board of Directors**

*University Plaza - Colorado Room*