**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

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 (Continued)

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.

3:00 p.m.

CONCURRENT SESSION II

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.
CAROUSEL (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.

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
   Presider: Sherry Bare

11:15 a.m.

Update from the State Office
   Hawthorn
   Presenter: Gene Reed
   Presider: Cindy Herman
   A review of the past year and a look ahead at
issues important to Marketing and Cooperative
Education teachers.