### PRE-CONFERENCE SESSION

**Sponsoring Division:** Business, Marketing and Cooperative Education

**Title of Presentation:** New Secondary Career and Education Business and Marketing Teachers’ Seminar

**Presenter:** DESE Business, Marketing & Cooperative Education and Selected Teachers

**Target Audience:** Business and Marketing Education Teachers (0-3 years’ experience)

**Brief Summary of Session:** Topics will include curriculum, instructional resources, classroom management, advisory committees, supervised business experience and cooperative education programs, professional development opportunities, FBLA, DECA and others. Experienced teachers will share tips and techniques they have found successful. Each attendee will receive a copy of their respective resource information.

**Dates and Times:** Monday, July 23, 2007 - 1:00 p.m. to 5:00 p.m.

**Location:** University Plaza - Kansas B/C Room

**Attendance:** Restricted to MBEA and MCEA members.

**Pre-Registration Required:** Registration will be on the Website at [http://dese.mo.gov/divcareered/conferences.htm#MBEA](http://dese.mo.gov/divcareered/conferences.htm#MBEA) and [http://dese.mo.gov/divcareered/conferences.htm#Marketing](http://dese.mo.gov/divcareered/conferences.htm#Marketing)

**No Fee Charged**

**Division Contact:** Jerri Snodgrass, Supervisor, Business, Marketing, & Cooperative Education Ph: 573-526-4456; E-Mail: jerri.snodgrass@dese.mo.gov

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**Pre-CONFERENCE SESSION**

**Sponsoring Division:** Special Needs

**Title of Presentation:** Getting Secondary Students with Disabilities Ready to Transition to the Post-Secondary Environment

**Presenter:** Julia Bunch, Assistant Dean, Disability Support Services, OTC

**Target Audience:** MBEA and MCEA Members and Special Needs Personnel

**Brief Summary of Session:** Symposium on the Missouri College Guidebook prepared by the Missouri Association on Higher Education and Disability, 2006

**Dates and Times:** Monday, July 23, 2007 - 9:00a.m. to 12:00 p.m.

**Location:** The Oasis Hotel, 2550 North Glenstone

**Attendance:** Open to MBEA and MCEA members

**Pre-Registration Required:** Registration will be on the Website at [http://dese.mo.gov/divcareered/conferences.htm#MBEA](http://dese.mo.gov/divcareered/conferences.htm#MBEA) and [http://dese.mo.gov/divcareered/conferences.htm#Marketing](http://dese.mo.gov/divcareered/conferences.htm#Marketing)

**No Fee Charged**

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_Terri McQuerry_  
2006-2007 MCEA President
PRE-CONFERENCE SESSION

Sponsoring Division:
Business, Marketing and Cooperative Education

Title of Presentation:
Leadership Workshop - Poverty Simulation

Presenter:
Missouri Association for Community Action (MACA)

Target Audience:
MBEA and MCEA Members

Brief Summary of Session:
Community Action Poverty Simulation

Dates and Times:
Tuesday, July 24 - 7:30 a.m. to 10:00 a.m.

Location:
University Plaza Convention Center- Nebraska Room

Attendance:
Restricted to MBEA, MCEA, FBLA, PBL, DECA, DELTA Members

Pre-Registration Required:
On the MBEA/MCEA Registration; Limited to 80;
http://dese.mo.gov/divcareered/conferences.htm#MBEA and
http://dese.mo.gov/divcareered/conferences.htm#Marketing

No Fee Charged

Division Contact:
Tonya Skinner, MBEA Secretary
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Missouri ACTE/MCEA Summer Conference Program
Springfield, MO - July 23-26, 2007

The University Plaza’s Bull Shoals Room will serve as headquarters for the MCEA Summer Conference.

Monday, July 23

7:00 a.m.
MCEA Headquarters
University Plaza - Bull Shoals Room

9:00 a.m. - Noon
Pre-Conference Session: Getting Secondary Students with Disabilities Ready to Transition to the Postsecondary Environment

Oasis Hotel
The Missouri College Guidebook by the Missouri Association on High Education and Disabilities will be the textbook for this symposium. The Guidebook includes sections on How To Use This Guide, Documentation, Laws, Transition, Preparation, Financial Aid and Resources.
Presenter: Julia Bunch, Disability Support Services, OTC
Advance registration required, no charge
http://dese.mo.gov/divcareered/conferences.htm#MBEA

Monday, July 23 (Continued)

9:30 a.m.
Missouri ACTE Board of Directors Meeting
University Plaza - Oklahoma Room
MCEA President and President-Elect attend this all division session

1:00 p.m. - 5:00 p.m.
Pre-Conference Session: New Secondary Career Education Business and Marketing Teachers’ Seminar

University Plaza - Kansas B&C Room
Registration required; no charge, see form at:
http://dese.mo.gov/divcareered/conferences.htm#MBEA
Refreshments will be provided.
Monday, July 23 (Continued)

3:00 p.m. - 7:00 p.m.
Missouri ACTE Conference Registration Open
Springfield EXPO Center - Hall A&B - 635 E. St. Louis St.

Missouri ACTE Exhibits Open
Springfield EXPO Center - Hall A&B - 635 E. St. Louis St.

5:30 p.m.
MCEA Board Meeting & Dinner
University Plaza - Kansas A Room
Presider: Terri McQuerry, MCEA President

Tuesday, July 24

7:30 a.m. - 10:00 a.m.
Pre-Conference Session: Leadership Workshop -
Poverty Simulation
University Plaza Convention Center - Nebraska Room
This poverty simulation is being conducted by the Missouri Association for Community Action, Inc. The Community Action Poverty Simulation (CAPS) is a unique tool to educate everyone about the day to day realities of life with a shortage of money and an abundance of stress. CAPS is a copyrighted tool made available by the Missouri Association for Community Action to organizations that want to promote a greater understanding of poverty.

Advanced registration required; no charge
http://dese.mo.gov/divcareered/conferences.htm#MBEA
Continental breakfast provided.

Tuesday, July 24 (Continued)

MBEA Hands-on Computer Lab
Advance registration recommended because of limited space. As space permits, onsite registration is possible at the starting time at workshop location. For registration form and description, see:
http://dese.mo.gov/divcareered/conferences.htm#MBEA
Ozarks Technical Community College

8:00 a.m. - 10:00 a.m.
2A. Google Tools for Business
(Demonstration)
OTC Technical Education Center - Room 110
Presenter: Ryan Teeter; Mountain View, CA
Sponsored by Google, Inc.

8:00 a.m. - 10:00 a.m.
2B. Using Technology to Support Research and Presentation
OTC Technical Education Center - Room 108
Presenter: Christie Terry; Columbia, MO
Sponsored by e-Learning for Educators, University of Missouri

8:00 a.m.
DECA Board Meeting
University Plaza - Lake Ozark Room
Presider: Michael Baremore, DECA Board President

8:00 a.m.
All Missouri ACTE Committee Meetings
University Plaza Convention Center - Arizona room

8:00 a.m. - 3:00 p.m.
Missouri ACTE Exhibits Open
Springfield EXPO Center - Hall A&B - 635 E. St. Louis St.

8:00 a.m. - 5:00 p.m.
Missouri ACTE Conference Registration Open
Springfield EXPO Center - Hall A&B - 635 E. St. Louis St.

9:15 a.m. - 10:15 a.m.
Missouri ACTE New Professionals Reception
University Plaza Convention Center - Arizona/Georgia Rooms
Tuesday, July 24 (Continued)

10:30 a.m.
Missouri ACTE Opening General Session – Part 1
Springfield EXPO Center - Hall C - 635 E. St. Louis St.
Keynote Speaker: Dr. Harry K. Wong
All MCEA members should participate.

Note:
After the Opening Session - Part I, a complimentary box lunch is available for attendees - Springfield EXPO Center - Hall A&B - 635 E. St. Louis St.

1:30 p.m. - 3:00 p.m.
Missouri ACTE Opening General Session - Part 2
Springfield EXPO Center - Hall C - 635 E. St. Louis St.
Keynote Speaker: Dr. Harry K. Wong

5:30 p.m.
MCEA Division Opening Session
University Plaza - Oklahoma Room
Presider: Terri McQuerry, MCEA President

6:00 p.m.
Kathryn Beich Hospitality
University Plaza - Oklahoma Room
Host: Darelynn Merryman, Nestle/Kathryn Beich
Enjoy an opportunity to socialize with your fellow DECA Chapter Advisors, meet new friends, and our sponsors (and friends) from Nestle/Kathryn Beich Fundraising.

Wednesday, July 25

8:15 a.m.
MCEA Business Meeting
University Plaza - Colorado Room
Presider: Terri McQuerry, MCEA President
All members are encouraged to attend to cast their votes for the President-Elect and Board Member.

9:00 a.m.
Break
University Plaza - Colorado Room
Sponsored by McGraw Hill

9:15 a.m.
General Session
University Plaza - Colorado Room
Presenter: Jeff McCauley

CONCURRENT SESSIONS

10:45 a.m. - 11:45 a.m.
1. Welcome to VTECS Connect
University Plaza - Oklahoma Room
Presenter: Ken Potthoff, Decatur, GA
If you operate an internship component of your business or marketing program or teach cooperative career education, this premiere software demonstration is for you! VTECS Connect is a work-based learning management tool that helps reduce the paperwork hassle by using software to simply generate customized training agreements, instructional management plans, and more! You'll learn how this approach allows educators and business/industry representatives to work together closely to provide a viable work-based learning experience for students. And it allows providers to track the progress that the students are making in their programs. It is pre-loaded with 82 specialties with the capability of importing others. You will also see how other VTECS’ products can help you manage information like the state’s 16 career clusters.

Presenter: Ken Potthoff, Decatur, GA
Sponsored by VTECS
CONCURRENT SESSIONS (Continued)

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

2. Entrepreneur for a Day - Making it Happen (Repeat)

*University Plaza - Arkansas Room*

This presentation combines both economics and entrepreneurship in fun and hands-on activities that teachers in any discipline will be able to utilize in their classroom. By using "PlayDough™" modeling clay, students see first hand how businesses operate. Come in and see how this program can enhance your teaching activities.

Presenter: Gregory Valentine, Evansville, IN

3. The Sports Marketing Playbook

*University Plaza - Colorado A Room*

Concrete ideas and all of the necessary details to implement a multi-faceted sports marketing activity or project.

Presenter: Jeff McCauley, TheMarketingTeacher.com

4. “Why Do They Do That?”

*University Plaza - Colorado B Room*

Learn how to effectively identify the personality traits of your students (and co-workers). Topics that will be discussed are classroom dynamics, teaching strategies and implementing soft skills based on personality types.

Presenter: Eddie James, North Kansas City High School

12:00 p.m.

MCEA Awards Luncheon

*University Plaza Convention Center - Arizona Room*

Presider: Terri McQuerry, MCEA President

All MCEA members are invited to join us for a delicious luncheon as we salute our association award winners and Years of Service recipients. Luncheon ticket required.

CONCURRENT SESSIONS

1:00 p.m. - 2:00 p.m.

5. I’ve Got All the Questions!

*University Plaza - Colorado A Room*

Ever been to a conference and had to listen to a speaker who “had all the answers?” No need to worry about that, because in this session you will simply get all the questions. Examine the ways in which we can differentiate our marketing programs.

Presenter: Jeff McCauley, TheMarketingTeacher.com

Wednesday, July 25 (Continued)

1:00 p.m. - 2:00 p.m. (Continued)

6. MAX Learning

*University Plaza - Colorado B Room*

Are you looking for a way to cut your lecture prep time down to nothing while actually getting kids to read the material? Come and get introduced to the MAX teaching style.

Presenter: Rob Eckhoff, Rolla Technical Institute

7. DECA District Advisors Meeting

*University Plaza - Lake of the Ozarks Room*

All District Advisors should attend this meeting to discuss the revised district handbook, share ideas with fellow District Advisors, and learn about your role with the State Action Team.

Presenter: Christopher Young, Supervisor, Business, Marketing and Cooperative Education

2:00 p.m. - 3:00 p.m.

Everything Google

*University Plaza Convention Center - Nebraska Room*

There’s much more to Google than just search. Come learn how Google’s free tools (Mail, Calendar, Docs and Spreadsheets, Picasa, Earth, Finance and much more) can enhance your teaching and empower your students to take their business skills to the next level. Also discover the many Google resources specifically designed for business education. Come explore with us and find out more at google.com/businesseducators.

Presenter: Ryan Teeter, Mountain View, CA

Sponsored by Google, Inc.

MCEA agenda continued on next page.
Wednesday, July 25 (Continued)

3:15 p.m.

Regional DECA Meetings with Board of Directors
Facilitators: DECA Board Members
This session will allow for the chapter advisors to meet with the DECA Board Representatives to discuss items of interest for the improvement of DECA.

Districts 8 & 9      Renee Revis
                    University Plaza - Colorado A Room
Districts 4 & 10     Carol Bolin
                    University Plaza - Colorado B Room
Districts 2 & 5      Dave Okenfuss
                    University Plaza - Lake Ozark Room
Districts 1 & 3      David Jordan
                    University Plaza - Taneycomo Room
Districts 11 & 12    Michael Baremore
                    University Plaza - Texas A Room
Districts 6 & 7      Holly Martinez
                    University Plaza - Texas B Room

3:30 p.m.

Missouri ACTE House of Delegates Meeting
University Plaza - Iowa Room

4:00-6:00 p.m.

2007-2008 Second Year Mentor/Protégée Planning
University Plaza - Kansas C Room
Light snacks will be provided.

8:30 p.m.

Missouri ACTE All-Division Social
The Oasis - 2550 N. Glenstone

Thursday, July 26

7:30 a.m.

Coffee Break
University Plaza Convention Center - Arizona Room

8:30 a.m.

DECA Update from the State Office
University Plaza Convention Center - Arizona Room
Presenter: Christopher Young, Supervisor, Business, Marketing and Cooperative Education

Thursday, July 26 (Continued)

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

Writing Vocational - Technical Education Enhancement Grants
University Plaza - Kansas C Room
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, etc.
Presenter: Don Walker, Jefferson City

9:30 a.m.

CAROUSELS
University Plaza Convention Center - Arizona Room
Presider: Shelli Ray, MCEA President-Elect
Carousels are one of the favorite activities at any professional development conference! Review the Carousel Presentation list before arriving and select your favorite four topics of interest. Each carousel will last 20 minutes and there will be four rotations.

11:00 a.m.

DESE Update and Adjournment
University Plaza Convention Center - Arizona Room

11:30 a.m.

MCEA Board Meeting
University Plaza - Taneycomo Room
Newly elected MCEA Board Members should attend this brief meeting.

1:00 p.m.

Missouri ACTE Board of Directors Meeting
University Plaza - Colorado Room
MCEA President and President-Elect attend this all division session.