



**Terri McQuerry**  
2006-2007 MCEA President

# Marketing and Cooperative Education Association (MCEA)

## 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> and <http://dese.mo.gov/divcareered/conferences.htm#Marketing>

**No Fee Charged**

**Division Contact:**

Jerri Snodgrass, Supervisor  
Business, Marketing, & Cooperative Education  
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## 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, FBPA, 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 form will be on the Website at <http://dese.mo.gov/divcareered/conferences.htm#MBEA> and <http://dese.mo.gov/divcareered/conferences.htm#Marketing>

**No Fee Charged**

**Division Contact:**

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# 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  
Phone: 573-887-4024  
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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.

**3:00 p.m. - 7:00 p.m.**

### 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

Presenter: 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

Presenter: 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

Presenter: Terri McQuerry, MCEA President

**6:00 p.m.**

### Kathryn Beich Hospitality

University Plaza - Oklahoma Room

Host: Darellynn 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

**7:30 a.m.**

### DECA Leadership Breakfast

University Plaza Convention Center - Arizona Room

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

By invitation. District Advisors, Competitive Event Directors, State Officer Advisors, Leadership Academy Directors and DECA Board of Directors.

**7:30 a.m.**

### MCEA New Members' Breakfast

University Plaza Convention Center - Arizona Room

Presenter: Terri McQuerry, MCEA President

By invitation.

## Wednesday, July 25 (Continued)

**8:15 a.m.**

### MCEA Business Meeting

University Plaza - Colorado Room

Presenter: 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

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

**MCEA agenda continued on next page.**

## 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

## CONCURRENT SESSIONS (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

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

### 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](http://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*

Presenter: 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.