## Monday, July 21

7:00 a.m.

**MCEA Headquarters**  
University Plaza - Bull Shoals Room

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.

**Business & Marketing New Teacher Seminar**  
University Plaza - Colorado A Room

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

**Missouri ACTE Conference Registration & Exhibits Open**  
EXPO Center - Hall A & Hall 1 - 635 E. St. Louis Street  
Registration Hosts: TBA

3:00 p.m. - 5:00 p.m.

**DECA Board Meeting**  
University Plaza - Kansas A Room  
Presider: David Jordan, DECA Board President

5:30 p.m.

**MCEA Board Meeting @ Millie’s Cafe**  
Millie's Cafe - 313 South Jefferson  
Presider: Shelli Ray, MCEA President  
MCEA Board Members are to meet in the hotel lobby at 5:20 p.m.

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## Tuesday, July 22 (Cont.)

8:00 a.m. - 9:30 am

**Bass Pro Corporate Office Tour**  
2500 East Kearney Dr., Springfield  
Free - Registration and photo ID required.

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

**Missouri ACTE Exhibits Open**  
EXPO Center - Hall A & Hall 1 - 635 E. St. Louis Street

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

**Missouri ACTE Conference Registration Open**  
EXPO Center - Hall A & Hall 1 - 635 E. St. Louis Street  
Registration Hosts: TBA

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

**Prime Inc. Tour**  
2740 North Mayfair, Springfield  
Free - Registration required.

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

**Missouri ACTE New Professional Reception**  
University Plaza Convention Center - Arizona & Georgia Rooms

10:30 a.m.

**Missouri ACTE Opening General Session**  
EXPO Center - Hall B & C - 635 E. St. Louis Street  
Keynote Speaker: Ray McNulty  
All MCEA Members should participate.  
Note: After the Opening Session, a Box Lunch will be available for attendees in the EXPO Center - Hall 1

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**MCEA agenda continued on next page.**
Tuesday, July 22 (Cont.)

1:15 p.m. - 2:15 p.m.
Missouri ACTE General Session - Part 2

Programs of Study
Business, Management & Administration
University Plaza Convention Center - Georgia Room

3:00 p.m. - 4:00 p.m.
MCEA Division Opening Session

Hammons Field
Presider: Shelli Ray, MCEA President

6:10 p.m.
MCEA Night at Hammons Field

Host: Shelli Ray, MCEA President
Enjoy an opportunity to socialize with your fellow DECA Chapter Advisors, meet new friends, and watch the Springfield Cardinals take on the Arkansas Travelers. Gates open at 6:10pm; first pitch is at 7:10pm.; there is an all-you-can-eat buffet.
Pre-registration and ticket required.

Wednesday, July 23

8:15 a.m. - 9:15 a.m.
MCEA General Session: Seinfeld on Marketing

University Plaza - Kansas ABC Rooms
Presenter: Bill Gammell
Presider: Shelli Ray, MCEA President
All this time we thought Seinfeld was a show about “nothing.” Little did we know that peppered in its nine seasons were hidden, real-world marketing lessons taught by the masters themselves. From brand expectations to exclusivity, we’ll discuss current principles of marketing from the point of view of the show Seinfeld.

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

University Plaza - Kansas A Room

9:30 a.m. - 11:45 a.m.
Designing Group Work That Really Works

University Plaza - Texas Room
Speaker: Larry Michaelsen
When you use group assignments, do your students complain about:
• having to do more than their fair share of the work?
• not being able to keep their group working on the assigned task?
• one or two members dominating the group?
If so, the real problem isn’t your students — it’s your assignments. In this session, you’ll learn: 1) why the problems occur and 2) how to both prevent the problems and increase the effectiveness of the groups.

9:30 a.m. - 12:00 p.m.
MCEA Silent Auction

University Plaza - Kansas Room
Proceeds benefit Missouri ACTE and MCEA PAC Funds

7:30 a.m.
DECA Leadership Breakfast

University Plaza - Texas Room
Presider: 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 - Texas Room
Presider: Shelli Ray, MCEA President
By invitation.

8:00 a.m. - 11:00 a.m.
Missouri ACTE Late Registration Open

University Plaza - Lobby

Concurrent Session 1

9:30 a.m. - 10:30 a.m.
Pro+found: How to be Found by Being Profound

University Plaza - Kansas B&C Rooms
Speaker: Bill Gammell
No business can ever expect to be found in the crowded marketplace of today by screaming louder than competing companies or by making boring, beige products. In this session, we’ll discuss modern examples of companies that use the “5 principles of profundity” to stand out from the crowd and be found.


University Plaza - Colorado B Room
This dynamic session will encourage educators to focus on gratitude moments in and out of the classroom. Websites and books will be shared.
Presenter: Marcia Ritter, Lee’s Summit
Sponsored by Glencoe/McGraw-Hill Publishing

MCEA agenda continued on next page.
9:30 a.m. - 10:30 a.m.

Idiot's Guide to Differentiated Instruction

University Plaza Convention Center - Georgia Room

Are all your lessons lectures? Are they all videos, charts, or simply the same structure every day? This could be a symptom of your own learning style – and probably why two-thirds of your kiddos are bored! Come discover some easy steps to begin implementing differentiated instruction in your own classroom. You’ll learn tons of techniques that will allow you to wake-up the other two-thirds of the class!

Presenter: Kaysi Stanley, Webb City

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

Relationships: The Intricate Link

University Plaza - Kansas B&C Rooms

Speaker: Bill Gammell

Employee and customer relationships are not only essential to every business, but they are intricately linked. In this session, we’ll discuss powerful ideas to empower and inspire internal and external audiences.

Entrepreneurship Education: It’s Magic in the E-Generation Classroom

University Plaza Convention Center - Georgia Room

Have you ever wondered, “How can I get my students interested in these business and marketing topics?” Come to this session to discuss strategies to integrate entrepreneurship education into your courses and why it turns on the e-Generation. You will also meet Archie, the punked-out, pierced-up, tattooed failing high school student that started his own business. Also get information about a new Missouri program that provides curricula, training, and resources to secondary and postsecondary students and teachers to help the Missouri economy grow through hands on entrepreneurship education.

Presenter: James Stapleton, Southeast Missouri State

Tips and Tricks for Office 2007 from the Beginning!

University Plaza - Oklahoma Room

This session is for those individuals who have never attended one of Sharon's Tips & Tricks sessions. Original tips & tricks will be shared.

You can then attend the follow up session of "more" tips & tricks.

Presenter: Sharon Fisher-Larson, Elgin, IL

Sponsored by Glencoe/McGraw-Hill Publishing

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

Additional Speakers: TBA

University Plaza - Arkansas Room

12:00 p.m. - 1:30 p.m.

MCEA Awards Luncheon

University Plaza - Arizona Room

Presider: Shelli Ray, MCEA President

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

1:45 p.m. - 2:45 p.m.

MCEA Business Meeting

University Plaza - Kansas ABC Rooms

Presider: Shelli Ray, MCEA President

All members should attend to cast their votes for President-Elect and Board Member and receive updates concerning the professional organization.

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

DECA Update from the State Office

University Plaza - Kansas ABC Rooms

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

Presider: David Jordan, DECA Board President

Information for the 2008-2009 school year will be presented featuring a special segment on DECA’s work to realign the competitive events program to our curriculum and career clusters.

3:30 p.m.

Missouri ACTE House of Delegates Meeting

University Plaza Convention Center - Iowa Room

3:45 p.m.

Regional DECA Meetings with Board of Directors

Facilitators: DECA Board Members

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

Districts 8 & 9

University Plaza - Kansas A Room

Presider: Renee Revis

Districts 4 & 10

University Plaza - Arkansas B Room

Presider: Carol Bolin

Districts 2 & 5

University Plaza - Texas A Room

Presider: David Okenfuss

MCEA agenda continued on next page.
Regional DECA Meetings with Board of Directors (Cont.)

- Districts 1 & 3
  University Plaza - Kansas B Room
  Presider: David Jordan
- Districts 11 & 12
  University Plaza - Texas B Room
  Presider: Michael Baremore
- District 6 & 7
  University Plaza - Kansas C Room
  Presider: Holly Martinez

First & Second Year Mentor & Protégé Meeting

University Plaza - Kansas A Room
Presenter: Bob Schrader, Marketing & Cooperative Education Content Expert

DESE CTE Mentoring Training

University Plaza - Colorado A Room
Have you been teaching at least 3-5 years? Are you excited about your profession and desire to share your enthusiasm with new teachers? Are you willing to commit to helping someone new to your profession? You might be a candidate for the DESE CTE Mentoring Program. Attend this session and learn about the qualifications, the rewards and the training available to become a mentor in this state program. This program will also brush up your mentor skills if you have served as a mentor previously.
Presenter: Nancy Fedorchak, Warrensburg

Writing Vocational-Technical Education Enhancement Grants

University Plaza - Colorado A 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, DESE Career Education

G.R.E.A.T. – Gratitude Radiates, Enriches, and Teaches (Repeat)

University Plaza - Colorado B Room
This dynamic session will encourage educators to focus on gratitude moments in and out of the classroom. Websites and books will be shared.
Presenter: Marcia Ritter, Lee's Summit
Sponsored by Glencoe/McGraw-Hill Publishing

DESE Update and Adjournment

University Plaza - Iowa & Georgia Rooms
Presenter: Leslie Kerns, Director, Business, Marketing and Cooperative Education
Presider: Shelli Ray, MCEA President
A review of the past year and a look ahead at issues important to Marketing and Cooperative Education Educators.

MCEA Board Meeting

University Plaza - Iowa & Georgia Rooms
Presider: Kim LeCuru, Supervisor, Business, Marketing and Cooperative Education
Newly elected MCEA Board Members should attend this brief meeting.

Missouri ACTE Board of Directors Meeting

University Plaza - Colorado Room
MCEA President and President-Elect attend this All-Division session.