



Marketing and Cooperative Education Association

MCEA

Shelli Ray
MCEA President



The MCEA Convention Headquarters is at the University Plaza - Bull Shoals Room

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

Prsider: David Jordan, DECA Board President

5:30 p.m.

MCEA Board Meeting @ Millie's Cafe

Millie's Cafe - 313 South Jefferson

Prsider: Shelli Ray, MCEA President

MCEA Board Members are to meet in the hotel lobby at 5:20 p.m.

Tuesday, July 22 (Cont.)

8:00 - 9:30am

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

Tuesday, July 22

8:00 a.m.

All Missouri ACTE Committee Meetings

University Plaza Convention Center - Arizona Room

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

Presenter: 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

7:30 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

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 - Texas Room

Presenter: Shelli Ray, MCEA President

By invitation.

8:00 a.m. - 11:00 a.m.

Missouri ACTE Late Registration Open

University Plaza - Lobby

Wednesday, July 23 (Cont.)

8:15 a.m. - 9:15 a.m.

MCEA General Session: Seinfeld on Marketing

University Plaza - Kansas ABC Rooms

Presenter: Bill Gammell

Presenter: 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.

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.

G.R.E.A.T. – Gratitude Radiates, Enriches, and Teaches (Repeated 4/24, 9:15)

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

Wednesday, July 23 (Cont.)

Concurrent Session 1 (Cont.)

9:30 a.m. - 10:30 a.m. (Cont.)

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

Concurrent Session 2

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

Wednesday, July 23 (Cont.)

Concurrent Session 2 (Cont.)

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

Additional Speakers: TBA

University Plaza - Arkansas Room

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

MCEA Awards Luncheon

University Plaza - Arizona Room

Presenter: 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

Presenter: 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

Presenter: 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

Presenter: Renee Revis

Districts 4 & 10

University Plaza - Arkansas B Room

Presenter: Carol Bolin

Districts 2 & 5

University Plaza - Texas A Room

Presenter: David Okenfuss

Wednesday, July 23 (Cont.)

3:45 p.m. (Cont.)

Regional DECA Meetings with Board of Directors (Cont.)

Districts 1 & 3

University Plaza - Kansas B Room

Presenter: David Jordan

Districts 11 & 12

University Plaza - Texas B Room

Presenter: Michael Baremore

District 6 & 7

University Plaza - Kansas C Room

Presenter: Holly Martinez

4:30 p.m.

First & Second Year Mentor & Protégé Meeting

University Plaza - Kansas A Room

Presenter: Bob Schrader, Marketing & Cooperative Education

Content Expert

5:30 p.m. - 6:30 p.m.

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

8:30 p.m.

Missouri ACTE All-Division Social

The Oasis - 2550 N. Glenstone

Thursday, July 24

8:00 a.m. - 10:00 a.m.

Carousels

University Plaza Convention Center- Iowa & Georgia Rooms

Presenter: Christy Rutherford, MCEA President-Elect

Carousels are some 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 25 minutes and there will be four rotations.

Thursday, July 24 (Cont.)

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

Digital is Different: Creating Online Businesses for Established Brands

University Plaza Convention Center - Arizona Room

Learn key success factors for digital businesses for established brands like Cosmopolitan and Esquire. Get an overview of the digital media business from Hearst Digital Media's perspective and learn how the company built its business online.

Presenter: Chuck Cordray, New York, NY, Vice President, General Manager, Hearst Magazines Digital Media

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

10:15 a.m. - 11:00 a.m.

DESE Update and Adjournment

University Plaza - Iowa & Georgia Rooms

Presenter: Leslie Kerns, Director, Business, Marketing and Cooperative Education

Presenter: Shelli Ray, MCEA President

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

11:15 a.m.

MCEA Board Meeting

University Plaza - Iowa & Georgia Rooms

Presenter: Kim LeCuru, Supervisor, Business, Marketing and Cooperative Education

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.