



Stephanie J. Williams
MCEA 2010 President

Marketing & Cooperative Education Association

MCEA

Pre-Conference Sessions

Saturday-Monday, July 24 - 26

12:00 p.m. - 5:00 p.m. (Saturday)

9:00 a.m. - 5:00 p.m. (Sunday & Monday)

Entrepreneurship Teaching Institute

University Plaza - Arkansas

Lunch Provided

Sponsoring Division: Business, Marketing and Information Technology Education

Presenters: Kellie Reese and Tammy Crowley

Target Audience: Restricted to MBEA and MCEA Members

Brief Summary of Session: Designed for educators who want to promote the importance of entrepreneurship and leadership skills in any classroom, as well as those who want to develop a semester course for entrepreneurship, this informative and interactive professional institute will be led by experienced entrepreneurship teachers.

The content for the three day institute program will be drawn from the innovative lesson plans and activities of Missouri's new entrepreneurial skills curriculum, *BEST: Building Entrepreneurial Skills Today ... for Tomorrow's Leaders*. High school teachers from any subject area will learn to create integrated activities and projects using entrepreneurship as a learning context to increase student engagement. Be among the first to experience the program elements of BEST! Participants will receive a selection of entrepreneurship activities they can use with youth in a variety of classroom settings.

Attendance Restricted to Division.

Pre-Registration Required.

Fee Charged: None

Division Contact: Leslie Kerns
Email: Leslie.Kerns@dese.mo.gov
Phone: 573-751-4367

Monday, July 26

1:00 p.m. - 5:00 p.m.

New Business and Marketing Teacher Seminar

University Plaza - Colorado A

Sponsoring Division: Business, Marketing and Information Technology Education

Presenter: DESE Business, Marketing and Information Technology Staff and Selected Teachers

Target Audience: Business and Marketing Teachers (0-3 years' experience)

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

Attendance Restricted to Division. (Restricted to business and marketing teachers)

Pre-Registration Required.

Fee Charged: None

Division Contact: Leslie Kerns
Email: Leslie.Kerns@dese.mo.gov
Phone: 573-751-4367

MCEA Agenda continued on next page

MCEA Conference Agenda

Conference Theme: It's Time for MCEA

Saturday, July 24, 2010

12:00 p.m. - 5:00 p.m.

Pre-Conference Session: Entrepreneurship Teaching Institute

University Plaza - Arkansas

Sunday, July 25, 2010

9:00 a.m. - 5:00 p.m.

Pre-Conference Session: Entrepreneurship Teaching Institute

University Plaza - Arkansas

Advance registration required.

Monday, July 26, 2010

9:00 a.m. - 5:00 p.m.

Pre-Conference Session: Entrepreneurship Teaching Institute

University Plaza - Arkansas

Advance registration required.

9:30 a.m.

Missouri ACTE Board of Directors Meeting

University Plaza - Colorado

1:00 p.m. - 5:00 p.m.

Pre-Conference Session: New Business and Marketing Teacher Seminar

University Plaza - Colorado A

There is no charge. Refreshments will be provided.

Advance registration required.

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

Missouri ACTE Conference Registration

Springfield EXPO Center - Hall A & B - 635 St. Louis St.

Monday, July 26, 2010 (Cont.)

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

Exhibits Open

Springfield EXPO Center - Hall A & B - 635 St. Louis St.

Tuesday, July 27, 2010

7:30 a.m.

All Missouri ACTE Committee Meetings

University Plaza Convention Center - Arizona

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

Exhibits Open

Springfield EXPO Center - Hall A & B - 635 St. Louis Street

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

Missouri ACTE Conference Registration

Springfield EXPO Center - Hall A & B - 635 St. Louis St.

8:45 a.m. - 9:45 a.m.

Missouri ACTE New Professional Reception

University Plaza Convention Center - Arizona & Georgia

10:00 a.m.

Opening General Session

Springfield EXPO Center - Section C - 635 St. Louis St.

Opening Session Speaker - Dr. Rita Pierson

12:15 p.m.

Lunch Break

1:00 p.m.

Welcome and Opening Remarks

University Plaza - Kansas A, B, C

Presenter: Stephanie Williams, MCEA President, Cameron HS

MCEA Agenda continued on next page

Tuesday, July 27, 2010 (Cont.)**1:15 p.m. - 2:00 p.m.****TSA Q & A***University Plaza - Kansas A, B, C*

Panel: Stephanie Williams, Cameron HS; Tracy Christie, Fort Osage CTC; Kristie Davis, DESE

2:15 p.m. - 3:15 p.m.**Opening Session***University Plaza - Kansas A, B, C*Presenters: Sylvester Chisom and Arthur Shivers, Co-Owners of Showroom Shine Express Detailing and authors of *The Young Entrepreneur's Guide to Success***Young & Successful! 7 Steps to Encourage Success Through Entrepreneurship**

Passion, confidence, staying focused, the networking mindset, the importance of image, the opportunity in the word "no", and the importance of execution are pivotal aspects of being a success in today's world. The presenter's motivating, inspiring, engaging style promises to provide you with valuable information for you and your students.

4:00 p.m. - 6:00 p.m.**Social***Ebbet's Field; 1027 East Walnut St.; Springfield, MO; 417-865-5050***Wednesday, July 28, 2010****8:00 a.m. - 11:00 a.m.****Missouri ACTE Late Registration***University Plaza Hotel - Lobby***Concurrent Session I****8:15 a.m. - 9:15 a.m.****It's Time for a Challenge, the Entrepreneurship Challenge***University Plaza - Kansas A*Presenter: Patty Palmer, UMKC Center for Economic Education
This event is new to the state of Missouri ... in fact Missouri is the only state offering this Challenge. Learn how you and your students may participate this next school year. Operation Outreach will demonstrate a "mini-Entrepreneurship Challenge" and explain how the simulation works! Over 60 students participated in February 2010 from schools in the Kansas City region and NW Missouri.

Facilitator: Vicki Hillsman

Wednesday, July 28, 2010 (Cont.)**Concurrent Session I (Cont.)****8:15 a.m. - 9:15 a.m.****It's Time to Explore Silver Dollar City***University Plaza - Kansas B*

Presenter: Mike Woody, Sales and Promotions Director

Mike Woody directs all group sales and business-to-business sales/promotion strategies for the Silver Dollar City, Branson, Missouri properties. He'll share some details about the company, tips on preparing tomorrow's workforce and discuss business trends.

Facilitator: Dave Okenfuss

It's Time for Red Crow Marketing*University Plaza - Kansas C*

Presenter: Ron Marshall, Founder and President of Red Crow Marketing Inc.

Ron Marshall is founder and president of Red Crow Marketing Inc., a full-service advertising agency and production house based in Springfield, Mo. Get the inside scoop on the marketing industry, what you can do to prepare your students for their career and much more!

Facilitator: Carol Bolin

9:15 a.m. - 9:30 a.m.**Coffee Break****Concurrent Session II****9:30 a.m. - 10:30 a.m.****It's Time for a Challenge, the Entrepreneurship Challenge***University Plaza - Kansas A*

Presenter: Patty Palmer, UMKC Center for Economic Education

This event is new to the state of Missouri ... in fact Missouri is the only state offering this Challenge. Learn how you and your students may participate this next school year. Operation Outreach will demonstrate a "mini-Entrepreneurship Challenge" and explain how the simulation works! Over 60 students participated in February, 2010, from schools in the Kansas City region and NW Missouri.

Facilitator: Valerie Allen

Wednesday, July 28, 2010 (Cont.)**Concurrent Session II (Cont.)**

9:30 a.m. - 10:30 a.m.

It's Time to Learn about the Marketing Internship*University Plaza - Kansas B*

Presenter: Christy Rutherford, Lee's Summit West HS

It's here ... *The Marketing Internship Manual!* This is the first time this year-long project is being shared with teachers. This session will look at the structure and features of *The Marketing Internship Manual*. Come get a sneak peak of this great teacher resource!

Facilitator: Terri Keith

It's Time for Monsanto and Social Media: Using Web 2.0 in Day-to-Day Marketing Communication*University Plaza - Kansas C*

Presenter: Kathleen Manning and Tyne Morgan, Monsanto

The evolving online world is now focused on one-on-one interactions and information sharing. Everyone has a voice and businesses are losing power over their online reputation. Monsanto web specialists Kathleen Manning and Tyne Morgan will walk you through the new interactive web, social media, search engine optimization and what this means for businesses like Monsanto.

Facilitator: Matt Magnuson

Show Me the Money: Grant Writing Basics*University Plaza - Arkansas A*

Do you have great ideas to enhance your teaching and student learning but lack the funding to make your dreams a reality? Learn more about grant writing basics from this veteran successful grant writer. Come prepared to focus on your goals and dreams for your program and explore fantastic grant possibilities.

Presenter: Marcia J. Ritter, CFCS

Facilitator: Vicki Kimzey

10:00 a.m. - 2:00 p.m.**Debbie Butcher, Certification Answers***University Plaza - Ballroom Lobby*

DESE's own, Debbie Butcher, will be here to answer any questions you may have concerning your certification. Drop by and ask your question(s) or just introduce yourself in order to know the person at DESE that handles your certification.

Wednesday, July 28, 2010 (Cont.)**Concurrent Session III**

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

It's Time to Invest in BEST (Building Entrepreneurial Skills Today)*University Plaza - Kansas A*

Presenter: Kellie Reese, Bloomfield HS and Denise Bader, Ste. Genevieve HS

Are you looking for ways to encourage students to think about their future, developing leadership skills and an entrepreneurial mindset? This session will give teachers a quick overview of Missouri's new entrepreneurial skills curriculum, BEST: Building Entrepreneurial Skills Today ... for Tomorrow's Leaders!

It's Time to Learn about the Marketing Internship*University Plaza - Kansas B*

Presenter: Christy Rutherford, Lee's Summit West HS

It's here ... *The Marketing Internship Manual!* This is the first time this year-long project is being shared with teachers. This session will look at the structure and features of *The Marketing Internship Manual*. Come get a sneak peak of this great teacher resource!

Facilitator: Terri Keith

It's Time for Monsanto and Social Media : Using Web 2.0 in Day-to-Day Marketing Communication*University Plaza - Kansas C*

Presenters: Kathleen Manning and Tyne Morgan, Monsanto

The evolving online world is now focused on one-on-one interactions and information sharing. Everyone has a voice and businesses are losing power over their online reputation. Monsanto web specialists Kathleen Manning and Tyne Morgan will walk you through the new interactive web, social media, search engine optimization and what this means for businesses like Monsanto.

Facilitator: Janell Allred

12:00 p.m.**MCEA Awards Luncheon and Business Meeting***University Plaza - Arizona*

Business Meeting/Awards: Stephanie Williams, Cameron HS, and Christy Rutherford, Lee's Summit West HS

Wednesday, July 28, 2010 (Cont.)**1:30 p.m. - 2:45 p.m.****DECA's Brand Essence***University Plaza - Kansas A, B, C*

Presenters: Stephanie Williams, Cameron HS, and Tracy Christie, Fort Osage CTC

At the heart of every successful brand is a strong message that clearly identifies the brand promise. To reach all of DECA's audiences and update its brand, DECA's new messaging components are contemporary, clarified, and articulated; yet still hold true to its brand promise. Learn about the updated DECA brand to capture the essence of our organization and communicate it to all of DECA's key audiences and the resources available within DECA.

2:45 p.m. - 3:00 p.m.**Dessert Bar***University Plaza - Kansas A, B, C***3:00 p.m. - 3:45 p.m.****DECA Update***University Plaza - Kansas A, B, C*

Presenter: Gayla Hays, Missouri DECA State Advisor

3:30 p.m.**House of Delegates Meeting***University Plaza Convention Center - Iowa***3:45 p.m.****Regional DECA Meetings with Board of Directors**

- ♦ Districts 11 & 12 Michael Baremore Kansas C
- ♦ Districts 4 & 10 Carol Bolin Texas A
- ♦ Districts 8 & 9 Bryce Bunton Texas B
- ♦ Districts 6 & 7 Holly Martinez Kansas B
- ♦ Districts 1 & 3 Cheryl Reichert Kansas A
- ♦ Districts 2 & 5 Sara Whelan Taneycomo

8:30 p.m.**All-Division Social***The Ramada Oasis - 2550 N. Glenstone***Thursday, July 29, 2010****8:30 a.m. - 9:45 a.m.****Carousels***University Plaza - Kansas A, B, C*

Four – 15 minute mini-sessions will provide you with an array of topics. Listen, learn and share ideas.

10:00 a.m. - 10:45 a.m.**DESE Update and Adjournment***University Plaza - Kansas A, B, C***11:00 a.m.****MCEA Board Meeting***University Plaza - Kansas A***1:00 p.m.****Missouri ACTE Board of Directors Meeting***University Plaza - Colorado*