



Tracy Christie  
MCEA 2012 President

# Marketing & Cooperative Education Association



Updated July 12, 2012

## Pre-Conference Sessions & Conference Agenda

### Monday, July 23, 2012

9:30 a.m.

**Missouri ACTE Board of Directors Meeting**

*University Plaza - Colorado Room*

10:30 a.m. - 5:00 p.m.

**New Business and Marketing Teacher Seminar**

*University Plaza - Colorado A Room*

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

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

Brief Summary of Session: Experienced business and marketing teachers will share tips and techniques they have found successful. Learn what DESE does for you and discover what you need to know in order to be informed. Each attendee will receive a copy of the Business Education Resource Book and Marketing Education Resources.

Attendance: Restricted to business and marketing teachers.

Pre-Registration Required. Fee Charged: None. Lunch is provided.

Strand: DESE Information

1:00 p.m. - 6:00 p.m.

**Missouri ACTE Conference Registration**

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

1:00 p.m. - 6:00 p.m.

**Exhibits Open**

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

### Monday, July 23, 2012 (Cont.)

6:00 p.m. - 8:00 p.m.

**MCEA Board Meeting**

*Mille's Café - 313 S. Jefferson - (417) 831-1996*

### Tuesday, July 24, 2012

8:00 a.m. - 2:00 p.m.

**Exhibits Open**

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

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

**Missouri ACTE Conference Registration**

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

8:00 a.m.

**All Missouri ACTE Committee Meetings**

*University Plaza Convention Center - Arizona Room*

10:00 a.m.

**Opening General Session**

*Springfield EXPO Center - Hall C - 635 St. Louis St*

Welcome; Awards; President-Elect Speeches

**"Preparing All Students for College, Careers and Success in the 21st Century"**

Speaker: Michelle Shearer, 2011 National Teacher of the Year

**Upon adjournment of Opening General Session  
New Professionals/New Teacher Institute Luncheon**

*Springfield EXPO Center - Hall 1 - 635 St. Louis St*

*MCEA Agenda continued on next page*

## Tuesday, July 24, 2012 (Cont.)

2:30 p.m. - 2:45 p.m.

### MCEA Welcome

*Kansas Room*

2:45 p.m. - 3:30 p.m.

### Connecting the Common Core and CTE: "Signposts" to Guide the Journey Toward College and Career Readiness

*Kansas Room*

Presenter: Michelle Shearer, National Teacher of the Year

Description: Teachers of all subject areas strive to provide students with the skills and habits of mind needed to succeed in school, the workplace, and in life. The Common Core Standards support this mission by providing "clear signposts along the way to the goal of college and career readiness for all students," including students with academic and vocational interests and students with special needs. Michelle Shearer, 2011 National Teacher of the Year, will discuss strategies for connecting the Common Core Standards to any discipline and incorporating 21st century competencies into daily lessons. She will also share insights from her national travels and educational exchanges with teachers in China, Japan, and Singapore and highlight instructional themes that connect us all.

4:30 p.m. - 5:30 p.m.

### C.O.R.E.: Concentrating on Realistic Education

*Oklahoma Room*

Presenters: Michelle Conrad and Larae Watkins\*

Description: Concentrating on Realistic Education (C.O.R.E.) is a collaborative effort with the Missouri Center for Career Education, the Missouri Department of Elementary & Secondary Education, and the University of Central Missouri to integrate common core state standards with Career and Technical Education. This session will focus on sharing the process used to develop materials and professional development activities for teachers. We'll introduce participants to the tools developed to date, the professional development structure, and online materials.

4:30 p.m. - 5:30 p.m.

### Engaging Activities for Entrepreneurship

*Texas Room*

Presenters: Denise Bader and Kari Lemmings\*

Description: Denise and Kari will share some activities that can be used to get students involved in an entrepreneurship class or just a unit in another class.

## Tuesday, July 24, 2012 (Cont.)

4:30 p.m. - 5:30 p.m.

### The Entrepreneurs of Tomorrow are Sitting in Your Classroom!

*Colorado A*

Presenter: Pat Palmer\*

Description: How do educators nurture the "E in Me" for the students in our classrooms today? What are the risks, really? Hear the stories (and find them in the Dropbox) of many successful youth who have been successful in starting their own businesses. Learn about the Entrepreneurship Challenge hosted by the Missouri Council on Economic Education each Fall and how your students will benefit from this experience. This session will be packed with information and classroom ready!

7:00 p.m.

### Missouri ACTE Night at the Ball Game

## Wednesday, July 25, 2012

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

### Missouri ACTE Late Registration

*University Plaza Hotel Lobby*

## Concurrent Session I

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

### If You Build It, They Will Be Engaged

*Kansas A Room*

Presenter: Raghil Muhammad, Ferguson-Florissant School District

Description: This session will focus on strategies that can be used to make a highly engaged classroom. This session will be highly interactive and engaging.

### Don't Get Distracted with What is New and Shiny

*Kansas B Room*

Presenter: Matt Sellmeyer, Schilling/Sellmeyer & Associates

Description: There is a place for "new media" but it is about balance because branding still happens with traditional marketing mediums.

**Wednesday, July 25, 2012 (Cont.)****Concurrent Session I (Cont.)**

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

**The Ugly Side of Marketing***Kansas C Room*

Presenter: Dan Reiter, Springfield Cardinals

Description: Sales is the ugly side of promotions, advertising, and marketing that students often ignore, pass over, and fear. Hear how to give every student a sales mentality to help them prepare for EVERY job.

**Teaching Economics and Personal Finance Through Multimedia***Oklahoma Room*

Presenter: Gigi Wolf\*

Description: Using podcasts, video and other multimedia can be a fun and interactive way to help students understand economic and personal finance concepts. The Federal Reserve Bank has developed a variety of resources to help teach key concepts such as how to manage credit, understanding supply vs. demand and much more. This session will provide an introduction to these resources and how they can be used in a classroom setting. Session attendees will receive a comprehensive list of all available resources and how to access them.

**Concurrent Session II**

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

**Adapt or Die: Advertising in the Age of Social Media***Kansas A Room*

Presenter: Mar'Ellen Felin, Springfield Business Journal

Description: Social media is changing the complexion of communication in general and forcing companies, advertising agencies and media outlets to adapt their mindset and ways. Is social media the free panacea we've all been waiting for? Are counting friends and followers a measure of marketing success? What can companies benefit most from social media? Take a critical look at how social media fits in the four P's of a marketing plan.

**Don't Get Distracted with What Is New and Shiny***Kansas B Room*

Presenter: Matt Sellmeyer, Schilling/Sellmeyer &amp; Associates

Description: There is a place for "new media," but it is about balance because branding still happens with traditional marketing mediums.

**Wednesday, July 25, 2012 (Cont.)****Concurrent Session II (Cont.)**

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

**Adapting to Change***Kansas C Room*

Presenter: John Richardson, Director of Sales and Marketing, Dixie Stampede Dinner Attraction

Description: Generational change impacts the travel and tourism industry quite a bit. Find out what one family attraction is doing about it.

**How about Some Common Core with Your Personal Finance?***Arkansas Room*

Presenter: Patricia Palmer\*

Description: How does a Personal Finance course help prepare graduates to be college and career ready? Are you ready for the transition to Common Core? Be prepared to implement these new standards in your Personal Finance course this year! In this session we will share strategies and curriculum that will put you at the head of the class for implementing Common Core! Bring your plans to share with the group!

**Literacy in the Business Education Classroom***Oklahoma Room*

Presenter: Stacie Smith\*

Description: Are you wondering how to implement common core reading and writing requirements into your business education curriculum? Do you wonder how you can implement one more new initiative? This session will go through practical applications on how you can use informational texts in your business education classroom within the curriculum you are already teaching.

**Concurrent Session III**

10:20 a.m. - 11:20 a.m.

**DECA Train the Trainer***Kansas A Room*

Presenter: Cara Posegate, Professional Development Advisor

Description: Empowers chapter advisors to effectively use DECA in the classroom to promote student-centered learning through rigorous and relevant DECA activities.

**Wednesday, July 25, 2012 (Cont.)****Concurrent Session III (Cont.)**

10:20 a.m. - 11:20 a.m.

**Destination Marketing – From the Inside Out***Kansas B Room*

Presenters: Laura Whisler, Sean Dixon, Steve Ross, and Susan Wade, Springfield CVB

Description: Learn how a mid-tier city utilizes traditional and emerging media to "cut through the clutter" in the competitive tourism market place. Topics will include paid media advertising, publication production, social/digital media, public relations and graphic design.

**Using Lines and Graphs in Marketing?!***Kansas C Room*

Presenter: Richard Wood, Fort Osage CTC

Description: Learn how to integrate math concepts into marketing, while discussing profits and projections.

11:30 a.m. - 1:00 p.m.

**MCEA Luncheon and Business Meeting***Illinois Room*

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

**The Social YOU***Kansas Room*

Speaker: Mark Quinn

Description: What does the social media landscape mean to you? Are you keeping up? Are you using new media to your advantage? Learn about what Leggett and Platt has done over the past five years to stay relevant and promote their company and products.

2:00 p.m. - 2:15 p.m.

**Cake Break***Kansas Room*

2:15 p.m. - 3:00 p.m.

**DECA Update***Kansas Room***Wednesday, July 25, 2012 (Cont.)**

3:00 p.m. - 4:00 p.m.

**Regional DECA Meetings**

Districts 1 & 3	<i>Kansas A Room</i>
Districts 2 & 5	<i>Kansas B Room</i>
Districts 4 & 10	<i>Kansas C Room</i>
Districts 6 & 7	<i>Texas A Room</i>
Districts 8 & 9	<i>Texas B Room</i>
Districts 11 & 12	<i>Taneycomo Room</i>

**Concurrent Session IV**

3:20 p.m. - 4:20 p.m.

**Customize Your Business & Marketing Curriculum***Illinois*

Presenter: Brandy Robertson\*

Description: Called upon to teach many subjects within the program area of business and marketing education? Then come and learn about our new Build Your Own Pathway program. With more than 45 curriculum units from which to choose, create a curriculum that will satisfy all your classroom needs. From professional communications to Microsoft® Office® to selling to financial management, each unit contains engaging multimedia lessons, time-saving lesson plans, thought-provoking student activities and career-related projects, creating the perfect curriculum to facilitate learning and increase retention.

**Ten Best Apps for Business Education***Oklahoma Room*

Presenter: Carla Boulton\*

Description: More and more applications are coming on the market for both OS and Droid platforms. This session will show you the best of the best apps for business education.

3:30 p.m.

**House of Delegates Meeting***University Plaza Convention Center - Iowa Room*

7:30 p.m. - 10:30 p.m.

**All-Division Social***The Ramada Oasis - 2550 N. Glenstone*

## Thursday, July 26, 2012

7:30 a.m. - 8:30 a.m.

### Reporting Perkins/Career Education Student information

*Colorado A Room*

Presenter: Connie O'Brien\*

Description: What's new with Perkins, TSA's and career education? This workshop will bring you up to date!

8:00 a.m. - 9:15 a.m.

### Carousels

*Kansas Room*

Listen, learn and share ideas at the 15 minute mini-sessions.

8:40 a.m. - 9:40 a.m.

### From High School to Small Business Owner via a Unique Entrepreneurial Program at Missouri Western State University

*Arkansas Room*

Presenter: Carol Roevers\*

Description: Learn about a unique program in the Craig School of Business at Missouri Western State University that could enable your students — should they major in business at MWSU — to become entrepreneurs within six months of their graduation from MWSU. This program is the result of a 3-way public/private partnership among Missouri Western State University in St. Joseph, Missouri; Rocky Mountain Chocolate Factory in Durango, Colorado; and Steven L. Craig, entrepreneur, CEO of Craig Realty Group in Newport Beach, CA, and benefactor of the Craig School of Business at MWSU. The goal of the collaboration is the "creation" of entrepreneurs — graduates of the MWSU School of Business — who will own and operate RMCF stores. Each year, seniors in good standing in the Craig School of Business compete to own/operate a Rocky Mountain Chocolate Factory store. Currently, 7 stores are operating in 6 states with an 8th store set to open in November. The competition involves passing an applied entrepreneurship business class and writing and presenting a business plan to a panel of judges which includes university officials, entrepreneurs, RMCF representatives, and Steven Craig. Typically, more than one store is awarded each spring. Come learn more about this unique program that enables students to become entrepreneurs, sooner rather than later.

## Thursday, July 26, 2012 (Cont.)

9:15 a.m. - 10:00 a.m.

### DESE Update

*Kansas Room*

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

### MCEA Board Meeting

*Kansas Room*

1:00 p.m.

### Missouri ACTE Board of Directors Meeting

*University Plaza - Colorado Room*

\* denotes an MBEA offered presentation.

