



David Jordan
MCEA President

MARKETING

Updated June 13, 2013

MCEA

MONDAY

JULY 22, 2013

9:30 A.M.

MISSOURI ACTE BOARD OF DIRECTORS MEETING

University Plaza - Colorado Room

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.

5:00 P.M. - 8:00 P.M.

MCEA BOARD MEETING

Mille's Café

TUESDAY

JULY 23, 2013

7:30 A.M.

ALL MISSOURI ACTE COMMITTEE MEETINGS

University Plaza Convention Center - Arizona Room

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.

TUESDAY

(CONT.)

JULY 23, 2013

8:45 A.M.

NEW PROFESSIONAL RECEPTION

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

Speaker: Andy Masters, National Author/Speaker

2:00 P.M. - 2:30 P.M.

MCEA WELCOME

Kansas Room

2:30 P.M. - 3:30 P.M.

BABY STEPS TO BECOMING A MILLIONAIRE

Kansas Room

Presenter: Christy Richardson, a curriculum advisor at Dave Ramsey's office

Description: Using the "baby steps" developed by financial expert Dave Ramsey, you will learn how to teach your students to become millionaires through saving, budgeting, avoiding debt, and investing. You will experience several interactive activities from the Foundations in Personal Finance curriculum that you can take back to the classroom and use with your students right away to enhance their knowledge of personal finance. You will also receive sample lessons to use as supplemental resources in the classroom.

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TUESDAY*(CONT.)***JULY 23, 2013****3:45 P.M. - 4:45 P.M.****The Transition to Common Core: a "Non-Content" Area Teachers' Guide***Kansas Room*

Presenter: Dr. Raghieb Muhammad, McCluer South-Berkeley High School

Description: This presentation will introduce tools that "non-content" area teachers can use to support the transition to the Common Core Standards. It will also offer creative reading and writing strategies, as well as innovative ways to incorporate rigor into the classroom curriculum.

4:30 P.M. - 5:30 P.M.**CONCURRENT SESSIONS****Reading the Tells - Learning How to Read Body Language**

Texas

Presenter: Jerry Balistreri

Description: Reading the Tells is a powerful training seminar that gives you practical techniques, tools, and strategies for understanding and using non-verbal communication for the highest impact and effectiveness. Become a highly respected, highly influential, and highly successful communicator! Whether you are a teacher, counselor, manager, principal, supervisor, sales rep, attorney, or HR professional, the degree of career success you enjoy is virtually dictated by your skills in communicating with others on the job.

Strand: Classroom Management

7:00 P.M. - 10:00 P.M.**SPRINGFIELD CARDINALS BASEBALL****WEDNESDAY****JULY 24, 2013****8:00 A.M. - 9:00 A.M.****CONCURRENT SESSION I****Mike's Favorite Tech Tips for Teaching Marketing***Kansas A Room*

Presenter: Michael Oliva

Description: In this presentation, there will be a listing and presentation of lots of online and tech tools that will help you be more effective in the classroom. Bring your device to be able to access these applications and tools while in the session. A Google login will be helpful to access many of the technologies.

WEDNESDAY*(CONT.)***JULY 24, 2013****8:00 A.M. - 9:00 A.M.****CONCURRENT SESSION I (CONTINUED)****Workforce Development: Human Capital for the New Economy***Colorado B*

Presenter: Patricia Palmer

Description: Are today's students graduating with the human capital they need to be employable in the New Economy? This session will present information from many sources concerning the skills our students will need, address the middle class employment challenges, how should we react and respond as educators and is Entrepreneurship a good solution?

Strand: Entrepreneurship

Pitch It!*Kansas B Room*

Presenter: Scott Moeller

Description: Pitch It! simulates creative & timely thinking and planning necessary for success in DECA role plays. It also assists in teaching the "pitch" process and branding elements within Business and Marketing classes. It embeds essential skills such as communication, team work, and time management while playing a fun interactive game.

Perkins, MOSIS and Career Ed*Kansas C Room*

Presenter: Connie O'Brien, DESE

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

8:00 A.M. - 11:00 A.M.**MISSOURI ACTE LATE REGISTRATION***University Plaza Hotel - Lobby***9:10 A.M. - 10:10 A.M.****CONCURRENT SESSION II****How to Use Competition University in the Classroom***Kansas A Room*

Presenter: Janell Allred, Clinton Technical School

Description: CU assists busy DECA advisors who want to give their students the best possible resource available to prepare for DECA competition.

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9:10 A.M. - 10:10 A.M.

CONCURRENT SESSION II (CONTINUED)**Cool Classroom Tools***Texas*

Presenter: Theresa Taylor

Description: The Internet is loaded with awesome free tools to use in your classroom. We will investigate some of the tools I use in my classroom and tools I have seen at various conferences. We will also have an electronic form available for attendees to share their favorite free online tool.

Strand: Information Technology

Are You Ready for the Mobile Explosion?*Kansas B Room*

Presenter: Elton Mayfield, ER Marketing

Description: Mobile marketing is exploding. The small screen is becoming the main screen. Mobile users are 3X more likely to buy than PC users. Your students live in mobile. The future of marketing is mobile. Are you ready? The intersection of local, mobile and social is redefining what marketing is. Bring your smart phone, your tablet and let's get ready.

Marketing Matters*Kansas C Room*

Presenter: Stu Dunlop (Missouri Southern State University); Jim Logan, and Ty Westergaard (Lincoln University); and Scott Taylor (Moberly Area Community College)

Description: Ever wonder how your high school marketing curriculum compares to the post-secondary curriculum? Let's compare notes.

10:20 A.M. - 11:20 A.M.

CONCURRENT SESSION III**When They Just Don't Care About Grades***Texas*

Presenter: Tonya Skinner

Description: Apathetic students are a teaching nightmare, but we all experience them. This session will discuss Jackson R-2 School's transition to an Advisory program, changes in grading theory, deciding what to grade and what not to grade, and the implementation of an ICU list for dealing with missing work and students who just "don't care." Learn about the frustrations and successes we've experienced and get ideas for ways you can integrate these principles into your own classrooms and schools.

Strand: Classroom Management

10:20 A.M. - 11:20 A.M.

CONCURRENT SESSION III (CONTINUED)

Title: TBA

Kansas A Room

Presenter: Stan Lippelman, Bass Pro

Description: TBA

Changing the Game with Innovation*Kansas B Room*

Presenter: Carolyn Handtke, Marketing Coordinator for Ozark Breads, Inc.

Description: Transforming your business using innovative marketing tactics focused on products, services and internal and external marketing messages.

Occupational Trends & Labor Market Highlights*Kansas C Room*

Presenter: Megan Segura and Laura Lester, MERIC

Description: Presentation will focus on current long and short-term occupational trends in Missouri. Other labor market indicators will be discussed and what they mean to different regions and different types of workers. Finally, there will be a brief overview of the Missouri Economic Research and Information Center and how our website can be a useful tool for educators and workforce developers.

11:30 A.M.-1:00 P.M.

LUNCHEON AND BUSINESS MEETING*Iowa Room*

1:00 P.M. - 2:00 P.M.

**THE TEACHER WHO NEVER MADE MISTAKES,
NEVER TRIED ANYTHING NEW***Kansas Room*

Presenters: John Fuenfhausen (Hickman HS), Becky Lehman (Morgan County HS), Julia Potter (California HS) and Sara Whelan (Owensville HS)

Description: Do you want some new ideas for your classroom? Thinking about teaching a different class? Help with the Common Core Standards? This Presentation will be an overview of the Advertising AND Retailing Curriculum-2013 Edition available from the MCCE website. Essential Questions cross-walked with Common Core Standards, Depth of Knowledge, and MBA Research Standards will be modeled. Instructional strategies, Instructional activities and Unit resources will be given.

WEDNESDAY

(CONT.)

JULY 24, 2013

2:00 P.M. - 2:15 P.M.

CAKE BREAK

Kansas Room

2:15 P.M. - 3:00 P.M.

DECA UPDATE

Kansas Room

3:00 P.M. - 4:00 P.M.

REGIONAL DECA MEETINGS

Districts 1 & 3 - *Taneycomo Room*

Districts 2 & 5 - *Kansas A Room*

Districts 4 & 10 - *Kansas B Room*

Districts 6 & 7 - *Kansas C Room*

Districts 8 & 9 - *Texas A Room*

Districts 11 & 12 - *Texas B Room*

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

*Ramada Plaza Hotel & Oasis Convention Center
2550 N. Glenstone*

THURSDAY

JULY 25, 2013

8:00 A.M. - 9:15 A.M.

Kansas Room

CAROUSELS

Choose from a variety of topics to enjoy. These are 20-minute presentations. You will have an opportunity to listen to four different topics.

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

Lunch served at noon.