



*Raghیب Muhammad
MCEA President*

2014 Missouri ACTE Summer Conference & Trade Show

July 21 - 24, 2014

*“Professional Development
Starts Here”*

Updated 7/15/14

MCEA (Marketing) Division

Program Change: All sessions are general sessions, not concurrent sessions.

Monday, July 21

9:30 a.m.

Missouri ACTE Board of Directors Meeting

University Plaza - Illinois Room

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

Missouri ACTE Conference Registration

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

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

Exhibits Open

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

6:30 p.m.

MCEA Board Meeting

Big Whiskey's Downtown - 311 Park Central East

Tuesday, July 22

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

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

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

Missouri ACTE Conference Registration

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

8:45 a.m.

New Professional Reception

University Plaza Convention Center - Arizona/Georgia/Iowa

Tuesday, July 22 (Cont.)

10:00 a.m.

Opening General Session

EXPO Center - Hall C - 635 St. Louis Street

Welcome; Awards; President-Elect Speeches;

Speaker: Ryan Underwood – “Be There. Be Ready. Be Willing.”

2:15 p.m. - 3:30 p.m.

Make the Most of Modern Marketing

Kansas Room

Marketers and clients alike get overwhelmed by how to balance traditional marketing with new trends like social media, content marketing and SEO/SEM. Atomicdust will walk you through the steps they use to create and market brands, and show how creating the proper foundation makes it easier to plan, launch and support the right marketing mix. Featured case study: Parkway School District CTE Branding

Presenters: Atomicdust: Mike Spakowski, Partner, Creative Director; Jesse McGowan, Partner, Account Director; Danielle Hohmeier, Online Account Director

3:30 p.m. - 4:30 p.m.

MBA Research Accredited Exemplary High School Program Process

Kansas Room

Get first hand information about the possibilities and problems that may arise with the process.

Presenters: Matt Magnuson and Dede Moore

4:30 p.m. - 6:30 p.m.

MCEA Social

University Plaza Hotel Lobby Bar

7:00 p.m. - 10:00 p.m.

Springfield Cardinals Baseball

Continued on next page

Wednesday, July 23

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

Missouri ACTE Late Registration

University Plaza Hotel Lobby

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

Econ, Personal Finance and Entrepreneurship: Content, Curriculum and Competitions

Kansas Room

The UMKC Center for Economic Education has expanded their programs and services; learn how the Center staff supports teachers and students for 21st Century skills and Common Core Standards.

Presenters: Patricia Palmer and Latoya Goree, UMKC Center for Economic Education

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

Encourage Entrepreneurship

Kansas Room

In this session, Sylvester highlights his unique journey to entrepreneurial success that started as a 17 year old high school kid. He shares his story of going from bootstrapping his business to having a nationally recognized brand. Sylvester discusses the link between encouraging entrepreneurship and student's success. He also elaborates on how applying the entrepreneurial mindset in the classroom and in life can help increase student success. The audience will most importantly be educated, inspired, and walk away with actionable items to help them to encourage their students to success in their future business or career aspirations.

Presenter: Sylvester Chisom

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

Break

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

Principles of Fearless Leadership

Kansas Room

Principles of Fearless Leadership authored by myself and published by Nathan Levy Books, LLC, will be shared with conference attendees. The points made in the book are based on the reality that everyone is a leader at some time in his or her career. A leader can be anyone who has goals to accomplish and who works with others. A leader is NOT just a person with a title. Awareness of, internalizing, and practicing the 'principles' will enhance career experiences and employment opportunities.

Presenter: Joseph Gulino

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

MCEA Luncheon

Location to be determined.

Wednesday, July 23 (Cont.)

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

Shake it up in Your Classroom

Kansas Room

Are you tired of doing the same exact things every year in your classroom? I am too. So this year I am making a big push to shake it up using new technology and even "flipping" parts of my class. Bring your laptop to bookmark and try many of these new technologies and methods!

Presenter: Michael Oliva

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

Preparing You to Prepare Your Students

Kansas Room

Let us help you to instill the importance of first impressions, professional resumes, social networking, the interviewing process and looking your best.

Presenters: Mike Sins and Bill Say, Men's Wearhouse

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

Cake Break

Kansas Room

3:15 p.m. - 4:15 p.m.

The Teen CEO

Kansas Room

Description: At only 16 years old this American entrepreneur, investor, technology and business consultant, award winning videographer, philanthropist and youth rights advocate will share some insight into the world of entrepreneurship.

Presenter: Jaylen Bledsoe

3:30 p.m.

House of Delegates Meeting

University Plaza Hotel - Illinois Room (Changed from last year)

4:15 p.m. - 5:00 p.m.

DECA Regional Meetings

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

All-Division Social

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

Continued on next page

MCEA (Marketing) Division Agenda *(Cont.)*

Thursday, July 24

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

Carousels

Kansas Room

Description: Choose from a variety of topics. You will have the opportunity to visit four tables for 20 minutes each.

9:30 a.m. - 10:00 a.m.

DECA Update

Presenter: Chrissy Bashore, State DECA Advisor

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

DESE Update

12:00 p.m.

Missouri ACTE Board of Directors Meeting

University Plaza - Colorado Room

Lunch served at 11:30 a.m.