



*Amy Franklin
MCEA President*

**2015 Missouri ACTE
Summer Conference & Trade Show
July 20 - 23, 2015
Agenda**

Updated 6/24/15

MCEA (MARKETING) DIVISION AGENDA

MONDAY, JULY 20

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 21

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

TUESDAY, JULY 21 (CONT.)

8:45 a.m.

New Professional Reception

*University Plaza Convention Center -
Arizona/Georgia/Iowa Rooms*

10:00 a.m.

Opening General Session

EXPO Center - Hall C - 635 St. Louis Street

Welcome; Awards; President-Elect Speeches;

Speaker: Adam Sáenz – “The Power of a Teacher”

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

Dine-Around Town

Area restaurants, located within walking distance of the Expo, will be open to serve our members. Many of the restaurants will be extending discounts and a few are opening only for our members, so they will require reservations. Go to <http://j.mp/1yKaEM> to see a list of the restaurants participating in the Missouri ACTE Dine-Around and go to <http://www.mo-acte.org/conferences/2015> for a list of the available restaurants, their websites, a price range, and whether or not reservations are required.

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MCEA (MARKETING) DIVISION AGENDA (CONT.)

TUESDAY, JULY 21 (CONT.)

GENERAL SESSIONS

MCEA attendees are encouraged to attend these great sessions.

1:30 p.m.

Adams Sáenz - Wellness of a Teacher

Expo Center - Hall C - 635 St. Louis Street

1:30 p.m.

Web 2.0 Sites

Expo Center - Hall 1 - 635 St. Louis Street

2:15 p.m.

Chamber of Commerce - What Employers are Looking For

Expo Center - Hall C - 635 St. Louis Street

2:15 p.m.

Useful Apps for Education

Expo Center - Hall 1 - 635 St. Louis Street

3:00 p.m.

Adam Sáenz – Stress Management & Community Building

Expo Center - Hall C - 635 St. Louis Street

3:00 p.m.

Dennis Harden on CTE Rubric

Expo Center - Hall 1 - 635 St. Louis Street

TUESDAY, JULY 21 (CONT.)

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

MCEA Opening Session

Marketing Survival Skills

Kansas Room

Presenter: Ron Marshall, Red Crow Marketing Inc. - President and Co-Owner of QB2 Associates

Description: The role of marketing continues to evolve and expand. The complexity of marketing initiatives and applications available today can be mind-boggling. At the same time, employer expectations are on the rise. More Chief Marketing Officers are feeling the pressure to demonstrate measurement and marketing results than ever before. These changes require the marketers of today to gain a better understanding of the specific strategic objectives required to be achieved through their efforts – from the perspective of their employers. Future marketers must acquire more business skills to survive in a world where services are being reduced to commodities. We'll discuss several at the presentation.

Participation required in order to receive wristband for MCEA Social.

6:00 p.m.

Convoy of Hope

Convoy of Hope is a faith-based, international, humanitarian-relief organization strategically based in Springfield. This will be your opportunity to volunteer for a one-hour time period from 6:00 p.m.-7:00 p.m. or from 7:30 p.m.-8:30 p.m., where you will be assisting with sorting, packing, counting, labeling items and various other projects that will be distributed through its program initiatives.

Volunteer time for attendees - for more information, go to: http://www.mo-acte.org/conferences/2015/convoy_of_hope-flyer.pdf.

To register, go to:

http://www.mo-acte.org/conferences/2015/convoy_of_hope-release_form.pdf

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MCEA (MARKETING) DIVISION AGENDA (CONT.)

WEDNESDAY, JULY 22

CONCURRENT SESSION I

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

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

Let Go and Let Them Learn (Project-based Learning)

Kansas Room

Presenter: Susan Schuette, MBA Research

Description: Wish your students would take more responsibility for their work? One way to encourage that is to implement active learning strategies, such as project-based learning. *High School of Business™* teachers are discovering lots of pent-up excitement with their business students as they transition to a modified project-based strategy. Their focus on challenging students to solve complex problems, and then getting out of their way, has led to a whole new level of engagement. In this session:

- Learn to work as a consultant as students take responsibility for their projects.
- Gain confidence with the idea of spending less time in front of your students and more time at their sides.
- Share some of the true nuts-and-bolts of the project-based concept, including concessions to needed testing and other more traditional pedagogies.
- Share implementation ideas for making the concept work in almost any school.

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

Using Google Classroom to Teach Personal Finance Online

Colorado B Room

Presenter: Gina Green, Bolivar High School

Description: Tips and techniques for teaching Personal Finance online using Google Classroom will be shared. This will be most useful for teachers at Google schools.

WEDNESDAY, JULY 22 (CONT.)

CONCURRENT SESSION I (CONT.)

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

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

Show Me the Infographic

Illinois Room

Presenter: Robin Robertson, Republic High School

Description: From the moment we wake up, we begin to use both sides of our brain in tandem, but so often our classrooms suggest the opposite: numbers and logic for left brain learners, visual and music for right brain learners. Implement the use of infographics in your classroom and learn to create with this wonderful tool to reach all learners. Infographics are artwork for the brain. These visual images often represent complicated information in a simplified form and help students make sense of data, research, or complex ideas. They are even more effective when students create them. This session will lead you through effective tools to balance writing instruction with creating infographics in your classroom no matter what your content area. This session will lead you through writing and digital activities that you can include in your own classroom to help students create the visual design, content (data), and knowledge to build an effective infographic for all audiences in any content area. This session will be most effective with access to technology.

Please bring your own personal device or laptop computer.

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

Missouri ACTE Late Registration

University Plaza Hotel Lobby

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MCEA (MARKETING) DIVISION AGENDA (CONT.)

WEDNESDAY, JULY 22 (CONT.)

CONCURRENT SESSION II

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

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

Get Them to the Stage ...

Kansas Room

Presenter: Susan Schuette, MBA Research

Description: This special session for student organization advisors comes with a wealth of ideas for enhanced student learning, including specific suggestions for helping DECA, and FBLA members compete. Participants in this session leave with:

- Specific suggestions for curriculum alignment.
- Access to online software to align classes with standards.
- Tips for preparing students to compete.
- Details on test structure.
- Ideas for specific, helpful resources.

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

The New Age of Technology on the College Campus

John Q Room

Presenter: Kate Haring, Missouri State University

Description: The transition from high school to college can be a trying one for many students. Enjoying the freedoms college brings while balancing new responsibilities can be challenging. The transition becomes even more difficult as college campuses continue to change and adapt, including the utilization of new technology and the inclusion of new student populations. Learn from Missouri State's Kate Haring, Enrollment & Recruitment Manager, and Vickie Hicks, Corporate Relations Specialist; about what trends exist in colleges today and what you can do to prepare your students.

CONCURRENT SESSION III

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

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

Personality Power Tools to Create a Winning Team

Kansas Room

Presenter: Kevin Meuret, DISC Training

Description: Corporations utilize personality testing in: hiring, promotions, and project selection. This interactive workshop will give you the basic understanding on these tools to better prepare your students for success.

WEDNESDAY, JULY 22 (CONT.)

CONCURRENT SESSION III (CONT.)

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

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

Photoshop Basics

Colorado A Room

Presenter: Sandy Morrow, Columbia Area Career Center

Description: Learn introductory level activities for Photoshop. Make selections, understand layers, special effects, and learn how to use photo correction tools.

Bring a fully charged laptop with Photoshop loaded.

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

MCEA Luncheon

Illinois Room

1:00 p.m. - 3:00 p.m.

Missouri Business and Marketing Teacher Educator Meeting

Board Room

Presenter: Lori Niekamp, BMIT Director

Description: For the post-secondary teacher educators across the state, this two-hour session will serve as the summer meeting. Topics will include certification updates and education program reviews.

CONCURRENT SESSION IV

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

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

Sink or Swim with Titanic!

Kansas Room

Presenter: Mary Kellogg, Co-owner Titanic Museum Attractions – Branson, MO & Pigion Forge, TN

Description: Students can swim with Titanic knowledge! A teacher shares her thoughts: "The Titanic is a great educational tool for teaching your children the history of the Titanic and about the people living during that time period. Hands on experiences are available." Learn how our exciting ship-shaped classroom is filled with history, hands-on experiments, mysteries to solve, and fascinating stories about real people and events. Learn about our virtual classroom studies.

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MCEA (MARKETING) DIVISION AGENDA (CONT.)

WEDNESDAY, JULY 22 (CONT.)

CONCURRENT SESSION IV (CONT.)

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

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

Using a Lotus Blossom to Create Student Ownership of CTSO's

Colorado A Room

Presenter: Kelly Edmondson, University of Central Missouri

Description: Using creative thinking techniques can help get your CTSO members out of a rut and excited about taking ownership of chapter activities. The Lotus Blossom, Organized Random Search, and Picture Stimulation, for example, can help your students plan events and brainstorm fundraising and recruitment ideas. If your chapter is struggling, the Fishbone Diagram can help your students discover the real problems in a situation instead of being sidetracked by mere symptoms. Creative thinking techniques are about changing the way you look at challenges so you can get out-of-the-box results. Anyone interested in tools to expand their thinking will benefit from this session.

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

A Royal Funeral: The Crowning of a New King

Kansas Room

Presenter: Dan Barker, Hint - Vice President of Marketing and Strategic Growth

Description: Content is King. We have all heard it and most of us have preached it. Ninety percent of the data in the world today has been created in the last two years alone. Now more than ever the power of storytelling is important. How can you tell stories that break through the noise? We will explore the makings of a good story, trends and how brands and companies are defining themselves. How do audiences made of up different demographics are connecting with those brands? Join Dan Barker, Vice President of Marketing and Strategic Growth, for a session to help you keep your story from becoming noise.

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

Cake Break

Kansas Room

WEDNESDAY, JULY 22 (CONT.)

CONCURRENT SESSIONS V

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

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

25 Truths: Life Principals of the Happiest and Most Successful Among Us

Kansas Room

Presenter: Ed Douglas, Author/Certified Financial Planner/Retired Citizens Bancshares Bank President and CEO

Description: In a time of declining morals and values in our country, America can use a moral compass to help restore what has made this nation great. Numerous studies and books document America' crisis in character and how more and more young people are turning away from the core values and founding virtues that have made America the world's leader. Author Ed Douglas will be discussing the book, 25 Truths: Life Principals of the Happiest and Most Successful Among Us. The principals discussed, understood and practiced, can literally change the world, one person at a time.

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

STEM and STATS Featuring "Barbie" in the Labor Force

Colorado A Room

Presenter: Barbara Flowers, Federal Reserve Bank of St. Louis

Description: More women are working, but has the type of work they do advanced similarly? What were the top occupations for women 20, 60, and 100 years ago, and how do those occupations compare with women's choices today? Using "Barbie" careers as a timeline, students examine women's participation in STEM activities while also becoming familiar with the use of statistics in telling a story.

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MCEA (MARKETING) DIVISION AGENDA (CONT.)

WEDNESDAY, JULY 22 (CONT.)

CONCURRENT SESSION V (CONT.)

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

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

VEI, a Workplace Simulation for Global Business!

Colorado B Room

Presenter: Cindy Boyd, Virtual Enterprises International, Inc

Description: This session is to inform Business and Marketing teachers of the advantages of the VEI program. Virtual Enterprises International (VEI) is an in-school entrepreneurship program and global business simulation that draws on the European tradition of apprenticeships, transforming students into business executives and classrooms into office settings. Open to all students, VEI empowers and motivates participants to develop a range of academic, business, technology and professional skills that prepare them for success in post-secondary education, employment and the community, and the global marketplace.

3:30 p.m.

House of Delegates Meeting

University Plaza Hotel - Illinois Room

4:30 p.m. - 5:00 p.m.

DECA Regional Meetings

Kansas Room

5:15 p.m. - 7:15 p.m.

MCEA Division Social

University Plaza Hotel Lobby Bar

Wristbands required to receive MCEA perks.

WEDNESDAY, JULY 22 (CONT.)

6:00 p.m.

Missouri ACTE 5K Run/Walk for the PAC

Jordan Valley Park; Springfield, MO

Race starts at 7:00 p.m.

All proceeds will support Missouri Association for Career and Technical Education Political Action Committee to promote the development of career & technical education within the state of Missouri.

To view the route, go to:

<http://www.usatf.org/routes/view.asp?riD=534737>

Registration must be received by **July 1st** to guarantee t-shirt & size!

Pre-Register Online:

<https://runsignup.com/Race/MO/Springfield/1STANNUAL/MoACTEWALKRUN>

Pre- Register by Mail:

Make checks payable to MoACTE PAC and send to: Samantha Cosper; Cassville High School; 1501 Main Street; Cassville, MO 65625

THURSDAY, JULY 23

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

Carousels

Kansas Room

Description: All of you are doing great, innovative things in your classroom! Listen and learn as your peers share what's going on in theirs.

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

DECA Update

Kansas Room

Presenter: Tammy Stains, State DECA Advisor

Description: This session will cover important updates for Missouri DECA regarding policy changes, membership campaigns, the new and improved Fall Leadership Conference and more. Missouri will also be hosting our Central Region Leadership Conference and you will want to hear the exciting details for this event! Be in the know, be in the now, be prepared to 'BE EPIC' this year for 2015-2016 DECA!

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MCEA (MARKETING) DIVISION AGENDA (CONT.)

THURSDAY, JULY 23 (CONT.)

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

DESE Update

Kansas Room

Presenter: Lori Niekamp, Director of Business, Marketing and Information Technology, Department of Elementary and Secondary Education

Description: Find out the latest issues and information pertaining to Marketing and Cooperative Education. Q & A session to follow.

12:00 p.m.

Missouri ACTE Board of Directors Meeting

University Plaza - Illinois Room

Lunch served at 11:30 a.m.