

2016 Missouri ACTE Summer Conference & Trade Show July 25 - 28, 2016



*Amy Franklin
MCEA President*

“WE ARE CTE AND IT WORKS!”

Updated 6/15/16

MCEA (MARKETING) DIVISION AGENDA

MBEA/MCEA SUMMER CONFERENCE PARTICIPATION PRIZES

As you engage with presenters throughout the conference, you will have the opportunity to enter to win many prizes. These prizes will be awarded at the conclusion of the DESE Update on Thursday. *Please look for information in your registration packet to learn how to enter.*

Prizes include:

- ♦ Year of Missouri FBLA-PBL Conference Registration for One (1) Adviser
- ♦ Year of Missouri DECA Conference Registration for One (1) Adviser
- ♦ Missouri FBLA-PBL Swag Bag
- ♦ Missouri DECA Swag Bag
- ♦ Missouri FBLA-PBL Priority Housing for SLC
- ♦ Missouri FBLA-PBL Priority Seating for SLC Session of Choice
- ♦ Missouri DECA Priority Seating for FLC Session of Choice
- ♦ \$25 Visa Gift Card
- ♦ Missouri FBLA-PBL Lightweight Jacket
- ♦ Missouri DECA Lightweight Jacket

MONDAY, JULY 25

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

Harbell's Grill & Sports Bar- 315 Park Central East

TUESDAY, JULY 26

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

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MCEA (MARKETING) DIVISION AGENDA (CONT.)

TUESDAY, JULY 26 (CONT.)

8:45 a.m.

New Professional Reception

University Plaza Convention Center - Arizona Room

10:00 a.m.

Missouri ACTE Opening General Session

EXPO Center - Hall C – 635 St. Louis Street

Welcome; Awards; President-Elect Speech

Speaker: Andrew McCrea – "Moving from Ordinary to Extraordinary - Finding the 'Extra' that Makes the Difference"

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. For a map of the restaurants, go to: <http://i.mp/1yKalEM>.

Note: MCEA will be participating in the Missouri ACTE sessions listed below.

GENERAL SESSIONS

1:30 p.m. - 2:10 p.m.

Google for Beginners - The Basics of GAPE

EXPO Center - Hall C – 635 St. Louis Street

Presenters: Kelly Blankenship, Ash Grove High School and Darci Friberg Fair Grove High School

This interactive workshop will focus on the basic functionality and use of Google Apps For Education. Attendees will learn to navigate Google tools like Gmail, calendar, and Drive. This workshop will also help teachers create a class within Google Classroom that will help them get the year started.

"Making Mountains out of Molehills - The Art of Moving Small Words to Lofty Heights"

University Plaza Convention Center - Nebraska Room

Presenter: Andrew McCrea

This workshop is about how educators can improve their own communication skills and how they can help instruct students in improved speaking.

TUESDAY, JULY 26 (CONT.)

GENERAL SESSIONS (CONT.)

1:30 p.m. - 2:10 p.m. (Cont.)

Problem-Based Learning

University Plaza Convention Center - Arizona Room

Presenter: Marty Sugerik

This session provides a process for design, implementation, and assessment of authentic projects that target problem-solving in our workforce. Projects do not exist in a vacuum and therefore require overt modeling, teaching, and assessment of academic, technical, and employability (College and Career Ready) skills and standards. Participants will see exemplars from around the country that have been strategically designed and customized to meet specific needs of career pathway courses.

2:40 p.m. - 3:20 p.m.

Google Intermediate - Using Google Apps and Extensions in the CTE Classroom

EXPO Center - Hall C – 635 St. Louis Street

Presenter: Darci Friberg, Fair Grove Schools

This workshop will showcase educational Google apps and extensions to create the ultimate student-centered learning environment for the CTE classroom. This workshop is designed for classrooms of all types, including teachers with limited access to technology. Attendees will receive a resource list of apps and extensions to try in their classroom.

"Who am I? Who are You?"

University Plaza Convention Center - Nebraska Room

Presenter: Andrew McCrea

This workshop explores personal leadership traits and how those traits influence how we deal with change, and how we work with/instruct others.

Continued on next page

MCEA (MARKETING) DIVISION AGENDA (CONT.)

TUESDAY, JULY 26 (CONT.)

GENERAL SESSIONS (CONT.)

2:40 p.m. - 3:20 p.m. (Cont.)

Problem-Based Learning

University Plaza Convention Center - Arizona Room

Presenter: Marty Sugerik

This session provides a process for design, implementation, and assessment of authentic projects that target problem-solving in our workforce. Projects do not exist in a vacuum and therefore require overt modeling, teaching, and assessment of academic, technical, and employability (College and Career Ready) skills and standards. Participants will see exemplars from around the country that have been strategically designed and customized to meet specific needs of career pathway courses.

It's a Web 2.0 World - Engage, Interact, Learn, Publish!

University Plaza Convention Center - Illinois Room

Presenter: Gina McLachlan

How do students learn today? How do they interact with information and each other? What skills do today's students need in order to be successful tomorrow? What tools and environments do students have at their disposal? How can educators tap those tools and environments to provide opportunities for students to demonstrate what they know and can do in the target language? Come explore a variety of technologies that enable world language learners to experience the interpersonal, interpretive, and presentational modes of communication!

This workshop will feature interactive websites that allow teachers and students to organize resources, easily find new materials, create a professional learning community, and become a publisher of content - all with a few clicks and a little imagination! Find out how Web 2.0 technologies can enhance your classroom! What makes a Web 2.0 website different from a Web 1.0 website is the ability of the website visitor to create new, personalized, customized content. There are a myriad of websites, some targeted specifically to teachers and students, others not, that provide tremendous opportunity to enrich teaching and learning while connecting with others. This session will provide an overview of several Web 2.0 websites and services that have been used successfully in world language classrooms, and those uses and strategies will be shared while demonstrating the ease with which the content can be created.

TUESDAY, JULY 26 (CONT.)

GENERAL SESSIONS (CONT.)

3:50 p.m. - 4:30 p.m.

Google Advanced - Grading Millennial Learners

EXPO Center - Hall C - 635 St. Louis Street

Presenters: Kristi Hodson, Carthage High School and Darci Friberg, Fair Grove High School

Using Google Apps for Education (GAFE) and Google add-ons, teachers will learn how to create, post, and grade electronic assignments and tests. In addition to saving time, there are many benefits of using Google apps to assess millennial learners: instant feedback for learners, tools for peer review, assessment data computed automatically, prepared sub-plans, tools to facilitate a flipped classroom, and preparing students for post-secondary jobs. Participants should be teachers who are already using Google Classroom; this is not a workshop for beginning users of Google or Google Classroom.

How Do You Spell FFA and Other Musings From A Retired Career Tech Educator

University Plaza Convention Center - Nebraska Room

Speaker: John Rummel, Realtor, United Country Stockton Lake Properties

A light-hearted, inspirational, and serious look at our roles as teachers in general and Career Tech teachers specifically as told by John Rummel. John is a retired Agriculture Education teacher with 27 years teaching experience. He says it will be well worth the price of admission to attend his workshop!

Using Bell Ringers in the CTE Classroom

University Plaza Convention Center - Illinois Room

Presenters: Dr. Michelle Conrad, Associate Professor, Central MO State University, Warrensburg; and Bing Boettner, Health Science Technology Instructor, Northwest Technical School, Maryville

Join Dr. Conrad and Bing Boettner as they share their collaborative work on the use of bell ringers in the CTE classroom. Graphic organizers, puzzles, sustained silent reading, and newspapers/technical magazines are just a few of the tactics attendees will learn about during this session.

MCEA (MARKETING) DIVISION AGENDA (CONT.)

TUESDAY, JULY 26 (CONT.)

GENERAL SESSIONS (CONT.)

Problem-Based Learning

University Plaza Convention Center - Arizona Room

Presenter: Marty Sugerik

This session provides a process for design, implementation, and assessment of authentic projects that target problem-solving in our workforce. Projects do not exist in a vacuum and therefore require overt modeling, teaching, and assessment of academic, technical, and employability (College and Career Ready) skills and standards. Participants will see exemplars from around the country that have been strategically designed and customized to meet specific needs of career pathway courses.

5:00 p.m. - 7:00 p.m.

Georgia Room

MCEA/MBEA Opening Session and Full-Plated Dinner

KEYNOTE: Kyle Scheele: STORY OF MY LIFE...

Growing up, we're taught that "if you make good choices, success is guaranteed."

But it turns out, that isn't true. Good choices can't protect us from a bad economy, from sickness, or from the myriad of other things that can rip the rug out from underneath us.

But perhaps "success" is about more than good choices. Perhaps it's about more than money and power and fame. Perhaps true success is about living better stories.

In this hilarious and heartfelt keynote, Kyle Scheele explores the idea of life as a story, and helps each of us find the courage to live a better story of our own.

Opening Session will include DECA Regional Meetings

WEDNESDAY, JULY 27

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

MCEA Business Meeting

Kansas Room

Light pastries will be served.

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

Missouri ACTE Late Registration

University Plaza Hotel Lobby

WEDNESDAY, JULY 27 (CONT.)

CONCURRENT SESSION I

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

How to Start a Classroom Business on \$50!

Kansas Room

Presenter: Sylvester Chisom, Young Entrepreneur Publishing Group

Description: 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 students' success. He discusses how students learn business fundamentals and how to use their creativity to solve problems through creation of a business on a \$50 budget. Sylvester shares project-based learning strategies for youth entrepreneurship education. The \$50 Startup Program includes eight project-based learning labs packed with activities, videos, and online resources in a teacher friendly format. Our mission is to empower students to become 21st century thinkers by awakening their entrepreneurial spirit, inspiring them to become the architects of their futures, and giving them the confidence to transform their communities.

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

Diversify your Game with SMG and its Components

Colorado B Room

Presenter: Heather Miller, UMKC Center for Economic Education

Description: The Stock Market Game (SMG) program connects students to the global economy with virtual investing and real-world learning. The session will include information about SMG, InvestWrite, Invest It Forward, and Capital Hill Challenge. Come and learn how all these programs work and the prizes that can be won!

Continued on next page

MCEA (MARKETING) DIVISION AGENDA (CONT.)

WEDNESDAY, JULY 27 (CONT.)

CONCURRENT SESSION I (CONT.)

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

Editor-in-Chief - Helping Your Students Live Better Stories

Colorado A Room

Presenter: Kyle Scheele, Motivational Speaker

Description: When you ask an educator, "Why did you get into this line of work?," you'll hear stories: stories of teachers who invested in them, who challenged them, who inspired them to be more. And then you'll hear "... and after all that teacher gave to me, I wanted to be able to do the same for my students."

But oftentimes, that idealism is lost somewhere along the way and eventually teaching turns into a routine. It becomes less about educating and more about managing: managing students' behavior, managing parents' expectations (not to mention the expectations of the district, the principal, and the state!), managing grade-keeping, etc.

But being a teacher is about more than managing. It's even about more than educating.

Being a teacher is about editing.

The students you teach are telling stories with their lives: stories of pain and tragedy, of love and loss, and hopefully stories of triumph. But they need your help with those stories. They need help knowing what to keep and what to leave out, where to focus effort and where to use an eraser. They need an editor to help shape their stories.

In this workshop, Kyle helps educators get back to the things that brought them into teaching in the first place. He brings practical ideas and proven techniques for leaving your management-style education behind in favor of a job as Editor-in-Chief.

WEDNESDAY, JULY 27 (CONT.)

CONCURRENT SESSION I (CONT.)

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

Money Circle 2.0

John Q Room

Presenter: Gigi Wolf, Federal Reserve Bank of Kansas City

Description: Teens spend billions each year, but do they really know how money works, how to best manage it and how it keeps our economy going? Advance your high school students' knowledge of money through this free, revamped, comprehensive, eight-lesson curriculum series. This session will provide an overview and active demonstration of this classroom-ready curriculum that delves into money from a holistic view. The lessons enable students to understand key terms tied to money, apply cost-benefit analysis and data interpretation skills, learn more about Federal Reserve and monetary policy objectives and strategize their personal finance and career goals. The lessons include the use of primary sources, video, web-based resources and Federal Reserve research and are correlated to national standards in economics and personal finance, as well as the Common Core. This series will help develop students' awareness as consumers, improve their decision-making and financial planning skills and promote understanding of key economic and personal finance concepts. As a result of the session, teachers can help students to apply disciplinary tools, understand the concept of money, know how money works in an economy and how to better manage their own money through saving, investing, budgeting and using credit wisely.

CONCURRENT SESSION II

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

Coding

Kansas Room

Presenter: Dr. Tim DeClue, Department of Computer and Information Sciences, Southwest Baptist University.

Description: Problem-solving. Creativity. Innovation. Whether it's business systems, 3-D animation, engineering, music, app development, medicine, visual design, robotics, or political analysis, computer science is the engine that powers the technology, and writing code is the doorway to computer science. Find out how you can introduce your students to the coding skills needed by the workforce of tomorrow with hands-on activities in this fun and interactive session. Suitable for all business teachers regardless of skill-level with coding.

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MCEA (MARKETING) DIVISION AGENDA (CONT.)

WEDNESDAY, JULY 27 (CONT.)

CONCURRENT SESSION II (CONT.)

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

Editor-in-Chief - Helping Your Students Live Better Stories

Colorado A Room

Presenter: Kyle Scheele, Motivational Speaker

When you ask an educator, "Why did you get into this line of work?," you'll hear stories: stories of teachers who invested in them, who challenged them, who inspired them to be more. And then you'll hear "... and after all that teacher gave to me, I wanted to be able to do the same for my students."

But oftentimes, that idealism is lost somewhere along the way and eventually teaching turns into a routine. It becomes less about educating and more about managing: managing students' behavior, managing parents' expectations (not to mention the expectations of the district, the principal, and the state!), managing grade-keeping, etc.

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WEDNESDAY, JULY 27 (CONT.)

CONCURRENT SESSION II (CONT.)

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

How to Start a Classroom Business on \$50!

Illinois Room

Presenter: Sylvester Chisom, Young Entrepreneur Publishing Group

Description: 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 students' success. He discusses how students learn business fundamentals and how to use their creativity to solve problems through creation of a business on a \$50 budget. Sylvester shares project-based learning strategies for youth entrepreneurship education. The \$50 Startup Program includes eight project-based learning labs packed with activities, videos, and online resources in a teacher friendly format. Our mission is to empower students to become 21st century thinkers by awakening their entrepreneurial spirit, inspiring them to become the architects of their futures, and giving them the confidence to transform their communities.

10:15 - 11:15 AM

Tips and Tricks of the TRADE within SMG!

Colorado B Room

Presenter: Heather Miller, UMKC Center for Economic Education

Description: The Stock Market Game (SMG) program training session will include an overview of the rules for Missouri SMG, the SMG Website, and helpful hints that will make investing within SMG a meaningful experience.

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

Lunch on your own

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.

Continued on next page

MCEA (MARKETING) DIVISION AGENDA (CONT.)

WEDNESDAY, JULY 27 (CONT.)

CONCURRENT SESSION III

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

DECA 101

Kansas Room

Presenter: DECA Advisors

Description: Let's talk DECA! Let's share ideas! Everyone has something to offer in the world of DECA, let's learn from each other in this "DECA 101" share session. DECA advisors will share what they know, concerns, suggestions and what works and what doesn't. Conversation regarding what works in the classroom to how to prepare for state and national DECA competition. You don't want to miss out on this one!

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

The Professional Presence that Pays

John Q Room

Presenter: Naretha Hopson, Ever-Appropriate Etiquette Institute

Description: Get exposed to skill sets that are the foundation of proficiency in relationship building and social behaviors that are critical in long-term professional success. The new or refreshed skillset will increase confidence, giving residents a competitive advantage in interview, business meetings, networking events, social events and daily work/school activity. Well-informed students become self-confident and self-reliant. They are more likely to realize success in school and make positive decisions, which will impact their adult lives. We discuss introductions, powerful business handshake, dress to impress and more.

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

Downtown Springfield Association & Local Business Guest

Illinois Room

Presenter: Downtown Springfield Association

Description: Join the Downtown Springfield Association and special business guests to learn what it takes to start a business, especially a small local one, and what gaps in education exist that make becoming an entrepreneur challenging.

WEDNESDAY, JULY 27 (CONT.)

CONCURRENT SESSION III (CONT.)

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

Double Duty: Being an FBLA and DECA Adviser/Advisor

Colorado A Room

Presenter: TBD

Description: If the difference between "adviser" and "advisor" stresses you out, this workshop is for you. Being an FBLA and DECA leader creates some challenges, but there are a million ways to work through it. Join this workshop for tips and tricks to manage conferences, competitive events, and activities.

CONCURRENT SESSION IV

2:10 p.m. - 3:10 p.m.

How I use 1-1 in a Marketing Classroom

Kansas Room

Presenter: Angie Gries, Marketing Educator at Bolivar High School

Description: This is the first year our school has went 1 to 1 utilizing Chromebooks and Google classroom. I will show you how I use this in my marketing program and which apps I have found to be the most useful.

2:10 p.m. - 3:10 p.m.

Downtown Springfield Association & Local Business Guests

Illinois Room

Presenter: Downtown Springfield Association

Description: Join the Downtown Springfield Association and special business guests to learn what it takes to start a business, especially a small local one, and what gaps in education exist that make becoming an entrepreneur challenging.

3:10 p.m. - 3:30 p.m.

Cake Break

Kansas Room

3:30 p.m.

House of Delegates Meeting

University Plaza Hotel - John Q Room

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MCEA (MARKETING) DIVISION AGENDA (CONT.)

WEDNESDAY, JULY 27 (CONT.)

CONCURRENT SESSION V

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

New College and Career Prep and Entrepreneurship Resources from the Federal Reserve

Arkansas Room

Presenter: Gigi Wolf, Senior Economic Education Specialist, Federal Reserve Bank of Kansas City

Description: This session will focus on new, free, classroom-ready resources from the Federal Reserve related to college preparation, college financing, career planning and entrepreneurship. These new resources will equip middle and secondary students to examine careers and college plans and what it takes to be an entrepreneur using research, video and interactive application tools. Through active participation and demonstration, we'll review these resources and how they can help students navigate their path to success. This session will also provide educators with engaging ways to teach college preparation and entrepreneurship through website interactivities and classroom-ready lessons, which will be provided to session attendees.

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

Workforce for the Future: Will Your Graduates Be Prepared?

Oklahoma Room

Presenter: Pat Palmer, UMKC Center for Economic Education

Description: How do we prepare our youth to enter the workforce after graduation? Soft Skills vs. Tech Skills ... Post Secondary Education vs. OTJ ... STEM vs. Business? Let's design a path that includes all of these perspectives and Make It Real for our students! Let your voice be heard! Content appropriate for financial, entrepreneurial and technology education.

7:30 p.m. - 9:30 p.m.

MCEA/MBEA Social

Missouri Spirits; 507 W. Walnut St.; Springfield, MO

Join MBEA and MCEA members at Missouri Spirits in Downtown Springfield for an evening of networking and enjoyment with fellow members. Appetizers will be provided to attendees. **(Armbands required for perks.)**

THURSDAY, JULY 28

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

Networking in a New Way

Arkansas Room

Presenter: Wesley Hoffman, Treehouse Workshop

Description: Wesley Hoffman has built his business on the idea of connecting with others for the sake of simply connecting. Wes will share his philosophy behind networking, what "micro-interactions" are, how to use them, and using social media to connect. His interesting, enthusiastic take on the power of networking will surely shed light on a different perspective on the subject.

8:40 a.m. - 9:10 a.m.

DESE Update

Colorado Room

(30-minute session; prizes awarded for attendance)

Presenter: Lori Niekamp, Director of BMIT, DESE

Description: Receive updates for the 2016-17 school year. Q & A session to follow.

9:20 a.m. - 10:00 a.m.

DECA Update

Kansas Room

Presenter: Tammy Stains, Missouri DECA State Advisor

Description: Join Tammy for news and updates for the 2016-2017 DECA school year.

12:00 p.m.

Missouri ACTE Board of Directors Meeting

University Plaza - John Q Room

Lunch served at 11:30 a.m.