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

“We ARE CTE AND IT WORKS!”

Amy Franklin
MCEA President

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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**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://j.mp/1yKalEM](http://j.mp/1yKalEM).

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

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**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.

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"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.

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TUESDAY, JULY 26 (CONT.)

GENERAL SESSIONS (CONT.)

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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

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!

WEDNESDAY, JULY 27 (CONT.)

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
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.

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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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.

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.

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 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.

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 gone 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*
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.

THURSDAY, JULY 28

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

Networking in a New Way

Arkansas Room
Presenter: Wesley Hoffman, Treehouse Networkshop
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.