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The Reporter

Fall, 2008

President's Message



Glenda Whitney

Rigor, Relevance and the third "R" is Relationships. For those of you who were able to attend the 39th Missouri ACTE summer conference, you heard Ray McNulty, our Opening session speaker, talk to us about the third "R" Relationships, and how it is the most important of the three "R's." Developing relationships with our students is very important for their success. How many of us can say that one of our former teachers made an impact or influenced our career decisions because of the "Relationship" you had with that teacher? As teachers, we influence and impact the lives of many young people every day. We are well into the 2008-2009 school year and, hopefully, you are already building good Relationships with your students. I also hope that you took advantage of the opportunity to develop Relationships with new people at the Missouri ACTE Summer Conference. There were 2,124 attendees at this year's Conference and 240 of these were new professionals. The Relationships you build with other Missouri ACTE members is so valuable for your career in education. Please stay in touch with the new people you met this summer and continue to foster those relationships throughout the year.

Summer Conference Highlights:

- Congratulations to our Award Winners. Great job! We are very proud of you. Teacher of the Year – Vicki Hillsman, Marketing Educator from El Dorado Springs. Outstanding Career and Technical Educator – Charlotte Stiens, Family and Consumer Sciences

Teacher Educator at Northwest Missouri State University. Outstanding Teacher in Community Service – Renee Meents, Family and Consumer Sciences Teacher at Greenfield High School. Outstanding New Career and Technical Teacher – Deanna Thies, Agriculture Teacher at Boonslick Technical Center in Booneville. It is great to recognize and honor Missouri teachers. Everyone has an equal opportunity to nominate teachers in your school district for an award. Please get familiar with the process and be ready next spring to nominate your teachers for a deserving award.

- Laura Hendley from Waynesville Technical Academy was elected as your Missouri ACTE president elect for 2008-2009. Congratulations, Laura! I look forward to working with you.
- 108 exhibitors showed off their latest and greatest equipment, ideas, books and goodies at the Conference. Hopefully, every Conference attendee took advantage of visiting with the exhibitors.
- A big "Thank You" goes out to each Division for working so hard to collect PAC money. We collected a total of \$7,866.47. This money will be used to help support our lobbying efforts in Jefferson City. Career and Technical Education is our bread and butter and we rely on Gamble & Schlemeier to be our voice at the Capitol.

This is a big election year. I encourage all of you to be politically active and get to know your Senators and Representatives. Let them know the importance of Career and Technical Education programs in our schools. Your Senators and Representatives may or may not be aware of the

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President's Message *(from page 1)*

importance of CTE and the impact it has on America's workforce. Please take the time to get to know the legislators from your area and explain to them that you provide a quality product, your students, to meet the needs of industry. Invite them to your school and share your students' success stories. We need to let them know how important this is to America's future. When you receive Legislative Alerts, please respond to them. These are only sent out when it is very important for us to respond.

For those of you who plan to attend the ACTE Convention and Career Tech Expo

in Charlotte North Carolina, December 4-8, I think we are in for a treat. The General Session speakers are Daniel Pink and Willard Daggett. For more information about the ACTE Convention visit www.acteonline.org/convention.

I operate with an "Open Door" policy, a very strong Executive team, committee chairs, and Board members. It is an honor and pleasure to have the opportunity to serve you over this next year. If you have any questions or concerns, please do not hesitate to email me at Glenda.whitney@linnstate.edu or call me at 573-897-5159. Have a great year!

Region III Report

by Mark Sponaugle

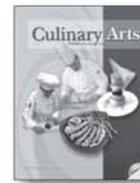


Missouri ACTE delegation to the Region III Leadership Conference pose with their silent auction item.

The summer of 2008 has flown by so fast I am not sure there was a summer. I hope everyone had a relaxing and fun-filled summer spent with family and friends. It is hard to believe that we are back in the swing of another school year. However, if the school year goes as fast as the summer did, everybody better put their seat belts on and get ready for the ride. Every year, it seems, we plan for every possible scenario in our classrooms but somehow, along the way, situations occurred that make us change our course to benefit the students we are working with. As Career and Technical educators, I know that we can rise to the occasion and walk the steps of our journey with knowledge, truth, and dignity. Have a great year!

Region III Report >p3

Look What's New at American Tech



Culinary Arts Principles and Applications provides learners with a solid foundation of proven culinary theory on which they can build a repertoire of professional skills and abilities.

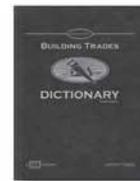
Product Features:

- *Application-based factoids and hands-on activities.*
- *Nutrition notes suggesting healthy ways of preparing food and planning menus.*
- *Over 300 recipes that feature major concepts and applications.*
- *Comprehensive workbook and instructor resource guide.*



Mise en Place: The Culinary Knowledge Game is a fun and entertaining game designed to educate learners about the food service industry.

Helps prepare for FCCLA and SkillsUSA competitions.



Building Trades Dictionary is a comprehensive reference for any building trades program. Emphasis is placed on construction tools and equipment, materials, and processes.

Product Features:

- *Included CD-ROM contains a custom dictionary that adds building terms to the existing Microsoft® dictionary.*
- *Over 1500 terms have been added to this new edition.*



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Region III Report *(from page 2)*



The Mary Richards/Mary Tyler Moore statue makes a great backdrop for a quick picture at the Region III Leadership Conference.

Region III Leadership Conference

This year's Region III Leadership Conference was held in Bloomington, Minnesota, the "Land of 10,000 Lakes." I know that some people referred to it as the land of the "Mall of America," but the mall is only one facet of the landscape in Minnesota. The Minnesota chapter was a wonderful host for the conference. They provided some great workshops and we even had lunch with the "Lutheran Church Ladies."

Glenda Whitney, Sherry Struckhoff, Karen Mason, Ronna Ford, Ginny Stone, and I represented the "Show-Me State." The Region III Policy Board met during the Conference to discuss several items of importance concerning the six regional states (Illinois, Indiana, Iowa, Minnesota, Missouri, and Wisconsin). A lot of our discussions centered on the membership issues facing the individual states, participation in state conferences, recruiting younger members to participate in leadership roles, etc.

The 2009 Leadership Conference will be held in Burlington, Iowa, June 15-17. In 2010, it will be Missouri's turn to host the Region III Leadership Conference and plans are underway in preparation for that event. Mark your calendars now for June 2010.



← **Gary Duncan, Missouri ACTE's Outgoing President, addresses the Opening General Session attendees.**

2008 Conference Memories

The 2008 Missouri ACTE Conference was a great place for our members to learn about the products our vendors represent, as well as network with other Career and Technical educators! Below, and on pages 4-6, we have shared a few snapshots from the Conference ... enjoy!



All the Missouri ACTE Committees, like the Legislative Committee pictured above, worked hard to advance the Association's goals.



The New Professionals Reception brought lots and lots of new faces to the Missouri ACTE Summer Conference.



Members of the Southwest Area Career Center's Junior ROTC presented the colors before the Opening General Session.

A Walk through the Exhibit Hall ...



More Exhibit Hall Shots ...



More Conference Shots ...



Shelly Wehmeyer sang "God Bless America" at the pening General Session.



Missouri ACTE Award Winners (pictured from left): Vicki Hillsman, Teacher of the Year; Charlotte Stiens, Outstanding Career and Technical Educator; Renee Meents, Outstanding Teacher in Community Service; Deanna Thies, Outstanding New Career and Technical Teacher; Maureen Wiederholt, accepting the Diversity Action Committee Award for the Missouri Center for Career Education; and Dorothy Loges, Professional Development Committee Scholarship Award winner



Tom Quinn, new Assistant Commissioner of Career Education for the State of Missouri shares his vision with attendees.



Above (left to right): Laura Hendley and Glenda Whitney, address the membership for the first time as the Missouri ACTE's new President-Elect and President, respectively.

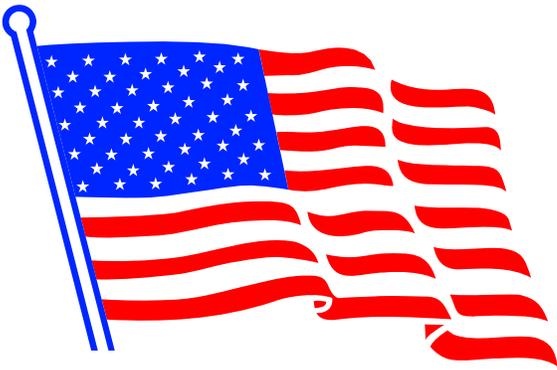


Bryan Albrecht, ACTE President, was one of many outstanding speakers at the Missouri ACTE Summer Conference.



Above and below: New Division Presidents stand to be sworn in





Make A Choice!

by Rusty Black
Missouri ACTE
Legislative Committee Chair

"Rusty, I will be running for the western district county commissioner seat, can I place my sign on your hill by the highway?" This may seem like a very reasonable request to each of you and I enjoy politics. Normally, it would have been a fairly simple request - BUT - my neighbor to the west, (we shake hands over our fence), is **red**, my color; has children I enjoy; his wife is the high school counselor. Sounds good - YES - but wait a minute.

The other guy is my neighbor to the east ... we meet on the gravel road the distant between our property; we worked together for twenty years at the Grand River Technical School; oh by the way, he is **blue**; we take fishing trips to Canada; I have had his children in class; his wife was one of the two or three greatest teachers my children ever had in elementary school.

Who gets my hill, three miles from town? Everyone drives by; lots of people ask for it. What would you do ... tell David and Todd - **NO**.

We each will have to make our own choice in a few days. I enjoy the process but, like many, it is beginning to wear on my nerves. My decisions are made - very little chance I will change my mind. I do believe on November 5th, when I wake up and the radio informs me of the final tally and winners (we hope it is over), Livingston County will have a good

person representing the Western District, the sun will come up, and life will go on.

I feel that way about all the races, local to national. I believe I have chosen the correct person to vote for / support. If my choice does not win, I will not pick up my toys and go home and hide. I will still try to do my best in the classroom, in my church and representing each of you as Missouri ACTE Legislative Chairperson. Please make the decision to vote and interact with your government officials.

What did I do? Red has signs on my hill and the blue guy needed to use my post driver. He went in the barn like normal - borrowed it three months ago and I hope I see it back after the election. MAKE A CHOICE ...

I would like to remind members of the Executive Committee about the Legislative Training session scheduled November 7th. You should have received an email from Donna. Please reply. In August, many of you agreed to participate. It should be a good event only three days after the election. Donna, Sarah and Bill do a tremendous job preparing and presenting the program. I hope to see you there. For more information about the Legislative Training email Donna (donna@mo-acte.org).

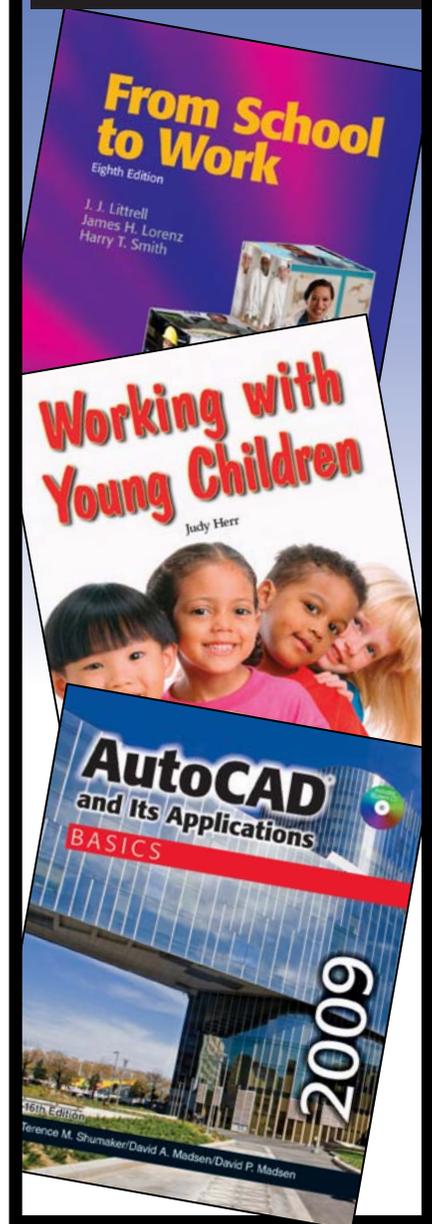
Rusty Black
MVATA
Missouri ACTE Legislative Chair

"I've come to the frightening conclusion that I am the decisive element in the classroom. It's my daily mood that makes the weather. As a teacher, I possess a tremendous power to make a child's life miserable or joyous. I can be a tool of torture or an instrument of inspiration. I can humiliate or humor, hurt or heal. In all situations, it is my response that decides whether a crisis will be escalated or de-escalated and a child humanized or de-humanized."

by Haim Ginott, *Between Parent and Teachers*



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Congratulations, Laura!



We'd like to congratulate Laura Hendley on being elected as the 2008-09 Missouri ACTE President-Elect.

As President-Elect my goals [will] be to work toward strengthening the relationship with DESE and the legislature. In addition, I will act as an advocate for career and technical education throughout the state. I will provide leadership for the organization by focusing on our strengths and working to

eliminate our weaknesses. Finally, I will celebrate career and technical education at every opportunity.

The Missouri Association of Career and Technical Educators has a long history rich in the support of teachers and students. If elected, I will work diligently to continue this rich tradition.

Register Now for the 15th annual Building Bridges Conference

November 16-18, 2008 • Tan-Tar-A Resort

"Increasing Student Success"

Keynote Speakers

David Ruhman, Director
Arcadia Valley Career and Technical Center
and

Jason Dorsey, Author
The Gen Y Guy™ Connecting Generations

Sessions for Administrators, Counselors
and Teachers that target
A+ Schools • High Schools That Work
Making Middle Grades Work • Tech Prep
Technology Centers That Work

Registration Form and Conference Information
available online at mcece.org

Be sure to stop by the Resources@MCCE
Exhibit Booth at the
Building Bridges Conference
for the latest in resource materials.

Helping Young Voters Practice Their Rights: FBLA's New Ambition

Every voting year, many people do not vote because they think that their vote does not matter. However, our country was founded on democracy and that everyone's vote does count. But still, many young people feel apprehension about doing so.

The Future Business Leaders of America (FBLA) at Fair Grove High School are trying to encourage every young voter to practice their rights as Americans and vote. Fair Grove FBLA is helping the 18-year olds by enabling them to register at school during a Voter's Clinic.

Representative Shane Schoeller will be at the clinic to talk to the students about how the American political system works. Mr. Kevin Armstrong, Fair Grove High School history teacher, will also speak, explaining to the students how to pick a political candidate and how to determine the importance of issues to the individual.

Lastly, Mrs. Randa Shaw, the high school counselor, will register the new voters.

FBLA is excited that they are able to offer this to the students. Approximately 40 kids will be 18 by the election. Helping them to vote is a big part of teaching them that they do matter. "One of our main goals with our clinic is that the students will become interested in the government and how it affects them. Another goal is that we will be able to take the students to vote on November 4, 2008. This would give many students the opportunity to voice their opinion," comments Emily Bernet, FBLA president.



Missouri Business Educators ... Priceless!

The members of the Missouri Business Education Association held their joint summer conference with Missouri ACTE on July 21-24, 2008 at the University Plaza in Springfield, MO. This year's theme was: Flash Drive, \$20 ... Laptop Computer, \$1,000 ... A Business Education, Priceless!

The Opening Session, "Get Your Game On," provided opportunities for networking and reacquainting with colleagues. The following awards were presented: 100% MBEA membership schools (21); Who's Who in Business Education: Chris Fenske (Cassville), Carla Boulton (Bernie), Gina McLachlan (Fulton), and Angela McCully (OMTC - Mountain Grove). The New Professional Award was presented to Mandy Witt-Aubert from Joplin High School. In addition, our cover contest winner, Christa Scott, from Alton High School and supervising teacher, Debra Wright, were presented with awards. Our MBEA Cover Contest Coordinator, Arlene Broeker, from Lincoln University is retiring after many years of service for MBEA.

We also bid farewell and "thank you" to our Conference Coordinator and DESE staff member, Jerri Snodgrass, for her hard work and dedication as she enters a well-deserved retirement.

Conference attendees were able to choose from among 56 concurrent sessions, over 20 roundtable sessions, and 12 hands-on computer sessions. The Business Division held many sessions, workshops, and tours in conjunction with the Marketing Division (MCEA).

Tonya Skinner, Jackson Business teacher and past MBEA secretary, was the keynote speaker at the MBEA/Delta Pi Epsilon Luncheon. Her topic was, "I Don't Teach Computers, I Teach Students." Her musical and singing talents wowed the audience.

At the Closing Session, the following members were elected as MBEA officers for the 2008-09 year: Terri Redden (Kansas City) President, Janet Barnes (St. Louis) President-Elect, Rita Schildknecht (Warrensburg) Secretary, Becky Beydler (Sedalia) Treasurer, and Kelly Berhorst (Canton) Past President. Also, seven New Professionals were awarded conference stipends.

Our closing speaker was Lt. Col Don Koonce (Retired), who shared stories of encouragement and inspiration ... Priceless!

Submitted by,

Terri L. Redden
MBEA President 2008-09



Flash Drive: \$20

Laptop Computer: \$1,000

A Business Education... Priceless!



MBEA Officers 2008-09

← *Front Row, left to right: Terri L. Redden, President; Janet Barnes, President-Elect*

← *Back Row, left to right: Rita Schildknecht, Secretary, Kelly Berhorst, Past President, Becky Beydler, Treasurer*

MBEA *(from page 9)*



MBEA Who's Who in Business Education Inductees for 2008

← *Carla Boulton (Bernie), Chris Fenske (Cassville), Angela McCully (OMTC, Mountain Grove), Gina McLachlan (Fulton)*

MCEA



← *MCEA Division Award Winners are (from left) Renee Revis, Cooperative Education Teacher of the Year; Bryce Bunton, New Career and Technical Teacher of the Year; Matt Magnuson, Innovations in Marketing Award; Cindy Shannon, Marketing Teacher of the Year.*

MCEA Presents Years of Service Certificates and Annual Awards Recognizing Outstanding Educators

The Missouri Marketing and Cooperative Education Association presented its Annual Years of Service Certificates and Division Awards during the MCEA Awards Luncheon at the Missouri ACTE Summer Conference in July.

Years of Service Certificates

Recognized for their years of service, the following teachers have impacted the lives of many marketing and cooperative education students:

5 Years

Carey Gough, Fort Zumwalt West

10 Years

Cathy Benson, Carrollton Area Career Center
Stacey Dunavant, Logan-Rogersville High School
Becky Lehman, Morgan County High School
Holly Martinez, Pattonville Sr High School
Matt Magnuson, Park Hill High School
Christy Rutherford, Lee's Summit West High School

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15 Years

David Okenfuss, Mexico Area Vocational School

25 Years

Chuck Campbell, Eldon Career Center
Cindy Shannon, Parkview High School

Division Awards

Marketing and Cooperative Education prides itself on its unique integrated approach that combines the three key elements of classroom instruction, work based experiences, and DECA in a method that increases student achievement. Award recipients' proven ability to effectively integrate DECA activities into their classroom instruction and work-based experiences was key to their selection for this honor.

Renee Revis, MCEA Cooperative Education Teacher of the Year Award, 2008

The MCEA Cooperative Education Teacher of the Year is Renee Revis from Rockwood Summit High School. With twenty years of teaching experience, Renee has been involved in numerous professional organizations both on the local and state levels and has made countless contributions to marketing and cooperative education, as well as the local community. Renee's vice-principal stated, "Renee is an exemplary teacher who exudes energy, knowledge, and creativity into the classroom and instruction. She has the ability to connect with students and motivates the student to want to learn, to work, and to apply business and cooperative education concepts to life situations. Renee knows what the students are capable of and inspires them to work hard, learn the content and to achieve success."

Renee serves on the DECA Board of Directors and as the DECA District 9 Advisor.

The purpose of this award is to recognize teachers who provide outstanding career and technical education programs for youth and/or adults in their respective fields and communities.

Cindy Shannon, MCEA Marketing Teacher of the Year, 2008

The Marketing Teacher of the Year Award is designed to recognize marketing teachers who have made significant contributions toward innovative, unique and novel programs that are serving to improve and promote career and technical education. This year's recipient is Cindy Shannon from Springfield Parkview High School.

Cindy has been teaching for over twenty years and had been involved in numerous professional organization both on the local and state levels and has made countless

contributions to marketing education, as well as her local community. She has had a varied career including entrepreneurship ventures and private sector position beyond the classroom. Cindy is described by her principal as, "an individual who is the consummate professional who is able to bridge the gap between educator and cheerleader of students. She has "withitness," personality, and energy which allows a connect with students of all socioeconomic classes and academic prowess. Enrollment in DECA and marketing classes has increased by three hundred percent during the tenure while the dichotomy of students enrolling in the program is staggering."

Cindy has had numerous international DECA qualifiers and finalists, state officers, and was a recent recipient of the Leavey Award for Excellence in Private Enterprise Education.

Matt Magnuson, MCEA Innovations in Marketing Award, 2008

The Innovations in Marketing Award recognizes Missouri MCEA members for outstanding, creative and innovative contributions to a marketing education instructional program. The criteria for selection includes the review of the program description, creative characteristics, and impact of the program on student achievement, curriculum, and community.

This year's recipient, Matt Magnuson from Park Hill High School, incorporated a concept in to the local high school marketing/DECA recruitment process that was discovered at a previous MO-ACTE conference. Utilizing the concepts from *The Purple Cow*, by Seth Godin, Matt challenged marketing students to create a recruitment campaign based upon concepts and strategies gleaned from the book. The campaign involved several strategies and evolved into one the most successful recruitment campaigns in school history. These strategies and the book have both been incorporated into the current curriculum.

Matt has served as DECA District 1 Competitive Events Director and has served as a mentor for teachers new to marketing education.

Bryce Bunton, MCEA New Career and Technical Teacher Award, 2008

This year's recipient of the New Career and Technical Teacher Award is Bryce Bunton, who is in his fourth year of teaching and first at Kirkwood High School. While at Affton High School, Bryce was very active in his community, school district and DECA for the past three years while building a marketing and DECA program from scratch. A quote from a letter of recommendation from Bryce's students best describes him and his program.

“Mr. Bunton’s dedication to the DECA program and the students is immeasurable. It has been said that a good teacher is like a candle – it consumes itself to light the way for others. The trait that separates Mr. Bunton from most teachers is an unbridled enthusiasm for teaching, compassion for the students, and high expectations for everyone.”

Bryce’s students earned top 10 honors at the DECA International CDC. He has served as the Missouri DECA

State Officer Advisor and was instrumental on the election of Isaac Robinson III to national office marking the first time in 33 years that Missouri has had representation at the national level.

This award is meant to encourage new teachers to remain in the profession. Recipients of this award make significant contributions toward innovative, unique and novel programs and have shown a professional commitment early in their career.

Hillsman named ACTE Region III Teacher of the Year



Vicki Hillsman, member of the Marketing and Cooperative Education division of Missouri ACTE, was recently selected as the ACTE Region III Career and Technical Teacher of the Year and will vie for ACTE Teacher of the Year with the other Regional nominees.

This 24-year marketing veteran has developed a program of excellence and tradition during her tenure. A marketing teacher at El Dorado Springs High School, she has sponsored a school-based enterprise that was once an operation selling cookies and milk from a table that is now a true store in a classroom, grossing over \$40,000 a year. Profits from the store provided contributions to various charities and assisted in paying student expenses at national DECA

competitions. Students have gained understanding and knowledge about how a business works, what it is like to succeed with products that everyone wants, and to fail with a product that just does not sell.

Vicki has assisted students in writing program grants that have benefited her entire school district and community. Within her local community, she has worked with her Chamber of Commerce, 4-H, and Alpha Delta Kappa.

Vicki’s superintendent, Roger Barnes, describes Vicki as “possessing skills highly sought after as an educational instructor. She is visionary, creative, compassionate and committed to doing the best for her students so they too may be successful. Mrs. Hillsman is certainly a positive role model, not only for her students, but also for new marketing instructors.”

A former president of the Missouri DECA Board of Directors, Vicki currently serves as Missouri DECA District 10 Advisor and is senior board member on the Missouri Marketing and Cooperative Education Association board of directors.

MoEFACS

2008 Missouri ACTE / MoEFACS Summer In-service Conference Highlights

By Cheryl E. LeFon, Supervisor, Family and Consumer Sciences, DESE

Rigor, Relevance and Relationships, the third “R” being quite evident as the 2008 Missouri ACTE Summer Conference took place in Springfield Missouri on July 21 – 24. The Clarion Hotel was the place to be as Conference attendees participated in a variety of sessions on career and technical education topics and issues related to family and consumer sciences. The Missouri Educators of Family and Consumer Sciences (MoEFACS) expanded the Conference theme of “The Third R – Relationships” by designating their own theme as “Increasing Rigor and Relevance by Building Relationships.” More than 360 MoEFACS educators from across the state were in attendance.

Pre-Conference activities included several workshops. A one-day workshop for new family and consumer sciences teachers and those returning to the field of teaching, was jam packed with excitement, as only a new teacher exemplifies. Bellyn Kaplan, MoEFACS Past President from Columbia coordinated this activity-packed day with the help of other seasoned family and consumer science teachers throughout the state.

A two-day pre-conference course entitled “Take Charge of your Finances: Family Economics and Financial Educa-

MoEFACS >p13



Charlotte Gray

welcomed into these two exceptional training opportunities.



**Charlotte Stiens (l)
and Renee Meents**



Cheryl Landers



Dr. Cynthia Arendt

tion (FEFE) Curriculum Training” was offered for graduate credit through Missouri State University (MSU) Springfield. The National Restaurant Association provided certification training in the area of Serv Safe (Sanitation and Safety) for Culinary Arts and ProStart Instructors. Besides being offered for our own educators, other area CTE instructors were

The Conference officially opened on Tuesday morning featuring the Missouri ACTE Opening General Session. Ray McNulty, Executive Vice President, International Center for Educational Leadership, spoke of the relationships needed between the schools and communities that are served. As the Opening General Session came to a close, it was an honor and privilege to be present as Missouri ACTE acknowledged two family and consumer science leaders of our own. Charlotte Stiens, Northwest Missouri State University, was recognized as ACTE Region III, Outstanding Career and Technical Educator and Renee Meents, Greenfield High School, was recognized as Outstanding Teacher in Community Service.

The afternoon proved challenging as Programs of Study (POS) presentations took place within individual division areas. Missouri Educators of Family and Consumer Sciences accepted the challenge of presenting in the

cluster areas of Human Services, (Child Care) and Hospitality and Tourism, (Culinary Arts). Both sessions were well attended and served a wide range of participants from other CTE areas in the Division. This collaboration proved beneficial as educators could focus on the impact that Programs of Study will have in their areas of expertise.

The day came to a conclusion with the MoEFACS Awards and Recognition Reception honoring MoEFACS award winners, retiring teachers, and scholarship winners. Those recognized during the reception included, Kimberly Easter, MoEFACS Teacher of the Year from Carl Junction; Alice Bell, MoEFACS Pride award winner from Normandy High School; and Jerry Vincent, retiring state ProStart Director, Champion of FCS, in recognition of his contributions to the Program. Two scholarships were awarded to deserving young people in the FCS area: Allison Miller was recognized as the High School Scholarship recipient and Shannon Helm, the College Scholarship. Multiple retiring teachers were also honored for their years of service and dedication to family and consumer sciences.

On Wednesday, an update from DESE staff, the MoEFACS division meetings, annual business meeting and a number of concurrent sessions and other informative presentations were held. Topics included: financial literacy and personal finance education, developing curriculum and assessment utilizing competencies, digital

MoEFACS >p14



Ginny Stone



Karen Mason



Joy Behrens



Merilee Thoenen



Ronna Ford

storytelling, curriculum for building relationship smarts with adolescents, foster care challenges, lifespan learning, connecting with all students and culinary techniques; to name just a few. Resource rooms were provided to allow teachers to view textbooks and materials available through various publishers and MCCE, the career and technical education resource center at CMSU.

At the end of the evening, Hank Huitt, Missouri ProStart Program Director invited ProStart Educators to a delightful reception at Ocean Zen Restaurant where educators were able to discuss topics related to careers in culinary arts and the National Restaurant Association ProStart program.

The last day of the Conference proved rewarding as Aric Bostick, Aric Bostick Success Training, energized the group with his closing general keynote titled: "Unleash the Fire Within - Making a Difference in YOU for Your

Students". Family and consumer science educators were motivated to build relationships with students and the importance of our content to those students. The morning was concluded with a variety of carousels (informational sessions) being presented so that information could be disseminated to help teachers in their preparation for the upcoming school year. ProStart instructors were challenged to develop and integrate Workplace Mentorships as an enhancement to their program. Professional relationships were once again solidified as the conference came to a close.

As the school year begins, let's focus on the needs of the student and the impact this RELATIONSHIP will have to all those involved. Mark your calendars as not to miss the 2009 Missouri ACTE Conference in Springfield, July 21-23. See you there, to renew "The Third R - Relationships!"



Tom Quinn

MoEFACS Members Honored at 2008 Awards and Recognition Reception

By: Tracey Newman, 2008 Awards and Recognition Chair, Ste. Genevieve High School

MoEFACS recognized outstanding Family and Consumer Sciences educators and programs, legislators, and others during the Awards and Recognition Reception, Tuesday, July 22 at the 2008 Missouri ACTE/MoEFACS Summer In-service.

MoEFACS Teacher of the Year

The recipient of the 2008 MoEFACS Teacher of the Year Award was **Kimberly Easter** from the Carl Junction school district.

Her contributions to the field include

- Sharing techniques for increasing FCCLA chapter membership with The Adviser, the organization's publication for chapter advisers
- A deep commitment to STAR events, which involves extensive community service projects
- Creating culminating events for units taught across the curriculum at the middle school level
- Round table presentations at FCCLA cluster meetings in Nashville, St. Louis, and Kansas City

- Developing curriculum for a leadership course that is offered to officers of all vocational organizations

Her principal writes: I have been impressed with her level of dedication to her students. She knows each of her students on a personal level; she knows their hearts and she develops activities that help each of her students succeed on an individual basis. She ensures that all of her students have a perfect place to develop their talents. She has several students that develop their leadership potential in Carl Junction High School's FCCLA. Mrs. Easter is one of the top educators that I have ever known.

It is truly a pleasure to award this honor to Kimberly Easter, the 2008 MoEFACS Teacher of the Year!

MoEFACS PRIDE Award (Public Relations in Developing Excellence)

The MoEFACS PRIDE award is presented annually to individuals and/or programs that have done an outstanding job of publicizing family and consumer sciences programs. The project should be one specific activity conducted expressly to promote a local program, or

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which results in promoting a program, school or Family & Consumer Sciences in general. The project must have been conducted during the immediate past school year.

This year's recipient is **Alice Bell** of Normandy High School for her work with the Viking Tykes program. In the award application, Alice describes a campaign launched to showcase the family and consumer sciences program at her school that improves student achievement by providing hands on experience in working with preschool children. By creating a partnership with Emerson, grant funding was secured to produce and publish a high quality brochure to communicate the goals and accomplishments of the Viking Tykes program of Normandy High School to the students, teachers, counselors, and community.

Of those recommending Alice Bell as the recipient of the PRIDE award, they had this to say:

- Mrs. Bell has transformed a successful Viking Tykes program into a student centered educational palace. The transformation wasn't just new paint on the walls, reconfigured learning labs, or an upgraded playground. But the transformation that Mrs. Bell put in place was that the focus of the program should center on what is best for students. Furthermore, Mrs. Bell allowed the focus to begin with herself.
- Her commitment to the field of family and consumer sciences is demonstrated through her conviction to educate as many individuals, families, and community members as possible about the strengths of FCS. I am impressed at her strong, impassioned skills and advocacy. And while Mrs. Bell crafts articulate letters that argue for increased funding for CTE programs, her most influential efforts at promoting the field come through her ability to leverage support for the Viking Tykes program from the broader community.

Congratulations to Alice and her students!

Retiring FCS Teachers

In addition to the various awards presented, five retiring teachers were recognized for their years of service to Family & Consumer Sciences Education:

Carol O'Riley, Nodaway Holt R-VIII
Sharon Robbins, Fredericktown High School
Mary Ann Gregory, Aurora High School
Rebecca Daume, Jackson Jr & Sr High School
Jackie Linn, Bronaugh High School



FCS Retirees - Rebecca Daume, Jackson Jr/Sr High; Jackie Linn, Bronaugh High School; and Mary Ann Gregory, Aurora High

Champion for Family and Consumer Sciences

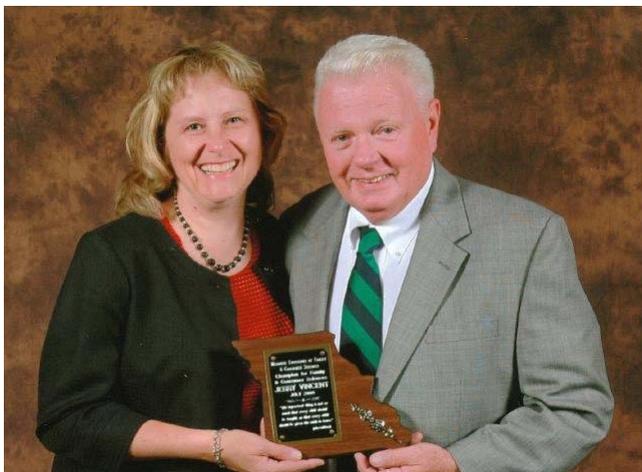
This year's Champion is Jerry Vincent, former Missouri ProStart coordinator. Jerry was nominated by fourteen Missouri educators. Some of the comments they shared in their recommendations included:

- He was and still continues to be a great mentor; always more than willing to answer questions or give advice

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ACTE 2008 Convention
December 4-6, 2008
Charlotte Convention Center, NC



Ginny Stone presenting Champion of FCS Award to Jerry Vincent, Retired Director of ProStart

- He is a true professional and advocate for all of us in FCS who have fought the battle to get a better image of our food programs and make it more professional
- For working part-time, he seems to be working full-time for the benefit of us and our students
- I see first hand the fruits of his labors: the students that have developed a passion for the culinary field. Since he has come on board, the professionalism and integrity of the competition has skyrocketed.
- This is the first year my program has offered Prostart and it has been well received. We actually had to turn away students from the course and I believe that, ultimately, it will force growth in the department
- Without the support and education opportunities that Jerry has provided, most of us would still be struggling to get our ProStart programs in place
- His expertise, impeccable professionalism and passion for the hospitality industry have made it possible to build a quality ProStart program here at our school and throughout Missouri
- Under Jerry's leadership, Missouri's ProStart programs have grown to nearly eighty schools. His hard work and efforts now equates scholarships and college credit for our FCS students
- Many of my students have their own businesses now. Jerry showed me by example and inspired me to always give the best of myself in my teachings, and to pass on the vision that you don't ever need to settle for less when you can give a little more of yourself to another to help them achieve their dreams.

Thank you, Jerry, for all of your hard work and dedication to the field!

College and High School Scholarship

This year's High School Scholarship was award to Allison Miller. Allison is a graduate of Maysville High School and will pursue a Family & Consumer Sciences Education degree from the Missouri State University in Springfield. During her FCCLA career, Allison served as a state vice president and also the president of the local chapter, as well as achieving the highest level of excellence, a gold rating at the national leadership meeting in STAR Events. Our recipient has also served as the team captain of her school's LifeSmarts team, which has led the state the past four years, advancing to the National level of competition.

In the applications, we ask for a creative project describing why you want to be a FCS teacher. Allison wrote:

Since becoming a state officer, I have been able to see the "inner workings" of FCCLA and how meetings and conferences are planned. It has made me appreciate the organization so much more. When I see the proud faces of advisers at FCCLA state leadership conference and hear them tell how thankful they are that they have chosen the Family and Consumer Sciences field, I know that one day I want to be one of them. I want to advise my students and let them learn to be leaders in their families, careers, and communities. As high school draws to a close for me, I find myself not wanting to permanently leave the organization that has given so much to me. Most of all, I could serve as an inspiration to students and members like my FCS teacher and adviser has for me. Mrs. Kagay was ultimately the one who motivated me to choose Family and Consumer Sciences. She is such an incredible person, and I hope that my career will be just as successful and rewarding as hers has been.

The 2008 college scholarship recipient was Shannon Helm, a student at Southeast Missouri State University, where she will be completing her student teaching this fall — the first half in her home high school, the second half in Australia. Of her high school experiences with FCS classes, our applicant writes:

I found peace and direction when I attended my FCS classes. Things changed when I learned about parenting and family relationships in the school setting. I realized that I was not the only student who felt broken and lost. There were others experiencing this as well. When I went to class I felt at home because I had a relationship with my teachers. I became open with them and they began to help me feel the confidence in who I wanted to be. More specifically, the teachers who influenced me the most, Family and Consumer Sciences. Many college students are still

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uncertain on their major with only one or two semesters left. I am confident that Family and Consumer Science is what I am called to teach. I know this because these are all subjects I truly enjoy. I also delight in working with students to help them improve their emotional and social growth.

Shannon was very excited when I called to tell her that she had been selected as our scholarship recipient. She names her former teachers, Mrs. Whitehead, Mrs. DeShirley, and Mrs. Newell as inspirations to her. Without a doubt, all of the FCS teachers in these students' lives have made a tremendous impact.

Congratulations to all award and recognition recipients for making a positive impact on Missouri Family and Consumer Sciences!

MoSAHOE Is Now MHSTE

The teacher organization formerly known as the Missouri State Association of Health Occupations Education (MoSAHOE) recently approved a name change. The vote was held during the group's Annual Meeting at the Missouri Association for Career and Technical Education in Springfield.

The Association is now known as Missouri Health Sciences and Technology Education (MHSTE). The new name is pronounced "misty." The membership is comprised of more than 200 secondary and postsecondary health care educators across the state.

"The name change aligns the name of our state organization with that of the National ACTE Health Sciences Division," said MHSTE President Tracy Lock, RN, BSN, a health sciences instructor in the health services technology program at Grand River Technical Center, Chillicothe.

With a bit of levity, she further explained the group liked the idea of an acronym pronounced "misty" over one that sounds like a garden tool.

Health sciences and technology educators prepare youth and adults for such careers as nursing, dental hygiene and dental assistant, medical transcriptionist, radiologic technologist, occupational therapy assistant, physical therapy assistant, respiratory care and medical technician, as well as for careers requiring advanced degrees, such as biotechnology engineering, physicians, and medical researchers.

Through membership with MHSTE, health sciences teachers are able to stay current on changes in technology and safety standards; address health care provider and teacher shortages; and assure that current educational offerings provide students with the academic, technical and leadership skills they need to meet industry demands.

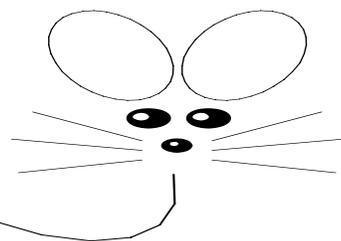
MHSTE provides teachers a statewide communication network that keeps members informed of policies, plans and issues impacting career and technical education. The organization also provides opportunities for updating professional skills through workshops, conferences and continuing education units.

The Division of Career Education of the Department of Elementary and Secondary Education works closely with MHSTE, a division of the Missouri Association for Career and Technical Education, to support health sciences teachers with high-quality professional development and technical assistance. Emily Harper is DESE's designated representative for MHSTE.

In other action, MHSTE members elected Shelly Wehmeyer, RN, BSN, as the organization's 2008-09 President-Elect. She is coordinator of the practical nursing program at the Eldon Career Center.

Take your mouse for a walk ...

www.Mo-ACTE.org



MSCA

The Missouri School Counselor Association is currently celebrating its 60th anniversary as an association. "Bright Beginnings, Sparkling Futures" is the theme for the Diamond Jubilee. MSCA is considered to be the oldest counseling association in the United States.

The MSCA Fall Conference is November 2-4 at TanTarA resort in Osage Beach, MO. The Pre-Conference is November 1 with Cathy Newton from Platte City, MO as the featured presenter. She is a Risk Enhancer and has written three books: Living in Full Swing, RISK IT! Empowering Young People to Become Positive Risk Takers in the Classroom and in Life, and It Takes Character. The MSCA golf classic will be on Saturday, November 1, to raise money for the Conference project, *Diamonds for Diabetes*.

On November 2, the MSCA Delegate Assembly will be held followed by a variety of workshops for all age levels. The evening keynote will feature the recognition of MSCA Past-Presidents and the motivational keynote speaker, Dr. Mark David Milliron from Catalyze Learning International. Dr. Milliron will present strategies for working with diverse students in a technological world and how to educate in a rapidly changing world.

Monday morning, November 3, will feature the MSCA Fun Run/Walk, another fundraiser for children suffering with diabetes. Workshops, group meetings, and the Awards Luncheon will be held. A Silent Auction will run throughout the Conference for the service project.

Tuesday's conclusion, after a full set of breakout sessions, will feature the keynote speaker, LouAnne Johnson, former US Navy journalist, Marine Corps officer, high school teacher, and the author of My Posse Don't Do Homework. This best-seller was later made into the hit movie starring Michelle Pfeiffer, *Dangerous Minds*. She will share ways to apply practical strategies that help educators create dynamic classroom environments where learning is an enjoyable experience.

All are welcome to the MSCA Fall Conference. Visit the association's website for further information at www.schoolweb.missouri.edu/MSCA or call 800/763-6722, MSCA office. MSCA continues to work with other national and state organizations for the good of the students in reaching for success as productive adults.

Joni Rost, MSCA President

MTTA

Rutledge Named Joplin Schools' 2008 Teacher of the Year

John Rutledge, automotive technology instructor at Franklin Technology Center (FTC), has been named the 2008 Teacher of the Year for the Joplin School District. As Joplin's Teacher of the Year, he is now eligible to apply for Missouri Teacher of the Year. Rutledge was honored during the May 13 Board of Education meeting where he received a plaque, a \$100 award from the district, and the Fred Laas Memorial Award in the amount of \$500.

"Mr. Rutledge is a committed educator, and we are proud and honored to have him represent Joplin as Teacher of the Year," says Assistant Superintendent, Dr. Angie Besendorfer. "After giving up his livelihood to dedicate his life to teaching, he has made a significant impact on the quality of automotive technology training available in our area of the state. His passion for educating students, coupled with his active community involvement, make him an excellent candidate for Missouri Teacher of the Year."

Rutledge has taught at FTC since 1999 and has been instrumental in building the school's successful automotive technology program. The program is now certified by the National Automotive Technicians Education Foundation (NATEF) – a very difficult certification to achieve.



Above: FTC automotive technology instructor John Rutledge accepts an award from Assistant Superintendent Dr. Angie Besendorfer. Rutledge has been named Joplin Schools' 2008 Teacher of the Year.

The NATEF stamp of approval ensures employers that the program meets or exceeds industry-recognized, uniform standards of excellence.

Prior to his teaching career, Rutledge operated a successful automotive repair shop in the 1980's and 90's. During this time, he became aware of changes and challenges facing the automotive industry, most notably the

MTTA >p19

increasing difficulty in hiring qualified technicians with training in computerized engine controls.

In 1991, after serving two terms as President of the Mt. Vernon Youth Association, Rutledge was elected to the Mt. Vernon Board of Education. His involvement gave him a new vision for assisting young people and, in 1997, he began serving as a substitute automotive technology teacher at Ozark Technical College in Springfield, Missouri. In 1999, he was hired as the full-time automotive technology instructor at Franklin Technology Center where he teaches high school juniors and seniors, as well as adult education students.

The most gratifying aspect of Rutledge's instructional career is to see his students succeed, he says. "We continue to do very well in state-wide skills competitions, and employers continue to show a willingness to hire graduates from my program. It is a tremendous privilege to touch the lives of so many people."

Rutledge continues to serve as a member of the Mt. Vernon Board of Education and is a member of the Joplin School District Professional Development Committee. He

also holds memberships in a number of professional associations, including the Missouri State Teacher's Association, the National Institute for Automotive Service Excellence, and the National Association of Career and Technical Educators. In 2004, he was named Teacher of the Year by the Missouri Trade and Technical Association, a division of the Missouri Association for Career and Technical Educators.

Share Your Success!

*Send your stories and pictures to
Donna@mo-acte.org
by January 15, 2009
to be included in the Winter issue
of The Reporter!*

Turning Lemons into Lemonade ... and Success!



There is a lot of excitement in Mrs. Crowley's COE/Marketing classes at Dexter High School, as students prepare for their first venture into entrepreneurship.

Four teams will be competing for lemonade sales at Friday's football game. The teams have developed "corporate" names, logos, and marketing strategies.

This is a one-time event, and the profit from the lemonade sales will be the seed money for their next project.

← *Deciding on strategic placement of their advertisement are, from left, COE/Marketing students David Alsup, Jessica Blankenship, Rachel Foster, and Adam Brown.*

What Did Missouri FCCLA Do this Summer?



Feed the Children Truck Distribution Event

Missouri Family, Career and Community Leaders of America (FCCLA) had a busy and productive summer! In July, 180 Missouri members, advisors, and guests attended the 2008 National Leadership Meeting held in Orlando, Florida. Approximately 5600 members, advisors, parents, and guests attended the Conference with the theme "Excellence Electrified!"

59 students represented Missouri in FCCLA's competitive STAR Events. 32 members received gold medals, 22 members received silver medals, and five received bronze medals. Congratulations to all the STAR Events participants and their chapters for these accomplishments!

Other awards received by Missourians included Connie Hoffman from Trenton High School receiving the National Spirit of Advising Award, Missouri FCCLA received the Central Region Award for increasing membership, and the Maysville FCCLA chapter was recognized as the



Feed the Children Truck Distribution Event

National Middle School Winner in both the STOP the Violence and the Career Connection programs. Additional award winners were highlighted during the MoEFACS Summer Inservice Conference.

During the 2007-08 school year, FCCLA members from across the country raised funds for the Feed the Children Truck Sponsorship program. In this one year, chapters raised \$219,127 for this project. Several Missouri members had the opportunity to assist with distribution of supplies while in Orlando. The Orlando weather didn't cooperate, everyone got soaked, but the supplies were still distributed to needy families and agencies in the Orlando area. FCCLA will again participate in this outreach project for the 2008-09 school year.

During the State Executive Council meeting, also held in July, the state officers chose the theme "Level Up Your Leadership" for the 2009 State Leadership Conference, which will be held March 27-29, 2009 in Columbia.

The next state-wide leadership conference opportunity for Missouri FCCLA members is the fall "Access FCCLA" Leadership Conference to be held at the Tan-Tar-A Resort October 26-27.

Missouri FCCLA news and announcements can be found posted on the Missouri FCCLA blog at: www.mofccla.blogspot.com. All organization forms and program information can be found at: www.mofccla.org.



Missouri delegation to 2008 National Leadership Meeting



Missouri Association



News from DECA

CHS DECA Students Earn Top Ten International Spots with CIC's Green Feats and Needs

When Cameron Insurance Companies (CIC) forged the path to a paperless environment, they knew they were ahead of the curve. Scanning and storing millions of documents increased productivity and decreased bottom-line expenses.

The benefits to the environment, however, were spotlighted by a pair of Cameron High School DECA students and became the focal point of their international award-winning presentation.

Steven Lammers, son of Cameron City Administrator Phil Lammers and his wife Sarah, and Sarah Curtis, daughter of CIC employee Brad Curtis and his wife Becky, chose CIC as their project in the 2007-2008 DECA marketing students' competition. They became the only Missouri team competing in the written research project to place in the Top Ten at the international competition in Atlanta, Georgia in April.



Sarah Curtis and Steven Lammers

Under the leadership of Stephanie Williams, Cameron High School's business and marketing teacher and DECA sponsor, Lammers and Curtis took on the 2008 challenge of preparing and presenting a green (environmentally friendly) marketing campaign. Challenged to identify a local company and their green efforts, they were to propose additional ways the company could improve their

environmental impact. Lammers and Curtis worked with Executive Vice President Dick Kline and Mail/Imaging Supervisor Judy Bowen to understand CIC's paperless environment.

"We want to lead by example in minimizing the "carbon footprint" of our business operations," said Kline.

Identifying the proactive efforts of CIC was easy. Community surveys, however, revealed that few knew of CIC's paperless environment and that it was important to educate the customers and public of their positive impact.

Saving paper and recycling aluminum for such a large organization in a small town was an obvious positive effort. But the research and further suggestions of the young marketing students was what impressed the judges.

A 30-page document with CIC's history, insurance products and research, included surveys and interviews resulted in a public relations campaign to make the community more aware of environmental issues. They built the proposed campaign around the Independence Day celebration in Cameron and utilized the city's three

Young Presents at DECA State Management Conference



Christopher Young

Christopher Young, Missouri DECA State Advisor and Supervisor of Business, Marketing and Cooperative Education, was one of a few selected presenters at the 2008 DECA, Inc. State Association Management Conference held August 21-23, 2008.

Young explained Missouri DECA and Delta Epsilon Chi's strategies for increasing membership in the college division through cross-promotional efforts during the session, "The Complete DECA Experience." Missouri Delta Epsilon Chi was recognized with the President's Milestone Award, prior to the session, for increasing its membership by 15 percent.

During the New State Advisor's Training, Young shared methods for exceeding expectations during the first year as a state advisor. Young discussed association management techniques, conference management, budgeting and financial accountability, interfacing with a Board of Directors, and developing a strategic plan and foundation.

"As a panelist at the professional development training of new state/provincial advisors of DECA/Delta Epsilon Chi, Chris provided a creative element to the responsibilities of association management performed by the state advisor," said DECA, Inc.'s Director of Education Michelle Walker, PhD. "He shared examples and illustrations of tools used to effectively manage his state association, along with the rationale for utilizing a specific process or format. As a result, session attendees left with ideas and materials that demonstrated how to effectively incorporate the major components of successful association management."

"DECA Top Ten" >p22

"Young Presents" >p22

Missouri DECA Student Earns \$20,000 Scholarship

Ben Taylor, a 2008 graduate of Diamond High School and DECA alum, earned a scholarship with a potential value of \$20,000 from the McKelvey Foundation.

The McKelvey Foundation awards scholarships solely based on entrepreneurial spirit and helps build a network of young business owners across the country to connect them with each other to share experiences. The criteria for this specific scholarship included DECA membership, owning a business for at least one year, having at least one employee (besides themselves), and generating sales revenue.

“When working on a couple of projects in Marketing II, Ben incorporated methods and ideas from his business into his school projects,” said Donna Dorsey, marketing teacher and DECA advisor at



Ben Taylor and his mother, Bonnie, were recognized during the 2008 Excellence in Marketing Education reception at the Governor's Mansion in May. Rep. Marilyn Ruestman sponsored a resolution recognizing Ben's \$20,000 scholarship.

Diamond High School. “Having a real life situation to glean information from for his projects helped.”

Taylor and his mother, Bonnie, were invited to the 2008 Excellence in Marketing Education reception at the Governor's Mansion in Jefferson City in May in recognition of his achievement.

Taylor is a freshman at the University of Central Missouri in Warrensburg, where he was elected founding chapter president of Delta Epsilon Chi, the college division of DECA, chapter at UCM.

“Ben is a very competitive and personable young man,” Dorsey said. “He was enthusiastic and energetic, participating in as many DECA events as his schedule would allow. While in college, Ben still communicates with Diamond HS students and encourages them to join DECA and become involved.”

DECA Top Ten *(from page 21)*

major communications outlets: the newspaper, radio station, and website.

Recommendations they proposed to CIC included replacing traditional lighting and toilets with compact fluorescent lights (CFL) and ultra-low volume (ULV) toilets, among other alternative appliances and practices.

“What was important for us to show was that it improved the bottom line for the company,” said Curtis. “But we also had to look for other ways to help the environment and improve the company's (environmental-friendly) image (to the employees, public, and customers).”

Often isolated from the inner workings of a company in a large city and working with the resources of a large metropolitan area, the Cameron DECA students have both advantages and disadvantages in these competitions.

“It's often difficult to get the judges to understand that we are in a small town,” explained Williams, who is in her ninth year of sponsoring DECA at Cameron. “We are one of the smallest schools that compete and they (the judges) often just don't understand that the culture is different.”

But it is that small town culture, the accessibility to business and community

leaders, and the support shown to the local schools that Williams believes made the difference.

Cameron Insurance Companies' President/CEO Darwin Copeman is serving his second term on the Cameron School Board.

“I listened to Steven and Sarah explain their project at a school board meeting prior to the international competition,” stated Copeman. “I was not only impressed with their project but also with their articulate and well-prepared remarks. “Cameron is fortunate to have students that are so focused on making a difference,” he said.

This interactive engagement got the attention of the judges.

“At the end of the presentation, one of the judges asked if the company had taken any of the suggestions,” explained Williams. “When they were able to tell them that the president of the company was also on the school board and he listened to their recommendations,” she continued, “I think that's what nailed it.”

Lammers and Curtis were honored at the Governor's Mansion with their parents in May. Their accomplishments mark an important experience in their young lives and careers. Sarah plans to pursue a

marketing degree in college and Steven is considering a degree in environmental engineering.

“CIC is proud to have participated as a vehicle in their learning experience,” stated Darwin Copeman.

In the 38 years that DECA has been in the Cameron School District, they have entered the international competition 34 times. Cameron Insurance Companies has rarely been the focus business of a DECA project, Williams explained. The kids tell her, ‘It's just too big.’

“Size is relative,” Copeman emphasized. “We may be a large employer in Cameron, but we will never be too big to assist the community's greatest asset – our young people.”



Young Presents *(from page 21)*

Young begins his ninth year of involvement with DECA and Delta Epsilon Chi and third year as state advisor for Missouri DECA. Young also has two years of service as state advisor for Missouri Delta Epsilon Chi and started his DECA experience as a high school marketing student in Missouri.

Missouri DECA President Elected to National Office



Isaac Robinson III

Isaac Robinson III, a student at Truman State University and graduate of McCluer North High School, Ferguson-Florissant School District, has been elected Central Region Vice President of National DECA. He also served as the 2007-08 State President of Missouri DECA.

Robinson was elected at the DECA International Career Development Conference

held in Atlanta, Georgia, April 25-30. He is only the sixth national officer from Missouri DECA and the first in 33 years.

“Isaac’s commitment to DECA makes him the ideal leader to represent the central region (13 states and the Canadian province of Manitoba). His knowledge of the organization and his proven ability to professionally represent our members to corporate partners, government officials, students and community leaders will propel our state, regional and international organizations to success,” said Christopher Young, DESE’s supervisor of business and marketing education and state advisor for Missouri DECA.

Robinson was one of three candidates for the Regional Vice President’s post. After submitting an application, he took an objective test, interviewed with the nominating committee, campaigned during the conference and delivered a five-minute speech before being elected by delegates from the Midwest.

The DECA National Officer Team is composed of the President and three Regional Vice Presidents. They will work with the association’s national staff and corporate partners as they plan the next International Career Development Conference and travel extensively to promote DECA.

DECA is an international organization for students interested in careers in marketing, management or entrepreneurship. The organization includes more than 180,000 students in the U.S., Canada, Guam, Puerto Rico and the Virgin Islands. Missouri DECA has more than 9,000 members.

Robinson will preside at the Central Region Leadership Conference, scheduled for Nov. 21-23 in Kansas City, hosted by Missouri DECA.



Rolla DECA Earns National Recognition – Twice



Michael Wilbanks and Nicole Blythe receive on-stage recognition at DECA’s ICDC.

The DECA chapter at Rolla Technical Institute was recognized at DECA’s International Career Development Conference in Atlanta, GA this past April for their fundraising efforts to benefit the Muscular Dystrophy Association. Rolla DECA’s contribution of more than \$20,000 earned them third place honors within the DECA organization.

As one of the top fundraising chapters, members from Rolla DECA appeared on the Jerry Lewis Labor Day Telethon on Monday, September 1, which was broadcast nation-wide from Las Vegas, Nevada.

Fifteen members from the Blue Springs High School DECA chapter, whose contri-

butions were 11th overall in the DECA organization, worked the phone bank on the local Kansas City Jerry Lewis Labor Day telethon on Sunday, August 30 on KCTV 5. They presented a \$6,500 check from their 5K for MDA fundraising event themed, “Run today, so they can walk tomorrow.”



Blue Springs High School DECA members work the phone bank during the annual telethon broadcast on KCTV 5.

“These students’ abilities to organize, plan and successfully implement a year-long effort using the skills, knowledge, and leadership they learned through their marketing education programs and DECA should be commended,” said Christopher Young, State Advisor of Missouri DECA. “This is a win-win opportunity,

because our DECA students apply their marketing skills to manage events and raise money and awareness, while benefiting a worthy cause.”

This year’s contribution from all DECA chapters totaled more than \$427,000.

“This partnership (between DECA and MDA) is the hallmark of our programming and instruction in community service – a foundational principle of DECA,” said John Fistolera, Director of Corporate Partnership for DECA, Inc.

Rob Eckhoff is the advisor of Rolla’s DECA chapter, and Kelly Fowler and Linda Friedel are DECA advisors at Blue Springs High School.



Marissa Pence and Nicole Blythe pose for a picture with Ace from American Idol, while on set at the telethon.

Dr. Julie Lyman Recognized by National DECA

Dr. Julie Lyman was recognized with DECA, Inc.'s Outstanding Service Award for her more than 35 years of involvement in DECA, Inc. on April 26, 2008 at the International Career Development Conference in Atlanta, GA.

The Outstanding Service Award is one of DECA Inc.'s most prestigious awards. This award recognizes Marketing Education personnel who have rendered outstanding contributions toward DECA at the international level.

Since her tenure as a national officer, Julie has contributed greatly to DECA and its members. As a high school teacher and chapter advisor, she provided the benefits of DECA to her students and encouraged the further development of the program in her school. At the University of Missouri-Columbia, Julie worked closely with pre-service teachers and professional development programs for DECA advisors to improve their local programs.

Once she began work at DESE, she led a growth in state membership, developed effective state officer programs, built

support in the business community for DECA, and created growth in the overall quantity and quality of students' DECA and Delta Epsilon Chi experience.

Her service and leadership on the Central Region Board of Governors and on the Postsecondary Advisory Council were instrumental to development of quality programming. Julie worked to plan and coordinate a very successful 2001 Central Region Leadership Conference in Kansas City. She used her hospitality and business connections to help National DECA recruit and welcome judges for the International CDC in St. Louis in 1995. In addition, Julie pioneered an innovative mentoring program to orient new teachers to the discipline of marketing education and utilize DECA as a powerful instructional tool.

As former director of business, marketing, and cooperative education, Dr. Lyman's ongoing commitment and support of DECA and Delta Epsilon Chi are shown by her continuing participation in activities at all levels.



Dr. Julie Lyman (left) receives DECA, Inc.'s Outstanding Service Award from Central Region Vice President Ashley Wade at the 2008 DECA International Career Development Conference in front of a crowd of more than 13,500 DECA members.



CTE Month Video Public Service Announcement Contest

Deadline: October 31, 2008

Prizes:

First Place: \$750 and the school will receive one complimentary copy of Apple's Final Cut Studio 2.

Second Place: \$250 and the school will receive one complimentary copy of Apple's Final Cut Studio 2.

First- and second-place videos will be publicized on the Internet and may air on television. The winning student or team is not required to attend the Convention.

Requirements:

- ♦ You must incorporate ACTE's logo and Web address (www.acteonline.org) into PSAs. Contact onlinemedia@acteonline.org if you have any questions or would like to request a high resolution JPEG, or different image format, logo.
- ♦ Use no other logos, artwork or Web addresses in PSAs. Additional text is permitted.
- ♦ PSAs must be 29 seconds in length.

- ♦ PSAs must be uploaded to SchoolTube by October 31, 2008, and one broadcast-quality copy on Beta SP, Beta, MiniDV, DVD or MiniDVD must arrive at ACTE by October 31, 2008 (see below).
- ♦ You must include all forms: the PSA information form and the copyright assignment and release forms for all participants (see below).
- ♦ No bars, tone, black or slate required.
- ♦ PSAs must be taped in an aspect ratio of 4:3.
- ♦ PSAs must include stereo audio.
- ♦ You must obtain copyright permission for any music, images or video used in PSAs unless content is in the public domain.
- ♦ Multiple entries are permitted.

ACTE will announce the winning PSA during its Annual Convention and Career Tech Expo, December 4-6, in Charlotte, North Carolina.

For more information or questions about submissions, please contact onlinemedia@acteonline.org.