

## Missouri ACTE Division Presidents

### MCCTA

David A. Ruhman  
navigatehope@yahoo.com

### MVATA

Eugene Meyer  
emeyer@sarcoxi.k12.mo.us

### MBEA

Janet Barnes  
jbarnes@lindenwood.edu

### MACS

Jolene Sullivan-Howerton  
jhowerto@crowder.edu

### MoEFACS

R. Suzanne Dudenhoeffer  
sdudnhff@hazelwoodschoools.org

### MSCA

Linda Gillmann  
lgillmann@nwr1.k12.mo.us

### MHSTE

Shelly Wehmeyer  
shelly\_wehmeyer@mail.eldon.k12.mo.us

### MCEA

Stephanie J. Williams  
swilliams@cameronschools.org

### MSNA

Pam Madison  
pmadison@lexington.k12.mo.us

### TEAM

Walter E. Pollard  
walt\_pollard@hotmail.com

### MTTA

Vickie J. Fuller  
vfuller@monett.k12.mo.us



## President's Message

Greetings from the beautiful Missouri Ozarks ...

Fall has always been my favorite time of year and so far, we are off to a great start ... nice cool temperatures and not too much or too little rain.

I have always considered the Summer Conference to be my jump start on a new school year. The Conference is where I reconnect with colleagues and old friends. It is also where I get my shot of adrenaline

which helps me prepare for the beginning of the year. Our keynote speaker, Chelonnda Seroyer did an excellent job of reminding us of the importance procedures play in student success and classroom management. I hope you were able to take some of her suggestions and apply them to your classroom.

Congratulations to Janell Allred, the new President-Elect of Missouri ACTE. Janell is from our Marketing Division and teaches in Clinton. She will be an exceptional leader for our organization. You can read more about Janell and her accomplishments on the Missouri ACTE home page ([www.mo-acte.org](http://www.mo-acte.org)). We are glad to have her as part of the leadership team. Also, we extend many thanks to Glenda Whitney, past-president. Glenda's leadership provided a steady rudder as we worked though the issues facing Career and Technical Education last year.

Hopefully, many of you will have the opportunity to attend the annual ACTE Convention and Career Tech Expo at the Opryland Hotel in Nashville, Tennessee, November 19-21. The conference is always a great opportunity to take the pulse of our organization. A multitude of break-out sessions will be offered and exciting keynote speakers highlight the Conference agenda ... check out detailed information at <http://www.acteonline.org/convention.aspx>.

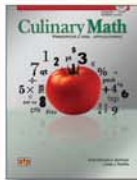
Your input into our organization is essential for our improved service to our membership. At last year's Conference, during my speech, I noted the phrase "whatever it takes." Please know that I am always committed to doing "whatever it takes" to make our organization stronger and more readily able to meet your needs. I appreciate your continued dedication to the lives of so many students across the state. Your commitment to them is often the only commitment from an adult they receive.

It is my great pleasure to serve you as your president this year. Always know that I am just a phone call (573-774-6106) or email ([lhendley@waynesville.k12.mo.us](mailto:lhendley@waynesville.k12.mo.us)) away.

For the organization:

Laura Hendley, President

## LOOK WHAT'S NEW AT AMERICAN TECH



*Culinary Math Principles and Applications* showcases how and why foodservice workers use math in the professional kitchen. This new

text-workbook integrates math skills within the culinary arts in an easy-to-follow and well-illustrated style that engages learners.

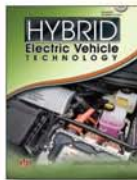
Content includes:

- *Calculating Measurements*
- *Scaling Recipes*
- *Calculating Food Costs*
- *Analyzing Profit and Loss*



This new edition of *Welding Skills* provides comprehensive coverage of major welding processes, as well as welder proficiency test

requirements (SENSE), advanced welding process information, and metal identification methods.



*Hybrid Electric Vehicle Technology* provides a systems overview of the operating principles, maintenance, and service of hybrid electric vehicles.

Content includes:

- *High Voltage Electrical Safety*
- *DC-DC Converter Systems*
- *Battery Construction and Technologies*
- *Electric Propulsion Sensing Systems*



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## Region III Report

Summer Conference is behind us and the school year is upon us. I hope all of you have started the year off with a bang! I want to tell you about an amazing leadership opportunity available to us ... the Region III Leadership Conference. This year, the Conference will be held in Kansas City on June 23-25, 2010, hosted by Missouri. The Conference is headquartered at the Ameristar Hotel & Casino.

Our national organization, ACTE, is made up of six regions. Missouri is in Region III, along with Illinois, Indiana, Iowa, Minnesota, and Wisconsin. Once a year, all the states within our region get together to hold a conference specifically to encourage and enhance leadership within our region and our individual states. This year, the Conference is being held in conjunction with the National SkillsUSA Conference, to allow Career and Technical Educators the opportunity to see students excelling in their chosen fields. The Conference will begin on Wednesday, with informational meetings. On Thursday, we will spend the day touring the SkillsUSA competition. The Conference will end on Friday, after more informational meetings and networking. We are asking each Missouri Division to send three or more of their leadership team to the Conference so that Missouri, too, can "grow" its leadership. Come be a part of this amazing, in-state professional development opportunity and show your support for Missouri ACTE.

I also want to take this opportunity to thank Donna Vossen of Gamble and Schlemeier, our Executive Director, for 10 years of outstanding service to Missouri ACTE. Her leadership and support have been invaluable to our organization and simple words cannot express our gratitude. Thank you.

Respectfully submitted,

*Sherry Struckhoff*

Missouri Region III Representative

## 2009 ACTE Annual Convention and Career Tech Expo



*"The New Rhythm of CTE"*

**November 19-21, 2009**

Gaylord Opryland Resort Hotel  
and Convention Center  
Nashville, TN

*The Reporter* is a quarterly publication of the Missouri Association for Career and Technical Education (Missouri ACTE):



Donna Vossen, Executive Director  
P.O. Box 1955 • Jefferson City, MO 65102  
Phone: 573-634-7366  
Email: [donna@mo-acte.org](mailto:donna@mo-acte.org)  
Website: [www.MO-ACTE.org](http://www.MO-ACTE.org)

*We welcome your comments.*

# Missouri ACTE 2008-2009 Division Winners

*The Missouri ACTE Awards Committee would like to take this opportunity to recognize the individual winners from each of the divisions. As you all know, "it takes a village to raise a child" and it is important to take time out our busy schedules to recognize the outstanding contributions of our peers. (Note: All divisions were given an opportunity to submit the names of their award winners.)*

## Missouri Council of Career Technical Administrators (MCCTA)

### Outstanding CTE Professionals

Michele Clark, Assistant Director, DESE  
Paul McKay, MCCE, University of Central Missouri

## Missouri Business Education Association (MBEA)

### New Professional of the Year

Kaysi Stanley, Willard High School

### Outstanding Business Educator -- Elementary

Michelle Lindsey, Ozark Upper Elementary School

### Outstanding Business Educator – Secondary

Marlena Heimer, Monett High School

### Program of Excellence

Willard High School

### Distinguished Service Award

Arlene Broeker, Retired

## Missouri Health Science Technology Education (MHSTE)

### Outstanding New Teacher

Becky Dickerson, Eldon Career Center

### Outstanding Achievement in Practical Nurse Education

Bernice Wagner, Les-La-Ray Technical Center

### Outstanding Achievement in Secondary Health Occupations

Katrina Mawhiney, Dallas County Career Center

### Recognition Awards

Wayne Jackson, Waynesville Career Center  
Mary Beth Richardson, St. Johns, Lebanon  
Dixon Nursing and Rehab

## Marketing & Cooperative Education Association (MCEA)

### New Career and Technical Teacher

Cara Posegate, Saline County Career Center

### Marketing Teacher of the Year

Jolene Wofford, Wentzville Holt high School

### Innovation in Marketing Award

Lisa Beavers (Central High School) and Lisa Miller (Lafayette High School) St. Joseph

## Missouri Special Needs Association (MSNA)

### Educator of the Year

Julie Gronneberg, Lewis & Clark Career Center

### Linda Beachboard Beginning Teacher

Michelle Joyce, Carthage Technical Center

### Indirect Support Service Award

Marsha Ruettgers, DESE

### Direct Support Service Award

Ted Dorton, Director, Southwest Area Career Center, Monett

## Congratulations, Janell!



At our 2009 Summer Conference, Janell Allred was elected to serve as President-Elect for Missouri ACTE in 2009-2010.

Since 1995, Janell Allred has served as a cooperative education instructor, DECA advisor, personal finance class instructor, and special projects coordinator for the Clinton School District.

She holds a Master Education Technology and Bachelor of Education from the University of Central Missouri, as well as an Associates Degree from the State Fair Community College.

## *A Walk Down Memory Lane at the 2009 ACTE Summer Conference*

### *A Few of Our Speakers ...*



### *Putting Lessons into Action ...*



*Some of our award winners ...*



*Our Keynote Speaker ...*



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# A Special "Thank You" to Our Exhibitors!





## Thank You for the Sweet Treats!!

Attendees at the Missouri ACTE 2009 Summer Conference want to extend a great big "THANK YOU!" to Krispy Kreme Doughnuts and the Springfield Convention & Visitors Bureau for sponsoring such a wonderful breakfast! Members also received information about Krispy Kreme's fundraising programs for the next school year.

## CTE Meets Extreme Makeover Cast!



Some very well-known people were present in Springfield during the recent Missouri ACTE Summer Conference. They were shooting the final shots of a home makeover in Ash Grove, a small town northwest of Springfield.

On Tuesday, July 21 the producers of ABC's *Extreme Makeover: Home Edition* revealed the finished home of Chris and Niki Hampton of Ash Grove. The Hamptons and their six children will live in the new home. They were raising their two children in an 800-square foot cottage in Ash Grove, when they received a call from social services asking them to take in their four nieces and nephews. With the family growing to eight members, they immediately grew out of their present home.

According to an article in [News-Leader.com](http://News-Leader.com), builder Sam Clifton, owner of Millstone Custom Homes served as the primary builder for the home and assembled the 1000-member team that built the home for the family. With help from the community, Meeks Lumber, and many people who donated time, labor, and money, a 3,300 square-foot, five-bedroom home was built in six days, a design that Clifton typically budgets six months to build.

When asked if he would be in a picture with a group of career and technical educators, Ty Pennington, the star of the show, was glad to oblige, telling Jim Spencer, Cass Career Center Director, that he is a strong advocate for career and technical education.

# Missouri ACTE Membership - A Small Price to Pay

It is important to remind people that when it comes to legislative matters there is strength in numbers. Being part of a 3,000 member organization provides good backing on issues of education specific to our interests. When necessary, Missouri ACTE can bring forces to bear and make a difference!

The lobbying function is important because we are the “eyes and ears” for Missouri ACTE. What if no one was watching? What if no one was speaking up on your behalf? How would you know when to intervene and how?

Some of the most notable lobbying efforts by Gamble & Schlemeier on behalf of Missouri ACTE include:

## Intervention in the PSRS

The social security exemption issue and successful resolution of the issue by getting the attention of legislators on the Federal level. Sarah Topp with Gamble & Schlemeier met with Senator McCaskill's staff in Washington D.C. to impress upon them the importance of their involvement in the issue. Sarah convinced Senator McCaskill's staff that it was going to take their intervention to resolve this very complicated

issue. Prior to that meeting, the attitude on the federal level was that the state social security administrator needed to resolve the issue. The state perspective was they could do nothing about the issue because it was an IRS matter and Missouri schools needed to comply and start withholding social security from a whole host of school employees. With help on the national level this issue was favorably resolved.

## Securing Project Funds:

We have been successful in the last two years in getting capital funding appropriated for local career and technical education projects, which are either new construction or renovation of facilities where the local match is in place.

## Investigation of Budget Issues:

We monitor the budgeting process and intervened a few years ago when a legislator was proposing to cut career and technical education funding and move it to the University of Missouri budget line item.

## Monitoring of Legislative Issues:

From time to time bills are filed or amendments offered that might impact Career and Technical Education. This information is sent to the Missouri ACTE board of Directors and the Legislative committee for review. Gamble and Schlemeier also monitor committee hearing schedules for anything that might interest Missouri ACTE and again bring these to the attention of the board and Legislative committee.

## Maintaining Professional Standards:

A legislator once proposed an amendment that would have allowed local districts to hire career and technical education teachers who did not have credentials or certification by DESE. Missouri ACTE efforts defeated this bill from advancing in the legislative process by sending an email to all Missouri ACTE members asking them to call their legislators. They were inundated with telephone calls and emails from our members.

*As you can see, Missouri ACTE has a strong history of maintaining a presence in the legislative process and intervening when needed on behalf of career and technical education. This would not occur without a strong organization – Missouri ACTE.*

**The small price of membership makes this kind of advocacy  
and watchdog service quite a bargain.**



# Division News

## MoEFACS

### 2009 Missouri ACTE/MoEFACS Summer In-Service Conference Highlights

“Happy Birthday to us, Happy Birthday to ...” could have been heard throughout the week-long celebration at the Missouri Educators of Family and Consumer Sciences (MoEFACS) Annual In-Service Conference. This was held in conjunction with the Missouri Association for Career and Technical Education (Missouri ACTE) Summer Conference from July 19-23, 2009 in Springfield, Missouri. The MoEFACS theme was “100 Years Strong: Always Relevant, Family and Consumer Sciences Education.”

The week started on Sunday afternoon with high quality professional development as the March of Dimes offered a pre-conference course integrating and utilizing their Ounce of Prevention curriculum. Each teacher received curriculum that could be implemented in their courses.

On Monday, the workshops and courses continued. A total of seven offerings were available for teachers to partake in. Topics included economic education, curriculum writing, culinary arts, food science and web 2.0 for the classroom. As always, our new teachers received the “*pièce de résistance*” as they attended the new and returning teacher session eloquently organized and developed by Past President Ginny Stone. A total of 118 teachers attended a pre-conference session. The excitement continued to build as the week progressed.

All divisions of Missouri ACTE were welcomed to the Conference during the Missouri ACTE Opening General Session on Tuesday, July 21 at the Springfield EXPO Center.

To kick off the session, Glenda Whitney, 2008-09 Missouri ACTE President, introduced the Missouri ACTE Award winners. Missouri ACTE Legislative Award was presented to Representative Mike Thomson (R-4, Maryville). The Missouri ACTE 2009 Teacher of the Year is, our very own, Charlotte Gray, Family and Consumer Sciences teacher from Wentzville School District. Mark Sponaugle, Carthage Technical Center, is the Missouri ACTE 2009 Outstanding Career and Technical Educator. Other awardees included Bryce Bunton, Kirkwood High School, the 2009 Outstanding New Career and Technical Teacher; Dr. Dennis Harden, DESE, 2009 recipient of the Diversity Action Committee Award; LeeAnn Tomlinson, Ava, Professional Development Award Recipient and Joe DeWeese, Detroit Tool, Lebanon Missouri, received the Missouri ACTE Recognition Award for his outstanding work with students in the field of welding.

Chelonnda Seroyer, noted educator and speaker, protégé of Dr. Harry Wong, set the stage on the official opening day of the Conference with an inspiring and informative keynote

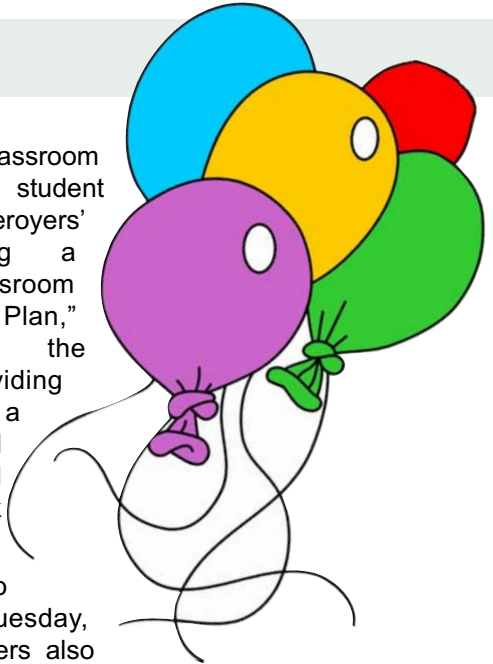
presentation on classroom management and student motivation. Ms. Seroyer’s topic, “Creating a Customized Classroom Management Plan,” continued in the afternoon, providing attendees with a wealth of practical information and ideas to take back to the classroom.

While at the Expo Center on Tuesday, MoEFACS members also attended the Missouri ACTE exhibits. The day ended at the Clarion Hotel with the MoEFACS Awards and Recognition Reception, a 100 year birthday party. The retiring teachers were recognized and the 2009 MoEFACS Teacher of the Year, Tracey Newman, St. Genevieve was honored. 100 birthday presents had previously been gathered and were given out during the festivities. Time was also given to recognize our Missouri ACTE award recipients: Charlotte Gray and LeeAnn Tomlinson. The Family, Career and Community Leaders of America (FCCLA) state officers were introduced along with the teachers serving as mentors and their protégés.

Wednesday, July 22 featured the MoEFACS division meetings, the annual business meeting, the Family and Consumer Sciences resource room, and concurrent sessions. Concurrent session topics this year included: Teaching with Modules, Three Generations of FCS Teachers, Relationship Smarts, and Personal Finance, to name just a few. A lunchtime special treat involved Honorable Judge Jimmie Edwards giving an overview of the work he does in the St. Louis Area with Juvenile Offenders.

Rhett Laubach of Your Next Speaker LLC gave the closing General Session keynote address entitled “The Unmade Leader – A Fresh Look at Your Leadership” on Thursday, July 23. After a full week of excitement and energy, Rhett inspired the group to question whether a leader is made or born. “Up out of your seat” enthusiasm led into the finale of the Conference with Carousel/Roundtable Sessions featuring a variety of speakers and topics.

Mark your calendar now for the 2010 Conference to be held in Springfield, July 26-29! It is sure to be one of the best because being over 100 can’t mean a downhill slide! See you THERE!



## MoEFACS *(Continued)*

### A Birthday Celebration – Family and Consumer Sciences Education – 100 Years Strong

by Julie Carr, Awards & Recognition Committee Chair

The Missouri Family & Consumer Sciences held their Annual Awards and Recognition Session during the Missouri ACTE Conference in Springfield, MO on Tuesday, July 21, 2009. The theme for this session was “A Birthday Celebration – Family and Consumer Sciences Education – 100 Years Strong.”

During the Session, Tracey Newman was recognized as Missouri Family & Consumer Sciences Teacher of the Year. The purpose of the MoEFACS Teacher of the Year Award is to recognize a teacher who is considered to be an outstanding leader, having made significant contributions towards innovative, unique and novel programs in Family & Consumer Sciences Education.

Tracey’s principal stated, “... there had been little activity in our Family and Consumer Sciences Department. It didn’t take long for things to start happening after her arrival. Tracey has been very innovative with technology integration into her classroom. She was one of the first teachers to incorporate the use of Web Quest.”

Tammy Hendron of Nevada Tech Center in Nevada, MO and Kate Lang with the American Cancer Society in St. Louis, MO were recognized as Champions for Family & Consumer Sciences. This award is given to those outside the field of Family & Consumer Sciences education in recognition of the highest meritorious contribution to the improvement, promotion, development

and progress of Missouri Family & Consumer Sciences Education.

The high school scholarship recipient for the 2009-10 school year was Courtney Sinuard. Courtney graduated from Scott County Central High in Sikeston, MO. Courtney will be attending Southeast Missouri State University. During her FCCLA career, Courtney served as chapter vice-president for one year and chapter president for two years; she has attended Access Conference for three years and State Leadership Conference for four years. She has participated in STAR Events for four years at the regional and state levels.

“MoEFACS” >p10



↑ Charlotte Gray, Missouri ACTE Teacher of the Year, and LeeAnn Tomlinson, Professional Development Award winner



↑ Kate Lang, Champions for FCS Award winner



↑ Tammy Hendron, Champions for FCS Award winner



↑ MoEFACS Retirees Joy Behrens, Pam Hanabury, and Regina Rainey



↑ Suzie Dudenhoeffer, President 2009-10 and Louise Lukenheimer, President 2008-09



↑ Tracy Newman, MoEFACS Teacher of the Year

## MoEFACS *(Continued from page 9)*

Donna Sharpe received the college scholarship. Donna attends Northwest Missouri State University in Maryville, MO and stated that she loves Family & Consumer Sciences because it allows her to have the flexibility of teaching different things all the time. One of

these is human development and a new found passion for gerontology.

Three teachers retiring from the profession were recognized, as well. They are Regina Rainey, Joy Behrens, and Pam Hanabury. These three teachers will be greatly missed in the

MoEFACS and FCCLA arena. They have been very active at all levels in the vocation and have mentored and motivated not only students in their classrooms, but colleagues, as well. We wish you the best of luck in your retirements.



↑ MoEFACS Teachers choosing among the 100 presents for participants



↑ MoEFACS Teachers enjoying the Celebration



↑ Happy 100th Birthday, MoEFACS!

## MSCA

### MSCA Fall Conference - Continuing the Tradition of Great Professional Development

*by Linda Gillmann, MSCA President*

MSCA will, once again, offer an outstanding professional development opportunity for Professional School Counselors November 8-10, 2009 at Tan-Tar-A Resort, Lake of the Ozarks.

The theme for this year is "Professional School Counselors Connected to Student Success." The Conference will get started on November 7, 2009 with a Pre-Conference workshop featuring Cheri Lovre, a well renowned author, trainer, and implementer of crisis management.

Cheri will include two mini-workshops in one, covering "Differentiating Grief and Trauma" in the morning and "Interventions vs. Debriefings" in the afternoon. For the golf enthusiast, a four-person scramble golf tournament will be take place at Tan-Tar-A Oaks Golf Course.

A few changes are scheduled to take place this year at Conference, so make a note that the first break-out session will begin at 1:30pm. This is 45 minutes

earlier than the past year and has been changed in order to move the Opening Session to an earlier time, based on feedback from members.

Other functions on the first day have also made a change to an earlier time including: exhibit hall to open at noon, registration to open by 11:30am, networking from 4:30pm - 5:30pm, and the Opening General Session will begin at 6:00pm and conclude at 8:00pm.

Several exciting new events have been added this year, including a trivia night (Monday evening, \$5 per person, 8 people per table), a game room on Sunday night, and karaoke before the dance. Another exciting feature is the online registration option, which includes the opportunity to use a credit card for payment.

The opening keynote speaker for this year is Dr. Rita Pierson. Rita is a celebrated educator whose passion is to help all children (especially those from an impoverished background)

realize their fullest potential. She is a Licensed Professional Counselor and has served as an elementary school administrator and guidance counselor, in addition to having taught at every level of the public school spectrum (elementary, middle, and high school).

The closing keynote speaker is Ray McNulty. An educator since 1973, Ray has been a teacher, vice principal, principal, and superintendent. From 2001-03, he served as Vermont's education commissioner. During his tenure, Ray focused on aligning the Department of Education's work on three key issues: early education, educator quality, and secondary school reform. Ray's keynote will focus on closing the participation gap, including connections.

The service project for this Conference will be the Ronald McDonald Houses. We have many opportunities at Conference to raise money for this worthy foundation and all monies raised will

## MSCA *(Continued from page 10)*

be used for Ronald McDonald Houses and Ronald McDonald hospital rooms within the state of Missouri. Those opportunities include the annual Fun Run/Walk, Silent Auction, 50/50 raffle at the luncheon, and free-will offering for diabetes.

This year's Annual Fall Conference is shaping up to be another outstanding opportunity for professional development. Your participation in the Conference also demonstrates your dedication to professional development. Join me this

fall for another great Conference and make some connections with fellow professionals.



## MCEA

### MCEA New Career and Technical Teacher

This year's New Career and Technical Teacher is Cara Posegate from Saline County Career Center. This award is meant to encourage new teachers to remain in the profession. Recipients of this award must have made significant contributions toward innovative, unique and novel programs and have shown a professional commitment early in their career during the first five years.

This year's recipient has:

- Completed three years of teaching marketing;
- Reactivated a DECA chapter;
- Encouraged students to compete in DECA events at the district, state and international levels;
- Written curriculum for Marketing Education;
- Incorporated hands-on projects in the classroom;
- Increased the use of technology in the classroom;
- Been active in the local teacher organizations: MCEA, and Missouri ACTE; and
- Participated in local community activities, such as working with animal shelters, American Cancer Society, MDA and the Salvation Army.

In the letters of reference, Cara was described as "enthusiastic and passionate, as well as one of the most kind and humble people one will ever meet."



↑ (pictured left to right) Cara Posegate, Lisa Beavers, and Lisa Miller

### MCEA Marketing Teacher of the Year

This year's Teacher of the Year is Jolene Wofford from Wentzville Holt High School. The purpose of this award is to recognize teachers who are providing outstanding career and technical education programs for youth in their respective fields and communities. Recipients of this award must 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 has:

- Taught Marketing Education since 1997;
- Consistently served as a Gold Chapter Advisor;

- Had her DECA chapter recognized at district, state and international levels numerous times;
- Served as a new marketing teacher mentor;
- Been a DECA Diamond award winner;
- Been involved in her community, including: MDA, Alpha Delta Kappa, walk-a-thons, and children's hospital;
- Been a MCEA presenter; and
- Served on school professional development committee.

One of the letter of references stated that Jolene "models a positive attitude and serves as a strong role model in the classroom and as a DECA sponsor who

## MCEA *(Continued from page 11)*

works with students in a courteous and respectful manner and inspires students to strive for excellence in their work.”

### Innovations in Marketing Award

The 2009 recipients are Lisa Beavers from St. Joseph Central and Lisa Miller from St. Joseph Lafayette.

The Innovations and Marketing Award recognizes Missouri MCEA members for outstanding, creative and innovative contributions made to a marketing/cooperative education instructional program.

This year’s recipients collaborated on a joint high school program:

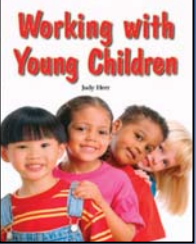
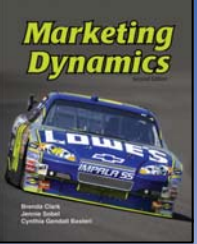
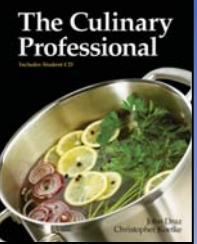
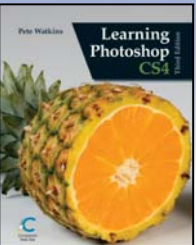
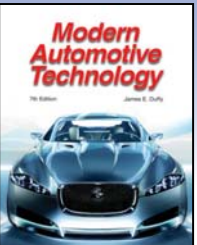
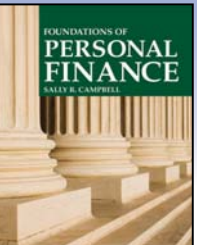
- Created a program enabling students to utilize resources that contribute to their personal professional development.

- Students developed skills and concepts including career-readiness, work ethics, leadership and personal appearance.
- Students participated in the DECA Diamond Days project twice a month which promoted the four points of the DECA Diamond.
- Guest speakers from the business community presented topics ranging from ethics to dining etiquette.
- Students were able to network with business leaders, become active learners, and think critically about the community and their future within society.
- The program was a collaborative effort of two high schools involving over forty advance marketing students.

- The program also met the school district’s school improvement plan goals which included course rigor and linking school and community.
- The culminating event was a luncheon at an area restaurant attended by the students from both schools where the students were able to practice the dining etiquette learned in class.
- The program was established with the funding received from a mini-grant written by the recipients.

In one of the letter of reference from a parent it was stated that the students “were guided by the two sponsors of the program who are among the best in mentoring young people using real-world learning opportunities that emphasize innovation, creativity, problem-solving and collaboration.”

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EDUCATION

## MBEA

### Missouri Business Educators — Missouri's Shining Star

by Janet Barnes, MBEA President 2009-10

The members of the Missouri Business Education Association held their joint Summer Conference with Missouri ACTE on July 20-23, 2009 at the University Plaza in Springfield, MO. This year's theme was: Business Education — Missouri's Shining Star.

The opening session provided opportunities for networking and reacquainting with colleagues. Leslie Kerns, DESE, presented an update of current information concerning Business Education. It was also a time to honor our fellow teachers. The following awards were presented:

#### Who's Who in Business Education

- Marlena Heimer**, Monett High School
- Lee Ann Morris**, Monett High School
- Terri L. Redden**, Ruskin High School
- Jill Salmon**, Hermitage High School
- Theresa Taylor**, Cape Central High School

#### New Professional Award

**Kaysi Stanley**, formerly at Webb City High School and currently teaching at Willard High School

#### Outstanding Business Educator for Elementary

**Michelle Lindsey**

#### Outstanding Business Educator for Secondary

**Marlena Heimer**

#### Distinguished Service Award

**Arlene Broeker**

#### Program of Excellence

**Willard High School**

We are very proud of our teachers and the efforts they exhibit to create outstanding programs in all schools across the state of Missouri.

Conference attendees were able to choose from among numerous concurrent sessions, hands-on off-site computer sessions and for the first time, laptop computer workshops were available for a nominal charge at the hotel. They were a great success. The Business Division held many sessions, workshops, and tours in conjunction with the Marketing Division (MCEA).

The MBEA/Delta Pi Epsilon Luncheon was very enjoyable. Our guest speaker addressed the development of wind power in the state of Missouri

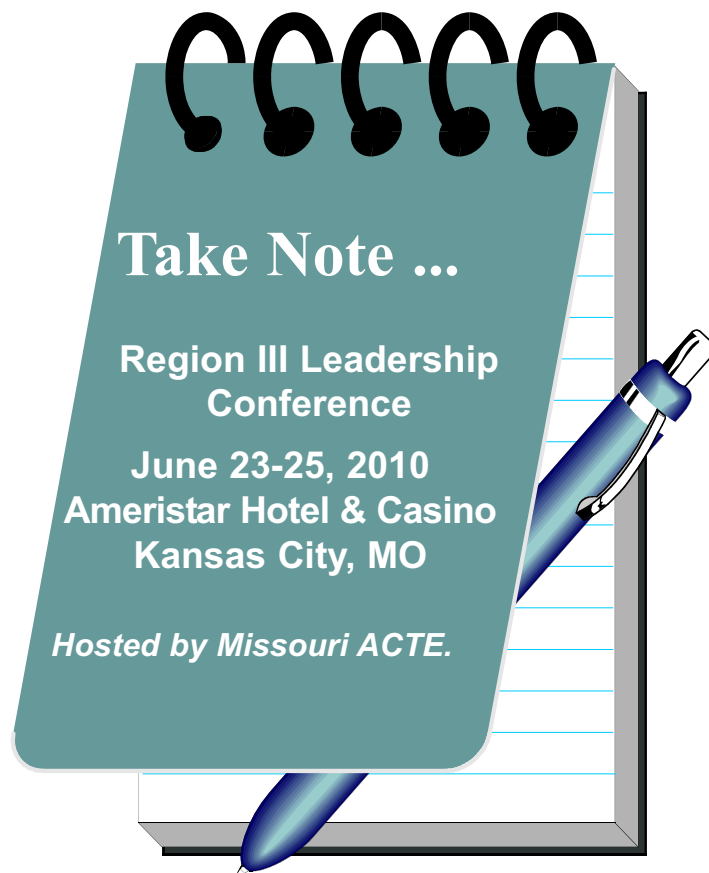
At the Closing Session, the following members were elected as MBEA officers for the 2009-10 year:

- President: Janet Barnes**, St. Louis
- President-Elect: Teresa Harmon**, East Central
- Secretary: Rita Schildknecht**, Warrensburg
- Treasurer: Becky Beydler**, Sedalia
- Past-President: Terri Redden**, Kansas City

Our Closing Speaker was Bob Kendrick from the Negro Leagues Baseball Museum. He shared motivational stories of some of the past greats. He was very exciting and inspirational to listen to.

Respectfully Submitted by,

Janet Barnes  
MBEA President 2009-10





## News from DECA

### Missouri DECA: A Year of Distinction

In its 61<sup>st</sup> year, Missouri DECA celebrates its accolades as the premier organization for students studying concepts of marketing, management and entrepreneurship in business, finance, hospitality and marketing career clusters.

- ♦ As the fifth largest state/provincial association, Missouri DECA reached a membership milestone this year with 10,002 members.

This record-setting accomplishment makes Missouri only the fifth state to reach the 10,000 mark in the international organization.

- ♦ Missouri DECA earned international recognition with its impressive showing of 26 chapters that achieved Diamond Level in this year's membership campaign.

Missouri DECA accounts for more than 20 percent of all chapters on the international achievement list.

- ♦ The first national officer from Missouri in 33 years, Mr. Isaac Robinson III represented Missouri DECA with professionalism and charisma as the 2008-2009 Central Region Vice President.

The 2009-2010 National DECA President, now from Colorado, got his DECA roots here in Missouri as a first-year member his sophomore year at Clinton Technical School.

- ♦ Missouri DECA redefined the regional conference experience with unprecedented integration of career clusters as host of the 2008 Central Region Leadership Conference.

Generating more than one-half million dollars in revenue for the Missouri economy, the conference gleaned unprecedented corporate sponsorship and a visit by Dr. Ed Davis, DECA Inc. Executive Director.

- ♦ Missouri DECA members earned more than \$15,000 in scholarships and awards in recognition of their outstanding achievements.

These awards were made possible by the Foundation for Missouri DECA and corporate partners.

- ♦ Thirty members advanced to final competition integrated with national curriculum standards at the International Career Development Conference.

Forty DECA members were recognized for exemplary preliminary performance.

- ♦ Seventeen members earned Top 10 honors or higher in 12 events at the ICDC.

Their achievements indicate exceptional competence as determined by industry professionals through interviews and competency-based exams.

- ♦ Missouri DECA chapters raised more than \$75,000 to benefit the Muscular Dystrophy Association.

Waynesville High School DECA contributed \$28,355 as the leading chapter in our international organization. Rolla Technical Institute DECA earned second place honors by raising \$24,087.

- ♦ More than 1,000 industry professionals served as judges or speakers at local, district, and state career development conferences adding merit to DECA's flagship competitive events program.

Twenty-three DECA alumni served as part of 110 professional judges at this year's State Career Development Conference.

- ♦ Dr. Julie Lyman received DECA's highest honor, the Honorary Life Membership Award, at the ICDC.

Former State Advisor for 16 years, Dr. Lyman contributed more than 30 years of leadership that sparked membership growth, increased professionalism, and enhanced the student experience at the local, state, and international levels.

- ♦ Mr. Christopher Young, State Advisor, was appointed to DECA's Postsecondary Program Advisory Council by the DECA Inc. Board of Directors.

Young was selected for his pioneering methods to connect the high school and college division and innovating conference programming techniques. He joined the DECA Inc. staff.

- ♦ Mr. Bryce Bunton was named Missouri ACTE's Outstanding New Career and Technical Teacher.

Bunton's active participation in key leadership roles with DECA, including three terms as a State Officer Advisor and his newly-elected position on the Board of Directors, has played an instrumental role in developing well-prepared student leaders.

- ♦ In its inaugural year, the development of the Foundation for Missouri DECA helps ensure the organization's continued success.

The Foundation for Missouri DECA develops funds to support the programs and activities of Missouri DECA, specifically student scholarship and teacher support.

## More DECA News

### Marketing Students Recognized for International Honors

Outstanding high school and college students from across Missouri competed and excelled at the DECA and Delta Epsilon Chi International Career Development Conferences held last spring in Anaheim, Calif.

Seventeen Missouri DECA members earned “Top 10” honors in their respective competitive events with five of those placing either first, second, or third:

- **Allen Stringer**, Pattonville High School  
Accounting Applications Series, Top 10
  - **Matthew James**, Parkway South High School  
Business Services Marketing, 3rd Place
  - **Cassie Hayes, Katelyn Pointer and Lauren Thomas**, Saline County Career Center, Marshall  
Creative Marketing Project, Top 10
  - **Dillon Vulgamott and Jake Wendling**, Park Hill High School  
Fashion Merchandising Promotion Plan, Top 10
  - **Dylan Cockson**, Clayton High School  
Food Marketing Series, Top 10
  - **Alyssa McNerney**, School of the Osage  
Hospitality and Recreation Marketing Research, Top 10
  - **Alex Nkidum and Matthew Price**, Parkview High School, Springfield  
Internet Marketing Management Team Decision Making, 2nd Place
  - **Yiran (Mack) Su**, Clayton High School  
Marketing Management Series, 1st Place
  - **Lussien Tzerov**, Francis Howell North High School  
Quick Serve Restaurant Management Series, 2nd Place
  - **Tyler Hiatt**, Smithville High School  
Restaurant and Food Service Management Series, Top 10
  - **Jordan Donaldson and Timothy Peacock**, Ozark High School  
Sports and Entertainment Marketing Management Team Decision Making, Top 10
  - **Cary Nave**, Francis Howell Central High School  
Sports and Entertainment Marketing Series, Top 10
- Missouri DECA members also received scholarships from DECA's corporate partners at the International Career Development Conference:
- **Michael Revis**, Rockwood Summit High School  
Bob Foehlinger Memorial – \$1,000
  - **Isaac Robinson III**, Central Region Vice President  
Central Region Scholarship – \$1,000  
Otis Spunkmeyer Scholarship – \$1,000
  - **Gabrielle Reed**, Webster Groves High School  
Sears Scholarship – \$1,000
  - **Jacob Bray**, Parkway South High School  
Finish Line Scholarship – \$1,000
  - **Julia Pitlyk**, Holt High School, Wentzville  
M&M Productions Scholarship – \$1,000
  - **Lindsay Laderoute**, St. Joseph Lafayette High School  
TJ Maxx Scholarship – \$1,000
  - **Xiaoke (Jessica) Cui**, Rock Bridge High School, Columbia  
Glencoe Scholarship – \$1,000
- Tyler Schnaidt** of the University of Missouri was elected National Vice President of DECA and will provide leadership to more than 37,000 members during 2009-2010.
- The Muscular Dystrophy Association honored three Missouri schools for their national fundraising efforts:
- **Waynesville High School**  
1st Place National Fundraising Chapter
  - **Rolla Technical Institute**  
2nd Place National Fundraising Chapter
  - **Blue Springs High School**  
Top 10 National Fundraising Chapter
- Competing against more than 1,200 of their peers, 14 collegiate-level students (Missouri Delta Epsilon Chi) also achieved “Top 10” finishes in competitive events, with six of those contestants placing either first, second, or third:
- **Kris Andrae**, Lincoln University  
Advertising Campaign, Top 10
  - **Mitchell Bailey and Miles Moore**, North Central Missouri College  
Business Law, Top 10



## More DECA News

### International Honors *(from page 16)*

- **Andrea Hibbeler**, Saint Louis University  
Entrepreneurship, Top 10
- **Sara Heins**, University of Missouri  
Fashion Merchandising, Top 10
- **Kayla Prewitt**, Columbia College  
Financial Services, 2nd Place
- **Tyler Schnaidt**, University of Missouri  
Internet Marketing, 2nd Place
- **Ashley Malone**, Southeast Missouri State University  
Marketing Management, 3rd Place
- **Sara Kraus**, University of Missouri  
Marketing Management, Top 10
- **Lacy Peavler**, Moberly Area Community College  
National Management Institute, 1st Place
- **Jamie Schulte**, Lincoln University  
Restaurant and Food Service Management, Top 10
- **Josh Johnson**, University of Missouri  
Retail Management, 1st Place
- **Julie Allen**, Lindenwood University  
Retail Management, 2nd Place
- **Rebecca Cooper**, William Woods University  
Travel and Tourism Marketing, 2nd Place

DECA and Delta Epsilon Chi's internationally recognized program of competitive events uses interviews, tests, role playing and written project reports to evaluate marketing, management and entrepreneurship skills identified by private sector leaders as being essential for success in today's global industry.

DECA is an international association of high school students studying marketing, management and entrepreneurship in business, finance, hospitality and marketing sales and service. Missouri DECA serves more than 10,000 students throughout the state. Delta Epsilon Chi is the college division of DECA and serves more than 300 students throughout Missouri.



→ *Julia Pitlyk, 2008-2009 Missouri DECA State President, and Isaac Robinson III, 2008-09 National DECA Central Region Vice President, provided outstanding student leadership throughout the school year.*

### Three Missouri DECA Advisors Attend DECA Institute

Three Missouri DECA chapter advisors participated in DECA's inaugural DECA Advisor Summer Institute in July. **Terri Heller** and **Xanthe Meyer** of Parkway South High School attended the first Institute held at the Johnson and Wales campus in Charlotte, North Carolina. **Betty Chism** of Normandy High School attended the Institute held at the Johnson and Wales campus in Providence, Rhode Island.

The goals of the three-day Institute were to demonstrate the relevance of DECA activities as a component of the curriculum, identify the pedagogy and professional responsibilities of the DECA chapter advisor when implementing an effective DECA chapter, and apply advanced strategies, techniques, and activities to successfully implement an effective DECA chapter.

Topics included:

- Student Achievement and Current Learning Methods;
- DECA Connects to Curriculum;
- Vision 2012: National Standards and Competitive Events;
- DECA's Comprehensive Learning Program;
- Advisor Professional Responsibilities for Effective DECA Chapters;
- Components of an Effective Chapter/Modeling a Successful DECA Chapter; and
- Experienced Advisors Mentoring New Advisors.

Dr. Michelle Walker, Director of Education at DECA Inc., and Christopher Young, Assistant High School Division Director at DECA Inc. developed and delivered the professional development opportunity in partnership with Johnson and Wales University.

DECA plans to host similar professional development training programs.



## More DECA News

### Missouri Delta Epsilon Chi President Elected to National Office



Tyler Schnaidt, a student at the University of Missouri-Columbia, has been elected the 2009-2010 Vice President of National Delta Epsilon Chi and will help to provide leadership to more than 13,000 student members from 200 campuses. He previously served as the 2008-2009 state president of Missouri Delta Epsilon Chi.

“As an active DECA member in high school and leader in Missouri Delta Epsilon Chi, Tyler will use

his extensive background of both divisions to help students continue their membership beyond high school. He also brings a level of professionalism and a desire to promote the organization, which will result in a great representation of Missouri,” said Christopher Young, DESE’s supervisor of business and marketing education and state advisor for Missouri DECA/Delta Epsilon Chi.

The Delta Epsilon Chi National Officer Team is composed of the president and four 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 Delta Epsilon Chi.

Delta Epsilon Chi is an international organization for students interested in careers in marketing, management or entrepreneurship in the U.S., Canada, Guam, Puerto Rico and the Virgin Islands.

### Former Missouri DECA Member Elected National DECA President



DECA’s National President for 2009-2010 was first introduced to DECA at Clinton Technical School in Clinton, Missouri. During Ryan Dyck’s sophomore year, he moved from Missouri to Littleton, Colorado where he joined his new, much smaller chapter at Dakota Ridge High School. He was then elected as the chapter president, where he assisted in doubling membership. The following year, he ran a successful state officer

campaign, earning himself a position on the 2008–2009 Colorado DECA State Officer Team. Throughout Ryan’s term as Colorado DECA’s State Secretary, he has also balanced two part time jobs and earned a spot on the varsity track team.

Through serving two different state associations of DECA, Ryan has been able to develop a sense of unity for all state/provincial associations of DECA. It has reassured him that he can proudly represent not only the great states of Missouri and Colorado, but every other state and province of DECA as well by serving as your National President.

To make sure he can devote this coming year entirely to DECA, Ryan will defer a year of admission from Johnson & Wales University at Denver where he will pursue degrees in International Business and Marketing.

Cindy Perry and Janell Allred are the DECA advisors at Clinton Technical School.



### Christopher Young Takes New Job

Christopher Young recently joined DECA, Inc., an association of marketing students headquartered in Reston, Va., as assistant high school division director. Young’s responsibilities include communication strategies, conference management and professional development. In addition, he serves as editor for Dimensions, the association’s

student magazine with a circulation of 180,000 and Advisor, the association’s professional newsletter.

He previously served as the state advisor of Missouri DECA and Delta Epsilon Chi through his position as supervisor of business, marketing and cooperative education at the Missouri Department of Elementary and Secondary Education.

As state advisor, Young led a record-setting membership milestone with more than 10,000 members, hosted the Central Region Leadership Conference that redefined the educational experience through the unprecedented integration of career clusters, and successfully saw the election of national officers in both divisions. Young was appointed to DECA Inc’s Postsecondary Advisory Committee, served on the Central Region Board of Governors and was a voting member of DECA Inc.

Young is a product of Missouri Career Education. During high school, he served as the Missouri DECA state reporter as a marketing education student and DECA member. He also served as the Missouri Delta Epsilon Chi state president while attending the University of Missouri and earned international honors in the competitive events program.

## More DECA News

### Congratulations, Waynesville DECA!



Waynesville High School DECA raised \$28,355 for the Muscular Dystrophy Association (MDA) this year, earning it first place in the international organization. Rolla Technical Institute DECA earned second place honors by raising \$24,087.

← Pictured from left: Helen Hackney, Danielle Short, and Waynesville High School DECA advisor Peggy Arnold present the check to Luke Christie, MDA's National Youth Chairman, during the National MDA telethon in Las Vegas, September 7.

### Lyman Receives National DECA Honorary Life Membership Award



Julie Lyman, Columbia, recently received the Honorary Life Membership Award from National DECA Inc., headquartered in Reston, Va. She was presented the award April 29 during the 63rd Annual DECA International Career Development Conference held in Anaheim, Calif.

Dr. Lyman has given exceptional leadership and service to marketing education and DECA at

the state, regional and national levels. Throughout her 30-year career in education, she has served as a DECA Junior Collegiate Division Southern Region Vice President, classroom teacher and local DECA chapter advisor. She was director of business, marketing and cooperative education for the Missouri Department of Elementary and Secondary Education, where she served as state advisor for Missouri DECA and Delta Epsilon Chi divisions (1991-2007).

She served on the DECA Postsecondary Program Advisory Council, as chair of the DECA Secondary Advisory Council, and for 14 years as an International Career Development Conference series event director. After retiring from state advisor of the Missouri DECA State Association, she continues to provide service as the president of the Missouri DECA Foundation.

Among her other contributions to the field of marketing education and DECA, Dr. Lyman served as secretary of the Central Region Board of Governors, a term on ACTE's National Membership Committee, as consortium representative for MarkED and Consortium for Entrepreneurship Education, and on the board of directors of Missouri DECA and the Missouri Marketing and Cooperative Education Association.

DECA is an association of marketing students designed to enhance the co-curricular education of students with interest in marketing, management and entrepreneurship. Honorary Life Membership is the highest award DECA can bestow on an individual. Dr. Lyman was nominated for the award by the Missouri DECA State Association and approved by the board of directors.

Dr. Lyman is Data Coordinator/Teacher Support for the Columbia Area Career Center, Columbia Public Schools. She is a graduate of the University of Missouri-Columbia with a doctor of philosophy in comprehensive vocational education and a master's degree in marketing education. Her bachelor's degree was earned at Virginia Tech in Blacksburg, Va.

