



Missouri ACTE Division Presidents

MCCTA

Roger McGregor
rmcgregor@hannibal.k12.mo.us

MVATA

Randy Plattner
plattner@hotmail.com

MBEA

Terri Lisa Redden
terrirl@hickmanmills.org

MACS

Michael K. Harris
mharris@sikeston.k12.mo.us

MoEFACS

M. Louise Lunkenheimer
llunkenheimer@nevada.k12.mo.us

MSCA

Joni Rost
rostj@mail.savannah.k12.mo.us

MHSTE

Tracy Lock
tlock@grts.org

MCEA

Christy Rutherford
christy.rutherford@
leesummit.k12.mo.us

MSNA

Sandra DeLaney
samdelaney@yahoo.com

TEAM

Jim Mikulin
jimmikulin@mail.ozark.k12.mo.us

MTTA

Jerry Delgado
jdelgado@nkcsd.k12.mo.us

The Reporter

Spring, 2009

President's Message



Glenda Whitney

Spring has sprung! At least that's what the calendar and the flowers indicate. Sure hasn't felt like spring the last few days, but we know it is just around the corner. With some of the nice days we have had over the past couple of weeks, spring fever has set in. Students are getting anxious to get out of school and hopefully find a job or have a relaxing summer off.

Our Summer Conference planning is in full swing now with each division working with DESE to make final plans for their sessions. To view the sessions that will be offered for each division go to: <http://www.mo-acte.org/conferences/2009/>. Our theme this year is "CTE – Building Blocks for Successful Careers." If you have not already registered, please make sure that you do so soon. Registration before June 20 is \$50. After June 20 it will be \$55. You may utilize the on-line registration at www.mo-acte.org/conferences/2009. Our opening speaker will be Chelonnda Seroyer, a high school English teacher in Madison, Alabama. Chelonnda has presented with Dr. Harry Wong for organizations such as the New Jersey-ASCD Conference, the 2005 and 2006 NASA/NSU Pre-Service Teacher Conferences, and the Miami/Dade County Schools New Teacher Conferences. She is one of the featured teachers in Dr. Wong's online classroom management courses and her complete story was featured in a February 2005, www.teachers.net column. Chelonnda is also featured in the brand new 4th edition of Dr. Wong's bestselling book, *The First Days of School*.

I am pleased to announce that Lela (Lee) Bunch, Executive Director of Missouri School Counselor Association and a member of Missouri ACTE, was elected as the ACTE Vice President from the Counseling and Career Development Division. We are very proud to have Lee represent Missouri at the National level.

On February 11th, we celebrated Legislative Day at the capitol. It was a cold rainy day but students from all over the state, along with many advisors and teachers met with legislators to let them know the importance of Career and Technical Education. Governor Nixon signed the proclamation for Career and Technical Education and it was my honor to accept this proclamation on behalf of Missouri ACTE.

March 8 - 11, 24 members of Missouri ACTE joined over 400 other Career and Technical Educators from other states for the National Policy Seminar in Washington DC. We were very fortunate to be able to meet with Congressmen Skelton, Luetkemeyer, and Blunt. They gave us time to tell our story and were very supportive of Career and Technical Education. It is important for us to continue to let our Congressmen know how valuable CTE is to our students.

The Missouri ACTE Spring Board meeting was held on March 27. Two candidates were chosen to run for Missouri ACTE President-Elect 2009-2010. They are Janell Allred and Michael Young from the Marketing Division. Congratulations to both of them and best of luck.

I look forward to seeing you at the Missouri ACTE Summer Conference, July 20-23 in Springfield, MO.

Glenda Whitney
Missouri ACTE President

The High Spots ...

At the 2009 Summer Conference, one of the following candidates will be chosen as the new Missouri ACTE President-Elect. Both candidates are members of the Marketing and Cooperative Education Association (MCEA) and have given many hours of their time and talent to their students, school, community and profession. It would be impossible to include their entire resumes, achievements, awards and participation, so, below, we have "hit the high spots."



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.

Janell has been a member of Missouri ACTE for 14 years, the Missouri ACTE Legislative Committee, and the MVA (now Missouri ACTE) House of Delegates, as well as having served as MCEA President. She is an active volunteer in her community, working closely with the American Cancer Society and The Angel Tree project.

In others' words ...

Janell is a dedicated, sincere teacher who always has the students' best interests at heart. She is creative, conscientious, professional and hard-working. Janell is well respected among both faculty and students.

I have found her to be a highly responsible and competent individual who performs above and beyond the call of her duties. She accepts responsibility squarely and always goes the "extra mile" with the good of the students and the school in mind.

She has a profoundly strong sense of positive values and a well thought out educational philosophy, which blends the best of tradition with the best of modern thinking.

In Janell's own words ...

Career and technical education provides the vehicle that students need to begin their career journey. The programs available give the students a road map to follow. Without a map, they wander from job to job. Through career and technical education, we give them purpose and meaning to their work. When a student sees purpose to their work, they are happier doing it. A positive attitude always makes one's life better and better for those around them.



Michael Young earned his Specialist in Urban Leadership/Administration from the University of Missouri - Kansas City. He also holds a Master of Education, with honors, from Park University; a Bachelor of Science in Education, Marketing Education, and a Bachelor of Science in Business Administration, both from Central Missouri State University.

Michael has been a member of Missouri ACTE since 1994, has served on the Missouri ACTE Board of Directors, and been a member of the Awards and President Screening Committee. At the division level, Michael has served as the MCEA President-Elect, President, Past President, House of Delegates Representative, Carousel Presenter, Presider, PDC Chairperson, and Mentor, as well as serving on the Finance Committee.

In others' words ...

Michael has the ability to identify issues and formulate action plans to address them. He often stepped in to accept responsibility for work of the organizations which was beyond the expected duties for the position.

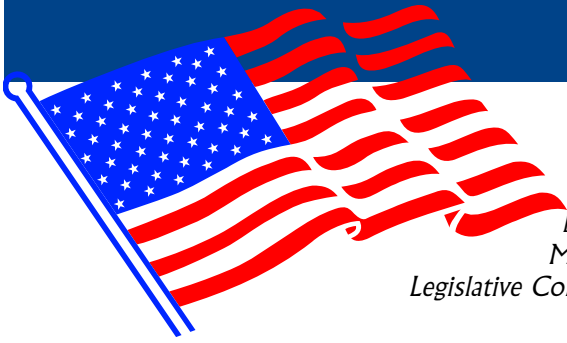
His ability to assist students in finding their path to future careers is commendable.

He sets high standards for himself and readily volunteers to assist others in maximizing their potential in areas of interest.

In Michael's own words ...

We are the people/industry that you call when things go wrong. A communication arts teacher can not fix a car. An art teacher can not trouble shoot an illness with your livestock. A math teacher will probably be unable to trouble shoot your electrical wiring problems in your home. Our students put the class to work every day. We do real problems in the classroom so that we can solve real problems in the real world, every day. We make things right. We make our society better by knowing how, why, and for whom they work. We are the backbone of America.

Legislative Committee Report



by Rusty Black
Missouri ACTE
Legislative Committee Chair

Advocacy – that word certainly sounds better than “you will be going to the Hill tomorrow to LOBBY for Career and Technical Education.” Both phrases mean the same thing to most of us - except maybe when someone is “doing it” for us, the word is “advocacy” and when someone is “doing it” for some cause we do not have a passion for, we commonly use a word that seems negative. I have not forgotten the Presidential race and the negativity about lobbyists, but maybe it is appropriate to hire advocates.

It is very easy to see in this issue that your Missouri ACTE Leadership believes strongly in advocacy-at the state and national level. During National Career and Technical Education Week, many Missouri ACTE leaders and members traveled to Jefferson City to ADVOCATE for your programs. This time is spent not only discussing the local program with your legislator, but also identifying the importance Career and Technical Education has throughout our great state. Missouri legislators recognize the importance of our programs but in today’s world, with all the lobbying going on, we must advocate for our programs. Missouri ACTE believes the teachers in local programs can provide the greatest story and the real passion for what each of you do – day in and day out.

This story must also be told at the national level. The members that attend the National Policy Seminar provide this local impact at the national level. Many of you may consider this activity as a waste of time and money. I very strongly disagree with this philosophy. In many cases, the legislative aids that help our legislators gather information and make decisions have little to no experience with Career and Technical Education. When your fellow members advocate for your program, they must in some cases first educate the aids about your role in education, the economy, Perkins funding and several other pressing issues of the day. When you are lucky and the staff is consistent, the meetings focus on the issues – when the staff is new – well, do you think everyone knows what we do?

A very common focus when discussing advocacy with our professional advocates (many call them lobbyist) is the theme – Know your legislators, talk to them regularly, make consistent contact with their staff. Those of you who know me recognize my weaknesses but also know I enjoy meeting people and discussing Career and Technical Education. I have tried to advocate for you whenever possible. I have been fortunate in the last 60 days to meet with Representative Sam Graves at a meeting in Kansas City. The week of spring break for our Missouri Legislators, Senator Lager and Representative Lair visited our local Technical School and Ag Department. March 9th, I was lucky enough to

chauffeur Senator McCaskill from our local airport to my classroom and back to the airport. No, we did not solve the world’s problems, no guarantees of an endless supply of money to Career and Technical Education. I have known the first three for several years. We don’t always agree, but we can always talk and respect each other’s opinions and decisions. I enjoyed the opportunity to meet Senator McCaskill. She was very gracious and kind. Many of you know her office took the lead role in our Social Security issue. I was pleased to relay Career and Technical Education teachers’ “thank you” for advocating on our behalf.

Advocacy begins with you. The attitude we display for our job, students, school and profession tells a story. Please tell a POSITIVE story.

I would like to thank you for the opportunity to serve as Legislative Chair for Missouri ACTE. This organization is fortunate to have a staff of dedicated professionals serving the members. Donna and Margie work diligently to meet members’ needs and concerns with limited resources. Sarah dedicates herself to our students with passion, not a dollar-per-hour attitude. The next time you wonder if your dues are worth it, or the teacher next door decides not to support our organization by paying their dues, call me. I will advocate to YOU.

Thank You,
Rusty Black

An advertisement for the TETRIX robotics system. The top part features the word "TETRIX" in a large, bold, sans-serif font. Below it, the slogan "As Flexible As Your Imagination." is written in a smaller font. The central image shows a complex, custom-built robot constructed from metal beams, gears, and sensors, mounted on two large wheels. The background is a light gray with faint circular patterns. At the bottom, there is a black box containing white text: "Take your robot to the next level with the unlimited possibilities of TETRIX™, a complete design system for those who are serious about robotics." Below this, the phone number "800-835-0686" and the website "www.shop-pitsco.com" are listed. The PITSCO EDUCATION logo is at the very bottom.

Region III Happenings

by Mark Sponaugle,
Missouri ACTE
Region III Representative



The Region III Leadership Conference will be held in Burlington, Iowa, on June 15-18. The Iowa ACTE has put together a great conference focusing "Stronger Together ... The Leadership Edge." The program is designed to help officers/leaders from all the states within the region be better leaders in their home state. You can access the

program by going to the Missouri ACTE website (www.mo-acte.org). The overall program looks exciting and should prove to be an enjoyable conference. There is still time to register for the conference.

Last but not least, it is hard to believe that the 2008-2009 school year is coming to a close. Where has the time gone? I am not sure, but I bet all of us have spent our year helping young men and women develop skills they can use as they begin to take those first steps on their career path journey. I want to congratulate each of you for your part in that amazing journey. As educators, we play an important role in the lives of the students that enter our classrooms in the fall. It is now spring, after a long winter followed by a "cool" spring, the end of the school year is right around the corner. We may not know the impact we have on any one student until many years later and that is fine. Just remember, as educators we are important and we play a very important role in the lives that we touch. Enjoy your summer break and I look forward to seeing you in Springfield.

I just want to take a minute to thank the Missouri ACTE membership and Board of Directors for allowing me the opportunity to serve as Missouri's Region III Representative for the last six years. My last official duty is to attend the Region III Conference in Iowa and my last day in office is June 30th. It has been a wonderful experience to travel throughout the Region and attend the ACTE conventions singing Missouri's praises. Missouri is a great state to be a career and tech educator. We do a lot of things right in the Show-Me state and it never hurts to let others know. Remember, as career and tech educators, YOU MUST ALWAYS SING YOUR OWN PRAISES.

I will always treasure the memories and friendships that I have made during this journey. I have always felt your support and I know you will extend that support to Sherry Struckhoff as she assumes the duties of the Region III Representative on July 1. It has always been a pleasure to represent Missouri at the regional level. Once again, I thank you for the opportunity to have served.

Mark Sponaugle, MSNA
Region III Representative

We can help make her dream a reality



Students to careers, professionals to communities, and communities to better health

MAHEC specializes in creating *educational opportunities* and *curriculum* that encourage students to consider *exploring health careers*, as well as following a *healthy lifestyle*.

Our regional centers can provide:

- Health careers exploration for students in K-12
- Customized, age-appropriate, hands-on activities for your school, class or career fair
- Individual counseling for high school and undergraduate students interested in a healthcare career

Look for our booth at the summer conference in Springfield, July 20-21

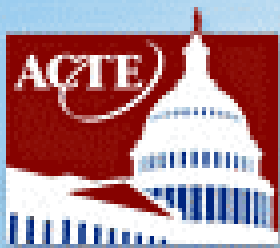
Northwest AHEC - 816-271-7146
www.nwmoahec.org
Northeast AHEC - 660-385-6491
www.nemoahec.org
West Central AHEC - 816-410-8382
www.wcmoahec.org
Mid-Missouri AHEC - 573-364-4797
www.midmoahec.org
East Central AHEC - 314-772-9979
www.ecmoahec.org
Southwest AHEC - 417-836-8348
www.ahec.missouristate.edu
Southeast AHEC - 573-785-2444
www.semoahec.org
www.mahec.org



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NATIONAL POLICY SEMINAR



Above: A few members of the Missouri delegation to the National Policy Seminar in Washington DC pose with Missouri State Representative Ike Skelton. Below: The full Missouri delegation "marks the moment."



2009 Missouri ACTE General Conference Program

Monday, July 20

- 9:30 a.m. **Missouri ACTE Board of Directors Meeting**
University Plaza - Oklahoma Room
- 2:00 p.m. - 7:00 p.m. **Missouri ACTE Conference Registration**
Springfield EXPO Center - Hall A & Hall 1 - 635 St. Louis St.
- 2:00 p.m. - 7:00 p.m. **Missouri ACTE Exhibits Open**
Springfield EXPO Center - Hall A & Hall 1 - 635 St. Louis St.

Tuesday, July 21

- 7:30 a.m. **All Missouri ACTE Committee Meetings**
University Plaza Convention Center - Arizona Room
- 8:00 a.m. - 3:00 p.m. **Exhibits Open**
Springfield EXPO Center - Hall A & Hall 1 - 635 St. Louis St.
- 8:00 a.m. - 5:00 p.m. **Missouri ACTE Conference Registration**
Springfield EXPO Center - Hall A & Hall 1 - 635 St. Louis St.
- 8:45 a.m. - 9:45 a.m. **Missouri ACTE New Professional Reception**
University Plaza Convention Center - Arizona & Georgia Rooms
- 10:00 a.m. **Opening General Session**
Springfield EXPO Center - Hall B & C - 635 St. Louis St.
Opening Session Speaker - Chelonnda Seroyer

After the Opening Session, a Box Lunch is available for attendees in the EXPO Hall A & Lower Level

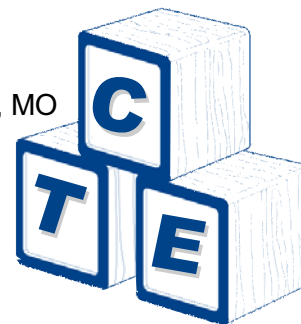
- 1:15 p.m. - 2:15 p.m. **General Session – Part 2**
More with Chelonnda Seroyer

Wednesday, July 22

- 8:00 a.m. - 11:00 a.m. **Late Registration**
University Plaza Hotel Lobby
- 3:30 p.m. **House of Delegates Meeting**
University Plaza Convention Center - Iowa Room
- 8:30 p.m. **All-Division Social**
Ramada Oasis Hotel; 2550 N. Glenstone; Springfield, MO

Thursday, July 23

- 1:00 p.m. **Missouri ACTE Board of Directors Meeting**
University Plaza – Colorado Room



Conference Opening Speaker



CHELONNDA SEROYER

English Teacher
Educational Consultant
Madison, AL
E-mail: cseroyer@harrywong.com

Chelonnda Seroyer is a high school English teacher in Madison, Alabama. She used Dr. Wong's book, *The First Days of School*, as an "instruction manual" to set up her classroom and consequently had a very successful first year. At the end of her first year of teaching, she was awarded the "Bob Jones First Year Patriot Award." This award is given to the first year teacher in recognition of outstanding accomplishments and achievements in Academics, Athletics, or Co-Curricular pursuits. At the end of her second year of teaching, she was awarded the "Patriot Award." This award is given to a faculty member in recognition of valuable contributions, dedication, and service to the educational community. At the end of her fourth year of teaching, the first year that she was eligible because she was newly tenured, she received the "Teacher of the Year" award. She has also received the Toyota International Teacher Award. This award was given to 40 teachers from around the country. The teachers traveled to Japan for an educational study tour of the country and its educational system. While in Japan, she was featured on the Japanese national news station while discussing her plans to bring the Japanese culture into her classroom.

Chelonnda is a very active member of the Bob Jones faculty and has been placed on several committees. She

has been selected to be a part of the Building Based Student Support Team (a committee that has been established as part of the "No Child Left Behind" mandate), the Renaissance Rewards Committee, and the Alabama Reading Initiative team. She is a "Madison City Schools Technology Certified Teacher" and she has also received her "Master Technology Teacher" certification from her school district. Chelonnda is also an executive member of the Madison City School's New Teacher Induction Team where she, along with central staff personnel, coordinates the induction program for new teachers coming into the school system.

She has presented with Dr. Harry Wong for organizations such as the New Jersey-ASCD conference, the 2005 and 2006 NASA/NSU Pre-Service Teacher Conferences, and the Miami/Dade County Schools New Teacher Conferences. She is one of the featured teachers in Dr. Wong's online classroom management course and her complete story was featured in a February, 2005, www.teachers.net column. Chelonnda is also featured in the brand new 4th edition of Dr. Wong's bestselling book *The First Days of School*.

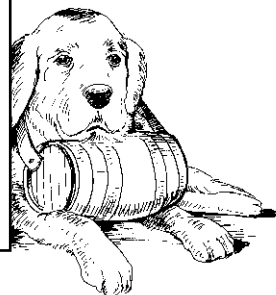
In addition to presenting with Dr. Wong, she has done solo presentations across the country for various school districts and new teacher programs such as NASA Marshall Space Flight Center's Pre-Service Teacher Institute and Miami-Dade County's Summer HEAT. Because of her passion to share her experiences with other new teachers, Chelonnda also puts together monthly "get togethers" for the school's first year teachers.

Along with her school based contributions, Chelonnda works with universities in the community. The University of Alabama in Huntsville has selected her to be a member of the Education Department's Community Advisory Council. This committee serves as a sounding board and advisory group for issues related to the preparation and support of highly qualified teachers. Chelonnda also demonstrates her support of her alma mater by working with the university's student teachers every semester.



Relax ...

You can find all the Missouri ACTE 2009 Conference details at www.mo-acte.org!



CTE Students are Breaking Traditions

The Missouri Breaking Traditions contest has announced this year's outstanding students in nontraditional career and technical education programs. Nontraditional means occupations in which individuals from one gender comprise less than 25 percent of the individuals employed in that occupation or field.

For 16 years, Breaking Traditions has honored outstanding students who have chosen specific career and technical programs based on their interests and abilities, and who have not let their gender influence their career decisions. Outstanding educators who are teaching in a nontraditional career program and employers who are supportive of nontraditional students and employees are also recognized.

All State winners were honored April 24th at a ceremony at the Missouri Governor's mansion, with the awards presented by Tom Quinn, Assistant Commissioner, Division of Career Education. Again this year, State winners received scholarship offers from every Missouri Community College and from Linn State Technical College.

Missouri's First Lady Georganne Nixon was unable to attend the ceremony, but shared her congratulations in the following letter:

Dear Award Winners,

Congratulations to the outstanding students, educators and employers attending today's Breaking Traditions Award Ceremony at the Missouri Governor's Mansion. Your shining example of excellence in your respective roles merits great admiration.

I regret that I am unable to join you today because I am carrying on the tradition of Missouri's First Lady planting a tree at the Cherry Blossom Festival in Marshfield, Missouri. Please enjoy this beautiful home, the "People's Mansion," and I hope you leave here today with a renewed interest in your heritage as a Missourian.

Best wishes to you all on this very special day and much continued success.

*Sincerely,
First Lady Georganne Nixon*

State student secondary winners are:

- ♦ Andrea Reinhart, Cass Career Center, Agriculture
- ♦ Victor Stewart, Ozarks Technical Community College, Early Childhood Development.

State student postsecondary/adult winners are:

- ♦ Lacey McClintock, Poplar Bluff Technical Career Center, Graphic Communications
- ♦ Stacy Taylor, Poplar Bluff Technical Career Center, Practical Nursing.

State Spirit student winners are:

- ♦ Yolanda Skaggs, Rolla Technical Institute, Automotive Technology
- ♦ Richard Crowe, Nevada Regional Technical Center, Adult Business Technology.

State Educator winners are:

- ♦ Secondary: Felicia Rickard, Davis H. Hart Career Center, Graphic Arts
- ♦ Postsecondary/adult: Richard Unger, St. Louis Community College, Florissant Valley, Civil Engineering Technology

State employer winner is:

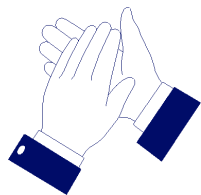
- ♦ Fred Wood, Tyson Foods, Inc., Monett, Missouri

Sponsored by the Department of Elementary and Secondary Education (DESE), the Missouri Center for Career Education (MCCE) and the MCCE Career Education Coordinators, the Breaking Traditions awards are an excellent opportunity for students, career-technical programs, educators and schools to receive recognition and statewide publicity. Special thanks go to the instructors who took time to complete nomination forms for their outstanding students.

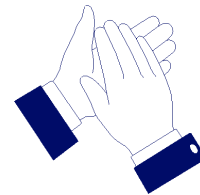
For more information and a complete list of State, Regional and Honorable Mention winners, please check the Breaking Traditions website at www.breakingtraditionsmissouri.org.

*Your shining
example of
excellence in your
respective roles merits
great admiration.*

Missouri First Lady
Georganne Nixon



A Very Special "Thank You"
We'd like to thank Terry F. Backstrom, Education Services Specialist with the United States Army in Fort Knox, KY for providing our Summer Conference badge holders!



Division News

MBEA



Missouri Business Education Association President's Spring Report

MBEA successfully hosted its annual Fall Conference for the first time at the Lodge of Four Seasons. Our keynote speaker, Kirk Elmquist, excited the capacity crowd and our workshop sessions yielded positive comments.

Shortly after the Fall Conference, I traveled to Charlotte, North Carolina to attend the ACTE Convention. In Leslie Kerns' absence, I represented the state of Missouri at the state directors' roundtable. I proudly shared highlights related to increased enrollment trends, personal finance initiatives, and continued business education curriculum development.

In February, the MBEA Officer Team attended the Legislative Day at the Capitol in Jefferson City. The MBEA Officer Team received a proclamation recognizing Career and Technical Month/Business Education Week from the Governor's office.

Kelly Berhorst, MBEA Past President, and I attended the National Policy Seminar in Washington, D.C. in March. This was my first experience being able to interact face-to-face with our elected representatives and staffers about the importance of continued funding of career and technical education. President Barak Obama's renewed support of career and technical education will provide further opportunities to promote the benefits of business education programs.

In April, I will travel to Chicago, IL for the NBEA Convention and in June, I will travel to Burlington, IA for the ACTE Region III Conference. Special thanks to all of you for your continued assistance and support!

Submitted by,

Terri L. Redden
MBEA President

FCCLA Legislative Shadowing Project

More than 70 Missouri high school students received an inside look at a day-in-the-life of a state official on February 25 in Jefferson City. The Missouri Family, Career, and Community Leaders of America (FCCLA) Legislative Shadowing Project pairs juniors and seniors with state representatives, senators and other officials to observe their meetings, hearings and public duties.

Shadowing allows students to connect their interests in laws, public service, civic issues and the political process with their education. By the end of the day, students developed a better understanding of the political process and its impact on citizens.

Marcia J. Ritter, CFCS, Missouri ACTE Legislative Committee member, serves as project coordinator. Marcia attempted to match students with officials from their districts. Once matched, the student prepares by becoming familiar with the official's responsibilities and current issues. If matched with a legislator, the student becomes knowledgeable about the bills introduced and committees on which the legislator serves.

The students and advisors arrived in Jefferson City on February 24 to participate in tours of the Missouri Supreme Court and Missouri Capital. That evening, Missouri Supreme Court Judge Mary R. Russell addressed the group during their orientation session. She promoted civic awareness and challenged the students to focus on critical thinking and problem solving in relation to their future goals and career exploration.

The students and their advisors gathered at the end of the shadowing day to evaluate the day's events. Upon return to school, they prepared summary reports and are responsible for communicating their experience to other students, their school boards and community groups. The Missouri Educators of Family and Consumer Sciences financially supports this project and provides the students with professional binders/folders for their visits.

Submitted by Marcia J. Ritter, CFCS
Missouri ACTE Legislative Committee Member
And former ACTE Legislative Committee Member.
Chair, National Coalition for Family & Consumer Sciences Education

National Policy Seminar ... You Really Should Go

by Sam DeLaney, Missouri Special Needs Association President

I was given a wonderful opportunity to travel to Washington, DC in March to experience the National Policy Seminar for ACTE. Not knowing what to expect once I got there was rather intimidating. Ronald Reagan airport is a challenge all to itself, let alone what lay ahead for me.

There were meetings that we attended to learn about how to actually talk and converse with our representatives in Washington, DC. I had not realized there was an actual "science" to do so. I participated in Capitol Hill 101. We learned the fundamentals needed to be successful advocates for CTE. We learned an overview of the Congressional processes and terminology, what to expect during the conference, how to make the most out of visits to Capitol Hill during the meeting and what to do after returning home to our districts.

Our keynote speaker was Stanley Collender who has extensive experience on Capitol Hill and is considered to be one of the leading experts on the U.S. Budget and congressional budget process in Washington.

The General Sessions were so informative for the Career and Technical Educator. Those included: The Future is

Now: Laying the Groundwork for Perkins V, ACTE Issues Briefing, State Planning Round Tables, Opportunities in the New Congress, Effective CTE Messaging in the New Political Environment, Expanding Opportunities Breakout Sessions on Health Care Policy, Energy Sustainability and "Green" Policy Issues and CTE and the Research Agenda.

The Closing General Session which was entitled Opportunities in the New Administration included a Keynote Address from Secretary of Education Arne Duncan. That was the first time that the Secretary of Education has ever made an appearance at the National Policy Seminar. I got the opportunity to see him and listen to him and his vision for education. The experience was awesome.

Along with the meetings, we were scheduled to meet with our legislators "on the Hill." In Missouri, we met and decided who would visit whom. We went in groups of roughly five or six. I had the opportunity to meet with Senator Claire McCaskill and Representative Ike Skelton. It was amazing to me to be caught up in all the hoopla on Capitol Hill. The halls were overflowing with energy; people were everywhere.

"MSNA" continued on page 12

MSNA

In Capitol Hill 101 they had warned us that we might end up meeting in the hall, a small room, virtually anywhere there was space. The aides we met, the legislators we met were all so cordial and actually listened to what our concerns are regarding Career and Technical Education. We were able to thank our Legislators for their continued support for Perkins and our whole programs. I got a chance to invite Ike Skelton to tour Lamar Area Vocational Technical School, which he was happy to do, once I make the arrangements.

Not knowing what to really expect when I decided to go to NPS, I am so happy I experienced this seminar. I left Washington, DC feeling like maybe I did make a difference and was actually listened to. I would encourage anyone who is able to take part in this annual event, DO IT! You will not be disappointed, you will be amazed like I was.



MSCA

MSCA Division News

by Joni Rost, MSCA President

The Missouri School Counselor Association is proud to announce that Dr. Lela (Lee) Kosteck Bunch, MSCA Executive Director, has been elected to the incoming ACTE Board of Directors as Vice-President of the Guidance and Career Development Division. Lee will take office in July 2009. She is a devoted advocate for professional school counselors in Missouri. Her involvement and commitment to our profession have been instrumental in helping to shape guidance and counseling services at the state level. As a member of the ACTE Board of Directors, Lee will have the opportunity to continue sharing her expertise on the national level.

Congratulations are extended to Dr. Shari Sevier, MSCA Past President and Director of Counseling for the Rockwood School District, on being awarded the National Advocacy Award for Creating a College-Going Culture K-12 at the National Office for School Counseling Advocacy. Shari received her award in Las Vegas at the NOSCA conference.

The MSCA Spring Conference was held in March at the Truman Hotel in Jefferson City. "Using Expressive Art Techniques in Schools" was the topic with Dr. Kristi Perryman and Dr. Paul Blisard as presenters. Each year, the numbers of children entering school with mental health issues is increasing. The role of the school counselor as the mental health professional in their school is therefore becoming increasingly important. As students become more counseling savvy, the school counselor must become more creative in their attempts to reach them. Expressive arts, or creative arts, are defined as insight-oriented projective activities that are largely nonverbal and utilize many different mediums including but not limited to music, art, nature, and books. Dr. Perryman and Dr. Blisard gave the attendees a variety of techniques, such as use of the collage, floratherapy, puzzles, quotes, mandalas, and wheat paste painting.



MSCA President-Elect Linda Gillmann, MSCA Executive Director Lee Bunch, MSCA Past-President Shari Sevier, MSCA Government Relations Suzie Williams, and MSCA President Joni Rost visited with Senator Claire McCaskill's aide while in Washington, D.C. Linda and Lee were attending the ACTE National Policy Seminar while Shari, Suzie and Joni attended the American School Counselor Association Public Policy Institute.

The American School Counselor Association annual conference will be held in Dallas, Texas this summer June 28-July 1. With the theme of "Making a Difference", guest speakers will be Louis Gossett, Jr., parent, advocate, activist, and Academy Award winner; Harry Wong, author of The First Days of School; and Frank Warren, creator of the popular PostSecret blog and author of Post-Secret: Extraordinary Confessions from Ordinary Lives. For more information about this conference, visit ASCA's website www.schoolcounselor.org for more information.



News from DECA

Missouri DECA State CDC Sets Attendance Record



Photos: Missouri DECA members are engaged by the Harriet Turk's keynote address at the opening session of the Missouri DECA State CDC.

A record number of 1,500 high school marketing students emerged for the annual Missouri DECA State Career Development Conference (March 22-24) at the Lodge of Four Seasons, Lake Ozark.

The high turnout reflects the steady growth in DECA membership. Missouri passed the 10,000-member milestone this year, due to a successful membership campaign. Missouri DECA is only the fifth state to reach this level.

DECA is an international association of high school students studying marketing, management and entrepreneurship in business, finance, hospitality, and marketing sales and service.

"Through classroom instruction and DECA activities, our members are learning to become savvier in today's economy and acquiring knowledge to advance their studies in marketing, management and entrepreneurship," said Christopher Young, state advisor for DECA and supervisor of DESE's Business, Marketing and Information Technology section.

"DECA provides an avenue for students to develop essential skills for a successful career and gives them an edge in a competitive job market. DECA's goal is for students to use these skills as a catalyst for contributing to our economy," he said.

International DECA officer, Isaac Robinson III, greeted students and their teachers. Robinson was a member of the McCluer North High School DECA chapter, Ferguson-Florissant School District. He is now a freshman at Truman State University and serves as DECA Central Region Vice President.



Students tested their skills in 40 competitive events related to real-world topics such as entrepreneurship promotion, Internet marketing, financial analysis, buying and merchandising, food marketing sales and hospitality services. A new chapter team event this year is the Financial Literacy Promotion Project.

The individual, team, and chapter projects were judged by 120 professionals from the business community.

"Even though our judges' volunteerism is priceless, we estimate that their collective contribution of time translates to a value of more than \$15,000. That's a stellar contribution to Missouri's future from these corporate professionals," Young said.

Winners at the state conference will advance to international DECA competition that will be held April 28 - May 3 in Anaheim.

Missouri DECA Alumni Provide Support at State CDC

Missouri DECA's alumni answered the call to provide unwavering support in such a pivotal year. After recently celebrating 60 years of excellence and achieving membership of more than 10,000 members in more than 160 chapters, volunteerism is vital to ensure the success of Missouri DECA's programs.

Twenty-three DECA alumni served as part of 110 professional judges at this year's State Career Development Conference. Among those was State Representative Casey Guernsey, an alum of the North Central Career Center DECA chapter in Bethany, Missouri.

Dan Francis, a former DECA member and judge for more than 25 years worked with Lake area businesses to promote DECA using outdoor signage that also greeted DECA members to the Lake.

"Now that the State of Missouri has reached 10,000 members, it is the responsibility of the DECA Alumni to continue to show support for Missouri DECA," said Dan Francis. "These students are the future, and with our support they will graduate and begin to use the knowledge they have gained through being a member of DECA. Most important, they will want to contribute as a DECA Alumni. As DECA Alumni we have the honor of contributing to the molding of a perfect diamond."



Pictured left: State Representative Casey Guernsey, a DECA alum of North Central Career Center, and Isaac Robinson III, DECA Central Region Vice President and former Missouri DECA president, discussed their DECA participation during the judges brunch at the State CDC.



Pictured above: An electronic billboard greeting Missouri DECA members to the Lake area during the Missouri DECA State Career Development Conference. Dan Francis, an alum of DECA, rallied support in the Lake area to welcome more than 1,500 members.



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

ACTE Region III Conference

"Stronger Together ... The Leadership Edge"

June 15-17, 2009
Pzazz Entertainment Complex
Burlington, IA



Missouri DECA Achieves Membership Milestone



← *Missouri DECA State President Julia Pitlyk was instrumental in providing leadership for this year's Membership Campaign called +5 that propelled Missouri DECA's membership to a new record of 10,000 members.*

Missouri DECA achieved a milestone this year with membership totaling more than 10,000 members. This record-breaking accomplishment makes Missouri only the fifth state to achieve this mark in the international organization.

Twenty-six chapters achieved Diamond Level status in this year's "Make Your Mark" DECA Membership Campaign. Missouri DECA accounts for more than 20 percent of all chapters internationally on the achievement list.

Congratulations to these chapters and their advisors

- ♦ Cass Career Center – Lorraina Hollingshead
- ♦ Clayton High School – Marci Boland
- ♦ El Dorado Springs High School – Vicki Hillsman
- ♦ Ft. Zumwalt South High School – Denise Saey, John Spires,
- ♦ Ft. Zumwalt West High School – Jennifer Cook, Carey Gough, Dan Hayes
- ♦ Four Rivers Career Center – Katina Ohmes
- ♦ Fox Senior High School – Amanda Vickers, Corey Krutzsch
- ♦ Francis Howell Central High School – Steve Cross, Angela Syron, Lisa Lutz, Kay Neal, Jill Schafer
- ♦ Francis Howell High School – Larry Anders, Nadine Freedline, Jennifer Guttman, Amanda Kyle
- ♦ Glendale High School – Aundrea Morris
- ♦ Holt High School – Lynne Chrismer, Jolene Wofford
- ♦ Lee's Summit High School – Susie Needles
- ♦ Odessa High School – Jessica Wade
- ♦ Orchard Farm High School – Martha Rybinski
- ♦ Park Hill South High School – Michelle Goodner
- ♦ Parkway North High School – Holly Houston
- ♦ Pattonville High School – Holly Martinez, Doug McGhee
- ♦ Raymore-Peculiar High School – Kim Schrader, Brett Schmitt
- ♦ Raytown High School – Cheryl Reichert, Katie Suse
- ♦ Republic High School – Barbara Bloomfield
- ♦ Rockwood Summit High School – Renee Revis
- ♦ Savannah High School – Donna Ping
- ♦ Springfield Parkview High School – Cindy Shannon, Dede Moore
- ♦ St. Joseph Central High School – David Jordan, Lisa Beavers
- ♦ Timberland High School – Mike Oliva
- ♦ Warrenton High School – Margaret Kernell

Join Your Missouri ACTE Friends ...

2009 Missouri ACTE Summer Conference
July 20-23, 2009

*Springfield EXPO Center
635 St. Louis Street
Springfield, MO*



Missouri DECA Members Awarded \$5,000 in Scholarships at the Annual State CDC



↑ *The inaugural scholarships of the Foundation for Missouri DECA Scholarship Program were presented to the recipients by Dr. Gene Reed, Foundation for Missouri DECA executive director, and Dr. Julie Lyman, Foundation for Missouri DECA president at the 61st annual Missouri DECA State CDC. From left are Dr. Reed, Michael Revis, Jamie Bronder, Darla Woody, Xiaoke (Jessica) Cui, Julia Pitlyk and Dr. Lyman.*

Graduating Missouri DECA members continuing their education in a marketing, management, or entrepreneurship field received \$5,000 on March 22 at the State Career Development Conference as part of the Missouri DECA Foundation Scholarship Program. Congratulations to the following recipients:

♦ **Jamie Bronder, Lee's Summit North High School**

Lester B. Kesterson Scholarship – \$1,000

In recognition of former Director of Marketing and Cooperative Education and DECA State Advisor awarded to a student with high academic achievement and participation in DECA.

Wylie Brown, Advisor

♦ **Xiaoke (Jessica) Cui, Rock Bridge High School**

Lester B. Kesterson Scholarship – \$1,000

In recognition of former Director of Marketing and Cooperative Education and DECA State Advisor awarded to a student with high academic achievement and participation in DECA.

Cheryl VanKirk, Advisor

♦ **Julia Pitlyk, Holt High School**

Jim Shelenhamer Memorial Scholarship - \$1,000

In memory of a past Missouri DECA State President awarded to a state officer who exemplifies leadership ability.

Lynne Chrismer and Jolene Wofford, Advisors

♦ **Darla Woody, El Dorado Springs High School**

Kent McDaniel Memorial Scholarship - \$1,000

In memory of former chapter advisor awarded to a student whose life has been positively affected as a result of involvement in marketing and cooperative education and DECA.

Vicki Hillsman, Advisor

♦ **Michael Revis, Rockwood Summit High School**

Bud Hartley Memorial Scholarship - \$1,000

In memory of former chapter advisor awarded to a student who successfully completed an internship component and actively participated in DECA.

Renee Revis, Advisor

The Foundation for Missouri DECA develops funds to support the programs and activities of Missouri DECA, specifically student scholarship and teacher support. Current Board of Trustee members are: Dr. Julie Lyman, president; Dr. Gene Reed, secretary and treasurer serving as Executive Director; David Jordan, Missouri DECA Board of Directors; Holly Martinez, Missouri DECA Board of Directors; and Christopher Young, ex-officio, State Advisor of Missouri DECA.

www.mo-acte.org

Missouri DECA Members to Compete in International Virtual Business Challenge

Members had to qualify through monthly on-line simulations



Jake Turner

Eight Missouri DECA members qualified to compete in the international Virtual Business Challenge-Retailing competition at the International Career Development Conference in Atlanta, Georgia on April 25-30, 2009.

Throughout the year, students competed in either the retailing or sports franchise challenge. It required students to develop marketing strategies, operate retail stores or sports franchises to optimize profitability, and manage the retail store or sports franchise through competitive threats, pressures, and other obstacles. The top two teams in the retailing category and top team in the sports category from each of four regions of the United States — Central, North Atlantic, Southern and Western — qualify to compete at the ICDC.

Our state winners and international qualifiers were recognized on stage at the opening session of the Missouri DECA State Career Development Conference on March 16, 2009.

Congratulations to our international qualifiers:

- ♦ **Jordan Donaldson, Tyler Maxey and Joel Salmon, Ozark High School**
 First Place – Missouri, First Round of the Retailing Challenge
 First Place – Central Region, First Round of the Retailing Challenge
 Grant Jenkins, Advisor
- ♦ **Mason Mercer, Tim Messersmith, and Tim Peacock, Ozark High School**
 First Place – Missouri, First Round of the Sports Challenge
 First Place – Central Region, First Round of the Sports Challenge
 Grant Jenkins, Advisor
- ♦ **Zach Rich and Colby Turner, Warrenton County High School**
 Second Place – Missouri, First Round of the Retailing Challenge
 Second Place – Central Region, First Round of the Retailing Challenge
 Margaret Kernell, Advisor



Nevada VBC Group

Congratulations to our state winners:

- ♦ **Jake Turner, Warrensburg Area Vocational School**
 First Place – Missouri, Second Round of the Retailing Challenge
 Cheryl Yung, Advisor
- ♦ **Tyler Dobson, Dominic Habjan, and Josh Newman, Nevada Regional Tech Center**
 First Place – Missouri, Second Round of the Sports Challenge
 Martha Cubbage, Advisor



Ozark VBC Group

“Our online events not only require a strong understanding of marketing concepts, but they also require initiative, creativity, and commitment,” said Christopher Young, Missouri DECA State Advisor. “Each of our state winners as well as our international qualifiers should be commended for taking advantage of this learning opportunity and adding this experience to their growing collection.”

Julia Pitlyk Visits the State Capitol

[From Representative Chuck Gatschenberger's February 12, 2009 newsletter]

"I always enjoy visits to the State Capitol by our constituents back home, and Thursday was no exception. Julia Pitlyk is a resident of Lake Saint Louis and student at Wentzville Holt High School. She is the State President of the Distributive Education Clubs of America (DECA) organization and is campaigning for the National President position within DECA and I wish her the best of luck in her campaign.

"I had the honor to introduce her to the other Members of the House and show them the type of students we produce out of the 13th Legislative District. We are very proud of her achievements here in the State Capitol."



Pictured above (left to right): Julia Pitlyk; Rep. Gatschenberger; and Chris Young, DESE

El Dorado Springs High School DECA Students



*On February 11, DECA students from El Dorado Springs High School visited the capitol in Jefferson City and took a moment to pause for a picture. Back row: Jeremy Willoughby, Trent Mitchell, Jerad Bruggeman, Matthew Hillsman
Front row: Mike Parsons, Darla Woody, Kamber Cain, Ashley McConnaughey, Audra Beason, Bailey Bush, and Vicki Hillsman, the students' advisor*