



## Missouri ACTE Division Presidents

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# The Reporter

Winter, 2008

## President's Message



**Gary Duncan**

Greetings Career and Tech Educators, Second semester has already begun and we are fast approaching mid-term grades for third quarter. I hope all is well for you and your students.

The ACTE National Convention was held this last December in Las Vegas. The Convention was one of the largest in the last few years with over 6,000 people attending. The session speakers were fantastic. Dr. Ruby Payne spoke about teaching the less fortunate students and the importance of positive relationships that are needed for more students to achieve at a higher level. Erik Weißenmayer spoke of overcoming adversity. He lost his sight at 13, but overcame many obstacles to become the first blind man to reach the top of Mount Everest. Anything is possible with a support team around you that believes in you, according to Erik. The exhibitor numbers were up to more than 230 this year. Many of the sessions had standing room only. Some presenters agreed to do a second session because so many people wanted to hear them speak. The Convention was great this year. It promises to be better next year in Charlotte, NC on December 4th-6th.

The ACTE Assembly of Delegates met on Saturday afternoon at the Conference. There were two major items that were addressed at the meeting. First, there was only one candidate for President-Elect of ACTE. The by-laws require two candidates or the position is declared vacant. The by-laws also give the Board of Directors

authority to appoint someone to fill a vacancy on the Board. They met on Thursday and appointed Ed Melott, from Oklahoma, to fill the position of President-Elect. Mr. Melott was the only candidate for the position. He is currently serving as the Trade and Industrial Division Vice President. He will take over as President-Elect on July 1, 2008.

The second item on the agenda would give the dues setting authority to the Board of Directors. The Board is given fiduciary responsibility for the association and therefore wanted the authority to set the dues. Missouri's position was to oppose this change and leave the dues setting authority with the Assembly of Delegates. Missouri's nine delegates stood with about sixty other delegates opposed to the change, but we were the minority. The change was approved and the dues setting authority is now with the Board. There is no increase expected at this time with ACTE dues.

ACTE is growing and the Association is making positive impacts. This past year, there was support in the Congress for a \$25 million increase in Perkins funding, but ultimately it was lost in the final version of the budget. ACTE was able to testify on NCLB before the House Education and Labor Committee. ACTE also published a postsecondary reform position statement titled "Expanding Opportunities: Postsecondary Career and Technical Education and Preparing Tomorrow's Workforce." ACTE is a partner in the new National Research Center for Career and Technical Education and is helping to start a

## President's Message *(Cont.)*

congressional caucus for Career and Technical Education. Your national association is growing stronger and supporting all we do.

The ACTE National Policy Seminar will be held March 10-12 in Washington, D.C. This is an opportunity for you and other Missouri ACTE members to meet legislators and their staff and let them know we expect their support of CTE and funding to keep programs running successfully. We need many people to attend and encourage our Congressmen to put the \$25 million increase back into Perkins. Make plans to attend, register, and let Donna know you are going so Missouri ACTE can plan accordingly.

Planning for the Summer Conference has already begun. The Professional Development and Program Improvement Committees have already selected Ray McNulty to be our Opening General Session speaker. Your division conference planners have also been working to ensure you have a great Summer Conference.

Legislative Day is February 13th. Make plans to attend, we need everyone there to support Career and Technical Education. The next Missouri ACTE Board meeting is March 28th. Have a great 3rd quarter and I hope to see you on the 13th of February.

Gary Duncan  
Missouri ACTE President

## Congratulations Debbie Pohl

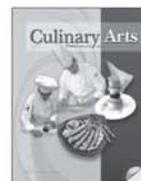


**Debbie Pohl**

Debbie Pohl, Department of Elementary and Secondary Education State Supervisor for Family and Consumer Sciences Education, was honored during the ACTE Convention in Las Vegas. Debbie was named to the Division's Roll of Honor. In 1960, the Family and Consumer Sciences Education Division of the Association for Career and Technical Education established a fellowship fund to provide fellowships to graduate students who would become the future leaders of the profession and to honor outstanding Family and Consumer Sciences professionals. The fellowships are provided by funds collected for the Roll of Honor.

For an individual to be placed on the Roll of Honor, funds must be donated in the amount of at least \$500.00 and the individual must have made significant contributions to the profession. The funds collected are distributed annually for individuals pursuing a doctorate or masters in Family and Consumer Sciences. Historically, two to four fellowships have been awarded each year with a value of \$3,000 to \$4,000 for doctoral candidates and \$2,000 for master candidates. The first fellowship was awarded in 1967. Since that time, 86 fellowships have been awarded for a total of \$236,000. Congratulations Debbie. It is a well-deserved honor.

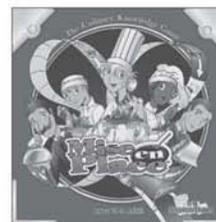
## Look What's New at American Tech



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

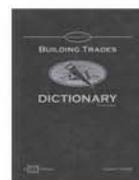
### Product Features:

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



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

**Helps prepare for FCCLA and SkillsUSA competitions.**



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

### Product Features:

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



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# Missouri ACTE 2008 Leadership

## Division Presidents

MCCTA ( <i>Administration</i> )	James W. Spencer	MSCA ( <i>Guidance</i> )	Sharon Sevier
MVATA ( <i>Agriculture</i> )	Dean Swafford	MoSAHOE ( <i>Health Occupations</i> )	Maureen Wiederholt
MBEA ( <i>Business</i> )	Kelly Berhorst	MCEA ( <i>Marketing</i> )	Michele Ray
MACS ( <i>Career Services</i> )	Stephanie R. Wacker	MSNA ( <i>Special Needs</i> )	Pam Madison
MoEFACS	Virginia L. Stone	TEAM ( <i>Technology</i> )	Jim Mikulin
( <i>Family &amp; Consumer Science</i> )		MTTA ( <i>Trade &amp; Technical</i> )	Michael R. Gonder

## COMMITTEES

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Jock Thompson (MTTA)  
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Steve McNaught (TEAM)  
Jayme Caughrom (MCCTA)

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Joan Clouse (MACS)  
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Henry Childs (MSNA)  
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Carol Helton (MACS)  
Vickie J. Fuller (MTTA)  
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Rebecca D. Head (MoEFACS)  
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Chuck Berendzen (MTTA)  
Michele L. Stewart (MACS)  
Cindy Grizzell (MSNA)  
Sharon Sevier (MSCA)  
Brent J. Whelan (MBEA)  
Martha Rudnick (TEAM)  
Sherry E. Kinney (MoSAHOE)

The *Missouri ACTE Reporter* is a quarterly publication of the

**Missouri Association for Career and Technical Education**

Donna Vossen, Executive Director

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Website: [www.mo-acte.org](http://www.mo-acte.org).

Your comments and suggestions are welcome!



## Missouri ACTE Legislative Day Wednesday, February 13, 2008

- 8:00am** House Chamber - Side Gallery
- 8:30am** Visits with Legislators/Aides  
*(Please try to schedule with your legislators)*
- 10:00am** Proclamation Signing - Governor's Office

### Bring Your Successes to Jefferson City

Missouri ACTE Legislative Day is an opportunity for you and your students to have a positive impact upon Career and Technical Education. The short meeting you may have with your State Representative or Senator may begin a relationship with you and your program that could have an impact upon important legislation in the future.

Daily, you influence students to better themselves, rarely do you see the rewards of your efforts, but each of you can look back at that one note, conversation, invitation, etc. that reinforces to you that you CAN and DO make a difference. Your attendance at Legislative Day may mirror this experience.

We need the dedicated teachers, with or without your students, discussing career education and the impact it has in

your (the legislator's) local communities. Sarah Topp and Bill Gamble (Gamble & Schlemeier) do a fantastic job of communicating with our legislators about the value of Career Ed, but they would be the first to inform you that your communication with your legislator is the most important when discussing tough issues facing Career and Technical Education. This communication should be an ongoing process - not a HELLO-THE SKY IS FALLING. Legislators want to communicate with constituents they feel comfortable with and can trust. Your attendance at Legislative Day can strengthen a relationship you may already have or begin a new friendship with your Representative or Senator. Please consider spending February 13th in Jefferson City with some of your closest friends (Missouri ACTE members) and your state legislators.

### Bring CTSO Students to Legislative Day

We all like to brag about our CTSO students. Put on the uniform, fix up the hair, shine their shoes, load up and we all believe our students are the best, our organization provides the greatest opportunities. Think seriously about bringing two or three of your students to Jefferson City for Missouri ACTE Legislative Day. These students will make you proud and demonstrate to your legislator the value of your program and CTSO at home.

Students are our greatest assets; let's not hide them. We have observed the positive impact your students have had at Legislative Day. Please consider this as an opportunity your students and school will benefit from.

If you believe you can not attend with students this year, place it on your calendar for next year. You will be rewarded for your effort. If you have questions about bringing students please check the [Mo-ACTE.org](http://Mo-ACTE.org) web site or call (573-634-7366) for more details.

### Legislative Committee Information

One of the Committee's goals for this year and our Career Technical Education future includes the idea of becoming more proactive than reactive. A committee of Career Tech administrators and teachers has begun work on a study to evaluate Technical Education value to Missouri. Many of you are aware that Career/Technical Education funding has been stagnant for many years. This group's focus is to develop real values that demonstrate the positive impact Career/Technical Education has within our state. We believe this information will provide a solid foundation to ask Missouri to invest in Career/Technical Education at all levels of education.

The journey has begun; we need you to take an active role by promoting your program and career and technical education in your community. Our future can be determined by others – that know very little about what you do – or be designed by people who know and believe in the value of career and technical education. Today is the day to begin to lay the foundation with your local community, administration and legislators. Positive conversations can produce positive outcomes.

Join your Missouri ACTE Legislative Committee in highlighting the value you add to Missouri.

*Speaking up today ...  
Benefits all of us tomorrow!*

# 100% Membership Award Winners

2006-2007

**100% Missouri ACTE & ACTE**

**Dallas County Career Center**  
Director: Mr. Kyser

**Department of Elementary and  
Secondary Education**  
Division Of Career Education  
Director: Tom Quinn

**Lake Career and Technical Center**  
Director/Principal: Gail White

**Northeast R-IV School**  
Director/Principal: Greg Taylor

**Zalma R-V Schools**  
Director/Principal: Gerard Vandeven

2006-2007

**100% Missouri ACTE**

**Grand River Technical School District**  
Director: Ron Wolf

**Kennett Career & Technology Center**  
Director: J. Douglas Irvin

**Lebanon Technology & Career Center**  
Director: Gail Holcomb

**Northwest Missouri State University**  
Director: Nancy Zeliff

**Poplar Bluff Technical Career Center**  
Director: Jean Winston

*See page 18 for the 100% Membership Form and your school could be a winner, too!*

## Spotlight on Success!

Everyone knows outstanding teachers and educators so please take the time to acknowledge them by nominating them for one of the 2008 Missouri ACTE awards. The award applications must be mailed no later than **March 17 2008** to:

Donna Vossen  
Executive Director  
PO Box 1955  
Jefferson City, Missouri 65102

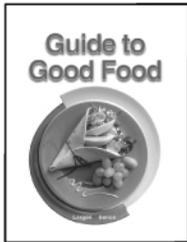
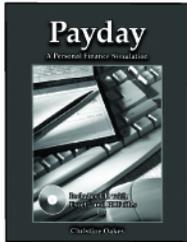
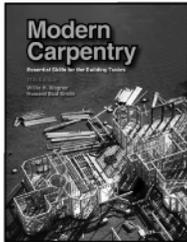
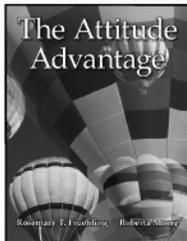
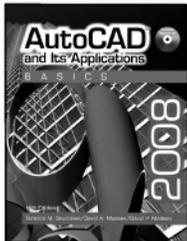
If you have any questions please contact your division representative on the Missouri ACTE Awards Committee or Donna Vossen at 573-634-7366 or [donna@mo-acte.org](mailto:donna@mo-acte.org).

For the Awards information, go to our website [www.mo-acte.org](http://www.mo-acte.org) and download the Award forms and criteria.

**NOTICE:** To be eligible for any and all awards, you must be a tri-level member - ACTE, Missouri ACTE and your division.

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## Region III Report

by Mark Sponaugle  
Missouri ACTE Region III  
Representative

### National Convention Up-Date, Las Vegas

Most of the gambling that occurred on this trip to Las Vegas happened before we ever left the state. The snow and ice that hit parts of Missouri the weekend before we left, ended up delaying flights, causing school cancellations, and forcing people to live without electricity for days. The decision to gamble was based on whether you should go or stay home. If you decided to go to the city that never sleeps, you found that even their weather was “colder” than usual. In fact, Las Vegas broke a couple of records for morning lows (below 32 degrees) while we were there. In spite of the “unusual” weather, the atmosphere was warm and inviting for the Annual ACTE Convention.

Three years ago, Region III voted to financially support two individuals, who would be “first-timers” from within the Region, to attend the National Conference. The order of participation was decided through a lottery system that would allow “first-timers” from two State Chapters to attend every three years.

The Las Vegas Convention was Missouri’s and Minnesota’s turn to send a “first-timer.” Vickie Fuller, Culinary Arts Instructor, Southwest Area Career Center in Monett was the Missouri recipient of the Region III Scholarship for First-Time Attendees. Vickie and her counter part from Minnesota were introduced at the Region III business meeting. Vickie gave a great report about who she was and how this trip to Las Vegas has been so beneficial to her personally and professionally. She represented the great “Show-Me” state of Missouri well and gave a great presentation to the Region III business meeting.

I believe this “Send a Member to Convention” Program is a great way to encourage ACTE members to participate beyond local and/or state levels. Region III and ACTE will reap the benefits created by this program for years to come. Now that all six State Chapters have participated in this program, the Region III Policy Committee will review the program this summer and discuss possible changes to update and, hopefully, better serve our State Chapters and Region. I feel strongly that this is an excellent program and one worth continuing.

At the Opening Session on Friday morning, we witnessed one of our very own stand on the stage and be recognized for an outstanding job as the Region III candidate for the Outstanding New Career and Technical Teacher. Stan Green was honored as one of the top five individuals in the beginning teacher category. Stan teaches at the Lebanon Technology and Career Center as the Manufacturing Technology instructor. Congratulations, Stan, for a job well done. Your fellow Missourians are very proud of you.

Happy New Year! I hope everyone had a great start back to school. As always, it is a pleasure to represent Missouri at the regional level. I thank you for the opportunity to serve. Please feel free to contact me if you have any questions or concerns.

Mark Sponaugle  
Missouri Region III Representative  
Phone: 417-359-7026  
Email: sponauglem@carthage.k12.mo.us



# ACTE National Convention

by Sherry Struckhoff, MoSAHOE Representative

This year's National ACTE Convention was held in Las Vegas in mid-December. ACTE has 30,000 members and there were 6,365 attendees at the Conference. The Thursday Opening Session speaker was Ruby Payne, who shared her insight on working with students in poverty. Payne presents her research and observations in such a way that many people experience "eye-opening learning," enhancing their own abilities to help children of poverty succeed.

Thursday evening, we had a CTE Support Fund Reception with a silent auction and games. The event raised \$15,000 for membership awareness in legislative efforts.

At the National level, the Diversity Action Committee has been absorbed into the Membership Committee. They felt that both groups could best achieve the overall goal of a large, diversified membership for ACTE. They have created a new Cultural Awareness Committee that will focus on developing information, tools and activities to help members interact with and become sensitive to students, teachers and parents from other cultures. Having served on the Diversity Action Committee, I decided to switch over to the Cultural Awareness Committee and will be representing Missouri on that committee.

Over the course of the three days, there were many opportunities for professional development in individual fields

and in teaching strategies. Our Closing Session speaker was Erik Weihenmayer. In May, 2001 he became the only blind man in history to reach the summit of Mount Everest. Despite losing his vision at the age of 13, Weihenmayer has become an accomplished mountain climber, paraglider, and skier, who has never let his blindness interfere with his passion for an exhilarating and fulfilling life. Listening to his experiences in life and specifically his experience as being a 5th grade teacher, was particularly inspiring.

Missouri is a member of Region III, along with Illinois, Iowa, Wisconsin, Minnesota and Indiana. We had a policy meeting and business meeting over the course of the Convention. They were both very informative meetings about what is happening in our Region and nationwide.

The Assembly of Delegates took place late Saturday afternoon. The Assembly was addressed by our Executive Director, Jan Bray. She had told us, in her address on Thursday, about the three P's of ACTE: Provide, Promote and Protect. Leadership is the key and "Believing is Seeing." On Saturday, she stated that the most critical issues we face in CTE are:

1. Recognition of CTE's role in Educational Reform
2. Funding
3. Teacher Retention and Recruitment
4. Focus on Accountability, Graduation and Post-Secondary Education
5. STEM Agenda (Science, Technology Education and Math)

Only by working together at the local, state and national level, will we succeed.

Ms. Bray also gave a financial report: Our net assets are almost \$2 million with \$1.4 million in reserve. Quite an improvement from four years ago. She also stated that CTE & CTSO have a 97% retention rate for high school graduates, an impressive contrast to the 33% dropout rate elsewhere.

I really enjoyed this Convention. I always learn a great deal of information to bring home to my students and my colleagues.

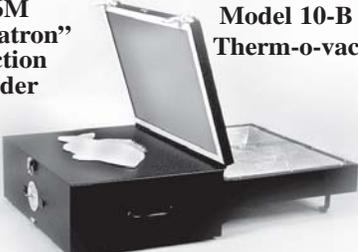
Respectfully submitted,

Sherry Struckhoff  
MoSAHOE Representative

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# Missouri DECA's Fall Civic Consciousness Contribution

## Missouri DECA members contribute \$826.18 to Boys Hope Girls Hope during the state-wide fall civic consciousness project

Missouri DECA members raised \$826.18 as part of the annual "Each One, Reach One" state-wide civic consciousness project that benefits Boys Hope Girls Hope. Boys Hope Girls Hope is a unique residential-based, academic scholarship program in Missouri that provides children in need with a stable home, positive parenting, high quality education through college and the support needed to reach their full potential.

"As a career and technical student organization, Missouri DECA is very interested in preparing students for their futures regardless of their specific career path," said Christopher Young, State Advisor. "We felt that our partnership with Boys Hope Girls Hope would help meet our mission of preparing students with innovation, creativity, and other desirable skills to meet the challenges of an ever-changing society."

Missouri DECA collected contributions from Cape Girardeau Career & Technical Center, Lee's Summit North High School, Lee's Summit West High School, Moberly Area Technical

Center, and Platte County High School. During the opening session, members raised \$505.18 of the contribution through a miracle minute.

"Giving back to our community is an integral part of DECA's mission," said Isaac Robinson III, Missouri DECA State President. "Working with Boys Hope, Girls Hope was beneficial to both organizations, and Missouri DECA is proud of its accomplishment."

The contribution will benefit students at both the St. Louis and Kansas City homes, which serve students from across Missouri.

"Your support helps to open doors to quality education and college success for all of our students," Michael Howard, Boys Hope Girls Hope Executive Director said in an appreciation letter. "Our scholars come to us with hope for the future, and your help makes a difference in their lives."



**Check [MCCE.ORG](http://MCCE.ORG) for these and other products and services.**

**Sample Guidance Lessons and Equity Curriculum**

**Embedded Credit Toolkit Update**

**Career Directions** (MCCE's e-newsletter for Career Education)

**Career Clusters Toolkit**

**Programs of Study**

**Rigor and Relevance Workshops**

**Career Clusters Workshops**

**Breaking Traditions Award**

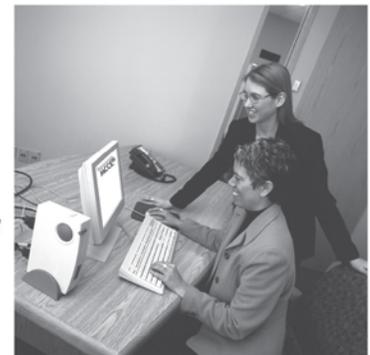
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**Raymond J. McNulty**

Missouri ACTE's Professional Development and Program Improvement Committees have selected an excellent speaker as the 2008 ACTE Summer Conference Opening General Session speaker ... Raymond J. McNulty.

McNulty is Senior Vice President of the International Center for Leadership in Education. Prior to joining the International Center, he was a senior fellow at the Bill & Melinda Gates Foundation, where he worked with leading educators from around the country to reinvent our nation's high schools. Ray also is a past president of the Association for Supervision and Curriculum Development (ASCD).

## Missouri ACTE 2008 Summer Conference Opening General Session Speaker

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 has presented at the state, national, and international levels on the need for school systems to accept the challenges that lie ahead. He is committed to raising performance standards for both teachers and students and to building solid connections between schools and their communities. Ray believes strongly that education systems cannot wait for the children and challenges to arrive at school; rather, schools need to reach out and help forge solutions.

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## St. Charles High School DECA Pampers Pets

Using marketing and project management skills, the St. Charles High School DECA chapter held a pet photo contest to raise money for the St. Charles Humane Society. Each photo entered into the contest was accompanied by a \$5 donation. There were a total of 47 entries. In addition, people voted for the photos by giving donations during a session in the school's common area. The students raised \$405 for the Humane Society.

Several DECA representatives visited the St. Charles Humane Society on December 11 to present the check to Sarah Wood, the executive director, and to visit the pets. In addition, the pet photo entries were compiled into a calendar which now is being sold to raise additional money.



↑ **Members of the St. Charles High School DECA chapter present a check for \$405 to the St. Charles Humane Society. Pictured are, from left to right, Ali Merchant, Kylee Paitz, Volunteer, Sarah Wood, Brittany Parnell, Rebecca Schroeder and Ashley Graham**

## “Cookies Gone Crazy” ... Not So Crazy



**Cindy Shannon**

Cindy Shannon, marketing education coordinator and DECA advisor at Parkview High School in Springfield, is a 2008 recipient of the \$7,500 Leavey Award for Excellence in Private Enterprise Education.

Shannon's project, "Cookies Gone Crazy," details the success of her marketing education program as a relevant, meaningful experience for her students. Shannon's program integrates interactive classroom instruction, work-based experiences, and DECA, the student organization. Shannon developed a cookie-baking school based enterprise as a means of helping students make connections between textbook concepts and realistic marketing strategies.

"My intent was to create a 'laboratory setting' to apply the key concepts I

would be teaching: to bring the information from the text into the real world; to bring excitement and relevance to their learning," Shannon explained in her project. "I have been teaching for 25 years, and I have learned that without the "why," learning is simply seat time and worksheets for 11th and 12th graders."

The school-based enterprise which started with cookies also now features school apparel which allows students to practice concepts including production, food safety, inventory management, spoilage, profit and loss, supply and demand, pricing strategies, finance, promotion, and the daily demands of operating a business.

The profits from the school based enterprise provide funding for participation in DECA, which allows marketing students to utilize their knowledge and skills developed as they compete in its flagship competitive events program. Evaluated against industry competencies by industry representatives, Parkview DECA had nearly 20 students qualify for the State CDC and had five international finalists at the 2007 DECA International Career Development Conference.

Shannon's students also have reached to lower grade levels to help increase entrepreneurship education. Through "Thinking Like an Entrepreneur," marketing students work with students in elementary and middle school grades to develop a business through a hands-on project. Shannon's students entered

this project in DECA's Entrepreneurship Promotion Plan, where the team presented the presentation during finals at the ICDC.

While Shannon may have won the \$7,500 award, her students are the real winners, and Shannon knows that.

"The students involved in these various innovative projects not only have earned necessary revenue for our program, but have gained an understanding of the vital role of the American private enterprise system," she said in her project. "I have watched as these students evolve from a 'me' view of coming to class to do seat time, to a 'we' view of making a profit and a renewed love for learning."

Celebrating its 31st year, this special recognition program, endowed by The Thomas and Dorothy Leavey Foundation, permits Freedoms Foundation to honor educators for their innovative efforts to help young people better understand the function and benefits of America's private enterprise system. Each year an independent panel may select up to 20 awards, and this year, they selected nine projects.

Freedoms Foundation will host a special awards ceremony in Valley Forge, Pennsylvania March 6-9, 2008, to formally recognize Shannon for her accomplishments and present her with a commemorative plaque. The weekend also will include the Leavey Educational Summit where Shannon will present her project to fellow recipients and area educators.



### **RACING TOWARD CHARLOTTE**

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



## Missouri DECA to Host 2008 Central Region Leadership Conference

Missouri DECA is excited to announce that it will host the 2008 Central Region Leadership Conference in Kansas City, Missouri for more than 2,000 DECA members from our 13-state region.

DECA's extensive spectrum of classroom instructional programs, networking opportunities, leadership development and competitive excellence will converge November 21-23, 2008 at the Westin Crown Center.

Members will be in complete control as they view the opportunities of the DECA HD network through an expansive listing of channels. The Conference will feature speakers from the marketing industry, leadership development activities, energy-packed general sessions, and competitive excellence seminars.

"Missouri DECA members and advisors are very excited about hosting the event and invite you to experience DECA HD in KC," said David Jordan, Missouri DECA Board of Directors President-Elect and marketing educator at St. Joseph Central.

The network's entertainment programming also will feature educational opportunities.

"While attending the conference, attendees will have the opportunity to visit a renovated downtown area in the Power and Light District, world class museums, art and entertainment venues, and shopping at the Country Club Plaza," Jordan said.

From eye-catching window displays at Crown Center and Country Club Plaza to a total marketing project focused around revitalization in the Power and Light District, Kansas City's economic sector is the ideal living example of marketing at work. Our network's programming is so rich that our network executives will actually feel like they're immersed in a marketing spectrum!

DECA HD is the future. Be part of it.

Visit <http://www.modeca.org/crlc2008> for more information.

## DECA Has "Curb Appeal"

First and second year marketing and cooperative education teachers/DECA advisors participated in a New Advisor Workshop at the Fall Leadership and State Officer Election Conference in October.

Dr. Julie Lyman, former Missouri DECA State Advisor and now Professional Education Program Coordinator at the Columbia Career Center, and Susan Benassi, retired marketing education teacher and DECA advisor, facilitated the workshop.

Based on HGTV, participants were asked to build a house that resembled their thoughts for a successful marketing and cooperative education program and DECA chapter. The workshop highlighted recruitment, program of activities, integrating DECA into classroom instruction, and sources of help. The DECA Board expresses its appreciation to the new marketing and cooperative education teachers for their active role in serving as DECA chapter advisors and providing these important opportunities for their students.

"Curb Appeal" >p12



↑ "Realtors" LaDonia Nixon, Patsy Hambelton, Justin Hitschler and Jake Lapinski show their home during the Missouri DECA New Advisor Workshop.

# Learning Market Research ... First Hand

This fall more than 1,000 DECA members and marketing and cooperative education students participated in the online "Taking Stock with Teens" marketing research survey by Piper Jaffray. The survey asked students to respond to a series of questions to collect feedback on current trends targeted to the teen demographic.

Additionally, students in marketing and cooperative education courses at Blue Springs High School, Blue Springs South High School, Fort Osage Career & Technical Center, and Fort Osage Career & Technical Center at Independence Center participated in an on-site marketing research project at Independence Center. The students visited retail operations to evaluate the effectiveness of the window displays, clearance levels, customer service from store associates, and fashion trends.



← *John Hicks, (left) a student in Principles of Marketing at Blue Springs High School, visits with a store associate at the American Eagle store in Independence Center. Customer service from store associate was one area of evaluation on the survey.*

"Participating in the Piper Jaffray teen survey helped me understand why research is important in developing my business plan," said Megan Howard, a student in Carol Bolin's entrepreneurship class at Fort Osage Career and Technical Center at Independence Center.

Howard will complete a business plan as part of the entrepreneurship curriculum in Bolin's class. "Getting the students involved in the Piper Jaffray teen survey gives them a better understanding of market research and its impact on the business sales and strategies," said Bolin.

Work-based experiences, classroom instruction, and DECA are integrated in marketing classrooms to help students develop knowledge and skills that are essential for successful futures.

"Connecting our states and local chapters to 'real world' business activities, like the Piper Jaffray/DECA Teen Opinion Survey, is the key to DECA's success in delivering unmatched dimension learning opportunities to our students and value to our business partnerships," said John Fistolera, Director of Corporate Development for DECA, Inc.

Missouri DECA continuously receives recognition from DECA, Inc. and Piper Jaffray for its enthusiastic participation in this educational and realistic instructional experience.

"Missouri DECA's support of this learning opportunity and business partnership, in addition to being the best in the nation, demonstrates their high level of commitment to dimension learning for students and strong program support for teachers," Fistolera said.

## Curb Appeal *(Cont.)*

Nearly all marketing and cooperative education teachers are DECA advisors and more than 95% of approved marketing programs operate a DECA chapter.

"Quality professional development is the backbone of any successful organization," said Michael Baremore, DECA Board of Directors President. "One of the reasons Marketing and Cooperative Education and DECA have been so successful in its 60 years is because we realize the importance of utilizing knowledgeable individuals to provide new professionals with the information necessary to be successful."

Participating were: Terri Badgett, Ladue High School; Tammy Crowley, Dexter High School; Patsy Hamblton, Gainesville High School; Justin Hitschler, Hazelwood East High School; Eddie James, North Kansas City High School; Patty Klos, Ft. Zumwalt North High School; Kara Lamfers, Belton High School; Jake Lapinski, McCluer North High School; Andy Mayfield, Blue Springs South High School; Benita Mercer, Normandy High School; LaDonia Nixon, Riverview Gardens High School; Theresa Paolillo, St. Joseph-Benton and Lafayette High Schools.

# Steve Brown Named New National FFA Executive Secretary

INDIANAPOLIS – The National FFA Organization announced today that Dr. Steve A. Brown of Missouri has been named the new National FFA Executive Secretary. He will begin his position as Agricultural Sciences Program Specialist with the U. S. Department of Education in Washington, D.C., effective March 3, 2008. Brown replaces C. Coleman Harris, who retired in September after 46 years of service to agricultural education.

As national FFA executive secretary, Brown will provide leadership for FFA and agricultural education, while coordinating all meetings of the National FFA Organization Board of Directors and the National FFA Foundation Board of Trustees. He will assist National FFA Advisor and Chief Executive Officer Dr. Larry Case in overseeing, developing, maintaining and implementing policy for the National FFA Organization and the National FFA Foundation.

Brown has dedicated more than 27 years of service to agricultural education and FFA. He has served as the Missouri state FFA executive secretary and district supervisor for the Missouri Department of Elementary and Secondary Education since 1985.

As part of his current duties, Brown manages the annual Missouri FFA Convention, which attracts more than 8,000 attendees, and supervises secondary and postsecondary agricultural education programs in the state. During his tenure as state executive secretary, Missouri FFA membership increased by 30 percent to more than 24,000 members statewide.

Prior to becoming state executive secretary, Brown taught agricultural education and served as one of two FFA advisors for five years at Macon Area Vocational School in Macon, Mo. He shared in coordinating chapter activities and fundraising in addition to developing and delivering coursework and leadership development programs. Brown currently serves on the National FFA Board of Directors, a consultant to the National Council for Agricultural Education and is a former member of National FFA Foundation Board of Trustees.

Brown received his doctorate in Agricultural Education, as well as his master's and bachelor's degrees, from the University of Missouri. He and his wife, Rhonda, have four daughters and two sons-in-law, and are the proud grandparents of two strapping grandsons. During the coming weeks, Brown and his wife will relocate from Missouri to the

Washington, D.C., area as he assumes his duties with the U.S. Department of Education and FFA.

“As executive secretary of the National FFA Organization, Steve will play an important leadership role in the organization’s work as we strive to increase the quality, depth and breadth of agricultural education across the country,” said Douglas D. Loudenslager, national FFA chief operating officer.

Dr. Terry Heiman, director of agricultural education for the Missouri Department of Elementary and Secondary Education, agreed. “Dr. Brown is a proven national leader in Agricultural Education. His roots and his heart are in this profession. Steve brings to this venture unmatched experience, expertise, great energy and a true passion for the success of all students,” Heiman said.

“It has been my pleasure to work with Steve Brown in various capacities during the past two decades,” said Dr. Larry Case, national FFA advisor and chief executive officer. “I look forward to collaborating with him on a daily basis, and I know his vision, solid leadership and character will serve the National FFA Organization and agricultural education well in the years to come.”

The National FFA Organization, formerly known as Future Farmers of America, is a national youth organization of 500,823 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,358 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. Founded in 1928, the National FFA Organization changed to its present name in 1988 in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. Visit [www.ffa.org](http://www.ffa.org) for more information.



**Steve Brown**



*[www.mo-acte.org](http://www.mo-acte.org) ... Your tool to success!*

## Wheelin' & Dealin' in Affton

## BHS HOST Rental Service

by Ethan Aragon



"Wheelin' & Dealin' in Affton" may be an unofficial chamber of commerce mantra, but to 17 Affton High School students it's the golden rule.

McGavix, a company formed in September as part of the Starting a Business/Advanced Marketing class taught by marketing teacher Bryce Bunton, released its "Wheelin' & Dealin' in Affton" board game Dec. 17 to raise money for its annual Dodgeball Extravaganza Fundraiser.

The group of 17 entrepreneurs came up with the concept of a board game, sold sponsorships to defray its start-up costs and is marketing the game all in the hope of putting into practice the business and entrepreneurial concepts they've learned through the class. And, not so incidentally, to raise a stack of cash.

Dice are used to move a player around the board, as they use their money-managing skills by investing in certain commodities and investments, he said.

The premise is a simple one - the person who makes the most money and has the most property wins.

Profits from the sales of "Wheelin' & Dealin' in Affton" help to defray the costs of the Dodgeball Extravaganza fundraiser they started last year, Ederle said.

A website, [www.mcgavix.com](http://www.mcgavix.com), was established with contact information and a list of all sponsorships for the game with links to their websites. Since the game went on sale (Dec. 17), 40 to 50 games have been sold.

Bunton, the students' teacher and advisor, said the idea was treated with enthusiasm when he first brought it to the company members in September.

"What a great opportunity this could be for my students to learn about business in a realistic situation," Bunton said. "The students have worked extremely hard putting in many late evenings and hours to make this project happen. I think it came out looking very good and they should be proud of their hard work and the game."

A new business has sprung up in the town of Belle, Mo. It is the BHS HOST Rental Service, operated by the 5th hour Introduction to Business class. The class received a loan from the Belle High School FBLA chapter to finance the business and get the machine and supplies from HOST.

HOST Carpet Cleaner is a business that rents machines and sells dry carpet cleaning supplies. The product is top-of-the-line for cleaning your carpets: from lifting the pile to keeping allergens away. The BHS HOST Rental Service is the name chosen by the class. The business operates through the school and sells to many surrounding areas.

The business is run like a corporation with a Board of Directors and stocks, given to every person in the business. The members of the Board of Directors and their positions are as follows: Rebecca Matthes, President; Shawn Fredendall, Vice President; Jessica Bedwell, Secretary; Raymond Lehnoff, Treasurer; Ethan Aragon, Kody Brown and Chris Gerloff, members.

The business is using many advertising schemes to get the product out. At a local basketball game, there will be a half-time dance performed by the "Better than Wetter" dancers. The FBLA chapter has a sign in the middle of town which the BHS HOST Rental Service has rented for advertising. In addition, the business has shirts that tell about the business.

The profits from the business will go to paying back the loan from the Belle FBLA chapter, as well as helping fund a new sign in front of the high school.

*Missouri Summer Conference ♦ July 21 - 24, 2008*

# Cookin' with Gas!

The culinary arts classes from Southwest Area Career Center participated in the "Flavor of the Four States", sponsored by the Joplin/Southwest Chapter of the Missouri Restaurant Association on October 16, 2007. The event was the culmination of a day long trip to Joplin that included tours of the Candy House where hand-dipped chocolates are shipped locally and throughout the country. The next stop was Granny Shaffer's Restaurant where Mr. Mike Wiggins, a National Restaurant Association Board member, treated the students to a buffet lunch and then spoke to them about what is needed to succeed in the Restaurant/Hospitality industry. The students then toured his restaurant and banquet facility. Fox Farms Whole Foods was the next stop on the trip.



↑ [Pictured left to right] Kyle Gryder, Travis Robertson, Megan Estes and Tony Pallato greet visitors at In the SWACC booth.



↑ Morgan Bradley (left) and Kayla Fehring whip up some tasty samples at the Holiday Inn booth.

The students discovered many different ethnic foods available in the area. They finally arrived at the "Flavor" where the students helped other restaurateurs set up their booths along with the Southwest Area Career Center booth. The students made 1000 homemade hot rolls and cinnamon rolls to serve to approximately 900 people at the event. The best part of the event was the students getting to sample food from 50 other restaurants from the Joplin area.

The "Flavor" is an annual event sponsored by the Joplin/Southwest Chapter. The money raised is used for grants and scholarships to help culinary students continue their education at the post-secondary level. Approximately \$10,000 has been raised each year for the past four years. Kudos to the chapter for their support of local culinary programs and students!!

## Northland Career Center FBLA Adopts a Family

by Brittani Holsted, Historian, NCC FBLA

Northland Career Center's (Platte City) chapter of Future Business Leaders of America adopted a family for Christmas. Members were given the names and ages of the children in their family, as well as a "wish list." Members met on December 10 to shop for their family of five (three children, two parents). They later met at the FBLA adviser's house for pizza and a gift-wrapping party.

Money was earned earlier in the year by holding a garage sale. Monies from that fundraiser also will provide donations to the March of Dimes, Camp Quality, and the Cystic Fibrosis Foundation, as well as fund chapter activities.

The FBLA members were successful in providing a great Christmas for a family that otherwise might not have had much of a holiday.

# Oak Ridge FBLA Attends Dining Etiquette Luncheon

by Sarah Hansen, Oak Ridge FBLA

Did you know that when you leave your seat in a restaurant you should place your napkin on the back of your chair so the server knows you are returning to your table? That is just one of many tips FBLA learned during our etiquette presentation on October 31st. Future Business Leaders of America (FBLA) students traveled to SEMO for their induction ceremony where FBLA President, Hannah Sedgwick, installed new officers and new members before the etiquette presentation.

After the induction ceremony, FBLA participated in an etiquette class presented by Trevor Sumner, Marketing Director with Chartwells Catering, at SEMO's campus. Senior Dylan Abbott said, "The tip on taking food out of your mouth the same way it went in was strange." We were taught if it went in with a fork or your hand then it comes out with a fork or your hand. Sophomore Emily Ruch said, "The trip was fun. I was surprised that you have to hold your fork prong side down while cutting food. I never knew that."



## An Unexpected Lesson

Jennifer Carney, a 16-year old junior at North Kansas City High School and automotive technology student at the Career and Technical Education Center, teamed up with Chux Trux for her diploma-required internship, and out of it, came the Chux Trux booth at the RV Show, held January 18-20 at the KCI Expo Center. Extraordinary lengths were definitely reached in the 40 hours given for coordinating the project.

What began as an ordinary internship required for her high school diploma expanded to something much bigger. Jenn spent half of her school day at her automotive school and the other half at her high school taking higher diploma option classes. With original intentions to learn a little bit about marketing in the car industry, Jenn has learned, and done, much more than anyone expected. "I didn't think I would be doing something so important and I especially didn't think it would be so much fun, or work, for that matter" Jenn explained.

The process she went through to carry out this show, included gathering materials, organizing the layout of the booth, calling companies affiliated with Chux for their support, packing, ordering product, coordinating booth signage, developing a sale flyer to hand out to customers, loading and unloading for the show, deciding on what products to sell and display and coordinating virtually all the logistics. "As soon as you think

you finish one thing, you realize that it only opened a few more doors of other things you would have otherwise forgotten about. Chris was really good about keeping me on track; otherwise I would have been completely lost."

Serving as a mentor and companion through her journey in this task, Chris Ripper, VP of Sales & Marketing at Chux Trux, says, "I've worked with a lot of young people in my career but few have the work ethic, drive, or intelligence that Jenn has." Seldom did this team have down time in working to get this together, but there was a certain time in which they set aside to both ask questions of each other, not even related to the RV show. "We just talked about general business, marketing as a whole, or reasons companies market the way they do (both good and bad), and about the show. The questions seemed to keep both Chris and Jenn intrigued and constantly learning more.

"Jennifer literally coordinated 95% of this show. This is no small task given the never-ending number of small details it takes to successfully pull off any type of trade show, much less your first one", says Ripper.

When asked what she really learned, Jenn responded, "I couldn't have had a better teacher. I learned so much about marketing, persuasion, and how companies really work. It's different be on the inside looking out."

The RV show was held Friday, January 18 through Sunday, January 20 at the KCI Expo Center. For more information on this internship or Chux Trux, contact Chris Ripper at the Independence location of Chux Trux at (816) 350-2758.

## Local Teacher Receives National Award

**Melissa Faucett** of Carthage Technical Center was awarded a full scholarship to attend the 25th Annual Entrepreneurship Education FORUM being held in Charleston, South Carolina, November 3 – 6, 2007. This scholarship was awarded for Melissa Faucett's leadership and creativity in bringing entrepreneurship education to the schools.

A commemorative plaque was presented to Melissa Faucett that read as follows:

*"Entrepreneurship 101 Award"  
For outstanding Leadership in the Field of  
Business Creativity and Entrepreneurship*

The Consortium for Entrepreneurship Education is a national membership association of 95 organizations that advocate entrepreneurship education as a lifelong learning process and provide programs for youth and adults. The conference in Charleston brought over 350 teachers together to share program ideas and establish nationwide networks.

The announcement and planning for National Entrepreneurship Week 2008 was a major priority at the annual conference. Teachers shared ideas for events in support of local entrepreneurs and their entrepreneurship education programs. The Consortium for Entrepreneurship Education is sponsoring the second annual National Entrepreneurship Week to be celebrated February 23 – March 1, 2008.

In recognition of the need for teachers to have the opportunities for professional development in teaching entrepreneurship, 110 teacher scholarships costing \$70,000 were sponsored by the Coleman Foundation, the Burton Morgan Foundation, the Appalachian Regional Commission, Mark-ED/Career Paths, JA Worldwide, Making Cents, USA TODAY, DECA, Inc., FBLA-PBL, NFIB Young Entrepreneur Foundation, National Foundation for Teaching Entrepreneurship, Ohio Council on Economic Education, College of Charleston, Charleston Area Planning Committee, and the Consortium for Entrepreneurship Education.



## MBEA Division News

*by Kelly Berhorst, MBEA President*

The MBEA division held its Sixteenth Annual Missouri Business Education Association Fall Conference at The Resort at Port Arrowhead in Lake Ozark, Missouri, on November 16-17, 2007. Registration totals showed 230 members registered for the Conference.

Friday began with sessions and a luncheon for new business teachers and their mentors. Penny Kugler conducted a pre-conference session titled, "Do You Still Want More on Personal Finance?" The evening's keynote speaker was Meg Ormiston who provided teachers with information about a variety of websites and technology tools to enhance their classroom curriculum. Her presentation was titled, "Paper Trained Teachers in a Video Game World."

Exhibitors were available to speak with members and showcase their products. Tables were also available promoting professional membership in NBEA and Missouri ACTE.

On Saturday morning, a variety of breakout sessions were offered including topics such as time management, Google, Flash, Photoshop, podcasting, MO-VIP, FBLA, and InDesign. Several of these topics were a follow-up to Summer Conference sessions in order to offer our members high-quality, sustained professional development.

MBEA officers are currently making preparations to participate in Legislative Day on February 13 at the state Capitol. We encourage MBEA members to join us in promoting career education to our legislators. MBEA President, Kelly Berhorst, will also travel to Washington D.C. in March to attend National Policy Seminar. Terri Redden, MBEA Vice-President, will join Kelly Berhorst in representing Missouri Business Teachers by attending the NBEA convention in San Antonio, Texas, March 19-22. We hope to see several MBEA members there.

Members are encouraged to continue visiting the MBEA website at [http://dese.mo.gov/divcareer/biz\\_mbea.htm](http://dese.mo.gov/divcareer/biz_mbea.htm) and to join the business education list serve. Both are valuable in providing curriculum resources, informational updates, and networking opportunities to Missouri's business teachers.

*Is your school at 100%?*



# Make a Difference Today

MO-ACTE PAC (Political Action Committee) is a voluntary organization formed to advance the cause of career and technical education through participation in campaigns for those supporters seeking elective office.

## Invest In Your Profession

You have made an investment in your occupation through education, training and dedicated service over the years. It makes sense that you should also make an investment in those individuals who will be setting public policy that funds and governs your employment.

## Strength In Numbers

Educators in the field of career and technical education total over 3,000 in this state. Can you imagine the impact this group could have when they speak with one voice? When you pool resources with others who have a common goal, you benefit from speaking with many rather than alone.

## Be Part Of The Process

The democratic process of electing a representative form of government is alive and working in this country and in Missouri. When you contribute to a common Political Action Committee, you are becoming part of the process we value so much.

## Make Your Contribution Now

Missouri has limitations on maximum contributions from a single source, which necessitates a candidate establishing a broader base of support. Since these limitations are tied to election cycles, it is a matter of practicality that candidates continue to raise funds in the off-election years in order to have adequate dollars to operate a successful campaign.

Return this portion of the page, along with a check to your PAC headquarters as listed below.

\_\_\_\_\_ Yes! I want to make a contribution to MO-ACTE PAC and my check is enclosed (An amount of \$5 is suggested.)

Name: \_\_\_\_\_

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Make the check payable to MO-ACTE PAC and mail to: Missouri ACTE; P.O. Box 1955; Jefferson City, MO 65102. Contributions or gifts to the MO-ACTE Political Action Committee are not deductible for income tax purposes. All disbursements are reviewed and approved by a committee of your peers.



## NATIONAL POLICY SEMINAR



*March 10-12, 2008*

*Crystal Gateway Marriott in Arlington, Virginia*

**MEET** one-on-one with lawmakers and insiders who will shape the future of your programs - with or without your help.

**MAKE** informed decisions to safeguard and build your career and technical education programs.

**IMPROVE** the long-range outlook for your programs through information you can only get at this major policy event.

**LEARN** proven advocacy skills to effectively work with your local, state and federal decision makers.

**CONNECT** with a supportive network of hundreds of other committed education leaders, policy makers and business people who believe in the future of career and technical education.

For hotel and registration information, go to the ACTE website ([www.acteonline.org](http://www.acteonline.org)).

*Don't leave the future of your programs, faculty and students in the hands of others! Let your voice be heard!*