



Stephanie J. Williams  
MCEA 2010 President

# Marketing & Cooperative Education Association

MCEA

## Pre-Conference Sessions

### Saturday-Monday, July 24 - 26

12:00 p.m. - 5:00 p.m. (Saturday)

9:00 a.m. - 5:00 p.m. (Sunday & Monday)

#### Entrepreneurship Teaching Institute

University Plaza - Arkansas

Lunch Provided

**Sponsoring Division:** Business, Marketing and Information Technology Education

**Presenters:** Kellie Reese and Tammy Crowley

**Target Audience:** Restricted to MBEA and MCEA Members

**Brief Summary of Session:** Designed for educators who want to promote the importance of entrepreneurship and leadership skills in any classroom, as well as those who want to develop a semester course for entrepreneurship, this informative and interactive professional institute will be led by experienced entrepreneurship teachers.

The content for the three-day institute program will be drawn from the innovative lesson plans and activities of Missouri's new entrepreneurial skills curriculum, *BEST: Building Entrepreneurial Skills Today ... for Tomorrow's Leaders*. High school teachers from any subject area will learn to create integrated activities and projects using entrepreneurship as a learning context to increase student engagement. Be among the first to experience the program elements of BEST! Participants will receive a selection of entrepreneurship activities they can use with youth in a variety of classroom settings.

**Attendance Restricted to Division.**

**Pre-Registration Required.**

**Fee Charged:** None

**Division Contact:** Leslie Kerns  
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### Monday, July 26

1:00 p.m. - 5:00 p.m.

#### New Business and Marketing Teacher Seminar

University Plaza - Colorado A

**Sponsoring Division:** Business, Marketing and Information Technology Education

**Presenter:** DESE Business, Marketing and Information Technology Staff and Selected Teachers

**Target Audience:** Business and Marketing Teachers (0-3 years' experience)

**Brief Summary of Session:** Topics will include curriculum, instructional resources, classroom management, advisory committees, supervised business and marketing experience and cooperative education programs, professional development opportunities, and FBLA and DECA. Experienced teachers will share tips and techniques they have found successful. Attendees will receive a copy of their respective resource information.

**Attendance Restricted to Division.** (Restricted to business and marketing teachers)

**Pre-Registration Required.**

**Fee Charged:** None

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