Joint Program for:

MBEA – Business Division Agenda; Becky Brownfield, President

MCEA – Marketing Division Agenda; Cathy Benson, President

**All workshops and events being offered for our associations will be marked to indicate which program affiliation, Marketing or Business, would benefit from workshop content.
Key: M – Marketing; B- Business; MB – Both Marketing and Business

MBEA/MCEA SUMMER CONFERENCE PARTICIPATION PRIZES

As you engage with presenters throughout the conference, you will have the opportunity to enter to win many prizes. These prizes will be awarded at the conclusion of the *DESE Update* on Wednesday. Please look for information in your registration packet to learn how to enter.

Prizes include: (prize list may be revised and added to prior to conference)

* One Free Adviser Registration to all Missouri FBLA-PBL Conferences
* Missouri FBLA-PBL Priority Seating for Chapter at SLC Registration - Session of Choice
* Missouri FBLA-PBL Swag Bags
* Missouri FBLA-PBL Priority Housing for SLC
* One Free Advisor Registration to DECA FLC
* Missouri FBLA-PBL Lightweight Jacket
* Missouri DECA Priority Seating for FLC Hypnotist Show for 4 Students, Front Row
* Missouri DECA Swag Bag
* Missouri DECA Jacket

NOTE: Many of this year's workshops are dedicated to technology in the classroom. It is suggested to bring your fully-charged laptop or other device to the sessions to allow for your full engagement in the various activities being presented. *Cords and electricity will not be provided.*

General Sessions – MoACTE
MISSOURI ACTE ~ "Show Me Vision 2018"

2018 MISSOURI ACTE GENERAL CONFERENCE PROGRAM
Oasis Hotel & Convention Center located at 2546 N Glenstone Ave. new location

Monday, July 23

9:30 a.m.   **Missouri ACTE Board of Directors Meeting**

Oasis Hotel & Convention Center - Sahara

1:00 p.m. – 6:00 p.m.	**Missouri ACTE Conference Registration**
	Oasis Hotel & Convention Center – Grand Ballroom
1:00 p.m. – 5:00 p.m.	**MBEA Board Meeting**
	Location – TBD
6:30 p.m. – 8:00 p.m.	**MCEA Board Meeting**
	Location - TBD
1:00 p.m. – 6:00 p.m.	**Exhibits Open**
	Oasis Hotel & Convention Center – Grand Ballroom

Tuesday, July 24

8:00 a.m. – 3:00 p.m.	**Exhibits Open**
	Oasis Hotel & Convention Center – Grand Ballroom
8:00 a.m. – 3:00 p.m.	**Missouri ACTE Conference Registration**
	Oasis Hotel & Convention Center – Grand Ballroom
7:30 a.m.-8:30 a.m.	**All Missouri ACTE Committee Meetings**
	Oasis Hotel & Convention Center – Kalahari & Mojave
8:30 a.m.	**New Professional Reception**
	Oasis Hotel & Convention Center – Outdoor Pool
9:30 a.m.-11:00 a.m.	**Opening General Session – Paradise Ballroom**
	Welcome; Awards; President-Elect Speeches;
	Speaker –TBA –
11:00 a.m. – 1:00 p.m.	**Lunch – many options and discounts will be offered from local restaurants –**
	Info on www.mo-acte.org
50 MINUTE SESSIONS:	**Holiday Inn Hotel & Suites located at 2720 N Glenstone**
1:00 p.m.	TBA

Granada Room – Holiday Inn Hotel & Suites

1:00 p.m.   TBA

Monaco Room – Holiday Inn Hotel & Suites

1:00 p.m.   TBA

Ranier Room – Holiday Inn Hotel & Suites

2:00 p.m.   TBA

Granada Room – Holiday Inn Hotel & Suites

2:00 p.m.   TBA

Monaco Room – Holiday Inn Hotel & Suites

2:00 p.m.   TBA

Ranier Room – Holiday Inn Hotel & Suites

3:00 p.m.   TBA

Granada Room – Holiday Inn Hotel & Suites

3:00 p.m.   TBA

Monaco Room – Holiday Inn Hotel & Suites

3:00 p.m.   TBA

Ranier Room – Holiday Inn Hotel & Suites

3:00 p.m. – 4:00 pm   **MBEA & MCEA Event**
eFactory **Tour – Off-Site (MBEA/MCEA Attendees Only)**
The *eFactory* is dedicated to helping entrepreneurs and businesses in southwest Missouri start, grow and accelerate their companies. The program is a tech-focused entrepreneurship center designed to assist startup and growth in new small businesses and continuing education and training in mature organizations. This event includes a tour and a presentation from the staff of the *eFactory*. Housed in the Robert W. Plaster Free Enterprise Center, it is a short walk or drive to the center. **More information will be in your registration packet.**

5:00 p.m. - 6:30 p.m.
MCEA/MBEA Opening Session with Full-Plated Dinner
University Plaza - Kansas Room

KEYNOTE: WHY.

Presenter: Mikel Howard, Marketing Consultant (Starbucks, Hilton, Waldorf Astoria, more)

Description: In the day and age of ever-changing trends, strategy and tactics in reaching our audiences, one of the most important questions we can stop and ask is "Why?". This question gets down to the core of what's being achieved and Mikel is known well for consistently asking this question to help his clients and teams achieve goals that they never even knew existed. During the opening keynote, Mikel will bring a fresh perspective on marketing trends hitting all platforms and talk real-world marketing experience over the last 10 years on how we can help push the envelope in effectively reaching our audience.

6:30 p.m.

MBEA District Summer Meetings

University Plaza - Kansas Room

6:30 p.m.

MCEA Annual Awards Meeting & District Meetings

University Plaza - Arkansas Room

Wednesday, July 25

8:00 a.m. – 11:00 a.m.   **Missouri ACTE Late Registration**

                              Oasis Hotel & Convention Center Glass Lobby

Wednesday, JULY 25 – University Plaza Hotel

8:00 a.m. – 9:00 a.m. Morning Workshop Selections

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Audience Key: M – Marketing; B- Business; MB – Both Marketing and Business

Personal Finance: Certification Focus Group

Colorado A Room

Audience: **MB**

Presenter: Patricia Palmer, Office of Financial Literacy, UMKC

Description: To certify or not to certify…that will be the question. This workshop will be a focus style workshop where Ms. Palmer will gather your insights and suggestions to begin discussions regarding the requirements for an educator should need to teach Personal Finance. As a required course, it is important that educators have credible knowledge to teach these important concepts to students entering the workforce in the near future. Come share your thoughts with Ms. Palmer.

Ignite Student Learning Through School Based Enterprises

Colorado B Room

Audience: **MB**

Presenter: Laura Strickland, Parkway School District

Description: Create a space in your schools for students to learn, practice, and apply employability skills through a school-based enterprise. Today's employers need employees who have mastered the following skills: collaboration, creativity, communication, and critical thinking. School-based businesses allow students to develop these essential skills while under the guidance of educators throughout the building. Learn how to build social awareness among students while integrating digital tools such as Google Apps, tablets, Squares, and mobile applications pushes students' learning from static to authentic application.

Shortcuts for Coding the Web

Illinois Room

Audience: **B**

Presenter: Tonya Skinner, Jackson County School District

Description: Maybe you've been coding in HTML5 and CSS, but have you tried other CSS-based frameworks, such as Flexbox and Bootstrap? How about integrating SVG or CSS-based icon sets? Don't know what those are? It's okay! Learn how to work with various "already made" frameworks for web design and how to easily customize free templates to do what you want.

HOW.

Oklahoma Room

Audience: **MB**

Presenter: Mikel Howard, Marketing Consultant (Starbucks, Hilton, Waldorf Astoria, more)

Description: Let's face it, the world has moved fast to digital and mobile first economies and we've got to move with it. During this workshop, Mikel will talk through some cutting edge strategies and tactics in today's digital world to help dial in on how to effectively reach audiences and create relationships with consumers.

Marketing/DECA Unconference

Kansas B Room

Audience: **M**

Facilitator: Melissa James, Willard School District

Description: A session for marketing and DECA teachers to get together and share ideas form their own experiences to benefit others. Possible topics: school stores, integrating marketing and DECA curriculum, competition prep, etc.

It's Never Too Early to Begin Building Your Personal Brand

Kansas C Room

Audience: **MB**

Presenter: Lindsay Reedy, Career Specialist, University of Missouri, College of Business
Description: This presentation will point out the importance of developing a student's personal brand in high school. We will walk through the process of designing a professional resume and building their personal brand via LinkedIn. Both the resume and LinkedIn profile can be updated as the student's complete high school and move into college or professional careers.

All Day
Variquest Classroom Lab – Free Exploration of Available Equipment
Kansas A Room
Audience: **MB**
Facilitator: Dane Cockrell, Kansas City Audio-Visual/Variquest

Description: This room will be set up for use by all attendees throughout Wednesday of the conference. Bring along some ideas for posters, displays and other projects for your back to school and create them right in this Lab. Test out all of the equipment available from Variquest like the Design Center 2300 software, the Trifecta 800 3-D Printer, the Perfecta 3600STP Full Color Poster Creator and more!

9:10 a.m. – 10:10 a.m. Morning Workshop Selections

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Going 1:1 Technology-1, Learning-1
Colorado A Room
Audience: **MB**
Presenter: Darbie Valenti, 2017 Missouri Teacher of the Year, Savannah School District
Description: John Antonetti says, "If technology is more engaging than the task, then learning loses and technology wins". Learn how to use technology to enhance your instruction while adding rigor in an engaging way that is crucial for our 21st century learners.

Ignite Student Learning Through School Based Enterprises
Colorado B Room
Audience: **MB**
Presenter: Laura Strickland, Parkway School District
Description: Create a space in your schools for students to learn, practice, and apply employability skills through a school-based enterprise. Today's employers need employees who have mastered the following skills: collaboration, creativity, communication, and critical thinking. School-based businesses allow students to develop these essential skills while under the guidance of educators throughout the

Terrific Tools for Teaching Web Design
Illinois Room
Audience: **MB**
Presenter: Tonya Skinner, Jackson County School District
Description: Whether you teach web design using strictly code or an editor like Dreamweaver, you'll want to learn about lots of free and mostly browser-based tools and Chrome extensions that will amp up your web authoring game!

NEXTGEN: Personal Finance Curriculum – Part 1 (Special 2 hour session)
Oklahoma Room
Audience: **MB**
Presenter: Patricia Palmer, Office of Financial Literacy, UMKC
Description: "NGPF is a free high-school personal finance curriculum and professional development partner helping teachers deliver essential money understanding in an easy-to-grasp, engaging way. We offer a complete course of up-to-date, customizable lessons and activities designed to spark participation and make ideas memorable. Professional development and events build personal connections, enable knowledge sharing, and highlight information teachers find truly useful." During this workshop, in addition to the program overview and content will be presented as it directly relates to the new Missouri Personal Finance Standards to help direct teachers to those lessons. This is a robust resource that delivers high impact and engaging content utilizing multiple teaching strategies. The multitude of resources for the teacher and the students provides a fresh, comprehensive and contemporary approach to teaching personal finance.

Maximizing Tools to Help ELL Students
Kansas B Room
Audience: **MB**
Presenter: Becky Brownfield, Smith-Cotton High School
Description: Do you have ELL students that struggle with your business or marketing content? Join us for some technology tips/tricks to help our ELL students become more successful in our classroomes. This goes beyond Google Translate and proves to be much more accurate! BYOD would be helpful but not necessary.

Advisor Insider Track: Winning Scholarships and Avoiding Penalty Points
Kansas C Room
Audience: **M**
Presenter: Janell Allred & Stephanie Williams, Former Missouri DECA Advisors of the Year
Description: Join these former DECA advisors to gain expert insider advice on how to help your students achieve more. Learn the tricks of the trade to help your students' scholarship applications get noticed. Avoid those nasty penalty points on your written entries with these tried and true tips. Get on the insider track by attending this workshop!

All Day
Variquest Classroom Lab – Free Exploration of Available Equipment
Kansas A Room
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Facilitator: Dane Cockrell, Kansas City Audio-Visual/Variquest
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10:20 a.m. – 11:20 a.m. Morning Workshop Selections
**All workshops and events being offered for MBEA/MCEA will be marked to indicate which program affiliation, Marketing or Business, would benefit from workshop content.
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Going 1:1 Technology-1, Learning-1
Colorado A Room
Audience: **MB**
Presenter: Darbie Valenti, 2017 Missouri Teacher of the Year, Savannah School District
Description: John Antonetti says, "If technology is more engaging than the task, then learning loses and technology wins". Learn how to use technology to enhance your instruction while adding rigor in an engaging way that is crucial for our 21st century learners.

Teaching AP Computer Science Principles
Colorado B Room
Audience: **B**
Presenter: Rachal Lamp, West Platte School District
Description: Do you need help with getting started with AP Computer Science Principles? The session will exam the course and resources needed to teach the course. We will take a in-depth look at the Code.org curriculum for this course, how to get started with the programming needed for the course, and discuss the IT parts of the course.

Multimedia Character Animator Fun in Adobe CC
Illinois Room
Audience: **MB**
Presenter: Tonya Skinner, Jackson County School District
Description: If you have laptops or computers with webcams, this new Adobe program will be a hit with your students. Part of Adobe Creative Cloud 2017 or higher, Adobe Character Animator is a desktop application software product that combines live motion webcam capture with a multi-track recording system to control layered 2D puppets drawn in Photoshop or Illustrator. The puppets can be controlled

with your actions or with audio, including easy lip sync. If you are already teaching graphics, come see how to integrate this fun tool within your multimedia curriculum.

NEXTGEN: Personal Finance Curriculum – Part 2 (Must have attended Part 1)
Oklahoma Room
Audience: **MB**
Presenter: Patricia Palmer, Office of Financial Literacy, UMKC

Technology & Gamification In the Classroom
Kansas B Room
Audience: **MB**
Presenter: Zachary Johnson, St. Joseph Central High School
Description: This session will focus on helping teachers integrate various technologies in the classroom, to increase student engagement, in an easy to understand way. Items covered will include Google suites for education, Flipgrid, Nearpod, Classcraft, Peardeck, and more.

Agile Teams - Dynamic Engagement
Kansas C Room
Audience: **MB**
Presenter: Burdett Wilson, MacTec, Macon R-1 School District
Description: How do you bring high engagement into your classroom? Come see the tips and techniques that get students excited about learning. Find new ways to get students responsible for self-development, student-student teaching and having fun. Half of my students go directly to work in the IT Field and the other half go on to advanced education. Learn how project-based learning connects school and businesses as clients and how this gives student real world experience in a structured classroom environment. Most important, we want to give students the skills to be successful in college or to go to work right out of high school. See how at MacTec (Macon Area Career Technical Education Center) our students interact with Oracle Academy, Microsoft Technical Associate Certification and even game design.

All Day
Variquest Classroom Lab – Free Exploration of Available Equipment
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11:20 a.m. – 12:20 p.m. – Lunch

Dine-Around Town

Area restaurants, located within walking distance of our hotels, will be open to serve our members. Many of the restaurants will be extending discounts and a few are opening only for our members, so they will require reservations. For a map of the restaurants, go to: http://j.mp/1yKalEM

12:20 p.m. – 12:50 p.m. – DECA/FBLA-PBL Updates

DECA Update
Illinois Room
Audience: **M**
Presenter: Cindy Shannon, Missouri State DECA Advisor
Description: Join Cindy as she guides you through updates for 2018-19, including conference and competitive events changes and updates.

FBLA-PBL Update
Kansas Room
Audience: **B**
Presenter: Chris Dzurick, Missouri State FBLA-PBL Adviser
Description: Join Chris as he guides you through updates for 2018-19, including conference and competitive events changes and updates.

1:00 p.m. – 2:00 p.m. Afternoon Workshop Selections

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Breaking Barriers for Your Students through Blended Learning
Colorado A Room
Audience: **MB**
Presenter: Heather Miller, EVERFI
Description: How can you empower students to have confidence in their financial and career goals? Financial education at an early age can lead to a positive outlook and equips students with the resources they need to be successful. Our financial education programs provide a rich foundation in areas such as budgeting, investing, credit, taxes, and financing higher education. Along their learning journey, the Venture and Endeavor programs provide students an engaging platform to explore career pathways in entrepreneurship and STEM.

These FREE interactive digital resources are student-driven and have assessments embedded into them, enabling students to go at their own pace as the teacher can be a facilitator in the classroom and see measurable outcomes from student work. Teachers will receive an alignment document to new 2018 Personal Finance standards. Join us or visit EVERFI.com/k-12 to learn more.

What We Should Be Teaching in Marketing Class

Colorado B Room

Audience: **M**

Presenter: Michael Oliva, Wentzville Timberland School District

Description: The field of marketing changes at an ever increasing pace. For our students to have the real world information, we need to be current on the latest trends and information. We will look at some of the newest aspects we should be teaching our students. Bring your laptop so you can participate in this session.

Start Coding Today with Code.org

Illinois Room

Audience: **B**

Presenter: Catherine Castillo, Springfield Public Schools

Description: Did you know that computing jobs are the #1 source of new wages in the United States and that there are over 500,000 current job openings in the field of computer science? Learn how Code.org is raising awareness and providing equal access to computer science for all ages though their free online courses. Learn how to set up your own classes and begin teaching coding in your classroom today!

FUNDRAISING FRENZY

Oklahoma Room

Audience: **MB**

Facilitator: DESE Staff

Description: This is an audience participation workshop where we will incorporate a unique way to share our ideas about fundraising so that participants will go home with a wealth of ideas to try. Participants should BRING ONE of their own ideas to share.

Technology & Gamification in the Classroom

Kansas B Room

Audience: **MB**

Presenter: Zachary Johnson, St. Joseph Central High School

Description: This session will focus on helping teachers integrate various technologies in the classroom, to increase student engagement, in an easy to understand way. Items covered will include Google suites for education, Flipgrid, Nearpod, Classcraft, Peardeck, and more.

Using Hyperdocs: Tips and Tricks

Kansas C Room

Audience: **MB**

Presenter: Nancy Toombs, Ste. Genevieve R-II School District

Description: Join me to explore what Hyperdocs can do for you! A true Hyperdoc is so much more than just links on a webpage. Rework your lessons so that students take the lead. These lessons are thoughtful, digital plans that students work through at their own pace. This gives you the freedom to

facilitate the classroom, helping those that are struggling while not holding back students who are ready to proceed. Come find out how Hyperdocs can change your classroom.

All Day

Variquest Classroom Lab – Free Exploration of Available Equipment

Kansas A Room

Audience: **MB**

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2:10 p.m. – 3:10 p.m. Afternoon Workshop Selections

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New Resources from the St. Louis Federal Reserve Bank (tentative)

Colorado A Room

Audience: **MB**

Presenter: Eva Johnston, St. Louis Federal Reserve Bank

Description: Come see the new resources from the St. Louis Federal Reserve Bank to help high school students build knowledge and skills tied to decision-making, analyzing economic and geographic data, creating a business and more.

What Are You Thinking?

Colorado A Room

Audience: **MB**

Presenter: Denise Bader, Ste. Genevieve High School

Description: We keep hearing that our current students are going to work in jobs that have not even been created yet. The one constant is that they will have to be able to think. In this session, you will learn some strategies that you can use to teach thinking skills. You will also hear about some cooperative learning strategies that can help you accomplish this task.

Start Coding Today with Code.org

Illinois Room

Audience: **B**

Presenter: Catherine Castillo*,* Springfield Public Schools

Description: Did you know that computing jobs are the #1 source of new wages in the United States and that there are over 500,000 current job openings in the field of computer science? Learn how Code.org

is raising awareness and providing equal access to computer science for all ages though their free online courses. Learn how to set up your own classes and begin teaching coding in your classroom today!

Breakout Boxes Minus the Box
Oklahoma Room
Audience: **MB**
Presenter: Bryant Lazenby, Smith-Cotton High School
Description: Want to participate in the Breakout Box and Escape Room craze but don't have extra funds to buy the expensive boxes? Come learn how you can use the web to give your students a similar experience. Bring your laptop so you can come play along and afterward leave with a basic understanding of the tools necessary to pull off your own Breakout in class!

Raise Money for Your Classroom with DonorsChoose
Kansas B Room
Audience: **MB**
Presenter: Ben Gwynne, EVERFI
Description: DonorsChoose is a website where teachers can post classroom project/resource requests, and then friends, family members and even strangers can (and will!) make donations to fund the project. Teachers can post requests for technology resources, class sets of books, science experiments, classroom materials, etc. At the end of this session, teachers will have a *DonorsChoose* account and begin creating a project they hope to get funded to help their students. Over $644 million dollars has been raised to support classrooms across the United States.

Using Hyperdocs: Tips and Tricks
Kansas C Room
Audience: **MB**
Presenter: Nancy Toombs, Ste. Genevieve R-II School District
Description: Join me to explore what Hyperdocs can do for you! A true Hyperdoc is so much more than just links on a webpage. Rework your lessons so that students take the lead. These lessons are thoughtful, digital plans that students work through at their own pace. This gives you the freedom to facilitate the classroom, helping those that are struggling while not holding back students who are ready to proceed. Come find out how Hyperdocs can change your classroom.

All Day
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3:10 p.m. - 3:30 p.m.
Afternoon Break – MCEA CAKE BREAK – Kansas B

3:30 p.m.   **House of Delegates Meeting**

                                   Oasis Hotel & Convention Center – Fiji Ballroom

3:30 p.m. – 4:00 p.m. – DESE Update- University Plaza
DESE Update
Illinois Room
Audience: MB
Presenter: Lori Brewer, DESE BMIT Director
Description: Receive the latest updates for the 2017-2018 school year. Q & A session to follow.
Conference door prizes drawn at this session.

4:15 p.m. – 4:45 p.m.
MBEA Closing Session & Awards
Illinois Room
Audience: B
Refreshments Provided

Thursday, July 26
12:00 p.m.   **Missouri ACTE Board of Directors Meeting**

                                   Oasis Hotel & Convention Center – Fiji Ballroom
                                   Lunch service begins at 11:30 a.m.