

Joint Program for:

MBEA – Business Division Agenda; Tonya Skinner, President

MCEA – Marketing Division Agenda; April Fiesler, 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 DECA Swag Bag
- * More to come...

NOTE: Technology is now a staple of our business and marketing classrooms. 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 which use today's modern technology. Cords and electricity will not be provided.

NEW HOTELS ~ NEW LOCATION ~ NEW OUTSTANDING EVENTS & WORKSHOPS

*In 2019, the MBEA & MCEA members will be staying at the **Fairfield Inn** located at 2455 N. Glenstone Ave AND at the **Doubletree by Hilton**, 2431 N Glenstone Ave. The DoubleTree by Hilton is where our workshops will take place. There is a walkway between the two properties to make your trip to workshops more convenient and pleasurable. The Fairfield Inn and DoubleTree by Hilton are across the road from the MoACTE Headquarters hotel, the Oasis Hotel and Convention Center. Additional rooms are available at the **Holiday Inn Suites**, 2720 N Glenstone Ave which is across the street by the Oasis.*

NOTE: Bus transportation between properties HAS BEEN CANCELLED THIS YEAR due to cost/benefit analysis of use last year.

Fairfield Inn – Booking Code: MBEA

Doubletree by Hilton – Booking Code: MBEA Division

Holiday Inn & Suites – Booking Code: Missouri Association for Career and Technical Education– MBEA Division

General Sessions – MoACTE MISSOURI ACTE ~

MISSOURI ACTE ~ “Show Me Vision 50 Years Strong”

2019 MISSOURI ACTE GENERAL CONFERENCE PROGRAM

Oasis Hotel & Convention Center located at 2546 N Glenstone Ave.

Monday, July 22

- 9:30 a.m. **Missouri ACTE Board of Directors Meeting**
Oasis Hotel & Convention Center – Sahara Continental
Breakfast begins at 9:00 a.m.
- 1:00 p.m. – 6:00 p.m. **Missouri ACTE Conference Registration**
Oasis Hotel & Convention Center – Grand Ballroom
- 1:00 p.m. – 6:00 p.m. **Exhibits Open**
Oasis Hotel & Convention Center – Grand Ballroom 2:00 p.m.-
- 3:00 p.m. **All Missouri ACTE Committee Meetings**
Oasis Hotel & Convention Center – TBA
- 3:30 p.m. – 5:30 p.m. **MBEA Board Meeting**
Fairfield Inn – TBD
- 6:00 p.m. – 7:30 p.m. **MCEA Board Meeting**
Location - TBD

Tuesday, July 23

- 7:00 a.m. – 3:00 p.m. **Exhibits Open**
Oasis Hotel & Convention Center – Grand Ballroom
- 7:00 a.m. – 3:00 p.m. **Missouri ACTE Conference Registration**
Oasis Hotel & Convention Center – Grand Ballroom
- 8:00 a.m.-9:30 a.m. **Opening General Session – Paradise Ballroom**
Welcome; President-Elect Speeches; Speaker –Gerry Brooks
- 10:00 a.m.-11:30 a.m. **Opening General Session – Paradise Ballroom**

Welcome; President-Elect Speeches;

Speaker –Gerry Brooks

11:30 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

1:00 p.m.

TBA

Atrium – Holiday Inn Hotel & Suites

1:00 p.m. – 3:00 p.m.

Missouri ACTE Board of Directors Training

Oasis Hotel & Convention Center - TBA

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

2:00 p.m.

TBA

Atrium – 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. TBA
Atrium – Holiday Inn & Suites

3:00 p.m. **New Professionals Session**
Oasis Hotel & Convention Center – TBA

4:30 – 6:00 p.m. **Missouri ACTE Awards Reception**
The Barley House at Moon Town Crossing (located next to new Holiday Inn Express MVATA hotel)

4:00 p.m. – 5:00 p.m. **MBEA Committee Meetings**
Rooms TBD – DoubleTree Inn by Hilton

5:15 p.m. - 6:30 p.m.
MCEA/MBEA Opening Session with Full-Plated Dinner



Mardi Gras Murder Mystery Dinner

Glendalough II & III, DoubleTree by Hilton

This year, the MBEA & MCEA will be hosting a murder mystery social program at our Opening Dinner Session. This will be your opportunity to socialize with business teachers while enjoying a fun event which can be used in your chapter as a fund-raiser, too! Use the clues, learn more about the characters around your table...whodunit? Could it even be YOU? Attend, enjoy and socialize at this year's Opening Dinner Session.

6:30 p.m.
MBEA District Summer Meetings
Glendalough II & III, DoubleTree by Hilton

6:30 p.m.
MCEA Annual Awards Meeting & District Meetings
Aleck Scott Room, DoubleTree by Hilton

Wednesday, July 24

8:00 a.m. – 11:00 a.m. **Missouri ACTE Late Registration**
Oasis Hotel & Convention Center Glass Lobby

Wednesday, JULY 24 – DoubleTree by Hilton

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

DECA/Marketing Unconference (tentative)

Room: Glendalough 1(a)

Audience: M

Facilitator: Melissa James, Willard School District

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

Using Cinema in Business & Marketing

Room: Glendalough 1(b)

Audience: MB

Presenter: Kaci Mitchell, Ozarks Family YMCA/ Seymour High School

Description: Come see a variety of teachers options for movies and video activities in the classroom to learn the reasoning for the videos use. You will walk away with appropriate worksheets to go with several cinema activities for your classroom.

Teach Tools for Teaching and Learning

Room: Glendalough 1(c)

Audience: MB

Presenter: Kimberly Sterne, Adjunct Professor, Metropolitan Community College

Description: Web tools! There are so many to choose from and it can be overwhelming. In this session, we'll explore some web tools that can be used to make your life and work easier. Whether you are looking for a quick way to make a video, edit audio, manage a social media page, or just make learning more fun for your students, there's a web tool for you in this session!

Tips for Traveling with Students

Room: Glendalough II

Audience: MB

Presenter: Jessica Wade, Odessa R-7 High School

Description: Travel can be one of the most educational and rewarding parts of being involved in a CTSO. The level of advisor preparation can make or break the entire trip. I'll share my tips and tricks for large-group student travel in cities such as New York and Washington, DC, as well as suggestions to make ICDC even more memorable for your students.

Out of the Textbook & into the Real World

Room: Glendalough III

Audience: M

Facilitator: Zachary Johnson, Lee's Summit North High School

Description: Looking to provide students with an opportunity to take what they are learning in the classroom and apply it to the real world? Come check out ideas for ways to provide hands-on authentic learning opportunities for your students. Involve the community and small business owners, all while gaining publicity for your program.

Personal Finance Auto-Graded, Online Modules, & Active Lessons

Room: Aleck Scott Room

Audience: MB

Presenter: Andrea Caceres Santamaria, Federal Reserve Bank of St. Louis

Description: Join us for an interactive session in personal finance. Teachers will have the opportunity to interact with free award winning resources that bring personal finance concepts to life in your classroom, and at home for your students. The resources presented will demonstrate how personal finance can be taught in different ways that work for our diverse learners. These effective and engaging resources make it fun to teach and learn one of the most valuable lessons we can teach our students regardless of their career path. Learn how to sign up, create classrooms, and assign resources you select from our online lesson portal. Our online learning modules have auto graded pre and posttest to measure student learning. Participate in a human wallet activity that simulates net worth and cash flow. All participants will get copies of print resources and access to teaching Power Point tools.

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

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Helping Students Make Sense of the Economy

Room: Glendalough I(a)

Audience: MB

Presenter: Heather Miller, Everfi

Description: Educators will receive access to a free web-based resource that blends together macroeconomic and personal finance concepts to create a holistic picture of how the government, corporations, and individuals come together to create a functioning financial marketplace. Students will engage in lessons where they learn about the government's role in the economy, financial markets and exchanges and how to build an investment portfolio.

Students will finish the course feeling confident about their knowledge of capability to participate in the financial markets. The resource is student-driven and has assessments embedded in them, enabling teachers to become facilitators and see measurable student outcomes.

Reinforcing Software Skills By Making Games–Microsoft and Adobe Programs

Room: Glendalough I(b)

Audience: MB

Presenter: Darrelle Hill, Miller High School

Description: Sometimes teaching computer software can be repetitive and boring, but here are some ways to reinforce concepts in Microsoft Word and Excel and Adobe Illustrator, Photoshop, and InDesign by creating games!

Students can create...

- all aspects of a board game in Microsoft Word
 - a dice game in Microsoft Excel and Word
 - an in-depth board game using the Adobe software programs Illustrator, Photoshop, and InDesign
- We can reinforce software skills while students are having fun creating an actual game that they can take with them and play with their friends and family.*

Finding Harmony with the Four Tendencies

Room: Glendalough I(c)

Audience: MB

Presenter: Michael Oliva, Wentzville Timberland High School

Description: There are many personality tests out there, but one of the easiest and most informative is Gretchen Rubin's Four Tendencies. In this workshop you will discover your tendency and learn to work with the strengths of the 'obliger', the rebel, the upholder and the questioner and avoid the weaknesses of each. Finding out your tendency and the tendencies of your students, coworkers and even spouses can lead to more effective communication, harmony and productivity both in and out of the classroom. You will get little tips to avoid conflict before it starts with real world applications.

Teaching IS YOUR Business

Room: Glendalough II

Audience: MB

Presenter: Kelly Fowler, Blue Springs High School

Description: After teaching for 15 years, there have been some major fails and major successes...similar to any start-up business. I would love to help any new or struggling teacher in understanding your business - which is YOU, your classroom, your content - and YOUR BUSINESS. Tips on how to OWN it, LOVE it, and know your WHY.

Design Thinking: A New Way to Design Project Based Learning

Room: Glendalough III

Audience: MB

Presenter: Cindy Perry, Independence School District

Description: Design Thinking is a way to create a true project based learning experience where students identify issues and/or problems and find real solutions to those problems through a process that requires them to gather information, analyze the data, find and test solutions and do a true business pitch. This a way to totally engage students and guide them through their own learning process.

Oracle Academy: Free Nationally Recognized Curriculum for Your Classroom

Room: Aleck Scott Room

Audience: MB

Presenter: Burdett Wilson, Macon High School

Description: What is 6 hours of free college credit worth to your students? Come learn how you can get your program set up as an Oracle Academy program! Oracle will give you the online tools and free curriculum to bring your students the real world skills for work or college.

We will look at the iLearning website. We will even look at how to adapt this curriculum to Google Classroom.

Wouldn't you like to give your programming students articulated credit or dual credit for your class? I will tell you how I leveraged Oracle Academy into an articulation agreement with three junior colleges offering our students 6 hours of college credit!

10:20 a.m. – 11:20 a.m. Morning Workshop Selections

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College and Career Pathways: Resources to Empower STUDENTS' Decisions

Room: Glendalough I(a)

Audience: MB

Presenter: Heather Miller, Everfi

Description: Post-secondary education and training has become critically important, but many youth today don't know what career they want to pursue nor have a clear idea of the steps needed to achieve it. In addition, colleges and employers report that many of today's students and new hires are lacking the necessary soft skills to navigate setbacks and challenges as well as work effectively within a team. EVERFI's Keys to Success: a College and Career Readiness course is a comprehensive, NO-COST digital program designed to empower high school students to make informed, goal-oriented decisions about their future, and provide them with the skills they need to reach those goals. Grounded in evidence-based approaches, lessons provide students with the knowledge and skills needed to set career-oriented goals, apply to and pay for college and be an effective team player as they start their career.

Educators will receive access to the no-cost digital resource and learn best practices on implementation. EVERFI's resources are student-driven and have assessments embedded into them enabling students to go at their own pace. Join us or visit EVERFI.com/k12 to learn more.

SBE, SME & Cooperative Career Education

Room: Glendalough I(b)

Audience: MB

Presenter: Lori Brewer, DESE BMIT Director & Cindy Shannon, DESE State Supervisor

Description: Cooperative Career Education is a career and technical education program based on the cooperative education method of instruction. The program serves students with a wide variety of career interests, including careers not traditionally considered "vocational". Join Lori and Cindy from

the Department of Elementary and Secondary Education as they explain how the supervised education programs offered by schools can help students gain valuable 'real-world' training to develop skills which will place them ahead of the game when it comes time for moving beyond high school.

Teach Tools for Teaching and Learning

Room: Glendalough I(c)

Audience: MB

Presenter: Kimberly Sterne, Adjunct Professor, Metropolitan Community College

Description: Web tools! There are so many to choose from and it can be overwhelming. In this session, we'll explore some web tools that can be used to make your life and work easier. Whether you are looking for a quick way to make a video, edit audio, manage a social media page, or just make learning more fun for your students, there's a web tool for you in this session!

Keep the Room Before You Teach the Room

Room: Glendalough II

Audience: MB

Presenter: Bradley Johnson, Ferguson-Florissant School District

Description: In addition to mastering business and marketing constructs, the adept marketing teacher is agile with classroom behavior and management, one of the issues that neophyte and veteran teachers alike can struggle with embracing.

This professional development segment will focus on acquainting and reminding educational practitioners with strategies on managing the classroom, including:

- Day 1 – Launch into the Niche
- Transition Techniques – Being A Strategist with Students
- SRM – Student Relationship Management
- Collaboration – Developing Partnerships
- Feedback – Sustainable Results Matter

Learn to leverage your unique personality to drive the desired results.

Engaging Classroom Games for Teaching Economics

Room: Glendalough III

Audience: MB

Presenter: Jill Fannin, Scott Regional Technology Center

Description: Teaching economics can be more fun for your students when you incorporate some games that students enjoy, yet also teach the fundamentals of economics. Students are expected to know several topics within economics for their DECA exams and the Marketing TSA. This session will teach you how to incorporate some hands-on simulation games into class to help students engage and learn these concepts while also having fun!

How to Make Peanut Butter Sandwich –Programming Team Building

Room: Aleck Scott Room

Audience: B

Presenter: Burdett Wilson, Macon High School

Description: Here is a great strategy to get any group of students to collaborate on projects. The strategy teaches students good group interaction skills no matter the age group. It also stresses logical problem solving in a non-threatening environment. I have taught this process for five years and have seen many articles on it being used by many large corporations. This exercise is low cost (pens and post it notes) and high engagement!

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://i.mp/1yKalEM>

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

DECA Update

Glendalough I (a-c)

Audience: M

Presenter: Cindy Shannon, Missouri State DECA Advisor

Description: Join Cindy as she guides you through updates for 2019-20, including conference and competitive events changes and updates.

FBLA-PBL Update

Glendalough II & III

Audience: B

Presenter: Chris Dzurick, Missouri State FBLA-PBL Adviser

Description: Join Chris as he guides you through updates for 2019-20, including conference and competitive events changes and updates.

1:00 p.m. - 3:00 p.m. (For post-secondary teacher educators)

Missouri Business and Marketing Teacher Educator Meeting

Doubletree by Hilton – Aleck Scott Room

Presenter: Lori Brewer, DESE BMIT Director

Description: For the post-secondary teacher educators across the state, this two-hour session will serve as the summer meeting. Topics will include certification updates and education program reviews.

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

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Entrepreneurship and the Economy: New Resources from the KC Fed

Room: Glendalough I(a)

Audience: MB

Presenter: Gigi Wolf, Federal Reserve Bank of KC

Description: Discover new resources to help high school students build knowledge and skills tied to decision-making, analyzing economic and geographic data, creating a business and more. This session will provide an overview and active demonstration of new, classroom-ready lessons from the Federal Reserve Bank of Kansas City focused on entrepreneurship, banking, business planning and how entrepreneurship connects to the economy. Session attendees will walk-through the lessons, **including their correlation to curricular standards**, and will receive free copies of each resource and have a chance to receive additional door prizes.

TV & Print Advertising

Room: Glendalough I(b)

Audience: MB

Presenter: Scott Fuenfhausen, Columbia Area Career Center

Description: Attendees will learn how to bring the Advertising section of Marketing I and Advanced Marketing to life through the process used in ad agencies. The basics will be covered for beginning Marketing as well as the Advanced Advertising classes. The presenter worked in advertising in St. Louis and Chicago for 17 years prior to becoming a teacher.

Career Connections in the Classroom

Room: Glendalough 1(c)

Audience: MB

Facilitator: Charlene Piel, Missouri Connections

Description: This session will provide an overview of Missouri Connections, the comprehensive, online, career development and planning program available to all schools at no cost. Gain an understanding of the activities available for use in the classroom, including modules, components and assessments as well as how they integrate in to the development of a student's Individual Career & Academic Plan (ICAP).

Old School is Still School

Room: Glendalough II

Audience: MB

Presenter: Michelle Yocom, Milan C-2 High School

Description: Do you ever feel that classrooms are using too much technology? I will share tried and true

old school activities for Keyboarding, Personal Finance, Senior Seminar and Yearbook that students still love and learn from.

Stupendous Special Projects Spectacular

Room: Glendalough III

Audience: MB

Presenter: Various Educators from Across Missouri

Description: Your colleagues have brought displays and samples of their best and brightest classroom activities/events that have made a difference in their classroom. Unlike a traditional session, all of the displays are set up all at one time and presenters will be on hand, standing by their posters, to answer questions about their display. Spend the hour browsing the different displays and asking your fellow teachers about their projects...a great opportunity to network, too! Come vote for the best displays in the session. Ribbons will be awarded during the DESE update.

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

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Connecting Current Events and Economics in the Classroom

Room: Glendalough I(a)

Audience: MB

Presenter: Gigi Wolf, Federal Reserve Bank of KC

*Description: Explore how current events and economic research connect using the Federal Reserve Bank of KC's Teaching Tips series. These classroom-ready resources address economic data on banking, student loans, consumer credit, unemployment and more to help middle and high school students examine these topics through an economic lens. This session will cover an **overview of the Teaching Tips** and how to utilize them in the classroom. Session participants will receive a complimentary copy of the series, an opportunity to receive door prizes and a glimpse into integrating familiar topics with economics.*

Reinforcing Software Skills By Making Games–Microsoft and Adobe Programs

Room: Glendalough I(b)

Audience: MB

Presenter: Darrelle Hill, Miller High School

Description: Sometimes teaching computer software can be repetitive and boring, but here are some ways to reinforce concepts in Microsoft Word and Excel and Adobe Illustrator, Photoshop, and InDesign by creating games!

Students can create...

- all aspects of a board game in Microsoft Word*
- a dice game in Microsoft Excel and Word*
- an in-depth board game using the Adobe software programs Illustrator, Photoshop, and InDesign*

We can reinforce software skills while students are having fun creating an actual game that they can take with them and play with their friends and family.

Learn from the Veterans – Panel Discussion for Newer Teachers (0-5 years)

Room: Glendalough I(c)

Audience: MB

Facilitators: Scott Fuenfhausen, Columbia Area Career Center; Shelli Ray, Blue Springs South High School; Jessica Wade, Odessa High School; Deborah Burns, Osborn High School; Richelle Falloon, Montgomery High School

Description: This is your opportunity, as a relatively new educator, to learn from of our outstanding advisors among our veteran educators attending this conference. A series of panel questions will be asked that impact all educators in CTE programs and can help you over the hurdles of being a new teacher in unfamiliar territory.

Entrepreneurship Ideas - No Textbook Required

Room: Glendalough II

Audience: MB

Presenter: Amy Johnson, St. James R-1 High School

Description: This session will entail curriculum and lesson plan ideas for a full year High School Entrepreneurship course. Attendees can walk away with enough ideas to fill a semester or full year course, with no textbook needed. Some topics discussed will be: on-site coffee shop business, guest speakers, incorporating the movie "The Greatest Showman", and Shark Tank Fridays!

Webquest/PF Final Project

Room: Glendalough III

Audience: MB

Presenter: Lisa Siegfried, Crest Ridge High School

Description: In this session, each participant will take home a link to a personal finance final project. The project was made using Adobe Spark and is a link that all teachers can use. The Webquest project starts students at the point of graduation from college or trade school. They will make a 17-slide presentation where they find their dream job, and research a starting salary. Using that starting salary, students will figure their own withholdings and taxes, rent an apartment in a chosen city, buy a vehicle, make a monthly budget, meal plan for a month, and plan for savings, retirement and entertainment. At the end of the project, students will reflect on the process and determine whether or not they are able to live the lifestyle they desire with a median salary of their chosen profession.

Robbie the Robot: A Pseudo Code Exercise

Room: Aleck Scott Room

Audience: MB

Presenter: Burdett Wilson, Macon High School

Description: Walk through and perform programming exercise to use with any age students. "Robbie the Robot" uses team-building skills, logical thought processing and a whole lot of fun to teach some basic

computer concepts. It also reinforces why planning and debugging are important in all projects. (No Computers Needed - just paper and your existing room!)

3:10 p.m. - 3:30 p.m.

Afternoon Dessert Break – Back of Glendalough I, II & III

3:30 p.m.

House of Delegates Meeting

Oasis Hotel & Convention Center – Fiji Ballroom

3:30 p.m. – 4:15 p.m. – DESE Update- DoubleTree by Hilton

DESE Update

Glendalough I, II, III

Audience: MB

Presenter: Lori Brewer, DESE BMIT Director

Description: Receive the latest updates for the 2019-2020 school year. Q & A session to follow. Conference door prizes drawn at this session.

4:30 p.m. 5:00 p.m.

MBEA Closing Session & Awards

Glendalough II & III

Audience: B

Refreshments Provided

5:30 p.m. – 6:30 p.m.

New Professionals Social at Hammons Field under the Red Tent

Pre-registration required on Conference form

6:30 p.m.

Springfield Cardinals game at Hammons Field

Gates open 1 hour prior to the game. Come early to see the MoACTE President throw out the first pitch!

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.