The Missouri Business Education Association (MBEA) and the Marketing Cooperative Education Association (MCEA) are excited to present this virtual conference schedule for your professional development and enjoyment.

We are very excited about the many opportunities our move to a VIRTUAL conference has opened up to us. We hope you find lots of good information and make a lot of NEW CONNECTIONS! Enjoy the conference!

Tuesday, July 21

9:00 A.M. – OPENING SESSION

Welcome from the Presidents!

Angela McCully, MBEA President

Denise Stafford, MCEA President

Hurry, Grab the Shovel!

Opening Motivational Guest Speaker Presentation

Presenter: Jennifer Stubblefield, Kentucky, Certiport Teacher of the Year

A 27 year veteran of a KY Business Education classroom, Jennifer Stubblefield is known for her energetic teaching style, award-winning efforts with Microsoft Certifications, and her ability to motivate and encourage both her students and her peers.

The trench just keeps getting deeper and deeper for teachers. Or, is there another way to look at the depth of the trench? One thing is for sure, strong, dedicated, and loving teachers are who we need as we "dig in" for the new challenges of teaching. Get ready to build your teacher biceps as we ENERGETICALLY grab our shovels and get ready for the 2020-2021 school year.

DESE Update

Join Lori Brewer, the director of Business, Marketing and Information Technology Education at DESE, for the latest news to help you prepare for the new school year.
1  
Teaching “Outside the Box”  
Presenter: Jill Fannin, Scott Regional Technology Center  
In this session, we will do a deep dive into the most intriguing and effective content from LouAnne Johnson's book "Teaching Outside The Box." Great for new or veteran teachers alike, this book has thoughtful approaches to all aspects of teaching. Personally, this book has really helped motivate me as an educator and encouraged me to really think about how to reach my students. I look forward to sharing some of its key takeaways with you!

2  
SPEAK UP – Building Compassion within Students  
Presenter: Heather Miller & Stephanie Stokes, EVERFI  
Learn about and gain access to FREE evidence-based digital resources to educate students on how to cultivate and maintain healthy relationships, covering key concepts around positive character development, social-emotional learning, compassion, mental health, and building a school community.

Whether you are an elementary, middle school, or high school educator, you will gain access to resources that are student-driven, standards-aligned, and have assessments built in which will create time for you in the classroom. All resources are available at no cost to schools. Join us or visit EVERFI.com/k-12 to learn more.

3  
Expert Session: Sports & Entertainment Marketing Management  
Presenter: Jack Croghan, Director, Sports & Entertainment Management Program, Webster University—A Global Institution; Career history includes: CEO, Croghan Sports, EVP, Edward Jones Dome; 21-year home of the NFL’s Rams and Director of Marketing, St. Louis Cardinals. Croghan is an Emmy Award Winner and is in the professional and college sports Information Display & Entertainment Association Hall of Fame. Croghan created and now leads the Webster University Sports & Entertainment Management Program.  
Attend this session with an expert in the field as Mr. Croghan shares his experiences and current sports & entertainment marketing trends while explaining how your students can become leaders in the next generation of sports and entertainment creative ventures. See how the COVID pandemic has affected this significant portion of the economy and how leaders in the industry are adapting this market for the future. Surprisingly, new job opportunities have been and will continue to be created in and related to sports & entertainment industries due to the COVID pandemic and Croghan will discuss such opportunities.

4  
Enon Lowdown: Free Online Learning Modules and More!  
Presenter: Eva Johnston, Federal Reserve Bank of St. Louis  
Teaching in the virtual world is daunting. Join me for a live tour of Econ Lowdown to learn how to select resources from the Resource Gallery, assign them to your students, monitor their progress, and see their scores. Watching on one device and setting up your classroom on another during the session is highly advised.
11:00 a.m. – Session Block 2

1 Free Tools for Embedded Learning
Presenter: Tonya Skinner, Jackson High School
Whether you are in person or delivering instruction virtually, there are many great free sites, tools, and extensions that can ramp up learning and keep students motivated and engaged. And, many of these can be embedded straight into your class webpage or LMS, such as Canvas! See how to create interactive learning activities using free tools and see examples for various business subjects.

2 High School of Business + FBLA = Success
Presenter: Rebecca Hudson, Lebanon Technology & Career Center
Learn how Business Achievement Awards can be integrated into the HSB curriculum. High School of Business™ brings college-inspired business administration courses to high schools across the U.S. An accelerated series of six or eight courses challenges students with hands-on leadership, wealth management, marketing, management, finance, and economics courses. Each course is built around industry-validated curriculum standards. The courses are positioned for local and national college credit opportunities, as well as weighted scoring.

3 PIT, Paper Airplanes & Principled Entrepreneurship
Presenter: Matt Silverthorne, Training & Curriculum Manager, Youth Entrepreneurs
Experience how Youth Entrepreneurs 3D learning model, inspires and engages students to take ownership of their learning. Helping students discover their innate talents and abilities and develop their knowledge, skills, and entrepreneurial mindset, as they apply entrepreneurial problem-solving skills learned in YE to real-world problems. In this session, you will also learn more about how YE supports and invests in educators.

4 Adulting is Hard: Make it Easier
Presenter: Eva Johnston, Federal Reserve Bank of St. Louis
Get set to bookmark and test drive materials explaining how to fill out the W-2, W-4, and I-9 forms all new employees must complete. Knowing how to budget, build good credit, understanding how much, and what kind of insurance to buy are all real world ‘adulting skills.’ Learn how to set-up your class and assign materials on these topics just the way you want them for your classes. You can track student progress and see their pre- and posttest scores.

SPONSOR SPOTLIGHT: Thanks for your sponsorship.
Stukent provides cutting-edge simulations and courseware to help educators help students help the world. www.stukent.com

12:00 p.m. – Lunch Time, Fun Time
Join your colleagues for lunch to learn some stress management, mindfulness techniques, OR for new teachers, visit with veteran educators to get your questions addressed by some of the best educators in our membership. Three choices to socialize and learn with your peers!

Mindfulness Exercises for you and your Classroom
Ask An Expert: New Teachers! Panel of Veteran Teachers
Visit the MoACTE and other Virtual Exhibit Hall Vendors
1:00 p.m. – Session Block 3

1. **Tools for Today’s Classroom: Classroom Technology for Hybrid & Distance Learning**
   Presenter: Dane Cockrell, Variquest
   We will explore all the different technology that has come up in discussions with schools as you all navigate the possibility of being remote teachers intermittently and different technology that can help you continue to engage your students. As well as see what’s new from the VariQuest Suite of Learning Tools!

2. **Communication Faux Pas...BE GONE!**
   Presenter: Jennifer Stubblefield, Kentucky School System, Certiport
   Teacher of the Year
   Where have all the communication skills gone? From polite etiquette, social media postings, written communications, and all the way to professional image, there is an obvious gap in our students’ communication skills and employers are begging for teachers to help. The new Communication Skills for Business Industry Certification is an opportunity for us to add this critical, real-world content into our programs. It’s a win-win for students who earn new attention-getting credentials and to your school/program as businesses discover the “caliber” of students you are producing. In this session, we’ll look at the content of the test and look at the LearnKey course that is ready to roll for your classroom this fall.

3. **5 Tips for Teaching an Awesome Social Media Class**
   Presenter: Connor McCook, Stukent, Inc.
   Have you been asked to teach a social media class for the first time OR are you looking for some tips to take your social media class to the next level? These 5 expert tips will help you teach an awesome social media marketing class your students will love!
   This presentation will give you new ideas on ways to structure your course and will provide you with tips and tricks on how to stay current on the ever-changing social media world.

4. **Roundtable on Project-Based Learning in an Online or Blended Learning Environment (What We Learned Learning Online)**
   Presenter: Zachary Johnson, North Kansas City School
   School drastically changed in the spring and it’s going to look different again in the fall. So what can we do? During this session, attendees will be encouraged to share successes and failures from this spring as well as planning for this upcoming school year. School may look different, but your teaching style and materials don’t have to completely change.

2:00 p.m. – Roundtable Discussions

**Roundtable Topics – Select 3 – 15 minute discussion; 5 minutes to change rooms**
(dependent upon quick change logistics of virtual conference platform)

*Potential Topics:*

1. CTSO Chapter Membership Ideas
2. First Day Back to School after COVID
3. Business Law & Communication Resources
4. Accounting Tips & Resources
5. Business Management & Entrepreneurship
6. Info Tech Teaching Techniques
7. Marketing & Hospitality
8. Computer Graphics/Multimedia Resources
Wednesday, July 22

9:00 a.m. – DAY 2 OPENING SESSION

SPECIAL GUEST SPEAKER

Asking the Right Questions: A ‘Fire-Side Chat’ about Racial Bias and Positive Change

Presenter: Todd Harris, KC Business/Marketing Leader and Cultivator for Positive Change

The practice of teaching is ever-changing, but the prevalence for change in this upcoming year is more important than it ever has been. Looking beyond COVID-19, educators will be tackling this school year in an era of the new Civil Rights movement. So many schools are seeing the severity of not speaking up about racism or being equipped with the tools to understand the variety of student culture and backgrounds. Todd Harris, a Kansas City business strategist and problem solver in his day job, is also a dynamic leader and change agent of systemic racism. In his presentation, he hopes to have a “fireside chat” with this sensitive subject from previously solicited questions teachers might have, but maybe have not felt comfortable to ask. Todd welcomes the opportunity to better equip teachers with a new understanding from his own background as a black male, as well as empower those who want to create change in their classrooms and/or co-curricular programs.

*An email with a link will be sent out prior to this presentation to allow anyone to anonymously ask questions they have regarding this topic. If there are questions that weren’t discussed, there will be a 5-10 minute Q&A time afterwards.

Thank you, EVERFI, for your continued support each year!

www.everfi.com
PBL+Accelerated Content+College Credit=Future-Ready Students
Presenter: Lisa Berkey, Program Director, MBA Research
When colleges and universities are pursuing your students, you know you have a strong program. In this session, you’ll learn how project-based learning and accelerated content position students for success. Using a project currently being taught in the classroom as an example, participants will step through the classroom experience. This includes descriptions of how students master embedded learning standards through a combination of teamwork, varied learning resources, and business community interaction. The result? Students not just ready for college and career, but prepared to excel.

Cultivating Your Students’ Entrepreneurial Spirit
Presenter: Pam Klaus, Missouri Western University
A mindset, the entrepreneurial spirit seeks out change rather than adapting to it. Embracing critical questioning and continuous improvement, entrepreneurs bear greater than normal risk.

The lifeblood of our economy is small businesses resulting in the creation of two-thirds of net new jobs. Entrepreneurs drive US innovation and competitiveness.

At Missouri Western State University, we have programs in place to foster entrepreneurship. Our unique, senior level, Applied Business Ownership class explores hands-on training and arms our students with tools, resources, and networking to understand and execute business ownership.

An extraordinary feature of the class is the students’ opportunity to compete for ownership of a business right out of college!

Delivering Powerful Learning Moments to Every Student, Every Day with Pear Deck!
Presenter: Nick Park, Pear Deck
Imagine if you could engage every student in your class, every day. What if you could instantly see who’s confused and who’s ready for more? That’s the power of Pear Deck! Pear Deck is integrated with Google and Microsoft so you can add the magic of formative assessments and interactive questions to your presentations right from Google Slides and PowerPoint.

Learning Blade for IT and CS Instruction
Presenter: Dane Boyington, Ph.D., Learning Blade
Explore Learning Blade’s 100+ interactive, online Computer Science-focused lessons that introduce students to STEM and computer science careers. In this session, we will explore Learning Blade’s resources including Intro to CS module, Hack Attack Mission, and Flu Outbreak Mission. These materials support the implementation of IT and CS career awareness into remote/blended learning plans. Supplement your middle to high school CS instruction with CS/IT career awareness as you build your students’ disciplinary vocabulary. Leave the session with all the information you will need to access your DESE fully-funded Learning Blade account and tips on how to implement Learning Blade into your upcoming, school year’s blended-learning plans.

Learning Blade
Growing interest and sharpening skills for STEM.
### 11:00 a.m. – Session Block 6

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<th><strong>1</strong></th>
<th>Games Students Will Play</th>
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<td><strong>Presenter:</strong> Theresa Taylor, Cape Central High School</td>
<td>Want to integrate games in your classroom to introduce new material, review, or learn that vocabulary? Come see what I am using to get my students learning, playing, and moving!</td>
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<th><strong>2</strong></th>
<th>Microsoft Office – Prep Your Students for MOS Certifications</th>
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<td><strong>Presenter:</strong> Rachal Lamp, West Platte School District</td>
<td>Have you wanted to test your students using a national certification system? This workshop will help teachers prepare for the MOS certification exam. We will discuss how the test works, what material it tests the students over, and some ways to help your students gain the necessary skills to pay the test.</td>
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<th><strong>3</strong></th>
<th>This is How We DO DECA!</th>
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<td><strong>Presenter:</strong> Chris Young, National DECA Chief Program Officer</td>
<td>Take your DECA chapter to the next level with Christopher Young, Chief Program Officer at DECA Inc., as he highlights resources to help integrate DECA into your classroom. From chapter strategy and project management to role-plays, cases studies, and performance indicators, we’ll discuss how these topics can be used as classroom application activities and support student learning and engagement. To close the presentation, Chris will be available live to answer your questions.</td>
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<th><strong>4</strong></th>
<th>How to Create a Unicorn: Introductory Data Analytics for Business Curriculum</th>
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<td><strong>Presenter:</strong> Dr. Kimberly Church, Missouri State University, Director of Accountancy</td>
<td>Business students need to be equipped with stronger IT skills, an analytics mindset, and a working knowledge of data analytics tools and techniques. In this session, you will be introduced to business school requirements as well as a variety of introductory data analytics assignments, analytics resources and data sources impacting the intro business course.</td>
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### 12:00 p.m. – Lunch & Fun Time

Grab a quick sandwich and join the ADVENTURE as you face the challenge of a virtual escape room. You will be placed on a team and give a set amount of time to solve the puzzles and clues to escape being trapped in the VIRTUAL WORLD... (insert echoing voice effect here)...forever! Or visit the Exhibit Hall Vendors...your choice!

**FUN ACTIVITY Sponsored by EVERFI**

- Join in the ESCAPE ROOM CHALLENGE!
- Visit the MoACTE and other Virtual Exhibit Hall Vendors
1:00 p.m. – Session Block 7

1. **Candy Bar Leadership Styles & DISC Personality Profile**
   
   **Presenter:** Amy Schroeder, Former DECA State Officer Advisor
   
   **Description:** Two lessons in one session! This seminar will begin with a fun activity that teaches students how to associate the “10 Leadership Styles” with their favorite candy. This lesson can be adapted to several subject areas. The next activity involves Tony Robbins’ DISC Personality Assessment. You will learn about each of the 4 personality profiles, how to administer the assessment to students, how to decipher the results, and how students’ personality profiles can be used in a variety of ways in class, as well as DECA projects.

2. **Business Resources for E-Learning Days**
   
   **Presenter:** Heather Miller & Stephanie Stokes, EVERFI
   
   Leverage your e-learning days to equip students with the critical life skills they need to thrive beyond the classroom. EVERFI’s digital resources focus on these essential skills, including financial literacy, college and career readiness. Aligned to standards and student-directed, with assessments built in, making them perfect for e-learning days, advisory, or any time! Best of all? They’re available at absolutely NO COST to schools, thanks to local sponsors. Everyone in attendance will be given access to numerous web-based resources, additional lesson plans and ongoing support.

3. **Making Finance Personal: Project-Based Learning for the Personal Finance Class**

   **Presenter:** Gigi Wolf, Federal Reserve Bank of Kansas City
   
   Explore this 11-unit curriculum that helps to make personal finance concepts relevant and related vocabulary approachable. It also lays a foundation through active, project-based learning, and real-world situations and allows students to experiment financial strategies that can help minimize costly future mistakes. The accompanying student activities and assignments complement both textbooks and classroom instruction and connect to students’ lives on a personal level. Additionally, students will use checklists, rubrics, and reflective essays tied to essential questions to help evaluate their progress, identify challenges, and apply what they have learned in developing their own financial strategy. Attendees will walk-through the units, including their correlation to curricular standards, and will receive a complete copy of the curriculum and have a chance to receive door prizes.

4. **Teaching IS Your Business**

   **Presenter:** Kelly Fowler, Blue Springs High School
   
   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.

2:00 p.m. – Updates, Awards & Closing Sessions

Join your organizational leadership as they end the conference with the year’s achievements, business reports and AWARDS!

**MBEA Closing Session**

**FBLA Update** with Chris Dzurick, FBLA State Adviser and Awards.

**MCEA Closing Session**

**DECA Update** with Cindy Shannon, DECA State Advisor and Awards.