

MBEA – Business Division Agenda; Rachal Lamp, President MCEA – Marketing Division Agenda; Kelly Fowler, President

All workshops and events for our associations will be marked to indicate which program affiliation, Marketing or Business, would benefit from workshop content.

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 awarded at the conclusion of the *DESE Update* on Wednesday. Please look for information in your registration packet on how to enter.

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

- ❖ One Free Adviser Registration to Missouri FBLA-PBL SLC 2023
- ❖ One Missouri FBLA-PBL Priority Housing for SLC
- ❖ One of three FBLA Swag Bags
- ❖ DECA Choice of Advisor Assignment at SCDC (excludes event directors and coordinators)
- ❖ DECA Priority Seating for Hypnotist at SCDC
- ❖ Missouri DECA Swag Bag
- ❖ Prizes from our Celebrated Corporate Sponsor, iCEV

NOTE: 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.

Lodging Locations

- ❖ Fairfield Inn located at 2455 N. Glenstone Ave
Booking Code: MOACTE– MBEA/MCEA Division
- ❖ DoubleTree by Hilton, 2431 N. Glenstone Ave.
Group Name: MoACTE – MBEA & MCEA Divisions
Earliest Arrival Date: July 24, 2022
Latest Departure Date: July 28, 2022
- ❖ Holiday Inn Suites, 2720 N. Glenstone Ave.
Booking Code: MBEA/MCEA Division

Conference Locations

MBEA/MCEA Conference Location – DoubleTree by Hilton Conference Center
MoACTE Headquarters and Conference – The Oasis Hotel and Convention Center

For all of you ‘tweeters’ out there, here is our hashtag: **#MBEA_MCEA2022** for pics, etc.

2022 MISSOURI ACTE GENERAL CONFERENCE PROGRAM

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

Monday, July 25 – MoACTE Events – Oasis Conference Center

- 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 MoACTE Committee Meetings**
Oasis Hotel & Convention Center – Maui Ballroom
- 4:00 p.m. – 6:00 p.m.
 - **MBEA Board Meeting**
Aleck Scott Room – DoubleTree by Hilton
- 6:00 p.m. – 7:30 p.m.
 - **MCEA Board Meeting**
Location – TBD

Tuesday, July 26 – MoACTE Events – Oasis Conference Center

- 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**
Oasis Hotel & Conventional Center – Paradise Ballroom
Welcome; President-Elect Speeches; Speaker – Mike Morrison

- 8:00 a.m. – 9:30 a.m.
 - **MBEA Committee Meetings**
Glendalough III, DoubleTree by Hilton
- 10:00 a.m. – 11:30 a.m.
 - **Opening General Session – Paradise Ballroom**
Welcome; President-Elect Speeches; Speaker – Mike Morrison
(MBEA & MCEA Requested to Attend This Session)

11:30 a.m. – 1:00 p.m. **Lunch (on your own)**

MOACTE 50 MINUTE SESSIONS: *Holiday Inn Hotel & Suites - 2720 N. Glenstone Ave.*

- 1:00 p.m.
 - **Missouri ACTE Workshop Sessions**
Holiday Inn Hotel & Suites
- 2:00 p.m.
 - **Missouri ACTE Workshop Sessions**
Holiday Inn Hotel & Suites
- 3:00 p.m.
 - **Missouri ACTE Workshop Sessions**
Holiday Inn Hotel & Suites
- 4:30 – 6:30 p.m.
 - **New Professionals Session and Missouri ACTE Awards Reception**
The Barley House at Moon Town Crossing (located next to new Holiday Inn Express)

Tuesday evening – MBEA/MCEA Conference Events

- 6:00 p.m. – 7:30 p.m. – ‘Betting on a Brighter Future’ with MBEA/MCEA!
 - **MCEA/MBEA Opening Session** - Glendalough II & III, DoubleTree by Hilton



KEYNOTE: Shela Lovewell Banquet Craft Project
Sponsored by:
An Educator’s Triple D—Days, Decades, and Destiny

EVERFI

Keynote Sponsored by: iCEV
Just as Guy Fieri travels to small towns across America that have quality Diners, Drive-Ins, and Dives, business and marketing teachers across Missouri have their own version of Triple D-Days, Decades, and Destinies.



Follow the progression of a teacher’s career from the first day walking into a school until leaving the building for the last time. Interwoven into the presentation will be the opportunity to learn strategies to incorporate into everyday lessons and the time to interact with colleagues. Teachers will collaborate to create a project to take back to their respective classrooms.

And just as Guy finds hidden gems in small town USA, treasures hidden in each day and decade will be unearthed in Missouri’s high school business and marketing departments.

- 7:30 p.m. – 8:30 p.m.
 - **MBEA District Summer Meetings**
Glendalough II & III, DoubleTree by Hilton

- 7:30 p.m. – 8:30 p.m.
 - **MCEA Annual Awards Meeting & District Meetings**
Glendalough IA-IB, DoubleTree by Hilton

Wednesday, July 27 – MBEA/MCEA Conference Workshops DoubleTree by Hilton

- 8:00 a.m. – 8:50 a.m. – Morning Session 1
 - **Native Ads: Understanding the Shifting Social and Digital Media Environments**
Room: Glendalough I-A
Dr. Jamie Grigsby, Missouri State University Professor
This presentation will provide a background on native advertising and some suggestions for topics and ways to cover it in the classroom. It will also give some updates on the ever-changing landscape where consumers can view digital native ads, including virtual/augmented reality and other new forms of social media. Privacy issues, concerns, and new regulations will also be discussed, including ways in which these issues are affecting native advertising strategy.
 - **How to Create A Fully Immersive Learning Experience with your School-Based Enterprise**
Room: Glendalough I-B
Kelly Fowler, Blue Springs High School
Does your school store/coffee shop have what it takes to make the big bucks, while influencing students to create a future hub of synergy, collaboration and creative ventures? Consider learning how to help students cultivate a well-developed understanding of what it takes to fully operate a business, while utilizing creative and passionate talents. After 3 years of trial and error in what we call our SBE class and Cat's Corner, there are some definite areas to highlight and share with those interested in this concept. Students run this business from every aspect, while school instructors provide them with a supportive learning environment.
 - **Incorporating iCEV's Online Curriculum in Any Learning Environment**
Room: Glendalough I-C **Tracks: MB**
This session sponsored by our Celebrated Corporate
Sponsor: iCEV Multimedia
Mark Johnson, iCEV
The modern CTE classroom requires flexibility, adaptability and customization. iCEV's online platform is changing the way CTE programs prepare students for the workforce. The online platform offers prebuilt, fully customizable courses complete with media-rich lessons and supporting coursework for 16 career cluster areas. Educators can seamlessly integrate the iCEV curriculum platform with learning management systems (LMS) and/or single sign-on (SSO) providers to simplify the login process, access to course content and grading. Join this session to learn how iCEV's online curriculum library can be customized to fit the needs of every student, educator and learning environment.



- **Navigating Code.org and Its Resources**

Room: Glendalough III

Joseph Bryan, MOREnet

Code.org is one of the industry leaders in computer science education, not just in the U.S. but globally. Backed by industry giants and classroom leaders, Code.org has amazing resources for learners and educators. Learners can choose to explore Hour of Code options covering functions and loops, but done so with Star Wars and Minecraft characters. Educators and libraries can use Code.org resources to showcase computer science and all that it has to offer, without having to invest resources of your own. Navigate through online courses tailored to early learners, or choose to prepare students for career or industry with courses covering app development and text-programming. See how to monitor student progress and find ways to bring excitement to learning computer science.

- 9:00 a.m. – 9:50 a.m. – Morning Session 2

- **ESG Scores: What they are and What they aren't**

Room: Glendalough I-A

David Hammons, Missouri State University Professor

ESG Scores are a hot-button issue for many business professionals. While many see them as a threat, few understand what they actually are, and how they are calculated. In this presentation, the basics of Environmental Social Governance (ESG) metrics, along with their justifications and reasons for being developed, will be explained.

- **Bringing Ethics into the Classroom**

Room: Glendalough I-B

Shad McGuire, Springfield Public Schools & Christy Isaacs, Carrollton Area Career Center

Ethics is the foundation of great leadership. Teaching students to make good decisions based on a defined set of values helps form the core foundation of ethical leadership. Come learn about the ethics resources that are available through the Daniels Fund Ethics Initiative High School Program. Leave with a better understanding of ethics and access to numerous classroom resources including course guides, lesson modules, and more!

- **Bringing it Back! Old School Active Learning Strategies for Today**

Room: Glendalough I-C

Tonya Skinner, Jackson High School

As the modern classroom has transformed with many 1:1 devices, students with airpods, and the virtual world that commands attention more than the physical one, it's often difficult to get students involved and engaged in the classroom. Further, many teachers just give in to the "watch a video, answer questions" model due to ease and frustration. In this session, learn how to get them up and moving in your classroom and to break away occasionally from the distractions of technology by incorporating more hands-on activities that you can do with little prep!

- **Using Scratch to Create Digital Presentations for Classrooms**
SPECIAL TWO HOUR COMPUTER LAB SESSION: Part 1
 (must bring charge laptop and have access to Scratch to participate)
Room: Glendalough III
Joseph Bryan, MOREnet

Want to help your students create a more exciting presentation? Are you looking for ways to bring interactivity to a lesson? Explore how Scratch can be used to enhance presentations and showcase student creativity by building projects in the device-friendly online block coding platform. With a few blocks of code, users can put together projects that will be more engaging than traditional presentations.

➤ 10:00 a.m. – 10:50 a.m. – Morning Session 3

- **ESG Scores: What they are and What they aren't**
Room: Glendalough I-A
David Hammons, Missouri State University Professor
 ESG Scores is a hot-button issue for many business professionals. While many see them as a threat, few understand what they actually are, and how they are calculated. In this presentation, the basics of Environmental Social Governance (ESG) metrics, along with their justifications and reasons for being developed, will be explained.
- **Using MBA Research for DECA Prep**
Room: Glendalough I-B
Jill Fannin, Scott Regional Technology Center
 Learn about the valuable tool, MBA Research, and how it can be used to not only teach your marketing curriculum but how it aligns to DECA Performance Indicators and is great for prepping role plays! MBA Research can also be used in conjunction with many Learning Management Systems like Canvas.
- **Social Media Strategies for School Communications**
Room: Glendalough I-C
Jill Salmon, Hermitage High School
 Do you post on social media for your school or organization? If so, there are tips and tricks you need to know to up your online engagement. Facebook and Twitter will be the concentration with some information for Instagram users. Calls to action, scheduling and inspiring ideas for social media posts will be shared. As a member of #SocialSchool4EDU, find out what I have learned in mastering social media and school communications.
- **Using Scratch to Create Digital Presentations for Classrooms**
SPECIAL TWO HOUR COMPUTER LAB SESSION: Continued - Part 2
 (must have attended Part 1)
Room: Glendalough III
Joseph Bryan, MOREnet



VERSATILE ONLINE CTE CURRICULUM

Learning for **ANY** Environment

Support for **ALL** Teachers



IN-PERSON

Conduct in-person classes with ease using iCEV's extensive library of lesson content. Lessons are delivered in video and PowerPoint® presentations and are accompanied by premade lesson plans, activities, projects and assessments.



HYBRID

Customize instructional delivery with a variety of options to combine face-to-face instruction and online learning. Utilize iCEV's resources to incorporate flipped classroom or blended learning models, as well as promote self-paced work and independent study.



DISTANCE

Deliver instruction and coursework online through iCEV or integrate with your preferred Learning Management System (LMS). Printable and interactive coursework options accommodate all levels of technology access.



RESOURCE LIBRARY

iCEV offers an online resource library of comprehensive tutorials, guides and blogs to help you navigate and customize the iCEV platform, including strategies for distance learning and special populations.



TEACHER SUPPORT

Our customer support team is available to assist you by on-demand live chat, phone, or email. Additionally, the iCEV curriculum consultant team is available to assist customers in the field. At iCEV, we promise your questions will always be answered by a real person.



PROFESSIONAL DEVELOPMENT

iCEV always offers free professional development opportunities through one-on-one online webinars, on-site training and event workshops to assist you in tailoring iCEV resources to fit your specific needs.

EIGHT CTE SUBJECT AREAS

The iCEV platform features comprehensive Career & Technical Education (CTE) curriculum and instructional materials for eight major subject areas and covers the 16 Career Clusters and 80 pathways.



AGRICULTURAL SCIENCE



FAMILY & CONSUMER SCIENCES



ARCHITECTURE, CONSTRUCTION,
TRANSPORTATION & MANUFACTURING



HEALTH SCIENCE



BUSINESS, MARKETING, FINANCE, IT & MEDIA



LAW, PUBLIC SAFETY, CORRECTIONS
& SECURITY



CAREER EXPLORATION



SCIENCE, TECHNOLOGY, ENGINEERING & MATH

➤ 11:00 a.m. – 11:50 p.m. – Morning Session

○ **Mizzou's AdZou Marketing Challenge**

Room: Glendalough I-A

Scott Fuenfhausen, Columbia Area Career Center

The University of Missouri's School of Journalism, Strategic Communications department had its inaugural AdZou Marketing Challenge in December of 2021. Sixteen teams from around the state competed in this day-long event to see who would be awarded the champion. This annual event will take place again in the fall of 2022. Hear more about this exciting competition, how to register for the next competition and how it will benefit your DECA program and your students.

○ **Teachers Across MO Are Supplementing CTE Curriculum with Free Resources**

Room: Glendalough I-B

Sponsor Presentation: EVERFI

Stephanie James, EVERFI

Financial education at an early age can lead to a positive outlook and equips students with the resources they need to be successful. Are your students prepared for the real world?

Educators in attendance will be provided access to digital resources that focus on financial education, entrepreneurship, and goal-setting. These resources are student-driven, standards-aligned, have assessments embedded into them, and are FREE.

If you've used EVERFI in the past, come check out our new programs including a Turbo Tax simulation lesson, a retirement planning program, and updates to our platform that make your experience even smoother than before.

Join us or visit www.everfi.com/k-12 to learn more.

○ **School Store Digital Branding**

Room: Glendalough I-C

Aundrea Hill, Glendale High School

Want to explore your options for branding a school store across multiple media platforms? During this session we will explore how to create a consistent brand for multiple types of digital media. Including a Google Business Profile, Instagram, Facebook, Twitter, LinkedIn, YouTube and Canva for business.

○ **Video Production Basics**

Room: Glendalough III

Bob Martin, MOREnet

Whether you want to use video to teach or you want to teach video production, you have to learn the process. Everybody wants to shoot video, but if you don't plan it first, shooting over and over and then all the extra editing can be frustrating. This session will discuss and show resources for making the whole process easier and look at several tools you can work with.

➤ 11:50 a.m. – 12:30 p.m. – Lunch ON US!

Boxed Lunches available in The 'Chat Room' Networking Lounge
Glendalough II



➤ 12:30 p.m. – 1:00 p.m.

○ **DECA Update**

Glendalough II (2)

Larry Anders, Missouri State DECA Advisor

Join Larry as he guides you through updates for 2022-23, including conference and competitive events changes and updates.

○ **FBLA-PBL Update**

Glendalough III (3)

Dylan Kennedy, Missouri State FBLA-PBL Adviser

Join Dylan as he guides you through updates for 2022-23, including conference and competitive events changes and updates.

➤ 1:00 p.m. - 3:00 p.m. (For postsecondary teacher educators only)

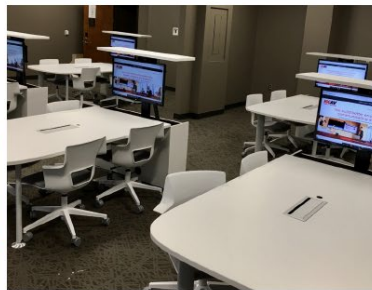
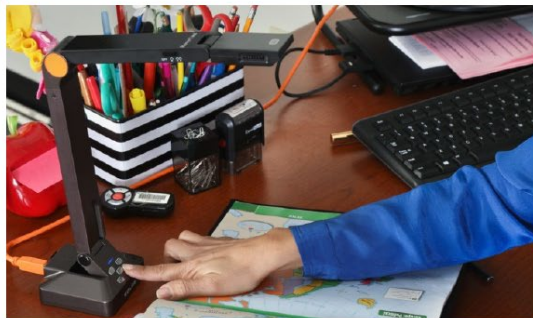
○ **Missouri Business and Marketing Teacher Educator Meeting**

DoubleTree by Hilton – Aleck Scott Room

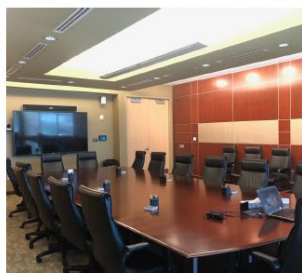
Room available for networking discussions. No presenter at this time.

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

Create engaging spaces to learn, work and share.



- AV Design & Integration
- AV Service
- Video/Audio Conferencing
- Interactive Displays & Walls
- Digital Signage
- Control Systems
- Projectors
- Virtual Meeting Solutions
- Classroom Audio
- Device Carts & Storage
- Flexible Furniture
- STEM/Makerspace
- 1:1 Devices, Bags & Cases
- Collaboration Solutions
- Temperature Tablets
- Sanitizing Solutions
- Screens
- Document Cameras
- Sound Systems
- Large Format Printers
- Control Systems
- Racks & Mounts
- Professional Development



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1:10 p.m. – 2:00 p.m. - *Afternoon Session 1*

- **Not Just Photoshop: Adobe CC for your classroom and beyond**

Room: Glendalough I-A

Erica Blum, Lindenwood University Professor

Are you aware there are over 20 desktop and mobile apps in the Adobe Creative Cloud? The subscription also includes access to licensed fonts and portfolio applications. How about the free Adobe apps that can also help in your classrooms? Join Adobe Certified Associate, Education Leader and Partner by design Erica Blum as she walks you through the best programs for your individual classes.



Time for a cup of coffee?

Visit the 'Chat Room' Networking Lounge now!
Glendalough II

- **Conducting Market Research to Integrate Instructional Design into Education Programs**

Room: Glendalough I-B

David Gomez, Lindenwood University Professor

To change the world around us, we need to change ourselves first. The department of Curriculum and Instruction, College of Education and Human Services, Lindenwood University, has successfully integrated Instructional Design into its programs by conducting a feasibility study that included job market research. This research resulted in the revision of an existing educational product, the M.A. in Educational Technology, and the creation of brand-new educational product, the M.S. in Instructional Design. Both educational programs are fully online, so the revision of the first and the creation of the latter had implications in terms of virtual classroom teaching and management, which required creative and sound solutions. A marketing strategy to reposition the M.A. in Educational Technology and to position the M.S. in Instructional Design is underway; it involves a coordinated effort from faculty members, the marketing, and admissions teams—to name but a few—but most importantly the creation of an institutional website and digital promotional materials aimed to make our target audience rethink what they think about Lindenwood University.

- **Learning Blade's NEW Intro to Coding Course**

Room: Glendalough I-C

Michele Linch, Learning Blade

Join us to explore the new INTRO TO CODING resource in Learning Blade. Designed to provide an easy way to introduce 7th and 8th-grade students to coding. The course contains 20 hours of online and offline student learning including robust teacher lesson plans. Online lessons will include topics such as the role of computers in society, Concepts of basic algorithms, Text-based code elements including statements, Variables, and comments, Common hacking methods and means for combatting them, and many more! This session will also review how teachers across MO helped their students learn about high-demand STEM, CTE, and Computer Science careers by exploring the over 400 online lessons aligned to grades 5-9 standards!

○ **SPECIAL TWO HOUR COMPUTER LAB SESSION: Part 1**

Intro to Adobe Illustrator

(must bring computer and have Adobe Illustrator Cloud ready for use during workshop)

Room: Glendalough III

Bob Martin, MOREnet

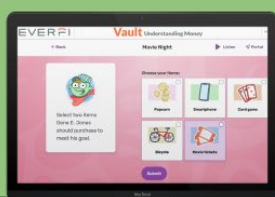
One of the industry standard tools for graphic and web designers, marketing specialists, and more is Adobe Illustrator. Although it is packed with features and tools, there are a few fundamentals you can learn to help you work with it instead of fighting it. This basic, hands-on session will work from the ground up to show you how to build graphics, work with text, and more!



NOTE: If you have not stopped in to chat with our amazing SPONSORS in the 'Chat Room' (Glendalough II), now is your last chance to visit with them before they pack up and head home! Packing begins at 3 p.m.

Stop in and say 'thank you' for their support!

EVERFI's Financial Literacy Resources



Vault: Understanding Money

- 4th - 6th Grade
- Financial Decision Making
- Credit & Borrowing
- Income & Careers



EVERFI: Financial Literacy

- 9th - 12th Grade
- Banking Basics
- Consumer Skills
- Managing Credit & Debt



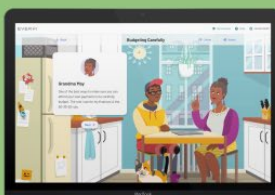
FutureSmart

- 6th - 8th Grade
- Budgeting
- Saving & Investing
- Risk vs. Return



Marketplaces: Investing Basics

- 9th - 12th Grade
- Financial Markets
- Economy & The Government
- Investing Portfolios



Pathways: Financing

- Higher Education
- 9th - 12th Grade
- ROI for Higher Ed
- Student Loan Basics
- Budgeting for Loans



Money Moves: Modern Banking & Identity Protection™

- 9th-12th Grade
- Identity Theft
- Banking Apps
- P2P Transactions

Explore how EVERFI's FREE resources can support your classroom!

Interested in learning more?

Attend one of EVERFI's sessions

Visit www.everfi.com/k-12

Email Heather Miller hmiller@everfi.com

➤ 2:10 p.m. – 3:00 p.m. - Afternoon Session 2

○ **BONUS SESSION: Carousels in Networking Lounge**

Room: Glendalough II (Networking Lounge)

Join some of the best Missouri Business and Marketing educators from across Missouri as they share their innovative teaching tips and tricks in three 15 minute sessions. You will choose three sessions to attend and move from table to table to pick up some great information to take back to your school to make your program more exciting and productive!

Sessions include:

Building a FBLA Chapter from the Ground Up!

Mock Interviews with Community Involvement

Paint Parking Fundraiser

Participating in the DECA Challenges

Tips for Traveling with DECA

Preparing for Chapter of the Year Submission

How I Built It...Projects

Selecting Your Chapter Officers

○ **Not Just Photoshop: Adobe CC for your classroom and beyond (REPEAT SESSION)**

Room: Glendalough I-A

Erica Blum, Lindenwood University Professor

Are you aware there are over 20 desktop and mobile apps in the Adobe Creative Cloud? The subscription also includes access to licensed fonts and portfolio applications. How about the free Adobe apps that can also help in your classrooms? Join Adobe Certified Associate, Education Leader and Partner by design Erica Blum as she walks you through the best programs for your individual classes.

○ **Newest Tools for Prep Your Students for the Workplace**

Room: Glendalough I-C

*Dane Cockrell, KCAV – **Brilliant Business Sponsorship Presentation***

KCAV is back again this year to share the newest technology for the classroom. Dane will share the equipment and resources available from KCAV to make your classrooms up-to-date to prepare your students for their future careers in technology .

○ **SPECIAL TWO HOURS COMPUTER LAB SESSION: Continued - Part 2
(Must have attended Part 1)**

Intro to Adobe Illustrator

Room: Glendalough III

Bob Martin, MOREnet

➤ 3:00 p.m. – 3:30 p.m.

○ **Afternoon Dessert Break**

Back of Glendalough III

- 3:15 p.m. – 4:00 p.m.
 - **DESE Update & Door Prizes**
Room: Glendalough III
Cindy Shannon, DESE BMIT Director
Receive the latest updates for the 2022-2023 school year.
Q & A session to follow. Conference door prizes drawn at this session.

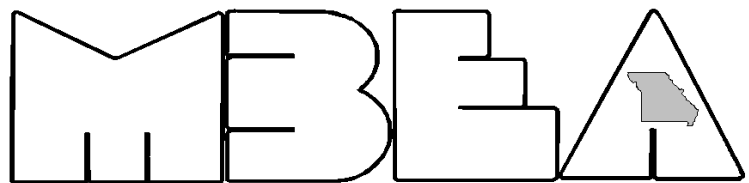
Prize Sponsors:



- 3:30 p.m.
 - **MoACTE House of Delegates Meeting - Representatives Only**
Oasis Hotel & Convention Center – Fiji Ballroom
- 4:00 p.m. – 4:30 p.m.
 - **MBEA Closing Session & Awards**
Room: Glendalough III

Thursday, July 28 – MOACTE Board Meeting - Oasis Convention Center

- 12:00 p.m.
 - **Missouri ACTE Board of Directors Meeting**
Oasis Hotel & Convention Center – Fiji Ballroom - Lunch service begins at 11:30 a.m.



Missouri Business Education Association