

# **MBEA, Business Division, Agenda MCEA, Marketing Division, Agenda**

Becky Munden, MBEA President  
Kelly Fowler, MCEA President

## **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 Conference 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 2024
- ❖ One Missouri FBLA-PBL Priority Housing for SLC
- ❖ FBLA Swag
- ❖ Advisor Upgrade Suite at SCDC
- ❖ One student registration for DECA FLC
- ❖ Missouri DECA Swag Bag
- ❖ Prizes from our Celebrated Corporate Sponsors, ICEV, Learning Blade and Missouri State University

**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: MBEA
- DoubleTree by Hilton, 2431 N. Glenstone Ave.  
Group Name: MoACTE – MBEA & MCEA Divisions

Earliest Arrival: July 23, 2023 Latest Departure: July 27, 2023

## **Conference Locations**

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

Use hashtag: #MBEA\_MCEA2023 for all social media posts.

# **THANK YOU FOR STEPPING UP YOUR GAME AND ATTENDING MOACTE SUMMER CONFERENCE!**



Becky Munden  
MBEA



Kelly Fowler  
MCEA





**Missouri  
State**

COLLEGE of  
BUSINESS

# PROUD SUPPORTER OF MOACTE & MBEA!

**Join us for lunch and conversation!**

**Tuesday, July 25 | 12:00PM–2:00PM**

Meet College of Business faculty, learn about our programs  
and take a tour of Glass Hall!



**26 Undergraduate Business Programs**



**\$430,000+ in Business Scholarships Awarded in  
2022–2023**



**State-of-the-Art Learning Labs and Spaces**

**MSU College of Business, Glass Hall**  
815 S. John Q. Hammons Pkwy.  
Springfield, MO 65897

SCAN THE  
**QR CODE**  
TO  
REGISTER



Kindly RSVP by **Friday, July 14.**



[Business.MissouriState.edu](https://Business.MissouriState.edu)

- 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 25<sup>th</sup>**

### **MOACTE**

- 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 & Convention Center – Paradise Ballroom  
Welcome; President-Elect Speeches; Speaker - Todd Whitaker
- 10:00 a.m. – 11:30 a.m. Opening General Session  
Oasis Hotel & Convention Center – Paradise Ballroom  
Welcome; President-Elect Speeches; Speaker - Todd Whitaker  
(MBEA & MCEA Requested to Attend This Session)
- 1:00 p.m. – 4:00 p.m. MoACTE Special Workshops
- 4:30 p.m. – 6:00 p.m. MoACTE Awards & New Professionals Reception  
The Barley House at Moon Town Crossing

## MBEA & MCEA

- 12:00 p.m. - 4:30 p.m. **Conference Registration**  
DoubleTree by Hilton

- 12:00 p.m. - 2:00 p.m.  
**Special Event for MBEA/MCEA Members**  
**PRE-REGISTER by July 14!**  
TOUR EVENT - Missouri State University College of Business  
Glass Hall - 815 S. John Q. Hammons Pkwy.

Free Buffet Lunch Provided by:

**Celebrated Corporate Sponsor**

**Missouri State University College of Business**

**Missouri  
State.**

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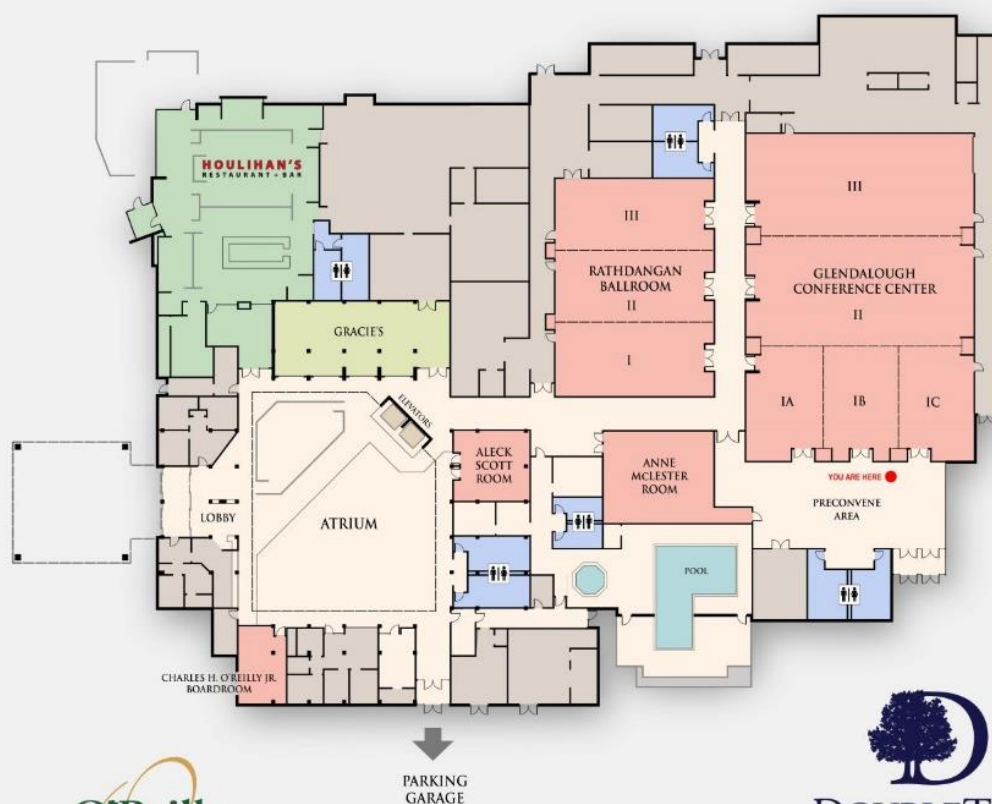
Kindly RSVP by Friday, July 14.

- 12:00 p.m. - 12:50 p.m. - **Stepping up your Game with MBEA/MCEA Opening Session.**  
Room: Glendalough III DoubleTree by Hilton  
Come get conference updates and enjoy a free lunch buffet.

**Lunch is sponsored by our Celebrated Corporate Sponsor**



## DoubleTree Conference Center Map



GLENDALOUGH CONFERENCE CENTER



➤ 1:00 p.m. – 1:50 p.m. – Afternoon Session 1

○ **Navigating the Learning Center – It's FREE!**

*Tammy, MBA Research*

Room: Glendalough I A, B, C DoubleTree by Hilton

Join us as we explore the Learning Center – showing you how to set up your course and import instructional resources. You have FREE access to 300+ instructional resources for classroom use and CTSO preparation. Leave with an understanding of how to begin building your course as you prepare for the upcoming school year. Note: You should set up your Learning Center account before this session.

○ **Solving the Mystery behind TSA/IRCs.**

*Lori Brown, DESE*

Room: Rathdangan II DoubleTree by Hilton

In this session we will solve the mystery of TSA/IRC testing. What are they? Do you have to test students? Why should you test your students? Is there funding to purchasing testing? How to get a test approved?

○ **Computer Science Curriculum Resources: With all schools being required to offer a computer science course, what does that mean?**

*Marilyn Allen and Dr. Calee McElwain, ICEV*

Room: Rathdangan III DoubleTree by Hilton

**Session sponsored by our Celebrated Corporate Sponsor**

This session will present iCEV's curriculum resources teachers can use to teach this course. Also, Access Point, a program which works with high school seniors for in-depth training and internships, will provide information about their program, success stories, and how this benefits students.



➤ 2:00 p.m. – 2:50 p.m. – Afternoon Session 2

○ **Take a Deeper Dive into the Learning Center**

*Tammy, MBA Research*

Room: Glendalough 1 A, B, C DoubleTree by Hilton

Now that you've had time to explore the Learning Center let's dive deeper into many of its features. Spend a few minutes learning about quizzes, assignments, modules, pages, the grade book, and more! Note: You should set up your Learning Center account before this session.

○ **Roundtable Sessions**

Room: Rathdangan II DoubleTree by Hilton

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!

Roundtable sessions include:

Increasing FBLA Participation – Becky Munden

Pricing Unit Activity – Scott Fuenfhausen

State Funding for CTE Programs - ICEV

School Based Enterprise – Kelly Fowler

Mock Job Interviews – Sarah Gooch

DECA Campaigns – Kerry Henley

Banking Board Game – Jill Hedding

Life Smarts – Shelly Smith

FBLA BAA Program – Deborah Burns

Competition University – Jessica Wade

- **Introducing Students to Coding is Easy with Learning Blade's Intro to Coding Course!**

*Dr. Michele Linch, Learning Blade*

Room: Rathdangan III DoubleTree by Hilton

**Session sponsored by our Celebrated Corporate Sponsor**

In this session, participants will learn to facilitate Learning Blade's Intro to Coding course as well as learn to use the Learning Blade system and how to access ongoing coding instructional support.

Intro to Coding was designed to be a one-stop-shop to progress students from block coding to text-based and sends students to resources such as Code.org, Vex Robotics and Pencil Code.

Supplemental offline lesson plans are written to support teachers who are new to teaching coding.

As one middle school student told us, "Back in the beginning of 2022 I was scared to let my creative side show in coding, and now thanks to these lessons I can really (REALLY) get out there and code like a pro!" Introduction to Coding training is accredited by CSTA for quality PD.

For the best session experience, please request your free account at least 24 hours prior at [www.LearningBlade.com/MO](http://www.LearningBlade.com/MO).



➤ 3:00 p.m. – 4:30 p.m. – Afternoon Session 3

- **MBEA District and Committee Meetings**

Room: Glendalough 1 A, B, C DoubleTree by Hilton

- **MCEA Awards and DECA District Meetings**

Room: Rathdangan II DoubleTree by Hilton

➤ 4:30 p.m. – 6:30 p.m. **MoACTE Awards & New Professionals Reception**

The Barley House at Moon Town Crossing

➤ 7:00 p.m. – 9:00 p.m. **MBEA & MCEA Social - Step Up Your Game with Trivia!**

Room: Rathdangan I & II DoubleTree by Hilton

Get 4 of your closest MBEA/MCEA Teacher friends and form a team and compete for Bragging Rights. Prizes will be awarded.

\$25 per team (5 person max per team), \$5 per mulligan (unlimited), \$5 Double Round Score (Max of 2). All funds raised will go towards PAC Donation. Board games will be available for play.

**Free Snacks and Beverages will be provided.**

**Social Event Sponsored by our Celebrated Corporate Sponsor**





*A Comprehensive CTE Solution for*

# Business, Marketing, Finance, IT & Media Educators

iCEV's Business, Marketing, Finance, IT & Media curriculum was created with educators and students in mind. With iCEV's innovative, learning-on-demand platform, educators have unlimited access to prebuilt, fully customizable courses, complete with media-rich lessons and supporting coursework.

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

## Our Growth is Your Advantage

In addition to 25+ Business, Marketing, Finance, IT & Media courses, iCEV has acquired new business and IT resources for CTE educators. We are pleased to provide our teachers and students with the resources from AES.



**AES**

Applied  
Educational  
Systems



### Business & IT Course List:

- Google Applications
- Computer Applications - Office
- Business Fundamentals
- Career Readiness & Digital Literacy

## Industry Certifications

Hosted on the iCEV testing platform, industry certifications are developed by industry leaders. Students gain hands-on training while completing the certification through regular coursework. Find out more about the 16 industry certifications at:

[www.icevonline.com/certifications](http://www.icevonline.com/certifications)



Center for Financial Responsibility  
**Personal Financial Literacy**



Express Employment Professionals  
**Business Office Technology**



Express Employment Professionals  
**Career Preparedness**



Southwest Airlines  
**Professional Communications**



So much is happening at iCEV!  
**Find the latest information on our website!**



[www.icevonline.com](http://www.icevonline.com)

## Wednesday, July 26<sup>th</sup>

### ➤ 6:30 a.m. – 7:50 a.m. –Step Up Your Game With Breakfast On Us!

Room: Glendalough III Double Tree by Hilton

- Come grab a muffin, coffee and/or juice to get your day started.



### ➤ 8:00 a.m. – 8:50 a.m. – Morning Session 1

- **Understanding the Importance of Banks and What Causes them to Fail**

*Dr. Jeff Jones, Department Head of Finance and Risk Management, MSU College of Business*

Room: Glendalough I-A DoubleTree by Hilton

#### **Session sponsored by our Celebrated Corporate Sponsor**

This presentation will discuss the importance of banks and financial systems to overall economic activity. We will explore the causes of bank failure, and how the fragility of the financial system can undermine an otherwise robust economy.



- **State's Connection: Valuable Resources Just a Few Keystrokes Away!**

*Tammy, MBA Research*

Room: Glendalough I-B DoubleTree by Hilton

Come spend a few minutes learning about the resources available through Missouri's membership with MBA Research. There is a treasure trove of resources available for you at no cost. Join us to learn about available resources, how to use them in the classroom, and how to access them at no additional charge.

- **Become a Quizizz Game Changer!**

*Robin Robertson, Republic High School*

Room: Aleck Scott DoubleTree by Hilton

Quizizz is a free site that allows you to create and share quizzes with students and other teachers. The site allows you to make presentations and embed questions to increase student engagement. Students can practice vocabulary and concepts using this engaging platform. You will also learn how to become a Quizizz Game Changer and what that means for your students.

- **Yesterday, Today, and Tomorrow – How to Build a Successful Program**

Sharing 62 Years of Experience In and Around Business Ed

*Chris Fenske, Neosho School District and Benjy Fenske*

Room: Anne McLester DoubleTree by Hilton

Join brothers and life-long educators Chris Fenske (Secondary and Post-secondary Business educator for 28 years) and Benjy Fenske (Building and District Administrator (23 years, now retired) and former Business educator (11 years) as they discuss what it takes to work with administrators, build your program, find success, and become an integral part of your school and community. They will discuss their history from a variety of settings, what they are currently seeing in this field, their beliefs for the future, and how you need to prepare for what is coming next.



- **Big Program, Three Simple Things- Understanding Adobe Photoshop**

*Bob Martin, MORENet*

Room: Glendalough III DoubleTree by Hilton

There are thousands of combinations of cool things you can do in Photoshop! But it is a demanding and unforgiving program. UNLESS! You know the three basic things Photoshop is built on. First is understanding the final product. Second is making selections. And third is working with layers. I have taught and used Photoshop professionally as a graphic designer for almost 30 years and I would love to share my teaching secrets with you!

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

- **Current IT Industry Trends and Generative AI**

*Dr. Xiang Guo, Interim Department Head of IT and Cybersecurity, MSU College of Business*

Room: Glendalough I-A DoubleTree by Hilton

**Session sponsored by our Celebrated Corporate Sponsor**

This presentation will discuss current developments in the IT industry and IT curriculum. It will also include information about Generative AI (ChatGPT) and highlight future job outlooks.



- **Welcome to the World of Digital Marketing**

*Tammy, MBA Research*

Room: Glendalough I-B Doubletree by Hilton

You asked – we listened – and now it's here! Missouri's new Digital Marketing course introduces students to the dynamic world of digital marketing. Come spend a few minutes with us as we share an overview of this new course, including an introduction, channels, digital marketing tools, promoting products, developing a digital marketing campaign, and more.

- **What's Stopping You?**

*Becky Munden, Pilot Grove High School*

Room: Aleck Scott DoubleTree by Hilton

Have you ever wondered how you can be more involved to help grow business education? Are you new to the profession and not sure where to start or what is available for you in regards to being involved at a higher level outside of your classroom? In this session we will talk about ways to get involved within your district, MBEA, MO-ACTE, being a mentor, being a member of an advisory committee, being a DA for FBLA or a member of the Foundation Board for FBLA.

- **Bringing Ethics into the Classroom!**

*Shad McGuire, Springfield Public Schools*

Room: Anne McLeseter Doubletree by Hilton

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 available through DESE, including course guides, lesson modules, and more!

- **Basics of Adobe Illustrator**

*Bob Martin, MORENet*

Room: Glendalough III DoubleTree by Hilton

Creating logos, stunning vector graphics, and business brands are the strongpoints of Illustrator. Learning a few basic tools and understanding layers are the keys to get you started. In this session we will talk about the basic tools, fonts, colors and files that you need to get you going in Illustrator.

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

- **Gamification and Active Learning in Financial Accounting: Can we Change Student Perceptions?**

*Kyle Goodin, Instructor of Accounting, Missouri State University College of Business*

Room: Glendalough I-A, DoubleTree by Hilton

**Session sponsored by our Celebrated Corporate Sponsor**

Students are increasingly interested in new ways to learn as they emerge from learning post-COVID. Implementing gamification and active learning in introductory accounting courses can help students and faculty stay engaged and have more fun while teaching and learning.



- **High School of Business™ - Take Your Classroom Experience Up a Notch with Project-Based Learning**

*Tammy, MBA Research*

Room: Glendalough I-B Doubletree by Hilton

Project-Based Learning (PBL) is the teaching method in the High School of Business™ program. Join us for an overview of the High School of Business™ program and immerse yourself in PBL. Get ready to see how students can engage in real-world and meaningful projects as we create a learning environment conducive to student learning; leave with a project to use in your classroom.

- **Burnout Be Gone – Gamify Your Career**

*William King, Moberly Area Community College*

Room: Aleck Scott DoubleTree by Hilton

Statics show teacher burnout and industry exit at an all-time high. Learn how to fall in love with your career all over again. You've heard of gamification of the classroom. Now take this idea to the expert level of job satisfaction.

- **Strategic Communication with The University of Missouri School of Journalism**

*Jon Stemmler – Professor Strategic Communication, University of Missouri*

Room: Anne McLester Doubletree by Hilton

What's Strategic Communication (and why should students care)? A new way of thinking about promotion and strategy in our industry.

- **Changing the Education Game with AI**

*Tonya Skinner, Jackson High School*

Room: Glendalough III DoubleTree by Hilton

With AI tools such as ChatGPT becoming more and more "on the radar" for education, many teachers are left wondering how to deal with the emerging technology. This session will equip you with how some of these tools work, how to set up a classroom where it can work FOR you and not against you, and ways teachers themselves can take advantage of AI to make their jobs easier!

➤ 11:00 a.m. – 11:50 a.m. – **Lunch and Learn with DESE!**

○ **DESE UPDATE**

*Cindy Shannon, BMIT Director*

Room: Rathdangan I, II, III DoubleTree by Hilton

**Lunch buffet provided** and receive the latest updates for the 2023-2024 school year. Q & A session to follow.

**Lunch sponsored by our Celebrated Corporate Sponsor**



➤ 12:00 p.m. – 1:50 p.m. – **Postsecondary Teacher Educators Only**

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

*Cindy Shannon, BMIT Director*

Room: O'Reilly Boardroom DoubleTree by Hilton

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.

A graphic for the 2023 Summer Conference featuring a stack of wooden blocks on the left. The text "2023 SUMMER CONFERENCE" is in large, bold, purple letters. Below it, "STEP UP YOUR GAME WITH MBEA/MCEA!" is also in purple. At the bottom, "THANK YOU TO OUR SPONSORS!" is in large, bold, purple letters. To the right of the blocks, there are logos for various sponsors, categorized by contribution level in purple text: \$1000 LEVEL (Missouri State University College of Business), LearningBlade (Growing interest and sharpening skills for STEM.), iCEV, \$500 LEVEL (EVERFI), \$250 LEVEL (Robert J. Trulaske, Sr. College of Business University of Missouri, FEDERAL RESERVE BANK of KANSAS CITY), and VariQuest.

**2023 SUMMER CONFERENCE**

**STEP UP YOUR GAME WITH MBEA/MCEA!**

**THANK YOU TO OUR SPONSORS!**

**\$1000 LEVEL**

**Missouri State UNIVERSITY COLLEGE OF BUSINESS**

**LearningBlade®**  
Growing interest and sharpening skills for STEM.

**iCEV**

**\$500 LEVEL**

**EVERFI**

**\$250 LEVEL**

**Robert J. Trulaske, Sr. College of Business University of Missouri**

**FEDERAL RESERVE BANK of KANSAS CITY**

**VariQuest®**





## STEM/CS/CTE CAREER AWARENESS FOR MISSOURI EDUCATORS

The #1 reason students do not major in STEM is lack of awareness of careers.

### WHAT IS LEARNING BLADE?

**FREE FOR  
MISSOURI  
EDUCATORS!**

- Online missions that **introduce students to careers** and are **aligned to academic standards**
- Meets **Carl Perkins V career exploration** middle grades requirements
- **State-funded** solution to introduce careers providing **equity and access** to **Missouri students**
- Downloadable **teacher project-based lesson plans** using common materials
- **"Introduction to Coding"** course- 15-20 hours of robust coding experience for middle schoolers

### LEARNING BLADE INCLUDES:



Interactive  
Lessons



Hands-on  
Projects



Design  
Thinking



3D Printing  
Activities



Career  
Videos



Parent  
Discussions



Intro to  
Coding




Papercraft  
Figures

Sign up for your **FREE** account at [www.LearningBlade.com/MO](http://www.LearningBlade.com/MO)

Learning Blade is provided fully-funded by the Missouri Department of Secondary Education.

### PROVEN RESULTS!

**59%**   
**MORE LIKELY  
TO BE INTERESTED  
IN STEM CAREERS**

**140%**   
**MORE LIKELY TO  
RESPOND THAT  
THEY KNOW  
WHAT STEM  
WORKERS DO**

**55%**   
**INCREASE IN STUDENTS INTERESTED IN  
COMPUTER SCIENCE CAREERS**



## READYFORINDUSTRY

**Ready for Industry™ (RFI)** is an online resource of 20-hour courses that increases the knowledge needed for success in the most in-demand industries through a portal of self-paced interactive lessons.

Designed for high-schools, community colleges, and workforce agencies, the industries included are:

**Manufacturing, Healthcare, Information Technology (IT), Logistics, and Construction.**

**For each of the 5 highest-demand industries, RFI provides self-paced, online instruction on:**

- Career Opportunities and Descriptions
- Current Issues and Trends in the Industry
- Career Pathways, Education, and Certifications in the Industry
- Introduction to the Industry
- What it is like to Work in the Industry
- Industry Terminology and Common Practices
- Workplace Expectations in the Industry

**RFI prepares individuals for the workplace but is NOT a replacement for technical training.**

**Participants can earn a certificate of completion.**

Sign up for your **FREE** account at [www.ReadyForIndustry.com/MO](http://www.ReadyForIndustry.com/MO)

Ready for Industry is provided fully funded by the Missouri Office of Workforce Development

From the creators of KeyTrain®/ Career Ready 101® for ACT WorkKeys®, acquired by ACT, Inc.



➤ 12:00 p.m. – 12:50 p.m. – Afternoon Session 1

- **Improve your life work balance with student engaging curriculum resources.**

*Marilyn Allen and Dr. Calee McElwain, ICEV*

Room: Glendalough I-A DoubleTree by Hilton

**Session sponsored by our Celebrated Corporate Sponsor**

Learn how Lafayette County uses iCEV curriculum resources in their courses. This will also include how students can earn Financial Literacy certification developed by Charles Schwab as part of their Personal Finance class using iCEV's resources.



- **Using MBA Resources to Prepare Your Students for FBLA Competition**

*Tammy, MBA Research*

Room: Glendalough I-B Doubletree by Hilton

MBA Research offers many resources to help prepare your students for competition. Spend time learning about available instructional tools, including the Learning Activity Packages (LAPs) and the Learning Center, and how they could prepare your students for FBLA competitive events

- **Even Better Together: Learning Blade + MO Connections - Learning Blade**

*Dr. Michele Linch, Learning Blade*

Room: Aleck Scott DoubleTree by Hilton

**Session sponsored by our Celebrated Corporate Sponsor**

Learning Blade and Missouri Connections are both fully funded, free teacher/student resources that can work hand-in-hand to allow students to explore the diversity of amazing high-demand and high-wage STEM/CS/CTE career paths and technologies. In this session, participants will learn to use the Learning Blade system and how Missouri Connections can be aligned with Learning Blade to provide students a more in-depth understanding of career interests all while applying academics.

Learning Blade is aligned to 5th-9th grade academic standards and allows your students to explore 400+ STEM/CS/CTE careers within the chosen career clusters while applying academics to real-world scenarios. By using Learning Blade in tandem with Missouri Connections you can introduce students in a more precise way to career paths. Students navigate through online Missions exploring the careers, technologies and processes involved in resolving human-centered challenges. Teachers also have access to dozens of lesson plans that support innovative project-based learning and classroom activities using common materials.

For the best session experience, please request your free account at least 24 hours prior at [www.LearningBlade.com/MO](http://www.LearningBlade.com/MO).



- **New Career Education Resources for Your Classroom**

*Gigi Wolf, Federal Reserve Bank of KC*

Room: Anne McLester DoubleTree by Hilton

Discover new classroom-ready career education resources developed by the Kansas City Fed in this interactive, multimedia-infused session. The resources featured include lesson plans, videos, articles, and more to help secondary students apply reasoning and analytical skills as they collaborate and evaluate human capital across a variety of careers, including those that don't require

a four-year degree. We will delve into the research, real-world examples, non-fictional text, and other mediums to demonstrate the materials and their connection to 21st Century skills, career pathway instruction, and curricular standards. Free access to all resources will be provided, as well as opportunities to win door prizes.

- **DECA UPDATE**

*Larry Anders, Missouri DECA State Advisor*

Room: Glendalough III DoubleTree by Hilton

Join Larry as he guides you through updates for 2023-24, including conference and competitive events changes and updates.



➤ 1:00 p.m. – 1:50 p.m. – Afternoon Session 2

- **Career Day 2033: Prepare your students for the jobs of the future**

*Erica Hart, Everfi*

Room: Glendalough I-A DoubleTree by Hilton

EVERFI's engaging online college and career readiness resources tap into student interest and curiosity to make plans for their future. Whether you're teaching career exploration, entrepreneurship, or workforce preparedness skills, our digital lessons help students plan for and practice achieving their personal goals.

You'll leave this workshop with:

- ✓ A flexible, student-driven program to support your existing curricula
- ✓ An invitation to book a free workshop with your students
- ✓ Automatically graded pre- & post- assessments
- ✓ Access to scholarship opportunities for your students

- **Understanding the Connection: Using Missouri's System of Resources to Prepare Students for DECA Competition**

*Tammy, MBA Research*

Room: Glendalough I-B Doubletree by Hilton

Missouri offers an entire system of resources to help prepare your students for DECA. Come spend a few minutes learning about the Missouri courses, the Learning Center, and assessments – all of which directly connects to and supports success in DECA competitions.

- **Hospitality and Marketing of a Destination**

*Lisa Perez and Melissa Martelli, Springfield Visitors and Convention Bureau*

Room: Aleck Scott DoubleTree by Hilton

What's a CVB? Marketing of a destination and the services they provide.

- **The Negro Leagues: Behind the Curve**

*Gigi Wolf, Federal Reserve Bank of KC*

Room: Anne McLester DoubleTree by Hilton

Explore new classroom-ready lessons focused on the economics and entrepreneurship behind Negro Leagues Baseball, as well as the institution's historical impact in the U.S. Through hands-on, interactive demonstration, session attendees will walk through lesson materials, including how to integrate them across multiple disciplines and use them to support culturally relevant teaching strategies. Participants will delve into activities from the students' perspective, exercising voice and choice to advance their understanding and empathy of racial disparities in the fight for civil rights,

business ownership, social equity, and more. Examples will be provided to highlight the barriers and breakthroughs real-life heroes experienced in the Negro Leagues as they blazed a trail in the sports arena and influenced American culture and economic growth. Correlations between the national standards in economics and Common Core standards will be shared and attendees will receive free access to all lesson materials, including primary sources, photos, player profiles, team stats, video testimonials, and more through a partnership with the national Negro Leagues Baseball Museum.

- **FBLA Update**

*Dylan Kennedy, Missouri FBLA State Adviser*

Room: Glendalough III Doubletree by Hilton

Join Dylan as he guides you through updates for 2023-24, including conference and competitive events changes and updates.



- 2:00 p.m. – 2:50 p.m. – Afternoon Session 3

- **Ready to give your students a competitive advantage in DECA and FBLA competitions and their future business careers? Join this presentation and discover the Nucleus Entrepreneurship Course.**

*Thomas Palmer, Nucleus*

Room: Glendalough I-A DoubleTree by Hilton

This presentation will familiarize you with Nucleus Entrepreneurship, an entrepreneurship course unlike any other. Specifically designed for school districts, the Nucleus course meets and exceeds Missouri state standards, prepares students for the ESB V2 industry certification exam, and is fully aligned with ACTE, DECA, and FBLA criteria. It integrates with your existing Learning Management Software (LMS) and Single Sign-On applications and features a robust, easy-to-teach curriculum—complete with grading and commenting tools, assessments, and visibility into students' work and progress. The course walks students through the entire process of building their very own business from scratch, and the Nucleus software automatically generates a comprehensive business plan for each student!

- **An Overview of the New Missouri Marketing Courses**

*Tammy, MBA Research*

Room: Glendalough I-B Doubletree by Hilton

Spend a few minutes learning about the structure of the 13 new Missouri Marketing Courses. This overview will explain the National Standards for Business Administration, how to identify the learning outcomes for the courses, recognize instructional resources available for performance indicators, and provide best practices for utilizing these resources during lesson planning. Leave with a better understanding of the course guides, resources available, and how to access those resources.

- **Introducing Ready for Industry! Preparing High School Students and Adults for Their Next Steps to a Rewarding Career**

*Dr. Michele Linch, Learning Blade*

Room: Aleck Scott DoubleTree by Hilton

**Session sponsored by our Celebrated Corporate Sponsor**

Learn all Ready for Industry (RFI) has to offer learners and how to facilitate RFI courses in this interactive session. Ready for Industry consists of five 15-20 hour online courses in manufacturing, healthcare, information technology, logistics, and construction industries. Each course is designed

to provide industry-specific career exploration and preparation for high school students and adult learners as they begin internships, apprenticeships, training, college, and entry-level positions. The Office of Workforce Development (OWD) fully funds Ready for Industry and students will receive certificates of completion from OWD for any course they pass at no cost.

For the best session experience, please request your free account at least 24 hours prior at [www.ReadyForIndustry.com/MO](http://www.ReadyForIndustry.com/MO).



- **Prepare your students for life beyond the classroom!**

*Angie Oshia, Variquest*

Room: Anne McLester DoubleTree by Hilton

- **MBEA Awards / Officer Installation**

Room: Glendalough III Doubletree by Hilton

➤ 3:00 p.m. – 3:30 p.m.

- **Summer Conference Closing Session & Dessert Break Sponsored by Everfi**

Room: Glendalough III DoubleTree by Hilton

Door Prizes Sponsored by:



### Thursday, July 27<sup>th</sup>

➤ 12:00 p.m. - **Missouri ACTE Board of Directors Meeting**

Oasis Hotel & Convention Center – Fiji Ballroom

Lunch service begins at 11:30 a.m.

**THANK YOU FOR STEPPING UP YOUR  
GAME AND ATTENDING MOACTE  
SUMMER CONFERENCE!**

