

# **MBEA, Business Division, Agenda MCEA (MEMO), Marketing Division, Agenda**

Rachael Begemann, MBEA President  
April Fiesler Avery, MCEA (MEMO) President

## **MBEA/MCEA (MEMO) 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

**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**

- ☐ University Plaza  
333 S. John Q. Hammons Parkway  
Springfield, MO 65806  
417-864-7333
- ☐ [Click Here to Book](#)

Earliest Arrival: July 21, 2024 Latest Departure: July 25, 2024

## **Conference Locations**

- ☐ MBEA/MCEA (MEMO) Conference Location: MSU College of Business, Glass Hall
- ☐ MoACTE Headquarters and Conference – The Oasis Hotel and Convention Center.
- ☐ Use hashtag: **#TeachBusEd** and **#TeachMarkEd** for all social media posts.



Rachael Begemann  
MBEA



April Fiesler Avery  
MCEA (MEMO)



# **THANK YOU FOR SAILING TO SUCCESS, BY ATTENDING MOACTE SUMMER CONFERENCE!**

## **Monday, July 22<sup>ND</sup>**

### **MOACTE**

- 9:30 a.m. - Missouri ACTE Board of Directors Meeting  
Oasis Hotel & Convention Center – Sahara Room
- 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  
Kansas A – University Plaza
- 6:00 p.m. - 7:30 p.m. - MCEA (MEMO) Board Meeting  
Location – TBD

## **Tuesday, July 23<sup>RD</sup>**

### **MOACTE**

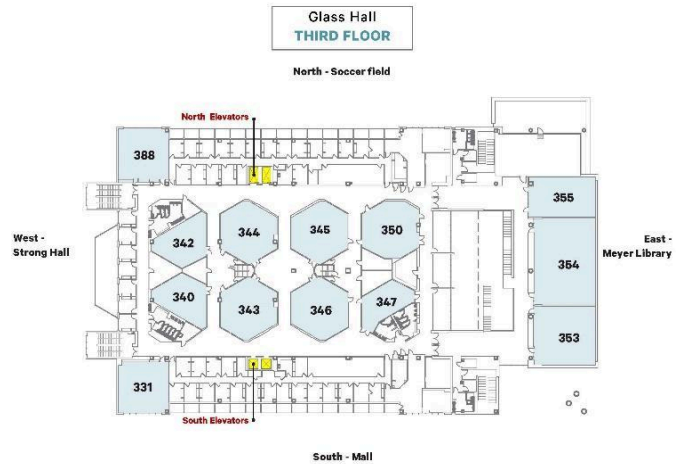
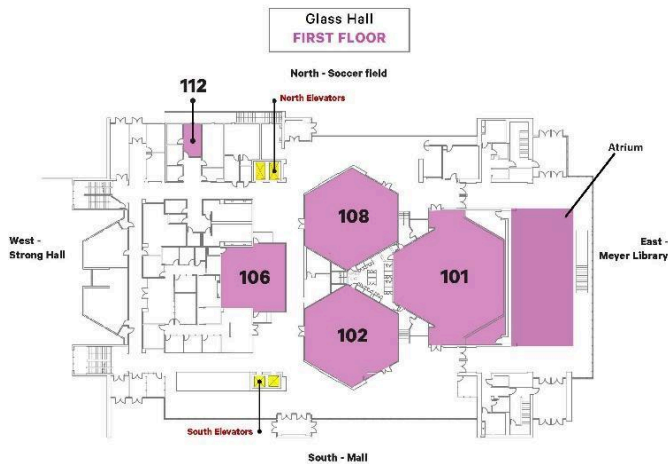
- 7:00 a.m. - 3:00 p.m. - Exhibits Open  
Oasis Hotel & Convention Center – Grand Ballroom
- 7:00 a.m. - 3:00 p.m. - Missouri ACTE Conference Registration  
Oasis Hotel & Convention Center – Grand Ballroom
- 8:00 a.m. - 9:30 a.m. - Opening General Session  
Oasis Hotel & Convention Center – Paradise Ballroom  
Welcome; President-Elect Speeches; Speaker - Eduardo Garcia
- 10:00 a.m. - 11:30 a.m. - Opening General Session  
Oasis Hotel & Convention Center – Paradise Ballroom  
Welcome; President-Elect Speeches; Speaker -  
(MBEA & MCEA (MEMO) 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

# Tentative Agenda - Times of Sessions Will Most Likely Change

Tuesday, July 23<sup>RD</sup>

## MBEA & MCEA (MEMO)

### Missouri State University, College of Business, Glass Hall Maps



- 12:00 p.m. - 4:30 p.m. - **Conference Registration**  
Room: MSU College of Business

- 12:00 p.m. - 12:50 p.m. - **Sail to Success: Innovate, Educate, Empower with MBEA/MCEA (MEMO) Opening Session.**

Room: 1<sup>st</sup> Floor Atrium MSU College of Business

Come get conference updates and enjoy a free lunch buffet.

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

- 1:00 p.m. - 1:50 p.m. - Afternoon Session 1

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

*Lori Brown, DESE*

Room: MSU College of Business

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?

- **Teaching Gen Z from a Gen Z**

*Garred Oldham, Gen Z Marketing Educator*

Room: MSU College of Business

Learning from a Gen Z teacher born in the early 2000s is your ticket to a dynamic teaching revolution! Discover cutting-edge grading strategies, crack the code of classroom management, and turn cell phone challenges into opportunities. This session will also unlock your potential to create deeper connections with current students to practice for Gen Alpha in the next few years. Walk away armed with proven techniques to stay ahead of the curve. Join us and become the trendsetter in education!

- **Business Education Curriculum Updates**

*University of Central Missouri*

Room: MSU College of Business

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

- **Unfreezing the Ice: A Cool Journey into Computer Science Education**

*Marilyn Allen - ICEV*

Room: MSU College of Business

**Session sponsored by our Celebrated Corporate Sponsor**

Demystify the world of computer science. This presentation will discuss the urgency in Missouri for computer science including statistics and the economic impact. A discussion of the fears of teaching computer science and provide possible solutions. This workshop will include computer humor, a computer-related interactive activity, and a computer dance (dancing experience and expertise not required.)

- **Roundtable Sessions**

Room: MSU College of Business

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!

- **MSU FORVIS Trading Lab Tour**

*Jeffery Jones, Department Head Finance, Economics and Risk Management*

Room: MSU College of Business

Take a tour of the MSU FORVIS Trading Lab. Finance majors earn Bloomberg Certification using state-of-the-art equipment and technology. Courses integrate industry-leading data, research, news and analytics into the classroom experience via Bloomberg Terminals. Faculty and students can access cross-asset, real-time data and historical time series analysis in all markets including Equity, Fixed Income and FX.

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

- **MBEA District and Committee Meetings**

Room: 354 MSU College of Business

- **MCEA (MEMO) Awards and DECA District Meetings**

Room: 345 MSU College of Business

☐ 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 (MEMO) Social - Step Up Your Game with Trivia!**

Room: University Plaza John Q Room

Get 5 of your closest MBEA/MCEA (MEMO) Teacher friends and form a team and compete for Bragging Rights. Prizes will be awarded.

\$30 per team (6 person max per team), \$5 per mulligan (unlimited), \$5 Double Round Score (Max of 2). All funds raised will go towards PAC Donation.

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



## **Wednesday, July 24<sup>th</sup>**

□ 8:00 a.m. – 8:50 a.m. – Morning Session 1

- **Catching Fireflies: Generative AI for Creating Images with Adobe Tools**

*Bob Martin, MOREnet*

Room: MSU College of Business

Firefly is Adobe's tool for generative AI. While it can be a standalone tool, it has been incorporated into Photoshop, Illustrator and Adobe Express. Learning to use this tool is easy and the results are breathtaking! This session will demonstrate how to use Firefly tools in Adobe Express, Photoshop and Illustrator. The focus will be on learning to prompt the tool to get good results and different use cases for AI content.

- **Empowering Career Exploration**

*Patti Jones, MOREnet*

Room: MSU College of Business

Learning Express PrepSTEP for High Schools equips students with a powerful tool for self-discovery and career exploration. Through personalized interest and skills inventories, the program unlocks students' natural aptitudes and passions. Tailored career recommendations based on these individual profiles eliminate overwhelming options and provide focused direction. Dive deep into each potential path with comprehensive information – from salary ranges and geographical distribution to job openings, educational requirements, and state-specific breakdowns. Students can curate their own portfolios, accumulating valuable resources as they refine their goals and build a

strong foundation for their futures. PrepSTEP fosters a sense of agency and empowers students to navigate the exciting world of career possibilities with confidence.

- **The Impact of NIL and the Transfer Portal on Building and Feeding the Culture of College Football Programs**

*Jonathon Moberly, Columbia College*

Room: MSU College of Business

This presentation will be a case study on four first-time Head Football Coaches at NCAA Division I programs in the Fall 2023 season and the impact of the NCAA Transfer Portal and NIL on their abilities to build culture and success on the field. A comparison of the NIL and Transfer Portal will be done with the principles of Stock Price Fluctuation and Employee Recruitment in addition to a comparison across the five programs of NIL Deals completed with players in each program, the fluctuation of Player NIL Values, and the recruiting through the Transfer portal.

- **TBD**

*Jon Stemmler - University of Missouri, School of Journalism*

Room: MSU College of Business

- **Enlivening Accounting using COLOR Accounting!**

*Jill Fannin, Parkview High School*

Room: MSU College of Business

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

- **The Art of the Ask in AI**

*Bob Martin, MOREnet*

Room: MSU College of Business

Getting good results from an AI tool is as simple as knowing how to craft the question. Students in business, social media and graphic design have powerful new tools at their disposal but they need to know how to use them. This session will look at the art and skill of prompting AI tools to get what you need quickly and effectively. We will look at the process, check out industry specific prompts for social media campaigns, blogs, email campaigns, images, agendas, press releases and more.

- **Demystifying College Exploration**

*Patti Jones, MOREnet*

Room: MSU College of Business

Prep Step for High School transforms the often-overwhelming college search into a manageable journey. Students can explore schools nationwide based on location and passions. Gain comprehensive insights into each school, including cost, demographics, admissions requirements, programs, athletics, and student life. Compare schools effortlessly and save them for later review. Prep Step for High School: demystifying college exploration, one step at a time.

- **It's Like a Job: The Movement of College Student-Athletes to be Employees and Unionize**

*Jonathon Moberly, Columbia College*

Room: MSU College of Business

This workshop will explore the movement to classify college student-athletes as employees, the ability for a college athletic team to unionize, and the impact of employment classification and team unionization on college sports. The connection of NIL opportunities for student-athletes through NIL Collectives and external organizations to employment status and unionization will also be explored.

- **School Based Enterprise - How to run both an a food and retail School Based Enterprise**

*Denise Stafford, East Newton High School*

Room: MSU College of Business

- **TBD**

*Jon Stemmler - University of Missouri, School of Journalism*

Room: MSU College of Business

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

- **Work-Based Learning through Business and Marketing Education**

*Cindy Shannon, BMIT (Business, Marketing and IT) Director, DESE and Angie Wyatt, Department Chair, Parkview HS; Curriculum Development Council Chair – Business & Marketing, Springfield Public Schools*

Room: MSU College of Business

An inside look at Supervised Marketing Experience, Supervised Business Experience and Cooperative Career Education. Work-Based Learning is the buzz these days. Learn how to get students in an immersive career experience while in high school, where they will learn those vital employment skills. You will leave with a completion certificate to verify training for the end of year evaluation (required for every SBE, SME and CCE Program in Missouri).

- **Generative AI and its Impact on Education**

*Lawrence Yang, MSU College of Business*

Room: MSU College of Business

- **What Should College Athletes Be Paid? Market Structure and the NCAA**

*Amanda Geiger, St. Louis Federal Reserve*

Room: MSU College of Business

The debate over compensation of student athletes in the US is not new, but recent policy changes and court cases have once again brought the issue to the forefront. In this session we will explore free resources from the Federal Reserve of St. Louis to help illustrate different market structures and how this plays into the debate over college athletic compensation.

- **ESCAPING the Traditional Business Law Class Activities**

*Colton Wooldridge, Bayless High School*

Room: MSU College of Business

This presentation will show examples of digital escape activities comprised of business law case studies. (Depending on the type of session, carousel/session) This presentation can briefly show how to set up a google form to require response validation for the digital escape activity, along with an exemplar. In a traditional session: participants will participate in a business law escape activity and then learn how to use tools like Canva to create their own escape activity in Google Forms.

- **Taylor Swift Effect**

*University of Central Missouri*

Room: MSU College of Business

☐ 11:00 a.m. – 12:20 p.m. – **Lunch and Learn with DESE!**

- **DESE UPDATE**

*Cindy Shannon, BMIT Director*

Room: 1<sup>st</sup> Floor Atrium MSU College of Business

**Lunch buffet provided** and receive the latest updates for the 2024-2025 school year. Q & A session to follow.

**Lunch sponsored by our Celebrated Corporate Sponsor**

12:30 p.m. – 2:20 p.m. – **Postsecondary Teacher Educators Only**

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

*Cindy Shannon, BMIT Director*

Room: MSU College of Business

**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.

☐ 12:30 p.m. – 1:20 p.m. – Afternoon Session 1

- **Introduction to Raspberry Pi**

*Joey Bryan, MOREnet*

Room: MSU College of Business

Participate in this session to explore the Raspberry Pi's ability to bring programming into the classroom or library, while also providing quality office software. This microcomputer has unique abilities to allow users to develop skills in coding essentials as well as physical computing such as wiring with LED lights and sensors. Attendees will work through available resources, programming essentials and physical computing activities designed to build familiarity and comfort with Raspberry Pi.

- **How to prepare next generation for Cybersecurity**

*Xiang Guo, MSU College of Business*

Room: MSU College of Business

- **Artificial Intelligence in the Accounting/Business Classroom**

*Kimberly Church, MSU College of Business*

Room: MSU College of Business

- **TBD**

*Federal Reserve St. Louis*

Room: MSU College of Business

- **DECA UPDATE**

*Larry Anders, Missouri DECA State Advisor*

Room: MSU College of Business

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



☐ 1:30 p.m. – 2:20 p.m. – Afternoon Session 2

- **Teaching Those That Are New to Technology**

*Joey Bryan, MOREnet*

This session is intended to help teachers and media specialists work with learners who are trying to use technology safely and effectively. In this session we will show activities and content that you can use directly with student learners. Attendees will gain access to resources that can be used to build confidence and skills for students or staff. Some of the content includes password security, setting up a basic home network, and how to access affordable internet.

- **Microsoft Excel and Power BI**

*Karen Eismna, MSU College of Business*

- **Behavioral Economics**

*Tim Flannery, MSU College of Business*

- **Stock Market Game**

*Jon Martin- SIFMA.org*

- **FBLA Update**

*Missouri FBLA State Adviser*

Room: MSU College of Business

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



☐ 2:30 p.m. – 3:20 p.m. – Afternoon Session 3

- **Using Cyber.org to Teach Cybersecurity & Computer Science**

*Joey Bryan, MOREnet*

Room: MSU College of Business

Cyber.org is a platform designed for learners from kindergarten through high school. All content is free to use with a goal of empowering educators as they prepare the next generation to succeed in the cyber workforce of tomorrow. This session will explore relevant courses, resources, and material.

- **2024 Legal and Regulatory Updates**

*Tony Na'ayem, MSU College of Business*

- **Understanding ROI**

*Jeff Jones, MSU College of Business*

- **MBEA Awards / Officer Installation**

Room: MSU College of Business

☐ 3:30 p.m. – 4:00 p.m.

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

Room: 1<sup>st</sup> Floor Atrium MSU College of Business

Door Prizes Sponsored by:



**Thursday, July 25<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 SAILING TO  
SUCCESS BY ATTENDING MOACTE  
SUMMER CONFERENCE!**



**Tentative Agenda - Times of Sessions Will  
Most Likely Change**