

MBEA - Business Division

MCEA (MEMO) - Marketing Division

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

MBEA/MCEA (MEMO) 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 SLC 2025
- ❖ One Missouri FBLA Priority Housing for SLC
- ❖ FBLA Swag
- ❖ Advisor Upgrade Suite at DECA SCDC
- ❖ One student registration for DECA FLC
- ❖ DECA Swag
- ❖ Prizes from our Celebrated Corporate Sponsors



Rachael Begemann
MBEA



April Fiesler Avery
MCEA (MEMO)

NOTE: It is suggested to bring your fully charged laptop for sessions.

Lodging Locations

- **Primary Hotel**
University Plaza
333 S. John Q. Hammons Parkway
Springfield, MO 65806
417-864-7333

- **Overflow Hotel**
Tru Hotel by Hilton
517 E. Elm Street, Springfield, MO 65806
417-249-1400 - Call and ask for the MOACTE-MBEA/MCEA room block



Conference Locations

- MoACTE Headquarters and Conference - The Oasis Hotel and Convention Center.

- MBEA/MCEA (MEMO) Conference Location: **MSU College of Business, Glass Hall**
 - **Parking** - You will be able to park in Bear Park South without displaying a parking pass. This garage is on the southwest corner of Glass Hall. Please carpool if possible.

Use hashtag: **#TeachMOBusEd** and **#TeachMOMarkEd** for all social media posts.

THANK YOU FOR SAILING TO SUCCESS AND ATTENDING MOACTE SUMMER CONFERENCE!

PROUD SUPPORTER OF MBEA & MCEA!

Welcome to Glass Hall!

We Are Committed to Student Success!



27 Undergraduate Business Programs



\$441,000+ in Business Scholarships Awarded in 2023-2024



14 State-of-the-Art Learning Labs



Nearly 200 employers recruited our students for internship and career opportunities at our Fall 2023 Career Fairs

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

EXPLORE OUR
ACADEMIC
PROGRAMS



Business.MissouriState.edu

Monday, July 22ND

- 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

MBEA & MCEA (MEMO)

- 4:00 p.m. – 6:00 p.m. - **MBEA Board Meeting**
University Plaza - Kansas A
- 6:00 p.m. – 7:30 p.m. - **MCEA (MEMO) Board Meeting**
TBD

Tuesday, July 23RD

MOACTE

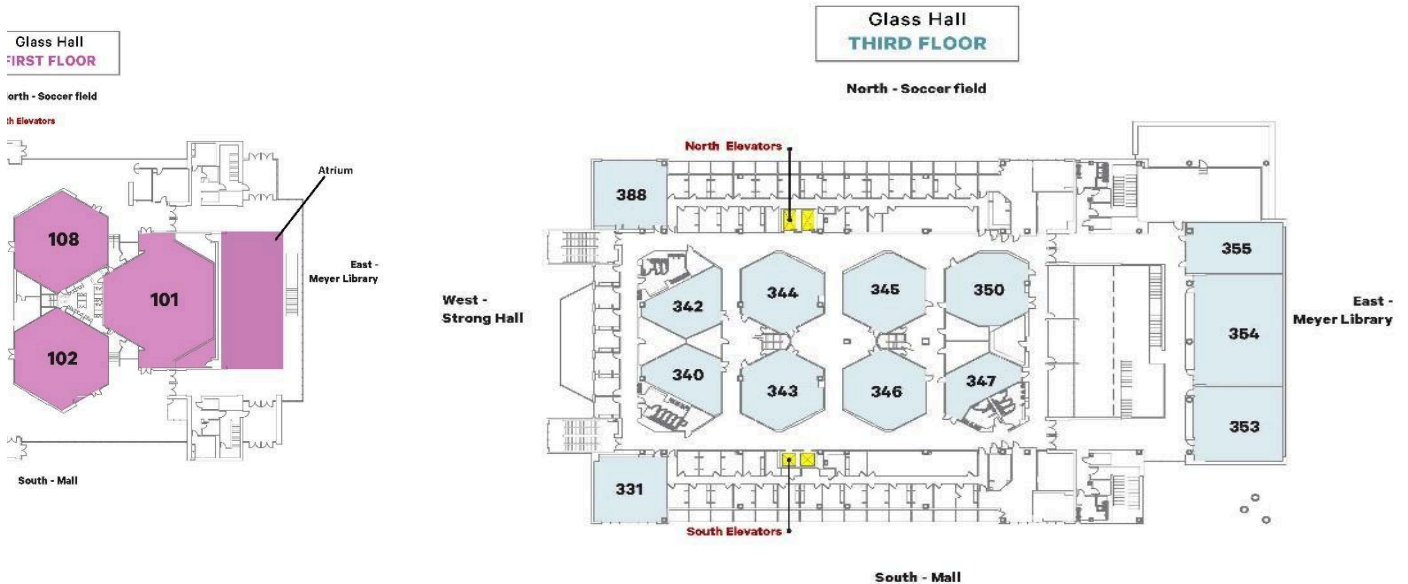
- 7:00 a.m. – 3:00 p.m. - **Exhibits Open**
Oasis Hotel & Convention Center – Grand Ballroom
- 7:00 a.m. – 3:00 p.m. - **Missouri ACTE Conference Registration**
Oasis Hotel & Convention Center – Grand Ballroom
- 8:00 a.m. – 9:30 a.m. - **Opening General Session**
Oasis Hotel & Convention Center – Paradise 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

Tuesday, July 23RD

MBEA & MCEA (MEMO)

Missouri State University, College of Business (COB), Glass Hall Maps

Parking - You will be able to park in Bear Park South without displaying a parking pass. This garage is on the southwest corner of Glass Hall. Please carpool if possible.



- 12:00 p.m. - 4:30 p.m. - **Pre-Registration Packet Pickup**
Room: 353 MSU COB

If you need to register on-site, you must do so at the Oasis before coming to Glass Hall and picking up your packet.

- 12:00 p.m. - 12:50 p.m. - **Sail to Success with MBEA/MCEA (MEMO) Opening Session and Awards.**
Room: 1st Floor Atrium MSU COB

Enjoy a free lunch and get conference updates and find out our award winners for 2024.

**Lunch is sponsored by our Celebrated Corporate Sponsor
University of Central Missouri**



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

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

Cindy Shannon, BMIT Director at DESE; Angie Wyatt, Curriculum Development Council Chair - Business & Marketing at Springfield Public Schools; and Dede Moore, Business Teacher Education Instructor at Missouri State University

Room: 1st Floor Atrium MSU COB

An inside look at Supervised Marketing Experience (SME), Supervised Business Experience (SBE) and Cooperative Career Education (CCE). 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. This session will equip those who are alternatively certified, those who are new to SBE, SME or CCE and those veteran educators who are desiring to promote their programs or

receive tools for support. This will be a quick bird's eye view with promotional ideas and links with tools for educators to start or update your SBE, SME, or CCE Program. You will leave with a completion certificate to verify training for the annual required end of year SBE, SME, CCE program evaluation.

- **MSU FORVIS Trading Lab Tour**

Dr. Jeffery Jones, Department Head Finance, Economics and Risk Management at MSU

Room: 1st Floor Trading Lab MSU COB

Session sponsored by our Celebrated Corporate Sponsor

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.



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

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

Lori Brown, DESE

Room: 343 MSU COB

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?

- **Discover Tools to Enhance Learning through MBA Research Resources**

Tammy Cyrus, MBA Research

Room: 345 MSU COB

Teachers can access several resources through Missouri's membership with MBA Research. Learn about classroom activities, curriculum materials, exams, project management tools, rubrics, ethics resources, and more. Combine these resources with lesson-planning strategies, and you can get ahead of the game. Learn how to access these resources and leave with new ideas for the classroom.

- **Bring CTE, Coding, and Career Exploration to Life in the Classroom!**

Michele Linch, Learning Blade

Room: 346 MSU COB

In this session, participants will learn how to use the fully funded Learning Blade system and explore its many classroom applications. Learning Blade is a system of interactive online lessons, teacher lesson plans, and Intro to Coding course aligned to 5th-9th grade standards. Students learn about high-demand STEM, CTE and Computer Science careers while applying academics to real-world scenarios. Students have access to over 400 online lessons in the twelve human-centered "Missions" to explore exciting careers and technologies aligned to state standards. 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, bring a device and request your free account at least 24 hours in advance at www.LearningBlade.com/MO.

- **Business Curriculum for Your Classroom!**

Krystle Gremaud and Michelle Conrad, University of Central Missouri

Room: 350 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

This session will share updates to business and IT curriculum competencies and example curriculum maps that have been developed over the last few years. Come learn about updates and what's new for your classroom!



- **Roundtable Sessions**

Room: 354 MSU COB

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!

Escaping Business Law - Colton Wooldridge

Food and Retail SBE - Denise Stafford

Recognizing Students - Emily Kooi

NGPF Move Activites - Sarah Olson

How I Built This - Kelly Fowler

Career Expo and Development - Sally Burnett

Job Fair - Lauri Phillipp

Dr. Jonathan Walker - Gamification

The Real World of Entrepreneurship - Michelle Kelley

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

- **MBEA District and Committee Meetings**

Room: 354 MSU COB

- **MCEA (MEMO) Business Meeting and DECA District Meetings**

Room: 343 MSU COB

☐ 7:00 p.m. - 9:00 p.m. - **MBEA & MCEA (MEMO) Social - TRIVIA NIGHT**

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.

Social Event Sponsored by our Celebrated Corporate Sponsor ICEV

MBEA/MCEA (MEMO) SOCIAL EVENT: TRIVIA NIGHT

\$30 PER TEAM
(MAX 6 PER TEAM)

\$5 PER DOUBLE ROUND SCORE
(MAX 2)

\$5 PER MULLIGAN
(UNLIMITED)

ALL MONEY IS DONATED TO THE PAC FUND

TWO FREE DRINK TICKETS FOR EACH MEMBER.

SNACKS WILL BE PROVIDED. BRING CASH OR CHECK

SPONSORED BY: ICEV

The graphic features three treasure chests overflowing with gold coins. Each chest has a black sign on top with white text detailing a prize. The background is a textured, parchment-like surface with faint images of a scale and a sword.

Wednesday, July 24th

☐ 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: 331 MSU COB

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.

- **Getting Started with the Learning Center**

Tammy Cryus, MBA Research

Room: 340 MSU COB

If you have not explored the MBA Research Learning Center, now is the time. Whether you are a new teacher or a veteran teacher, the Learning Center provides numerous resources to integrate into your classroom. Come see how to set up a course, access topic-specific content, access the test item bank, and more! Also, bring your Learning Center questions to help troubleshoot issues and eliminate any obstacles you have in using this FREE and innovative resource. NOTE: This session is most beneficial for those who create a Learning Center account before the conference.

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

Joey Bryan, MOREnet

Room: 343 MSU COB

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.

- **What is Computer Science? What are some lessons learned after teaching it for 38 years?**

Dr. Tim DeClue, Professor of Computer Science at Southwest Baptist University

Room: 344 MSU COB

Computer science, most simply defined, is the study of problem solving in a digital environment. What may surprise some people is that computer science has as much to do with computers as math has to do with calculators! Problem solving is a human activity, and this talk will demonstrate some problem-solving techniques found in computer science as well as some lessons about teaching computer science from a veteran computer science teacher.

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

Garred Oldham, Gen Z Marketing Educator at Boonslick Technical Education Center

Room: 345 MSU COB

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 Teacher Education



UNIVERSITY OF
CENTRAL
MISSOURI
LEARNING TO A GREATER DEGREE

Bachelors of Science in
Secondary Education



The Business Teacher Education (BTE) program at UCM provides students with the skills and certification requirements to teach business education in the public school system (grades 9-12, with a middle school option), career and technical school system, or in the corporate environment. Additional certification in marketing education is also available.

Why Choose UCM?

- Dynamic instruction
- Hands-on experiences
- Personalized experiences
- 100% Job Placement
- Rich history in teacher education

Professionally Recognized Program

- Council for the Accreditation of Educator Preparation (CAEP)
- Endorsed by National Business Education Association
- Approved Certification Requirements for Missouri Department of Elementary and Secondary Education

Learning Opportunities

- Provides a blend of academic and business experiences
- Multiple field experiences
- Students are encouraged to participate in PBL, FBLA, and/or DECA

Scholarship Opportunities

- Over \$4 million in merit-based scholarships and awards available annually
- BTE specific scholarship opportunities

BTE Content

- Management
- Accounting
- Economics
- Marketing
- Personal finance,
- Software applications
- Educational pedagogy

Convenience

- UCM is the largest public school BTE program in Missouri
- We provide business education and marketing education certification courses for teachers seeking initial or alternative certification

**Contact: Dr. Krystle Gremaud,
Program Coordinator**



660-543-4647



kgremaud@ucmo.edu

Feeding the Culture of College Football Programs

Jonathon Moberly, Dean at Columbia College School of Business

Room: 346 MSU COB

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.

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

Marilyn Allen - ICEV

Room: 350 MSU COB

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.)



- **Generative AI's Impacts on Knowledge Work**

Dr. Lawrence Yang, Associate Professor of Information Technology and Cybersecurity at MSU

Room: 354 MSU COB

Session sponsored by our **Celebrated Corporate Sponsor**

This presentation will focus on understanding Generative AI and its impacts on knowledge work. It covers hot topics such as the new normal with GAI, concerns about job replacement, incorporating GAI for productivity boosts, and the exacerbation of misinformation.



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

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

Bob Martin, MOREnet

Room: 331 MSU COB

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.

- **Understanding the Connection with DECA and FBLA**

Tammy Cryus, MBA Research

Room: 340 MSU COB

MBA Research offers many resources to help students get ready for competition. Learn about available instructional tools, including the Learning Activity Packages (LAPs), crosswalks, standards, and the Learning Center, and how these resources could prepare your students for competitive events.

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

Joey Bryan, MOREnet

Room: 343 MSU COB

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.

- **ChatGPT and AI in Business Education**

Dr. Kimberly Church, Director of the School of Accountancy at MSU

Room: 344 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

Integrating AI tools into the classroom has the potential to revolutionize the way business classes are taught. By embracing AI technologies responsibly, educators can equip students with the necessary skills to navigate the evolving business landscape and contribute to its continued growth and innovation.

It is up to the educator to empower students to harness the power of AI and other technologies in the classroom by enhancing teaching methodologies, promoting interactive learning, and fostering students' critical thinking skills. Rather than ignore or ban these tools, our goal should be to teach students how to be ethical stewards of the technology.



- **Navigating the Business Legal Landscape: 2024 Legal and Regulatory Updates**

Anthony (Tony) Na'ayem, Educator in the Department of Finance, Economics and Risk Management at MSU

Room: 345 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

In the ever-evolving realm of law and regulation, staying on top of the latest legal developments is paramount in the study and teaching of business to our students. We will embark upon a cruise through a myriad of legal and regulatory updates that have emerged recently which are likely to reshape the legal landscape and impact the ways in which businesses operate.

Our itinerary is slated for ports of call to areas such as social media and internet law, employment law, intellectual property, environmental regulation, administrative law, and business bankruptcy.



- **Creating a Name, Image, and Likeness (NIL) Proposal**

Jon Stemmler, Strategic Communications at the University of Missouri, School of Journalism

Room: 346 MSU COB

Come find out how the University of Missouri's School of Journalism is helping their athletes create NIL Proposals. You learn all the steps required to create a NIL Deal.

- **ICEV Certification Testing**

Marilyn Allen - ICEV

Room: 350 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

Earn a Industry Certificate! You do not have to be a current iCEV subscriber to take the certification exam. Certifications include: Personal Finance Financial Literacy Certification, Express Employment Professionals Business Office Technology Certification, Express Employment Professionals Career Prepared Certification, Southwest Professional Communications Certification Testing takes about 90 minutes.



- **First Impressions: Crafting an Unforgettable Start to the School Year**

Tonya Skinner, Business Educator at Jackson High School

Room: 354 MSU COB

The first week of school sets the tone for the entire year. This session is designed to equip you with innovative strategies and fresh icebreakers that go beyond the cliché, engaging your students from the moment they step into your classroom. Learn how to establish a positive classroom culture, set clear expectations, and create an environment where students are excited to learn. We'll share creative approaches to introduce course content, making it appealing and relevant, and strategies to



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.

Discover What's New at iCEV

- Advanced Business Computer Applications (Word, PowerPoint and Excel)
- Business Computer Applications (Word, PowerPoint and Excel)
- A/V Production
- Entrepreneurship I

Updated Lessons

- Digital Media
- Graphic Design & Illustration

Prepare Students for DESE-Approved Certifications

iCEV provides preparation materials for several DESE-approved certifications, including:

- NOCTI Accounting - Advanced
- NOCTI Accounting - Basic
- Microsoft Office Specialist Exams - MO 100-400
- NOCTI 21st Century Skills for Workplace Success

Computer Science I Now Available!

Computer Science I is designed to teach your students fundamental computer concepts, including digital citizenship, programming technology operations and more!



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



www.icevonline.com

ensure your students are intrigued and invested from the get-go. Prepare to transform the first week of school into a foundation-building experience that students remember for years to come.

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

- **Introduction to Raspberry Pi**

Joey Bryan, MOREnet

Room: 331 MSU COB

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.

- **Integrating Ethics into the Classroom: Nurturing Moral Compasses**

Tammy Cryus, MBA Research and Rachal Lamp, Business Educator at West Platte

Room: 340 MSU COB

Ethical behavior influences students' character development and decision-making skills. Fostering a culture of ethical principles helps students make good decisions. Spend a few minutes learning about principle-based ethics education that reinforces the value of ethics in business and personal conduct through the Daniels Fund Ethics Initiative. Leave with a better understanding of ethics and ethical behavior and FREE access to numerous classroom resources, including course guides, lesson modules, and more!

- **How to Prepare the Next Generation for Cybersecurity**

Dr. Xiang Guo, Department Head of Information Technology and Cybersecurity at MSU

Room: 343 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

This presentation focuses on how to prepare the next generation for the challenges and opportunities with Cybersecurity. It covers topics in Cybersecurity such as recent trends and developments, how to engage students with cybersecurity concepts, cyber hygiene, and tips and tools for preparing people for their information security needs. It will also cover some career pathways and the offerings at the ITC department in the College of Business.



- **The Future of Computer Science Ed in Missouri**

Dr. Tim DeClue, Professor of Computer Science at Southwest Baptist University and Michael Corcoran, Assistant Computer Science Director at DESE

Room: 344 MSU COB

In 2023-2024 the Missouri Legislature via the Missouri Department of Elementary and Secondary Education authorized the creation and work of a Missouri Computer Science Taskforce. This session will present the recommendations included in the taskforce report to DESE and the Missouri Legislature. The recommendations, while non-binding, should have some effect on the future of computer science education in Missouri.

- **Enlivening Accounting using COLOR Accounting!**

Jill Fannin, Marketing Educator at Parkview High School

Room: 345 MSU COB

Join us for an interactive session on enlivening accounting through COLOR Accounting! Discover how to transform the sometimes dry and complex world of numbers into a vibrant and engaging experience for accounting beginners. This session shows how to visually represent

financial concepts using colors through the Color Accounting BASIS Boards, making accounting more accessible and enjoyable for all.

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

Jonathon Moberly, Dean at Columbia College School of Business

Room: 346 MSU COB

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.

- **ICEV Certification Testing**

Marilyn Allen - ICEV

Room: 350 MSU COB



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- **Energize, Engage, Educate: Transformative Teaching Tactics for Today's Learners**

Tonya Skinner, Business Educator at Jackson High School

Room: 354 MSU COB

Dive into a dynamic exploration of cutting-edge instructional strategies designed to captivate today's diverse classroom. This session unveils practical, innovative techniques for segmenting lessons into digestible, impactful segments, incorporating effective bell ringers, and leveraging brain breaks that rejuvenate and refocus students. Discover how to animate your classroom environment, encouraging movement and involvement that breaks the traditional learning mold. We'll also delve into the fascinating world of Artificial Intelligence (AI), showcasing how it can be harnessed to generate fresh educational ideas, motivate students, and personalize learning experiences. Walk away armed with a toolkit of strategies to inspire, motivate, and elevate your teaching game.

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

- **DESE UPDATE**

Cindy Shannon, BMIT Director

Room: 1st Floor Atrium MSU COB

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 Missouri State University and The Federal Reserve of Saint Louis.



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ST. LOUIS

Missouri State



College of Business

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

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

Cindy Shannon, BMIT Director

Room: 353 MSU COB

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.

Looking for a lesson on credit? Budgets? Planning for college?



Discover **FREE** economic education tools
from the Economic Education experts
at the St. Louis Fed.

stlouisfed.org/education



VISIT OUR BOOTH AND PICK UP **FREE** RESOURCES.



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econlowdown[®]

click. teach. engage.

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

- **FBLA BAA & LEAD Awards**

Deborah Burns, Business Educator at Pattonsburg

Room: 331 MSU COB

Come learn about the FBLA Business Achievement Awards (HS) & LEAD Awards (MS) so that you can get your students started enhancing their business and leadership skills easily.

- **What's Stopping You?**

Becky Munden, Business Educator at Pilot Grove High School

Room: 340 MSU COB

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.

- **Conditional Formatting: The Electronic Highlighter**

Karen Eisman, Educator in the Department of Information Technology and Cybersecurity at MSU

Room: 343 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

Discover how to elevate your data visualization skills and unlock deeper insights from your datasets. From enhancing visual appeal to uncovering hidden patterns, this session will equip you with the tools to take your data analysis to new heights.



- **“Business Card Roulette” How to Build Networking and Professionalism with Business-centric Scholars**

Jay Sparks, Director of Entrepreneurship within the School of Business at Columbia College

Room: 344 MSU COB

This session for will give attendees an experiential activity to take back to their chapters and engage with their students using a combination of roleplaying and real-world information. In the process of this activity, key points can be emphasized about networking, team building, and professionalism. Scholars will move around the space during the course of the activity and there will be lighthearted interactions to punctuate those important points and provide a counter-point to the inherent nervousness scholars feel with public speaking and meeting new people.

- **Empowering Career Exploration**

Patti Jones, MOREnet

Room: 345 MSU COB

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.

- **Being a Host City: Economic Burden or Boom?**

Amanda Geiger and Cameron Tucker, St. Louis Federal Reserve

Room: 346 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

Is the benefit to the city of hosting an Olympic games worth the cost? Do the economic benefits of sports stadiums warrant the use of tax dollars to build them? Why would cities court musicians and celebrities to visit? In this session we'll explore free resources from the Federal Reserve of St. Louis that investigate these topics and help bring data to these popular debates.



- **ICEV Certification Testing**

Marilyn Allen - ICEV
Room: 350 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

Earn a Industry Certificate! You do not have to be a current iCEV subscriber to take the certification exam. Certifications include: Personal Finance Financial Literacy Certification, Express Employment Professionals Business Office Technology Certification, Express Employment Professionals Career Prepared Certification, Southwest Professional Communications Certification Testing takes about 90 minutes.



- **DECA UPDATE**

Larry Anders, Marketing Education Supervisor at DESE and Missouri DECA State Advisor
Room: 354 MSU COB

Join Larry as he guides you through updates for 2024-25, including conference and competitive events changes and updates



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

- **Advancing Financial Capability through Student Competition**

Jon Martin- SIFMA.org
Room: 331 MSU COB

This session will explore how educators in Missouri and beyond can successfully implement the Stock Market Game (SMG) to students. SMG is a simulation of a real market, designed to involve students in the world of finance and investing as a means of helping them learn about how a market economy works. Student teams of 3 to 5 students invest a hypothetical \$100,000 in stocks and compete for the best portfolio performance.

- **Teaching Is Your Business**

Kelly Fowler, Marketing Educator at Blue Springs High School
Room: 340 MSU COB

After teaching for almost 20 years, there have been some major failures and successes...similar to any start-up business. I'm here to share what I've learned to any teacher interested in understanding that teaching "their business" – which is YOU, your CLASSROOM, your CONTENT, and YOUR BRAND. I will provide tips on how to OWN it, LOVE it, and know your WHY. This could be great for teachers who are new, newer, or just need a new mindset shift in teaching.

- **DECA Plus**

Christy Rutherford, DECA INC
Room: 343 MSU COB

Join Christy from DECA Inc. to learn about DECA Plus and way to incorporate this new resource in your curriculum

- **Navigating Digital and Social Media Marketing in Today's Business Environment**

Sean Beasley, Director of Marketing, Communications and External Relations for MSU's College of Business
Room: 344 MSU COB



Session sponsored by our Celebrated Corporate Sponsor

We'll explore the essentials of digital and social media marketing in today's business landscape. Gain insights into key strategies, channels, and challenges businesses face in reaching and engaging consumers online. Equip yourself with practical knowledge to prepare your students for success in the digital age.

- **Demystifying College Exploration**

Patti Jones, MOREnet

Room: 345 MSU COB

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.



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

Amanda Geiger and Cameron Tucker, St. Louis Federal Reserve

Room: 346 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

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.



- **ICEV Certification Testing**

Marilyn Allen - ICEV

Room: 350 MSU COB

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- **FBLA Update**

Scott Jones, Business Education Supervisor at DESE and Missouri FBLA State Adviser

Room: 354 MSU COB

Get updates for 2024-25, including conference and competitive events changes and updates.



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

- **5 Tips for Utilizing Experiential Learning in the Classroom**

Cody Klingler, Stukent

Room: 331 MSU COB

Join us for an insightful presentation by Stukent on "5 Tips for Utilizing Experiential Learning in the Classroom." Discover how to boost student engagement and motivation through practical, hands-on learning experiences. We'll cover strategies such as encouraging student choice, designing competitions, and fostering business plan development. Additionally, learn about the benefits of completing Stukent Certificates and running social media marketing simulations with

Student Simternships and our All-Access Pass. Elevate your teaching methods and inspire your students with these proven tips!

- **Behavioral Economics: Enhancing Decision Making and Policy Design**

Dr. Timothy Flannery, Associate Professor of Economics at MSU

Room: 340 MSU COB

Session sponsored by our Celebrated Corporate Sponsor

Behavioral Economics examines beyond the rational model and incorporates psychology of the human decision-making process, such as loss-aversion, bounded rationality, and limited foresight. Learn how the tools of behavioral economics have been used to improve public policy.



- **DECA Penalty Points**

Shelli Ray, Marketing Educator at Blue Springs South High School

Room: 343 MSU COB

Join Shelli as she goes into detail over DECA Penalty Point on written competitive events.

- **How to Start and Manage an Event Based SBE**

Aundrea Hill, Marketing Educator at Springfield Glendale

Room: 344 MSU COB

Are you looking to collaborate with an event in your area to offer retail products? This comprehensive session is designed for aspiring business and marketing educators interested in fundraising through a school-based enterprise (SBE) at various types of events. Take advantage of this opportunity to explore how Glendale DECA students successfully developed and managed a retail store, from concept to completion, for the Bass Pro Tournament of Champions, the nation's most attended basketball event. Discover strategies for connecting with event organizers, understanding facility requirements, gathering necessary supplies and resources, and executing an SBE store with effective student management.

- **Bringing the Real World Into the Classroom**

Sarah Estes, Marketing Educator at Cape Girardeau

Room: 345 MSU COB

Give your students application skills on the business and marketing skills taught in the classroom while collaborating with local businesses.

- **ICEV Certification Testing**

Marilyn Allen - ICEV

Room: 350 MSU COB



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- **MBEA Business Meeting / Officer Installation**

Room: 354 MSU COB

where determination meets opportunity

Operating just like a college athletic team, the Business Competition Team at Columbia College is designed to propel students into the business world with hands-on projects for real-world businesses, and expert coaching from a team with 30 years of experience.

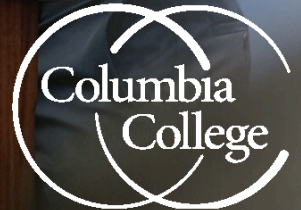
- **ANNUAL SCHOLARSHIP** for dedicated team members
- **PERSONALIZED** leadership development
- **COMPETITIVE EDGE** through top competitions

We open doors of opportunity for those who are ready to seize them. Education here doesn't just change lives; it transforms generations.



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□ 3:30 p.m. – 4:00 p.m.

- **Summer Conference Closing Session & Dessert Break** Room: 1st Floor Atrium MSU COB

Door Prizes Sponsored by:



Thursday, July 25th

- 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!

