

MBEA - Business Division

MEMO - Marketing Division

Deborah Burns, MBEA President

Sarah Estes, MEMO President

MBEA/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 prior to conference)

- ❖ One Free Adviser Registration to Missouri FBLA SLC
- ❖ 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



Deborah Burns
MBEA



Sarah Estes
MEMO

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

Lodging Locations

□ Primary Hotel

Moxy Springfield Downtown
430 South Avenue, Springfield, MO 65806
417-501-7773
[Booking Link](#) - \$136 per night

□ Overflow Hotel

Tru Hotel by Hilton
517 E. Elm Street, Springfield, MO 65806
417-249-1400
[Booking Link](#) - \$139 per night



Conference Locations

- MoACTE Headquarters and Conference – The Oasis Hotel and Convention Center.
- MBEA/MEMO Conference Location: **MSU College of Business, Glass Hall**
 - o **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.

THANK YOU AMPLIFYING YOUR IMPACT BY ATTENDING SUMMER CONFERENCE!



**Missouri
State**

COLLEGE of
BUSINESS

PROUD SUPPORTER OF MEMO & MBEA!

Welcome to Glass Hall!

We Are Committed to Student Success!



27 Undergraduate Business Programs



**\$492,560 in Business Scholarships Awarded in
2024–2025**



14 State-of-the-Art Learning Labs



**Nearly 200 employers recruited our students for
internship and career opportunities at our Fall
2024 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 21st

MOACTE ACITIVITES

- 9:30 a.m. - **Missouri ACTE Board of Directors Meeting**
Oasis Hotel & Convention Center – Sahara Room
- 9:00 a.m. – 5:00 p.m. - **Missouri ACTE Conference Registration**
Oasis Hotel & Convention Center – Grand Ballroom
- 9:00 a.m. – 5:00 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
- 3:00 p.m. - **MoACTE General Sessions**
Oasis Hotel & Convention Center - Maui, Coco, Fiji
- 4:00 p.m. - **MoACTE General Sessions**
Oasis Hotel & Convention Center - Maui, Coco, Fiji

MBEA & MEMO

- 11:00 a.m - 2:00 p.m. - **Emerging Tech Workshop with Tonya Skinner**
Glass Hall - Room: 331

Preregistration is required. Plan to eat an early or late lunch. Food and Drink are not allowed in the computer lab.

- 6:00 p.m. – 8:00 p.m. - **MBEA Board Meeting**
Glass Hall - Room: 1st Floor Atrium
- 6:00 p.m. – 8:00 p.m. - **MEMO Board Meeting**
Glass Hall - Room: 1st Floor Atrium

Tuesday, July 22nd

MOACTE

- 8:00 a.m. – 12:00 p.m. - **Missouri ACTE Conference Registration and Exhibits**
Oasis Hotel & Convention Center – Grand Ballroom
- 9:00 a.m. – 10:30 a.m. - **Opening General Session**
Oasis Hotel & Convention Center – Paradise Ballroom
Welcome; President-Elect Speeches; Speaker - Kim Becking
- 4:30 p.m. – 6:00 p.m. - **MoACTE Awards & New Professionals Reception**
The Barley House at Moon Town Crossing

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

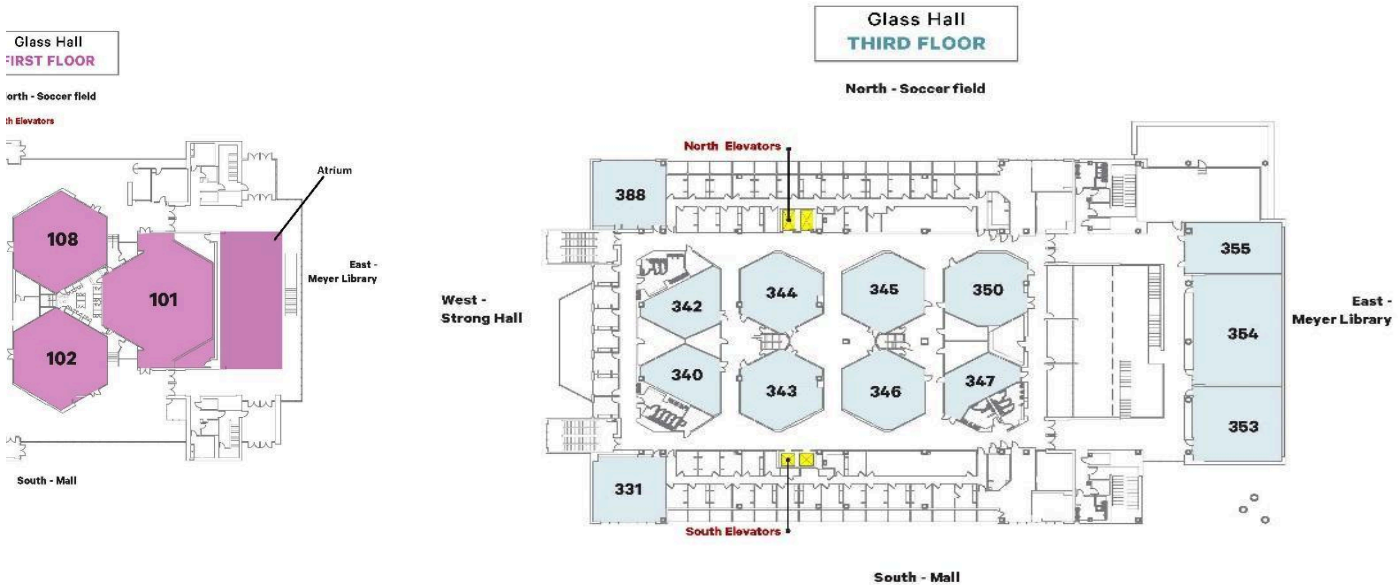
All attendees must have a nametag. You will need to go to the Oasis to pick up your registration packets before attending sessions at Glass Hall. We will not have any registration materials on site at Glass Hall.

Tuesday, July 22nd

MBEA & 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.



All attendees must have a nametag. You will need to go to the Oasis to pick up your registration packets before attending sessions at Glass Hall. We will not have any registration materials on site at Glass Hall.

- 12:00 p.m. – 12:50 p.m. – **Amplify Your Impact with MBEA/MEMO/ Opening Session and Awards.**

Glass Hall - Room: 1st Floor Atrium

Enjoy a free lunch and get conference updates and find out our award winners for 2025.



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

- 1:00 p.m. – 2:20 p.m. – Afternoon Session 1
- **MBEA Annual Business, District, and Committee Meetings**
Glass Hall - Room: 1st Floor Atrium
- **MEMO Annual Business Meeting and DECA District Meetings**
Glass Hall - Room: 354

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

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

Larry Anders, BMIT Supervisor at DESE

Glass Hall - Room: 343

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.

- **Enhancing Engagement and Resilience through Structured Ambiguity**

Dr. Ray Luchtefeld, Associate Professor of Management at University of Central Missouri

Glass Hall - Room: 345



Session sponsored by our Celebrated Corporate Sponsor

This session describes how structured ambiguity can be used in classrooms to enhance engagement and resilience among students. Role plays will be used to illustrate the concept and potential approaches.

- **State's Connection: Strategies and Tips for the Classroom**

Tammy Cyrus, MBA Research

Glass Hall - Room: 346

Missouri educators have access to a wealth of resources through the state's membership with MBA Research. In this session, we'll explore the wide range of materials available, including classroom activities, curriculum guides, project management tools, rubrics, ethics resources, and CTSO-specific resources. You'll also learn to combine these resources with practical strategies to enhance your teaching approach and stay ahead of the curve. Join us to discover how to navigate these valuable resources and leave with fresh, actionable ideas for your classroom.

- **10 Tips for Better Videos**

Brandon Goodwin, Director of Resources ASB Classroom

Glass Hall - Room: 354

Brandon Goodwin from ASB Classroom gives his top ten video production tips for business and marketing teachers. Brandon is an Emmy award winning video producer. Over the past two decades, his production company has created a wide variety of video content for national brands and non-profits. In 2020 he launched an online curriculum platform for high school media teachers called ASB Classroom. As of 2025, the platform serves over 800 high school classrooms nationwide.

- **Roundtable Sessions**

Glass Hall - Room: Atrium

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!

Putting the Fun in Formal Business

Letters - Breanne Harmon

Sip Happens - Amber Jenkins

Bank A vs. Bank B - Chantel Herrion

Theme Park/ Food Truck - Lieda Shadwick

Photo Scavenger Hunt - Becky Munden

Registered Youth Apprenticeship -

Nancy Pfeiffer

Real-World Learning and Client-Connected Projects

- Stephanie Lower

How I Built This - Kelly Fowler

Student Engagement - Sarah Estes

Marketing Planning Guides - Garred Oldham

Explore Free Resources. Engage Your Students.

Free classroom-ready resources and professional development from **Federal Reserve Education**



Standards-Aligned Resources

Interactive lessons, videos, modules and infographics



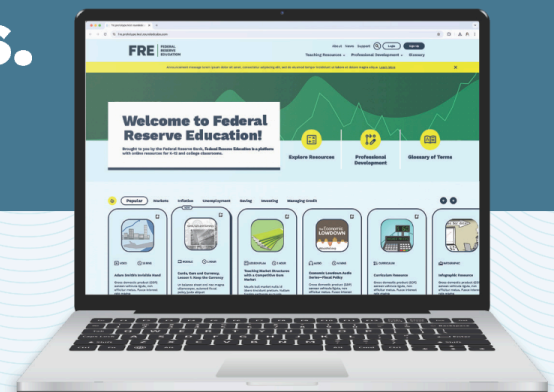
Assignments

Works with Canvas, Schoology and Google Classroom



Professional Development

Workshops and webinars to sharpen content and pedagogy



LOOKING TO
SUPERCARGE
YOUR ECONOMICS
CLASSROOM?
START NOW AT FRE.ORG!



EE25-455806

□ 3:30 p.m. – 4:30 p.m. – Afternoon Session 3

- **Backstage DECA Pass: Insider Advice from Seasoned Marketing Educators**

Jessica Wade, Shelli Ray, Aundrea Hill and Matt Magnuson

Glass Hall - Room: 343

Ever wish you had a 'backstage pass' to the secrets of successful Marketing teachers? This is your chance! Our panel of seasoned educators will provide insider advice on everything from curriculum development to student engagement. Discover how to 'amplify your impact' and create a classroom that rocks. Perfect for new teachers seeking mentorship and practical strategies.

- **Generating Rubrics, Invoices, Sales Receipts and more with AutoCrat**

Dr. Krystle Gremaud, Assistant Professor at University of Central Missouri

Glass Hall - Room: 345

Session sponsored by our Celebrated Corporate Sponsor

Autocrat is a Google extension that merges with Google Sheets and can be used to simplify your life. Autocrat can generate rubrics, invoices, sales receipts, and more. In this session I will walk you through the steps for getting started and provide examples of ways you can use it in your courses and student organizations. Come see what it can do for you!



UNIVERSITY OF
**CENTRAL
MISSOURI**
LEARNING TO A GREATER DEGREE

- **Unlocking the MBA Research Learning Center: A Guide for Teachers**

Tammy Cyrus, MBA Research

Glass Hall - Room: 346

If you haven't yet explored the MBA Research Learning Center, now is the perfect time to dive in! Whether you're a new or seasoned teacher, this session will introduce you to a wealth of resources designed to enhance your classroom experience. We'll walk you through how to set up a course, access topic-specific content, utilize the test item bank, and much more. You'll also be able to bring your questions and troubleshoot any challenges you've faced, ensuring you can maximize this FREE and innovative tool to its full potential. Don't miss this opportunity to streamline your teaching and make the most of the Learning Center!

- **Backstage FBLA Pass: Insider Advice from Seasoned Business Educators**

Becky Munden, Chris Fenske, and Heidi Daniel

Glass Hall - Room: 354

Ever wish you had a 'backstage pass' to the secrets of successful Business teachers? This is your chance! Our panel of seasoned educators will provide insider advice on everything from curriculum development to student engagement. Discover how to 'amplify your impact' and create a classroom that rocks. Perfect for new teachers seeking mentorship and practical strategies.

□ **7:00 p.m. – 9:00 p.m. - MBEA & MEMO Social - Music Bingo**

Room: 417 Taphouse, 431 S Jefferson Ave Ste 160, Springfield

- \$10 Per Person for four rounds of music
- \$10 for 4 traditional free spaces (one free space per round)
- Bring Cash or Check, 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/MEMO SOCIAL EVENT: MUSIC BINGO @417 TAPHOUSE

**\$10 PER
PERSON**

**4 ROUNDS
OF MUSIC**

**\$10 FOR
FOUR FREE
SPACES**

**BRING
CASH OR
CHECK**

ALL MONEY IS DONATED TO THE PAC FUND

**TWO FREE DRINK TICKETS FOR EACH MEMBER.
SNACKS WILL BE PROVIDED.
BRING CASH OR CHECK**

Business Competition Team

Operating just like a college athletic team, the **Business Competition Team** at **Columbia College** is designed to put team members in the best position to excel at collegiate business competitions while also propelling them 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.



Scan the code or visit CCIS.edu to

**JOIN OUR BUSINESS
COMPETITION TEAM TODAY**



Wednesday, July 23rd

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

- **RU Ready (to know more about computer science than your students)?**

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

Glass Hall - Room: 331

This session introduces a new online master's degree in Technology Education available at Southwest Baptist University for Missouri educators—especially business educators. The degree includes an introductory course, but progresses to computer science beyond APCS-Principles and APCS-A, artificial intelligence, cybersecurity and computer science teaching pedagogy. The degree will qualify you to teach computer science for dual credit in Missouri. SBU and Computer Science Education: SBU has two computer science faculty with education degrees and has supported CS Ed since the 1980's, including being a host site for Google CS4HS, Code.org PD's, Shodor Foundation PD's, and College Board computer science PD's. Come to this session and learn how to take the next step to up your computer science game in the classroom.

- **Spirit Surpasses Skill**

Bob Degnan, Vice President and Practice Leader for Marsh McLennan Agency St. Louis

Glass Hall - Room: 340

Educational institutions provide a core function of efficient knowledge transfer between faculty and students. Within this effort, there is a significant focus on industry-relevant information and topics. However, if half of today's graduates are working jobs unrelated to their degree, how does this redefine our view of what is truly relevant and beneficial for students as they enter their careers?

In this session, Bob Degnan (Vice President and Practice Leader for MMA St. Louis) will discuss why he believes skill transfer is an insufficient educational target. Drawing on industry and managerial experience, Bob will share his views on what makes for successful employees, discuss how recent graduates can increase the value derived from their careers, and set the vision for a values-based learning system aimed at improving outcomes within classrooms and, more importantly, throughout students' lives.

- **Enhancing Student Communication Through Disciplinary Literacy and AI**

Lisa Scroggs, Director of Secondary Literacy at DESE

*Jenny Dunagan, K-12 Literacy Consultant with Agency for Teaching, Leading, and Learning
Regional Professional Development Center*

Glass Hall - Room: 343

As students begin fine tuning their curricular path during high school, their literacy and communication skills require fine tuning as well to meet the demands of specialized classes. Learn how a focus on disciplinary literacy techniques coupled with AI can result in instruction that will elevate students' ability to think and communicate in the fields of business and marketing.

- **It's No Longer Just a Game: The Potential of Privatization of NCAA Division I College Basketball and College Football**

Jon Moberly, Dean of the School of Business, College of Columbia

Glass Hall - Room: 344

Session sponsored by our Celebrated Corporate Sponsor

This session will explore: 1) the impact of the House Settlement requiring NCAA Division I Athletic Departments to share revenue with student-athletes, the increased quantity and value of NIL Deals, and the



“free agency” of student-athletes through the Transfer Portal, on the feasibility of Division I Athletic Departments being able to operate; 2) the eventual employment status given to college student-athletes and team unionization; and 3) the potential movement by NCAA Division I Institutions to engage Private Equity firms to either: a) invest in the operations of their Football and Basketball programs to ensure profitability; or b) to fully purchase those programs to operate privately with a revenue share agreement with the university and have those sports be part of a separate development league for the NFL and NBA..

- **Learning Activity Packages: What You Need to Know to Make Them Useful**

Tammy Cyrus, MBA Research

Glass Hall - Room: 345

Learning Activity Packages (LAPs) are ready-to-use lesson plans designed to make your lesson planning process faster, easier, and more relevant. These comprehensive, topic-specific modules provide everything you need—eliminating the need to create new assignments for every lesson. In this session, we will dive into the components of LAPs, showcasing how they can save time and keep students actively engaged. You'll also learn best practices from teachers nationwide who have successfully integrated LAPs into their classrooms. Join us to discover how to incorporate these resources into your own teaching and enhance student learning with minimal effort.

- **Innovative Marketing: Digital & Mobile Strategies with Mobile Midwest Marketing**

Marilyn Allen, ICEV

Glass Hall - Room: 346

Session sponsored by our Celebrated Corporate Sponsor

In partnership with Mobile Midwest Marketing, we will delve into the transformative power of mobile marketing, digital media, and social media marketing. Mobile Midwest Marketing is a new concept in Marketing. It is a unique, innovative marketing company that reaches drivers on the road. It is new to the Lake and the Midwest.

Mobile Midwest Marketing will present their journey of starting a mobile marketing business as well as discuss the benefits of mobile marketing. Discover how to integrate iCEV's courses into your curriculum to prepare students for the dynamic digital landscape.

Gain practical insights and strategies to enhance student engagement and success. The session will conclude with a Q&A segment to address your specific questions and challenges. Join us for an engaging session designed specifically for Missouri business and marketing teachers.



- **Brick by Brick - LEGO-Inspired Learning for Future Business Leaders**

Kristen Thornton and Dr. Kim Church, School of Accountancy, Missouri State University

Glass Hall - Room: 350

Session sponsored by our Celebrated Corporate Sponsor

Discover how the LEGO® SERIOUS PLAY® methodology transforms accounting education by using hands-on, interactive learning to enhance problem-solving, communication, and critical thinking through 3D model building, storytelling, and experiential engagement. Explore how accounting faculty have effectively incorporated LEGO bricks as a dynamic teaching tool, transforming abstract accounting concepts into tangible, interactive experiences that drive student engagement and innovation. By integrating construction and storytelling, this approach has enhanced concept comprehension, enabling students to visualize challenges, explore opportunities, and simulate real-world scenarios to test potential solutions.



- **The Introvert-Friendly Guide to Cooperative Learning**

Tonya Skinner, Business Educator at Jackson High School

Glass Hall - Room: 354

Give your students the skills they need to succeed in a collaborative world. This session will provide strategies for fostering teamwork, communication, and problem-solving through engaging cooperative learning activities. Learn practical, low-stress strategies to foster genuine collaboration, even with introverted students, and equip them with essential teamwork skills.

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

- **Social Engineering— The Science of Hacking Humans**

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

Glass Hall - Room: 331

This could be the most insightful lesson you can teach your students about how social engineering is used to manipulate us. Social engineering focuses on how hackers use psychological techniques and attack vectors (phishing, vishing, smishing, etc.) to take advantage of certain personality types. About 70% of all U.S. data breaches begin with a social engineering attack—the breaches have an average cost of \$4.88 million EACH. Social engineering is used to sell us things, motivate us, influence our decisions, and when used maliciously, can cause great harm. This lesson is taken from one class where we looked at research related to which personality types are most susceptible to social engineers. We also watch a video of a couple of social engineers talking people out of login information.

- **Spirit Surpasses Skill**

Bob Degnan, Vice President and Practice Leader for Marsh McLennan Agency St. Louis

Glass Hall - Room: 340

Educational institutions provide a core function of efficient knowledge transfer between faculty and students. Within this effort, there is a significant focus on industry-relevant information and topics. However, if half of today's graduates are working jobs unrelated to their degree, how does this redefine our view of what is truly relevant and beneficial for students as they enter their careers?

In this session, Bob Degnan (Vice President and Practice Leader for MMA St. Louis) will discuss why he believes skill transfer is an insufficient educational target. Drawing on industry and managerial experience, Bob will share his views on what makes for successful employees, discuss how recent graduates can increase the value derived from their careers, and set the vision for a values-based learning system aimed at improving outcomes within classrooms and, more importantly, throughout students' lives.

- **Empowering Future Talent: Why Registered Youth Apprenticeship Matters**

Nancy Pfeiffer, Education Plus

Glass Hall - Room: 343

Businesses need skilled talent, and students need real-world experience. Registered Youth Apprenticeship (RYA) bridges this gap, allowing high school students to earn while they learn, gain industry-recognized credentials, and enter the workforce prepared. This session will show how RYA provides hands-on training, wages, and career pathways while solving workforce shortages. Learn how to launch a program, partner with businesses, and navigate DOL registration to build a stronger, future-ready workforce.

- **Utilizing AI in Advertising and Marketing**

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

Glass Hall - Room: 344

In the last two years AI has gone from a futuristic idea to modern reality. Learn how AI can be used in advertising and marketing from writing to video to creating virtual influencers.

- **Are You New to Teaching? Getting Started with MBA Research Resources**

Tammy Cyrus, MBA Research

Glass Hall - Room: 345

Teaching can feel overwhelming, but with the right resources, you can set yourself up for success from day one. In this session, we'll introduce you to MBA Research's wealth of resources. You'll learn to access valuable curriculum materials, lesson plans, assessment tools, and more, all tailored to help you confidently start the new year. We'll also cover tips on incorporating these resources into your teaching practice to engage students effectively. Whether you're just beginning or looking for fresh ideas, this session will provide practical tools to make your teaching journey smoother and more rewarding.

- **Igniting Entrepreneurial Spirit: Engaging Students with Hands-On Learning**

Marylin Allen, ICEV

Glass Hall - Room: 346

Session sponsored by our Celebrated Corporate Sponsor

Join us for an exciting and interactive session at MoACTE where we unveil iCEV's new Entrepreneurship course! This innovative program guides students through the fundamental steps of entrepreneurship and explores the key factors that contribute to an entrepreneur's success. Featuring engaging animated videos, this course is designed to enhance student learning and participation. During this 45-minute presentation, we will:

- Highlight the Pitching a Business Concept lesson.
 - Engage you in the Pitching a Business Concept Project, demonstrating how our projects integrate collaboration and hands-on learning.
- Discuss the capstone lesson, showcasing how it ties together the entire course.

This session will include a Q&A segment, allowing you to ask questions and share your insights. Don't miss this opportunity to discover how to make entrepreneurship an exciting and integral part of your curriculum!



- **Inside Innovation: A Tour of the McDonald Entrepreneurship Lab**

Janeen Michalak, McDonald Entrepreneurship Lab Liaison, Missouri State University

Session sponsored by our Celebrated Corporate Sponsor

Glass Hall - Room: 350

Step into the heart of innovation at Missouri State University with an exclusive tour of the McDonald Entrepreneurship Lab. Designed to spark creativity and collaboration, this dynamic space empowers student entrepreneurs to develop, launch, and grow their business ideas. Business and Marketing teachers will explore the lab's high-tech features, flexible workspaces, and discover how this resource supports real-world learning and entrepreneurial thinking in today's students.



- **So Many Levels... So Little Time... Managing Computer Applications with Diverse Abilities**

Tonya Skinner, Business Educator at Jackson High School

Glass Hall - Room: 354

We've all been there--a classroom full of mixed ability students where some learn by doing, others by listening, and some need extreme hand holding to make it through a class period! Hear some tips and tricks for making your introductory computer classes more accessible to all learners.

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

- **Are you trying to figure out how to put the "Yea!" in yearbook?**

Becky Munden, Business Educator at Pilot Grove High School

Glass Hall - Room: 331

Are you struggling with financials, keeping students busy, getting student buy in? This session will provide you with some tips and tricks from a seasoned yearbook adviser, but will also hopefully give you the chance to talk with other yearbook advisers at summer conference!

- **Revolutionize Your CTE Curriculum: Innovative Teaching Strategies for Student Engagement and Success**

Laura Adamson, Educational Consultant with GW Publishing

Glass Hall - Room: 340

Join us for a comprehensive session exploring innovative teaching strategies to enhance your CTE curriculum. This session will delve into six popular G-W CTE textbooks, providing practical tips and techniques to maximize student engagement and understanding. Discover effective strategies for incorporating real-world applications, fostering critical thinking, and addressing diverse learning styles. Whether you're a seasoned educator or just starting, this session will equip you with the in-person and online tools to create dynamic and impactful learning experiences.

- **Empowering High School Educators through Junior Achievement Programs**

Rebecca Saunders, Junior Achievement

Glass Hall - Room: 343

Join us for an enlightening session where we delve into the transformative power of Junior Achievement programs in high school education. Designed to equip educators with innovative tools and resources, this session will explore how integrating Junior Achievement curriculum can enrich classroom experiences, foster critical life skills, and empower students for future success.

- **Roadmap for Creating a NIL Plan**

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

Glass Hall - Room: 344

Learn how the University of Missouri's School of Journalism teaches students how to create NIL plans and business pitches. The session will go through the process step-by-step, from the initial interview to the slide deck for the presentation.

- **Maximizing Student Success: Using MBA Research Resources for CTSOs**

Tammy Cyrus, MBA Research

Glass Hall - Room: 345

In this session, you'll learn how to leverage MBA Research's extensive resources to enhance student achievement in the classroom and during CTSO competitions. We will explore key tools such as Learning Activity Packages (LAPs), competitive event crosswalks, exam blueprints, and the State's Connection portal. You'll discover practical strategies for seamlessly integrating these resources into your curriculum, ensuring students are well-prepared for academic success and competitive events. Join us to gain insights on how to maximize the impact of these resources and elevate your students' performance in both academic and cocurricular settings.

- **Special Education Law and Accommodations in CTE**

Dr. Amy Herrman, DESE, South Central PRDC, Missouri S&T

Glass Hall - Room: 346

The Missouri CTE Special Populations Task Force has developed a best practices document for CTE admission criteria and program prerequisites. We invite you to review the Missouri High School CTE Admissions Best Practices document, learn about current admissions criteria under review, discover data on the impact of CTE on IDEA students, and explore accommodations and modifications in CTE programs.

- **The Power of Technology: Excel**

Karen Eisman, Instructor at Missouri State University

Session sponsored by our Celebrated Corporate Sponsor

Glass Hall - Room: 350

Unlock the power of Excel: Transforming tedious tasks into effortless efficiency for educators!



- **Innovative Student Multimedia: PBL Learning in Action**

Donovan Harris, Business Educator at Northwest Technical

Glass Hall - Room: 354

Exploring how Spoofhound Media empowers students through Project-Based Learning. This presentation will showcase our Multimedia program, highlighting student-driven initiatives that enhance district athletics media, support Career and Technical Education (CTE) programs, and build community partnerships. Attendees will see how students develop essential skills and collaborate on impactful projects. Discover strategies for integrating PBL into your curriculum while strengthening community ties. Sponsors, Grants, and Community Collaboration.

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

- **DESE UPDATE**

Larry Anders, BMIT Director

Glass Hall - Room: Atrium

Lunch buffet provided and receive the latest updates for the 2025-2026 school year. Q&A session to follow.

Lunch sponsored by our Celebrated Corporate Sponsors, Missouri State University and Columbia College



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

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

Larry Anders, BMIT Director

Room: 355 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.



elevate your business with strategic precision

Discover the benefits of a lasting collaboration with the Aspire Business Clinic that enhances success for both your organization and our aspiring business leaders.

Columbia College
established 1851
ROBERT W. PLASTER
SCHOOL OF BUSINESS

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

- **Unlock Your Future: Interactive Career Exploration with Job & Career Accelerator**

Patti Jones, MOREnet

Glass Hall - Room: 331

Get ready to take charge of your student's career path with this interactive, hands-on session using Job & Career Accelerator from Learning Express Library! This workshop is designed to help teachers actively engage students in discovering career options, building resumes, and mastering job search strategies. Through live demonstrations, personalized activities, and guided exploration, students will learn how to:

- ✓ Identify career paths that align with their skills and interests
- ✓ Discover where those careers are expanding and in high demand
- ✓ Explore salary potential and earning opportunities for various jobs.

Whether your students are just beginning to explore careers or preparing to enter the workforce, this session will provide you with the tools to confidently help them navigate their future.

- **Revolutionize Your CTE Curriculum: Innovative Teaching Strategies for Student Engagement and Success**

Laura Adamson, G-W Goodheart-Willcox Publisher

Glass Hall - Room: 340

Join us for a comprehensive session exploring innovative teaching strategies to enhance your CTE curriculum. This session will delve into six popular G-W CTE textbooks, providing practical tips and techniques to maximize student engagement and understanding. Discover effective strategies for incorporating real-world applications, fostering critical thinking, and addressing diverse learning styles. Whether you're a seasoned educator or just starting, this session will equip you with the in-person and online tools to create dynamic and impactful learning experiences.

- **Empowering High School Educators through Junior Achievement Programs**

Rebecca Saunders, Junior Achievement

Glass Hall - Room: 343

Join us for an enlightening session where we delve into the transformative power of Junior Achievement programs in high school education. Designed to equip educators with innovative tools and resources, this session will explore how integrating Junior Achievement curriculum can enrich classroom experiences, foster critical life skills, and empower students for future success.

- **The Impact of the Evaluation and Recruitment of Staff and Player Talent on the Success of NCAA Division I Football Programs**

Jon Moberly, Dean of the School of Business, College Columbia

Session sponsored by our Celebrated Corporate Sponsor

Glass Hall - Room: 344

This presentation will be a case study on four first-time Head Football Coaches at NCAA Division I programs who began in their employment at their respective universities in December of 2022 and the correlation of the resumes of the Coaching Staff they hired and their evaluation of player talent on both their team's' success on the field during the 2023 and 2024 seasons, and their ability to stay employed.



- **Integrating Ethics into the Classroom: Empowering Middle and High School Students Using Ethical Leadership Resources**

Christy Dodds, Business Educator at Boonslick Technical Education Center

Glass Hall - Room: 345

Ethical behavior influences students' character development and decision-making skills. Fostering a culture of ethical principles helps students make good decisions. MBA Research has created Ethical Leadership Course Guides and instructional modules for middle and high school classrooms. Take a few minutes to learn about principle-based ethics education that emphasizes the importance of ethics in personal and business conduct through the Daniels Fund Ethics Initiative. By the end of the session, you will better understand ethics and ethical behavior. You will also gain FREE access to various classroom resources, including course guides, lesson modules, and more!

- **Special Education Law and Accommodations in CTE**

Dr. Amy Herrman, DESE, South Central PRDC, Missouri S&T

Glass Hall - Room: 346

The Missouri CTE Special Populations Task Force has developed a best practices document for CTE admission criteria and program prerequisites. We invite you to review the Missouri High School CTE Admissions Best Practices document, learn about current admissions criteria under review, discover data on the impact of CTE on IDEA students, and explore accommodations and modifications in CTE programs.

- **Current Industry Trends in IT, Data Analytics, AI, and Cybersecurity**

Dr. Xiang Guo, ITC Department Head, Missouri State University

Session sponsored by our Celebrated Corporate Sponsor

Glass Hall - Room: 350

This presentation focuses on how to prepare the next generation for the challenges and opportunities with IT, Data Analytics, AI, and Cybersecurity. It covers topics in those areas such as recent trends and developments, how to engage young generation. It will also cover career pathways and the offerings at the ITC department in the College of Business.



- **DECA UPDATE**

Scott Jones, Marketing Education Supervisor at DESE and Missouri DECA State Advisor

Glass Hall - Room: 354

Join Scott as he guides you through updates for 2025-26, including conference and competitive events changes and updates.



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

- **Mastering Test Prep with Learning Express Library**

Patti Jones, MOREnet

Glass Hall - Room: 331

Give your students the practice and confidence they need to excel on major exams with Learning Express Library's extensive test preparation resources! This session will introduce educators to a vast collection of practice tests, study guides, and interactive tools designed to help students succeed on the ACT, SAT, ASVAB, WorkKeys, GED, and many other academic and career exams. In this session, participants will:

- ✓ Explore the full range of test prep materials, including practice exams, tutorials, and study guides
- ✓ Learn how to customize test preparation to meet individual student needs
- ✓ Engage in a hands-on demonstration of Learning Express Library interactive test review features.

Whether you're preparing students for college entrance exams, career certifications, or workforce assessments, this session will provide practical tools and insights to help them succeed. Join us to explore how Learning Express Library can enhance test preparation and empower students to reach their goals!

- **Crafting Curriculum That Connects**

Kelly Fowler, Marketing Educator at Blue Springs High School

Glass Hall - Room: 340

Explore the benefits of creating your own curriculum in this thoughtful session that follows one teacher's journey toward becoming the educator they set out to be. See how designing custom projects can engage students while helping you rediscover your passion for teaching. You'll leave with practical ideas, real-world examples of classroom-tested projects, and access to a Google Drive full of resources you can easily apply in your own classroom.

ng from a Gen Z teacher bo the early 2000s is your ticket to a dynamic teaching



Bachelors of Science in Education -
Secondary Education

Business Teacher Education

**Missouri Certification
9-12 - Business Education***

*Non-Missouri students can
apply for licensure in their
state upon receiving the MO
licensure.



Business Teacher Education

Through UCM's teacher education, students receive up-to-date instruction in accounting, economics, entrepreneurship, management, personal finance, education pedagogy, and more. Program flexibility allows students to take additional courses in business areas of interest.



Real-World Learning Experiences

Teacher education at UCM puts students in the classroom! Blending both theory and application, preservice teachers have many opportunities to engage in classroom instruction, gaining experience and confidence.



Convenient and Affordable

Classes are offered online and in person, allowing students to learn how and where they want. UCM has been consistently ranked as one of the most affordable universities by Forbes and with over 140 scholarships available, UCM students graduate with less debt.



Be a Part of the UCM Legacy

Started as Normal School No. 2, teacher preparation has been the foundation of UCM since 1871. Graduates of the UCM teacher education programs span all 50 states and are highly sought after. Join today to be a part of the Mule Nation legacy!

Additional Certifications*

Marketing

Journalism

Middle School

Additional certifications can be achieved through testing. Students wanting additional certifications related to business can minor in any of the above programs and take the certification exam upon receiving their initial license.

REDEFINING WHAT'S POSSIBLE

For more information, contact
Dr. Krystle Gremaud
Business Teacher Education Program Coordinator

660.543.4647

kgremaud@ucmo.edu

- **Teaching Gen Alpha and Gen Z from a Gen Z**

Garred Oldham, Marketing Educator at Boonslick Technical Education Center

Glass Hall - Room: 343

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!

- **The New CU**

Jessica Wade, Marketing Educator at Odessa High School

Glass Hall - Room: 344

Join us for an engaging workshop that introduces the newly redesigned Competition University platform. This session will walk you through the updated interface, highlighting key improvements in navigation, user experience, and course accessibility. Whether you're a seasoned user or just getting started, this workshop will help you make the most of Competition University's upgraded tools and features for student success.

- **Marketing to Gen Z: If You Know, You Know. If Not... Come to This Session**

Jonathan Bell, Owner of That Gen Z Agency

Glass Hall - Room: 345

Gen Z is the most disruptive generation we've ever seen in marketing. We don't trust brands—we trust creators. We don't read billboards—we scroll. Traditional strategies don't work on us, and the old playbook is outdated. This session is a real & raw breakdown of how Gen Z actually thinks, what gets our attention, and why most marketing misses the mark. If you're serious about teaching marketing that matters in 2025, this is where you need to be.

- **Rethinking the Resume: Modern Strategies for Students & Educators**

Dustin Beasley, Founder, Career Renovators

Glass Hall - Room: 346

Today's resumes are less about job duties and more about branding, storytelling, and results. In this session, career expert Dustin Beasley will walk through the key shifts in resume writing—from outdated formats to modern, impact-driven documents. Learn how to guide students in crafting compelling resumes that speak to today's employers, while also gaining tips to refresh your own professional materials. From formatting recommendations to showcasing skills, this informative session will deliver actionable guidance educators can bring back to the classroom.

- **The Automation Dilemma in Education: AI and Teacher's Disengagement**

Dr. Xiang Guo, ITC Department Head, Missouri State University

Dr. Zhiguo Yang, Associate Professor, Missouri State University

Glass Hall - Room: 350

Session sponsored by our Celebrated Corporate Sponsor

As generative AI tools begin to automate tasks like content creation and grading, educators face an important question: how do we use these tools to save time without losing the deep, meaningful learning our students need? This session explores how AI is changing teaching and learning, based on insights from educators and current research. We'll introduce a practical framework to help teachers use automation wisely, i.e., supporting student engagement, strengthening teacher-student connection, and ensuring technology helps rather than hinders classroom learning.



Missouri State
UNIVERSITY
COLLEGE OF BUSINESS

- **FBLA Update**

Jade Schmedding, Business Education Supervisor at DESE and Missouri FBLA State Adviser

Glass Hall - Room: 354

Get updates for 2025-26, including conference and competitive events changes and updates.



The World Needs CTE

Career & Technical Education has the
Power to Change Our Future

Get the tools you need to
CHAMPION THE CHANGEMAKERS
our world needs now.

**All-Inclusive
Curriculum**



**Industry
Certifications**



**CTE Data
Management**



Dr. Calee McElwain | Territory Manager
calee.mcelwain@icevonline.com
660.200.5041



Marilyn Allen | Curriculum Consultant
marilyn.allen@icevonline.com
314.899.6706



www.icevonline.com

Experience iCEV Today
Schedule a Demo »



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

- **AI in Action: Enhancing Instruction with MagicSchool and Brisk**

Tia Draffen and Liz Schwab, Business Educators at Fulton High School

Glass Hall - Room: 331

Discover how MagicSchool and Brisk are transforming the classroom experience for educators. In this hands-on session, Business and Marketing teachers will explore how these AI-powered tools can save time, personalize instruction, and streamline lesson planning. Learn practical strategies for using AI to generate resources, differentiate content, and provide real-time feedback—empowering you to work smarter, not harder.

- **Elevating Curriculum Alignment with Free Generative Tools**

Donovan Harris, Business Educator at Northwest Technical

Glass Hall - Room: 340

Exploring innovative methods to enhance curriculum alignment using free online generative tools. Participants will learn how to utilize these resources to create engaging, standards-aligned educational materials that foster student learning that correlate with district indicators. The session will cover practical applications of generative tools for lesson planning, assessment creation, and resource development, ensuring that educators can effectively meet diverse learner needs. Attendees will leave with actionable strategies of free resources to elevate their curriculum and improve instructional effectiveness.

- **Discover the 3Ds of Investing!**

Chantel Herrion, Business Educator at Missouri Virtual Academy

Glass Hall - Room: 343

Presented by a licensed investment specialist to help teachers help students learn how to invest for their future.

- **Taking it to the Streets**

Joe Basinger, Business Educator at Montgomery County

Glass Hall - Room: 344

Let's talk about how to promote your sports marketing class out in the public by showcasing your school's athletic teams!

- **CEO in High School: My Startup Journey at 15**

Jonathan Bell, Owner of That Gen Z Agency

Glass Hall - Room: 345

At 15, I turned a pandemic-era side hustle into a real business. In this session, I'll share how I started, scaled, and signed real clients—all while in high school. You'll hear the wins, the mistakes, and the advice I'd give any student ready to chase a big idea. Perfect for teachers who want to spark entrepreneurship in the next generation.

- **Rethinking the Resume: Modern Strategies for Students & Educators**

Dustin Beasley, Founder, Career Renovators

Glass Hall - Room: 346

Today's resumes are less about job duties and more about branding, storytelling, and results. In this session, career expert Dustin Beasley will walk through the key shifts in resume writing—from outdated formats to modern, impact-driven documents. Learn how to guide students in crafting compelling resumes that speak to today's employers, while also gaining tips to refresh your own professional materials. From formatting recommendations to

showcasing skills, this informative session will deliver actionable guidance educators can bring back to the classroom.

- **The Automation Dilemma in Education: AI and Teacher's Disengagement**

Dr. Xiang Guo, ITC Department Head, Missouri State University

Dr. Zhiguo Yang, Associate Professor, Missouri State University

Glass Hall - Room: 350

Session sponsored by our Celebrated Corporate Sponsor

As generative AI tools begin to automate tasks like content creation and grading, educators face an important question: how do we use these tools to save time without losing the deep, meaningful learning our students need? This session explores how AI is changing teaching and learning, based on insights from educators and current research. We'll introduce a practical framework to help teachers use automation wisely, i.e., supporting student engagement, strengthening teacher-student connection, and ensuring technology helps rather than hinders classroom learning.

- **Computer Science Update**

Michael Corcoran, Assistant Director of Computer Science at DESE

Glass Hall - Room: 354

Join Michael as he guides you through updates for 2025-26.

□ 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 AMPLIFYING YOUR IMPACT BY
ATTENDING MOACTE SUMMER CONFERENCE!**