

## 2018 MBEA Convention Speakers DRAFT 3

9/30/2018

<b>Wednesday—November 7, 2018</b>	
6:00 pm—9:00 pm Off Site	Board Activity
4:00 pm – 5:30 pm Lobby Meeting Foyer	Registration Registration materials available at the registration desk
7:00 pm – 9:00 pm Lobby Meeting Foyer	Exhibitor Setup
<b>Thursday—November 8, 2018</b>	
6:45 am – 8:00 am Omega II/III	Continental Breakfast (ticket required)
7:00 am – 4:00 am Lobby Meeting Foyer	Registration Registration materials available at the registration desk
8:00 am – 4:30 pm Lobby Meeting Foyer	Tour the Exhibits
<b>8:15 am – 9:05am Breakout Session A</b>	
A.1 Omega 1	<p><i>Using Business Simulations in the Classroom to Engage and Teach</i> Linda Schwake, Educational Consultant Knowledge Matters Hadley, MA</p> <p>Students live and breathe technology. Online business simulations provide students with interactive, self-paced learning, and real-world business problems. Business simulations, used in conjunction with textbooks and other curriculum, offers a unique and engaging learning challenge. I will discuss how teachers are using simulations in their business, marketing and personal finance classrooms.</p>
A.2 Epsilon Board Room	<p><i>"New BPA Advisor Orientation"</i> Maurice S. Henderson State Director Business Professionals of America Eastern Michigan University Ypsilanti, MI</p> <p>This session is designed for new (first year or second year) Business Professionals of America advisors. New advisors will walk away with a great deal of information which will help your new chapter get off to a successful start. Highlights of these sessions will include: chapter registration, Workplace Skills Assessment Program (competitive events), leadership development programs, fundraising, special recognition awards, and membership recruitment. Find out how you can help your students be successful by being organized and ready for the advisor responsibilities. (This session is a two-part session which is held between Breakout Sessions DA &amp; B).</p>

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A.3 Gamma	<p><i>EC-Council Cybersecurity Industry Certification</i> Eric Gilbert, Regional Manager Certiport American Fork, UT</p> <p>As the world's largest cyber security technical certification body, EC-Council has influenced the security mindset of countless organizations worldwide. Come learn about EC-Council's newest cybersecurity industry certification and ensure your school is offering globally-recognized cybersecurity certification to your students. As you know, certification can increase a student's confidence, build their resume, and validate their knowledge and skills to prepare them for college or a career path in cybersecurity. All participants will receive two free EC-Council certification vouchers valid for both Ethical Hacker Associate (E HA) and Cyber Forensics Associate (E FA) certification programs.</p>
A.4 Alpha	<p><i>VE: Join the transformation!</i> Wendy Schmitt, VE Great Lakes Regional Director Carrie Smith, VE Michigan State Coordinator VE-MI Student Ambassadors Virtual Enterprises International</p> <p>Led by student leaders from around the state, this session will explain how Virtual Enterprises (VE) has been transformational to business and marketing programs in Michigan, across the country and worldwide. VE state and regional staff will also be available to discuss how to join the excitement!</p>
<h3>9:15 am-10:30 am Keynote</h3> <h3>Omega II/III</h3>	
<p><i>The Marshall Plan for Talent</i></p> <div data-bbox="162 1239 357 1554"></div> <p>Jeremy Hendges Chief Deputy Director Michigan Department of Talent and Economic Department</p> <p>The Marshall Plan for Talent is a revolutionary partnership between educators, employers and other stakeholders to transform Michigan's talent pipeline and redesign the ways we invest, develop and attract talent in our state.</p>	
<p><b>10:30 am – 11:00 am Exhibits</b> <b>Lobby Meeting Foyer</b></p>	

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11:00 am-11:50 am Breakout Session B	
B.1 Omega I	<p><i>"Entrepreneurship Law 101"</i>            John Gustincic            Director, Alden B. Dow Center for Creativity &amp; Enterprise            Northwood University            Midland, MI</p> <p>Professor John Gustincic will walk you through the Top 10 legal issues faced by start-up entrepreneurs. The information covered is valuable to both student and teacher. Instructors will learn the key issues associated with forming a start-up business, which they can then share with their students. Instructors will also benefit by learning important information that may help them form their own business (in full compliance with Michigan law).</p>
B.2 Epsilon Board Room	<p><i>"New BPA Advisor Orientation"</i>            Maurice S. Henderson State Director            Business Professionals of America Eastern Michigan University            Ypsilanti, MI</p> <p>This session is designed for new (first year or second year) Business Professionals of America advisors. New advisors will walk away with a great deal of information which will help your new chapter get off to a successful start. Highlights of these sessions will include: chapter registration, Workplace Skills Assessment Program (competitive events), leadership development programs, fundraising, special recognition awards, and membership recruitment. Find out how you can help your students be successful by being organized and ready for the advisor responsibilities. (This session is the conclusion of a two-part session held between Breakout Session A and B).</p>
B.3 Gamma	<p><i>Entrepreneurship and Small Business (ESB) Certification</i>            Eric Gilbert, Regional Manager            Certiport            American Fork, UT</p> <p>Entrepreneurship and Small Business (ESB) certification is built to validate foundation-level concepts and knowledge in entrepreneurship and small business management. The ESB certification is recognized by NFTE (Network for Teaching Entrepreneurship) and has become the new standard for Entrepreneurship K12 programs. All participants will receive free access to ESB practice tests and receive a free ESB certification voucher.</p>
B.4 Alpha	<p><i>The Success of Special Populations Students within Career and Technical Education</i>            Dr. Valerie Felder            Education Research Coordinator            Michigan Department of Education – Career and Technical Education            Lansing, MI</p> <p>Information will be shared on students within Career and Technical Education Special Populations categories: ☐ Overview of Perkins IV and V ☐ Students with Disabilities: Accommodations vs. Modifications ☐ State and regional</p>

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	student data: (Participants, Concentrators, and Completers and Core Performance Indicators) ☒ Successes of Career and Technical Education students and programs will be shared
<b>12:00 pm – 1:30 pm Past Presidents Recognition Luncheon Omega II/III</b>	
<b>1:30 pm – 2:00 pm Tour Exhibits Lobby Meeting Foyer</b>	
<b>2:00 pm – 2:50 pm Breakout Session C</b>	
C.1 Omega I	<p><i>“Learning About Business Camp (LAB Camp)”</i> John Gustincic Director, Alden B. Dow Center for Creativity &amp; Enterprise Northwood University Midland, MI</p> <p>Learning About Business or LAB Camp is a 5-day experiential camp that allows students to immerse themselves in all things business. Students: explore business careers, and form businesses, all in a competitive, and educational environment. During the 5-days of camp, successful business professionals visit with our students and share their “secrets” to success in their respective field of business.</p>
C.2 Alpha	<p><i>Teacher Certification for Career and Technical Education</i> Linda Campbell Michigan Department of Education Lansing, MI</p> <p>This session will allow you to meet the Office of Educator Excellence (OEE) contact, who collaborates with the Office of Career and Technical Education (OCTE), and to receive the latest updates on certification law and rule changes and how they affect your teacher certification.</p>
C.3 Gamma	<p><i>Giving Up Control</i> Jonathan Critin, Author Birmingham, MI</p> <p>What if our perspective holds us back? What if tremendous success and progress are right in front of us but our deep desire for control blocks the way? Gain an understanding of the world as never before and learn how anyone can transform performance through simple self-awareness.</p>
C.4 Epsilon Board Room	<p><i>What’s Your Carrot?</i> Melanie Tomaski Business Education &amp; Computer Science Teacher ML-BPA State Advisor Ludington Area Schools/Davenport University Ludington, MI</p> <p>What’s the carrot you dangle that students want and need? Your time is valuable; don’t waste another minute. Don’t rebuild; infuse your lesson plans with tools for increasing student attention, engagement and outcomes that</p>

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	<p>lead to deeper learning and an insatiable desire for more. Resources and materials included with ideas for your new main event for anchoring student loyalty to your business education programs to “Teach to New Heights”.</p> <p>From the co-author of Chapter 9, Assessment at the Middle/Junior High and High School Levels, of the NBEA Assessment Strategies in Business Education Yearbook. Socrative download suggested.</p>
<p><b>3:00 pm – 3:50 pm Breakout Session D</b></p>	
<p>D.1 Omega I</p>	<p><i>Identify Theft –by the Federal Bureau of Investigation</i> Gwen Rosenthal, Special Agent Federal Bureau of Investigation</p> <p>The presentation covers what constitutes identity theft, current trends seen by law enforcement, and warning signs. The presentation will also cover how to minimize risk to becoming a victim and what to do if someone is a victim of identity theft.</p>
<p>D.2 Alpha</p>	<p><i>Test Drive Industry Certification with Certiport</i> Eric Gilbert, Regional Manager Certiport American Fork, UT</p> <p>Certification, particularly entry-level certification, help build a skilled workforce that meet local employers and government tech initiative. Learn more about available industry certification programs from Adobe, Microsoft, Intuit, EC-Council, Autodesk, and Certiport. All attendees will receive a free instructor certification voucher, practice tests and five student certification vouchers to try the program of your choice.</p>
<p>D.3 Gamma</p>	<p><i>Partners are More than Advisors: Developing Real-World Projects for the Classroom</i> Suzanne Knight, Associate Professor of English Education Teacher Certification Programs Co-Coordinator Secondary University of Michigan—Flint Flint, MI</p> <p>Leyla Sanker, Program Manager UM-Flint Office of University Outreach and Center for Educator Preparation University of Michigan—Flint Flint, MI</p>

**Commented [CW1]:** The presenter will change here....as Gwen has transferred to another department.

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	<p>Professionals in the community are invaluable resources for CTE programs. This we know. But how often do we see our CTE students as resources in the community? CTE relies on community partnerships. Can we re-imagine what these partnerships look like? Can we work to develop reciprocal partnerships with outcomes that are mutually beneficial for both students and the community? We can. But how?</p> <p>In this session we will explore these questions and how place-based learning affords students opportunities to work on real-world projects with professionals in the community. We will talk about how place-based projects support necessary student learning outcomes and elevate students as active and valued community resources, which can be transformative for students, for teachers, and for the community.</p>												
<p>D.4 Omega II/III</p>	<p><i>Basic and Useful Photoshop Skills</i> Scott Trice, Teacher Roseville High School Roseville, MI</p> <p>Adobe Photoshop is a very powerful and exciting program with many useful tools and applications, from the basic to the advanced. Bring your own device <b>with Photoshop</b> to learn and practice some basic yet useful skills used in Photoshop. You may bring your own photos or images to work with or I will provide a Photoshop file to practice with as well.</p> <p>Areas to be covered:</p> <table border="0"> <tr> <td>Opening files</td> <td>Fill and paint</td> </tr> <tr> <td>Saving files (correct for content)</td> <td>Quick fixes to images</td> </tr> <tr> <td>Resolution and sizing</td> <td>Vector drawing (why)</td> </tr> <tr> <td>Use of guides</td> <td>Specific question/skill you wish to work on</td> </tr> <tr> <td>Basic layers</td> <td></td> </tr> <tr> <td>Selections</td> <td></td> </tr> </table>	Opening files	Fill and paint	Saving files (correct for content)	Quick fixes to images	Resolution and sizing	Vector drawing (why)	Use of guides	Specific question/skill you wish to work on	Basic layers		Selections	
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<p>D.5 Epsilon Board Room</p>	<p><i>Banzai</i> Susie Lamb, Sponsor Relations Banzai Provo, UT</p> <p>Banzai is a financial literacy program that's used by over 40,000 teachers nationwide to help students become better stewards of their money. Banzai incorporates real-life scenarios such as paying rent, auto insurance, saving for unexpected accidents, college, etc. The Banzai program helps students prepare for their financial future.</p>												
<p><b>4:00 pm – 4:50 pm Breakout Session E</b></p>													
<p>E.1 Omega I</p>	<p><i>Copyright for Teachers</i> Professor Konnie Kustron Eastern Michigan University</p>												

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	<p>Ypsilanti, MI</p> <p>Learn about copyright law and how to protect your curriculum ideas and materials. The role of student copyright ownership will also be reviewed. (The presenter will also be available during the conference to assist attendees with preparing a copyright application with the U.S. Copyright Office.)</p>
E.2 Alpha	<p><i>Appealing to iGen's (if you don't know what that means, this presentation is for you)</i></p> <p>Missy DeBoer, Campus Director of Admissions Northwood University Midland, MI</p> <p>Getting the attention of students today means fighting the millions of other brands, companies and opportunities also seeking them out. For CTE courses, teachers must think outside the proverbial box and find the aspects of the industry that appeal to this generation. This presentation offers tips and tricks and proven strategies to draw out the interest of iGen's for critical business majors and experiences universities and employers are looking for.</p>
E.3 Gamma	<p><i>How to Build Your IT Program From Zero to <b>Big</b> in 2 ½ Years</i></p> <p>Martin R. Ballard, Teacher/CTE Administrator Avondale High School Auburn Hills, MI</p> <p>Everyone asks the question, Martin how are you doing it? How could you possibly take a program that didn't exist and turn it into one of the fastest growing IT high school programs in the State of Michigan and cover all 5 CIP Codes?</p> <p>The answer can be very simple or somewhat complicated. The simple answer is hard work. The somewhat complicated answer lies within an approach to get everyone onboard and can be very challenging. If you are up to one of the greatest challenges that we face today – building a program without any people available to fill the positions, come to this session to talk about how to build a growing IT program to meet the needs of industry now and for many years into the future.</p>
E.4 Omega II/III	<p><i>Computer Science - the future of education. Stay current with the new resources and certifications offered through the Microsoft Imagine Academy and Certiport Program</i></p> <p>Jason Majors Deployment Manager Certiport Pensacola, FL</p> <p>What is beyond Microsoft Office Specialist Certifications? Microsoft Technology Associate Certifications! Come learn what resources and certifications are available to you through the Microsoft Imagine Academy and Certiport Program along with the new Microsoft Technology Associate certifications that will be released this school year</p>
D.5 Epsilon Board Room	<p><i>Let's Talk</i></p> <p>Tom Knight, CTE Program Consultant Michigan Department of Education Lansing, MI</p>

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	New CTE program application? TRAC? Completing your CIP Self-Review? Assessments? Industry certifications? Perkins V? Added Cost Funding? Come to this session with your questions and let's discuss what's happening in BMA, Finance, and IT.
<b>5:00 pm – 6:30 pm “Convention Connection”</b>	
<b>Sigma Suite</b>	
<b>Conclusion Day 1 Enjoy dinner on your own.</b>	
<b>Friday—November 9, 2018</b>	
7:00 am-8:45am Omega II/III	Full Buffet Breakfast (tickets required)
7:00 am-9:30 am Meeting Lobby Foyer	Registration Registration materials are available at the registration desk
8:00 am-12:00 pm Meeting Lobby Foyer	Exhibits Open
8:30 am-8:45 pm Omega II/III	MBEA Annual Business Meeting
<b>9:00 am – 9:50 am Breakout Session F</b>	
F.1 Omega I	<p><b><i>Bring Your Own Device Session (BYOD), worktime will be included.</i></b></p> <p><i>New! - Modern classroom collaboration with Microsoft Teams</i></p> <p>Kelly Williams, Teacher DeWitt High School DeWitt, MI and Diane Harrington, Teacher Sault Area High School and Career Center Sault Ste. Marie, MI</p> <p>Collaboration skills ranks high on the lists of 21st Century requirements in schools and business. Collaboration used to mean sharing hand-written notes and phone calls at specific times. With Microsoft Teams, OneNote Class Notebook, and Office 365, however, collaboration can happen across schools, at any time - in real time, and with no need to pass around paper copies of materials. <b><i>(This session will be continued in Session G, 10:00 – 10:50am).</i></b></p> <p>Join us for a work session and learn about Microsoft Teams. During this session you will collaborate with other participants, build your own Team, and learn about all the NEW updates. <b><i>(This is a two-part session which will be continued in Session G).</i></b></p>
F.2 Alpha	<p><b><i>Hands-on "Internet of Things" for Beginners</i></b></p> <p>Keith Kelly, Program Coordinator Robotics and Automation</p>

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	<p>Northwestern Michigan College Traverse City, MI</p> <p>Will your students ride the next wave of technology – connecting things? Join this active session to experience the basics of Raspberry Pi, Python, and IoT. You'll construct an IoT Greenhouse, making it smart using sensors, actuators, and "the cloud". Teams will enter code, run, and test. We'll finish by discussing curriculum resources. Participation is limited to 30. All hardware is provided.</p>
F.3 Gamma	<p>CS in Business Beth Holmgren, Business/Technology Teacher Negaunee High School Negaunee, MI</p> <p>Join millions and host an Hour of Code to promote Computer Science Education Week and to highlight incredible career opportunities. Major companies have joined forces with Code.org to provide FREE and inspiring tutorials and curriculum. Come get ideas on running an event in YOUR classroom or district.</p>
F.4 Epsilon Board Room	<p><i>Need More Help Setting Up GMetrix Practice Tests and Certiport Testing?</i> Eric Gilbert, Regional Manager Certiport American Fork, UT</p> <p>Now you have access to industry certification through Certiport let's discuss, in a small setting, the additional resources that make a certification program thrive. During this session we will discuss all things GMetrix practice tests and managing your Certiport.com test center. If you do not have access to GMetrix or Certiport.com don't worry. All participants will gain access to GMetrix practice tests and receive a free certification voucher of choice. Bring your own device.</p>
<p><b>10:00 am – 10:50 am Breakout Session G</b></p>	
G.1 Omega I	<p><i>Bring Your Own Device Session (BYOD), worktime will be included.</i></p> <p><i>New! - Modern classroom collaboration with Microsoft Teams</i> Kelly Williams, Teacher DeWitt High School DeWitt, MI and Diane Harrington, Teacher Sault Area High School and Career Center Sault Ste. Marie, MI</p> <p>Collaboration skills ranks high on the lists of 21st Century requirements in schools and business. Collaboration used to mean sharing hand-written notes and phone calls at specific times. With Microsoft Teams, OneNote Class Notebook, and Office 365, however, collaboration can happen across schools,</p>

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	<p>at any time - in real time, and with no need to pass around paper copies of materials.</p> <p>Join us for a work session and learn about Microsoft Teams. During this session you will collaborate with other participants, build your own Team, and learn about all the NEW updates. <b>(This is the conclusion of the two-part session continued from Breakout Session F).</b></p>												
G.2 Alpha	<p><i>Hands-on Python Programming for Beginners</i> Keith Kelly, Program Coordinator Robotics and Automation Northwestern Michigan College Traverse City, MI</p> <p>This session is a follow-up to the Hands-on "Internet of Things" session. Teams will develop additional Python coding solutions using the IoT Greenhouse. You'll investigate a simple algorithm, code using Python, and test on a Raspberry Pi. We'll finish by discussing curriculum resources. The session is limited to 30 and attending the first Hands-on "Internet of Things" session is not required. All hardware is provided.</p>												
G.3 Gamma	<p><i>FABULOUS FRIDAY</i> Wendy Schmitt Virtual Enterprises, International Highland, MI</p> <p>Everyone loves Fridays! Why not make a good thing even better by adding a little "fabulous" to the end of each week? Come to the Fabulous Friday session and share your favorite themes, entertaining bell activities, and exciting 1-day lessons (holiday or otherwise)! Send to or share with <a href="mailto:wschmitt@veinternational.org">wschmitt@veinternational.org</a> before the conference. All resources will be saved to a Google Drive for sharing or download.</p>												
G.4 Omega II/III	<p><i>Basic and Useful Photoshop Skills</i> Scott Trice, Teacher Roseville High School Roseville, MI</p> <p>Adobe Photoshop is a very powerful and exciting program with many useful tools and applications, from the basic to the advanced. Bring your own device <b>with Photoshop</b> to learn and practice some basic yet useful skills used in Photoshop. You may bring your own photos or images to work with or I will provide a Photoshop file to practice with as well.</p> <p>Areas to be covered:</p> <table> <tr> <td>Opening files</td> <td>Fill and paint</td> </tr> <tr> <td>Saving files (correct for content)</td> <td>Quick fixes to images</td> </tr> <tr> <td>Resolution and sizing</td> <td>Vector drawing (why)</td> </tr> <tr> <td>Use of guides</td> <td>Specific question/skill you wish to work on</td> </tr> <tr> <td>Basic layers</td> <td></td> </tr> <tr> <td>Selections</td> <td></td> </tr> </table>	Opening files	Fill and paint	Saving files (correct for content)	Quick fixes to images	Resolution and sizing	Vector drawing (why)	Use of guides	Specific question/skill you wish to work on	Basic layers		Selections	
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11:00 am – 11:50 am Breakout Session H	
H.1 Omega I	<p><i>Effective Resources and Strategies to Prepare your students for Industry Certifications</i></p> <p>Jason Majors Deployment Manager Certiport Pensacola, FL</p> <p>Join former Teacher and now Certiport, Deployment Manager, Jason Majors in this open-forum session to discuss resources, teaching strategies, timeliness, and classroom management ideas to most effectively prepare students for certifications. Feel free to bring your questions and/or best practice ideas to share with the group.</p>
H.2 Alpha	<p><i>Hands-on Electronic Devices for Beginners</i></p> <p>Keith Kelly, Program Coordinator Robotics and Automation Northwestern Michigan College Traverse City, MI</p> <p>This session is the final Hands-on "Internet of Things" session. Students struggling with DIY class projects? A basic understanding of electricity and electronics often makes the difference. Join this active session to experience hands-on electronics! Teams will learn the basics of electronics and use the IoT Greenhouse to apply their new knowledge. Test meters will confirm values and verify input and output signals. The session is limited to 30 and attending the first IoT sessions is not required. All hardware is provided.</p>
H.3 Gamma	<p><i>ROUND TABLE DISCUSSION—How Can We Get More Business Educators Into Our Profession?</i></p> <p>Professor Konnie Kustron Eastern Michigan University Ypsilanti, MI</p> <p>The shortage of Business Education Teachers across the United States is at a critical level. We must attract our Business students into our profession. Come and join us in this open discussion to help answer this question--- How Can We Get More Business Educators into our Profession?</p>
H.4 Omega II/III	<p><i>Teaching Financial Education &amp; Entrepreneurship through Blended Learning</i></p> <p>Cindy Weaver, Director EverFi Union, OH</p> <p>This session will cover the topic of financial literacy, entrepreneurship, and the growing importance of educating our students to be financially responsible citizens. By utilizing the free web-based resources provided by EVERFI, teachers will see how using technology to assist in learning the concepts of financial literacy and entrepreneurship will make them more financially sound and have fun in the process. Students will be assessed and certified in a variety of financial topics including credit scores, insurance, credit cards, student loans, mortgages, taxes, stock, savings, 401Ks and other critical concepts that map to national financial literacy standards. In addition,</p>

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	students will learn to make informed business decisions, including building a team, marketing their business, and delivering a business pitch - all by designing their own virtual food truck business! This session will provide educators with access to both EVERFI-Financial Literacy and Venture-Entrepreneurial Expedition and will discuss implementation strategies that can extend offline. And the best part? EVERFI provides these resources to schools for FREE!
12:00 pm – 12:30 pm Omega II/III	Closing Session: Announcements and Door Prizes (Must be present to win)

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