

# "BUILDING THE PATH TO EXCELLENCE"

## 85<sup>th</sup> ANNUAL MBEA FALL CONFERENCE



Frankenmuth, MI

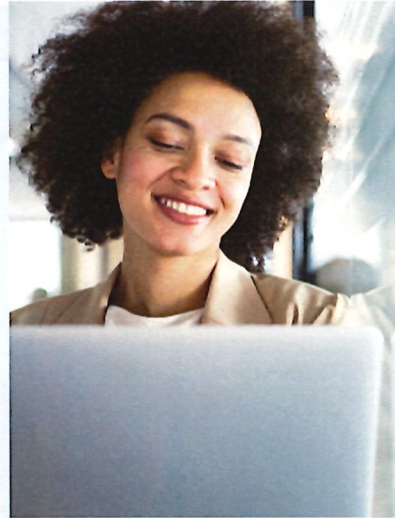
November 9-10, 2023





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## Welcome from the 2023 MBEA President

AS MBEA President, it is both an honor and my pleasure to officially say Willkommen to Frankenmuth and the 85<sup>th</sup> Annual MBEA Fall Convention. We are so excited that you will have the opportunity to meet and share experiences with fellow business educators from across the state, our session speakers, conference sponsors, partners, and exhibitors who all share the goal of keeping you on the cutting edge of business education. As the business professionals in your school districts, you are setting the pace for how our Michigan students learn and what they will achieve later in life.

Your Executive Board has been working over the past few months, mindful of last year's evaluation feedback and comments, developing an informative and exciting agenda that leads us into the future. We are confident this convention will be a memorable one for all participants. Our conference theme, "Building the Path to Excellence" is sure to be engaging and pertinent to the common issues we face within our respective classrooms. I'm sure you'll find that the issues you face in your school district are the same issues that your peers are facing as well. Through our convention, you will gain vision, insights, and new delivery strategies, make connections, build partnerships, and hear about the effective practices others use to create an innovative student-focused classroom environment. As business teachers, you provide your students with concrete and authentic learning experiences that will make them college-bound/workforce-ready. It is our hope that the new strategies and practices exchanged during the conference will help you to continue to build your path to excellence this school year and beyond.

One of the most important aspects of our conference is the level of professional development opportunities available to you, our members. We have a full schedule of breakout sessions and workshops that address the depth and range of our theme. Our 50-minute sessions have been designed to explore and engage our attendees. Your presence is an indication that you are committed to making a positive difference, not only in your own district but throughout our state.

We have been hard at work to keep our new members and returning members actively engaged through our breakfasts, breakout sessions, the Past President's Recognition and Awards Luncheon, and the Convention Connection, all with the goal of creating an opportunity for networking, collaboration, sharing of technical information and the building of relationships. With that being said, please be sure to join us for the opening session, "Speed Networking." Meanwhile, please know that your Executive Board is here to help you. If there is anything we can do for you, please do not hesitate to contact us.

I want to take this opportunity to thank our exhibitors, partners, and sponsors for their continued support. Without them, this convention would not be possible. As you visit the exhibit area, please take a moment and let them know how much you appreciate the opportunity to connect with them in person.

Before I close, I'd like to thank you for being a part of this convention and bringing your expertise to our gathering. You, our members, have the vision, the knowledge, the wherewithal, and the experience to help MBEA pave our way into the future. It defines how MBEA continues to grow in strength and numbers, together! You are truly our greatest asset today and tomorrow, and we could not accomplish what we do without your support. MBEA must be proactive and with your help, we will continue to shape the future of Business Education in Michigan. My personal respect and thanks go out to all of you. We should all be very proud of where we are today and excited about where we are headed.

Best wishes for a rewarding professional development experience.

Enjoy the conference!

Auf Wiedersehen,

*Colleen*





## 2023 MBEA Executive Board

Colleen L. B. Webb..... President/NCBEA Director  
Tresa Evans-Dunn ..... Secretary  
Joyce Newtown.....Vice President for Business and Finance  
Jerrod Black ..... Vice President for Membership  
Patricia Pearson..... Post-Secondary Representative  
Michael Cattani ..... Member-at-Large-UP  
Dennis Klaas ..... Member-at-Large  
Thomas Knight..... State Department

## 2023 Convention Coordinators

Registration ..... Joyce Newtown  
Registration Bags ..... Patricia Pearson/MEEMIC  
Awards..... Michael Cattani/Patricia Pearson  
Membership..... Jerrod Black  
Facilities ..... Colleen Webb  
Program ..... Monica Winchester, Yale High School  
Partnerships/Exhibitors ..... Michael Cattani  
Speakers..... MBEA Executive Board Team  
Registration Desk ..... Pat Pearson/Colleen Webb  
SCECHs..... Colleen Webb, Tresa Evans-Dunn, Dennis Klaas  
Signage ..... Dennis Klaas



## 2024 MBEA Convention

Bavarian Inn Lodge, Frankenmuth

November 6-8, 2024



## 2023 MBEA Student Teacher Recognition

**Rebecca Loncar** is currently a student teacher with Myra Bost at Battle Creek Lakeview High School. She is a Business Education major and after student teaching, she will be dual certified in Business and English. Rebecca was involved in DECA in high school and she has also been actively involved in helping with Battle Creek Lakeview's DECA chapter as a student teacher. Rebecca has been an outstanding student during her time at Western Michigan University.

### THANK YOU FOR YOUR ASSISTANCE

*MBEA also wanted to take a moment to personally thank the Sault Area High School and Career Center's Digital Business student, Jolene Elkins and her teacher, Ms. Katie Watchorn for their help with creating marketing materials for the MBEA organization this year! Their presence and participation have helped make this event a success and we truly appreciate your support.*



# Past Award Recipients

## Master Teacher of Secondary Business Education Award

1984	Melvin Fraki	1989	Harry A. Plouff	1997	Linda Powell	2003	Dian Buckley
1985	Mary Wadsten	1990	Evelyn Van De Laare	1998	Jo Anne Hutton	2004	Bettye J. Harris
1986	Delores S. Cotton	1991	Helen Toivonen	1999	Marlene Koewers	2022	Tammie Neeley
1987	Loretta DeMino	1994	Claudia P. Fernandis	2000	Joan Hansen		
1988	Judith Johnson	1996	Joyce L. Smith	2002	Jacqueline Anderson		

## Wells F. Cook Master Teacher of Secondary Business Education Award

2006	Cecilia Kapcia	2008	Paul Galbenski	2010	Linda A. Schwake	2013	Susan Sobeske
2007	Georgia Fant	2009	Maggie Reeder	2011	Terry Wall	2017	Diane Harrington
2007	Susan K. Lorey	2009	Amy Meyer	2012	Debbie Loesel		

## Emerging Professional Business Educator Award

1989	Arlene D. Green	2000	Jenifer Muselin	2007	Treasa Evans-Dunn	2012	Jessica Kijek
1991	B. Jean Hester	2000	Amy J. Sholtz	2007	Susan Miller		
1996	Margaret Reeder	2002	Kelly Williams	2008	Julie Gauthier		
1998	Deanna Thelen	2006	Jennifer Shaffer	2011	Peg Schoenborn		

## Distinguished Service Award

1959	Lyle Maxwell	1971	Gertrude Smith	1986	Betty Dugan	1998	Judith K. Berry
1960	Frances French	1972	Celestine Mongo	1987	Marcella Kocar	1999	Jon Hayes
1961	A.C. Herman	1973	Esther L. Fresickson	1988	Jerome E. Fribley	2001	Sue Reid
1963	Frank Lanham	1974	Frank Paone	1989	L. Maxine Jones	2001	Rita Rose
1965	Kathryn Riggs	1975	Bonnie Jean Distler	1991	Mary Robek	2002	Arlene Vlahos
1966	Ima Chambers	1976	John Kushner	1992	Carol Johnson	2003	Larry G. Pagel
1967	John Trytten	1976	James Godell	1993	Wells F. Cook	2006	Barbara Bartosiewicz
1968	Kate Sibley	1977	Raymond Kaczmariski	1994	Helene L. Zimmerman	2007	Karen Norman
1969	John Trytten	1981	Eddie Green	1995	Susan E. Maxam	2008	Maurice S. Henderson
1970	Edna Diehl	1982	Sue Rigby	1996	Christopher J. Korbel	2013	Colleen L. B. Webb
1970	Robert Poland	1983	Wells F. Cook	1997	Delores S. Cotton	2016	Ronalyn Arseneau

## Master Teacher of Post-Secondary Business Education Award

1984	Glen Anderson	1991	Margret Hocesvar	1998	Sue Switzer	2003	Tina Ostwald
1988	Joel Katz	1995	Rose C. Wingo	2001	Karin Stulz	2006	Ronald Fulkert
1989	Margie Kinzley	1996	Ann M. Remp	2002	Nancy Csapo	2007	Amy Wojciechowski
1990	Mildred Williams	1997	Jan Schauer	2002	Marvin L. Harris	2008	Paula Nezzi



Recognition Award							
1959	Walter Minnich	1974	R. Louise Grooms	1986	Dexter Rohm	2001	Eileen Dittmar
1961	Patricia Patsloff	1975	Robert L. Hitch	1987	Mary FosterHavercamp	2001	Judith Johnson
1963	Gertrude Murray	1976	Donald Fox	1988	Tommie A. Johnson	2002	Ann M. Remp
1965	Helen Green	1976	Rosemary Beloach	1989	Mary F. Robek	2004	Dr. Wells F. Cook
1966	Lawrence Thomson	1977	Louis R. Graziano	1991	Reva Gibson	2004	Carol Cox
1967	Leslie J. Whale	1978	Richard Shupe	1994	Carole K. Fetke	2007	Joyce L. Smith
1968	Lorna Weddle	1979	E. L. Marietta	1995	Judith K. Berry	2012	Sharon Wyble
1969	Peggy Block	1980	Howard Weaver	1996	Kathy Davis	2013	Joyce Hansen
1970	Dale Keyser	1980	Max McKittrick	1997	Patricia Pearson	2016	Thomas Knight
1971	Gene Westerhof	1981	Robert Poland	1998	Sue Reid		
1972	Jean Reed	1982	John Kushner	1999	Maurice S. Henderson		
1973	Peter G. Haines	1983	Paul Baer	2000	Mary Dawson		



## MBEA PAST PRESIDENTS



<u>Year</u>	<u>President</u>	<u>Location</u>
1937	Dr. J. M. Trytten	Ann Arbor
1938	Dr. J. M. Trytten	Flint
1939	Bernice Cowdle	Grand Rapids
1940	Bernice Cowdle	Grand Rapids
1940	Clyde W. Kammerer	Detroit
1941	Emmet E. Winters	Battle Creek
1942	John Cooper	Saginaw
1943	Ivan Mitchell	None
1944	Ivan Mitchell	Detroit
1945	Guy Ringle	None
1946	Guy Ringle	Lansing
1947	Archie D. Waring	Detroit
1948	Gertrude I. Murray	Grand Rapids
1949	Robert H. Shorney	Bay City
1950	Arthur Balfour	Battle Creek

1951	Harvey Meyer	Port Huron
1952	Catherine Riggs	Grand Rapids
1953	Nelson Lanfear	Saginaw
1954	Dorothy Merritt	Muskegon
1955	Dr. Lyle Maxwell	Saginaw
1956	Robert Sneden	Detroit
1957	Allan Barron	Grand Rapids
1958	Cora Posey	Saginaw
1959	Dr. Frank Lanham	Detroit
1960	Frances French	Grand Rapids
1961	A.C. Hermann	Saginaw
1962	Pauline Dunsmore	Lansing
1963	Ima Chambers	Detroit
1964	Dr. Kale Keyser	Grand Rapids
1965	Dr. Patricia Patsloff	Lansing
1966	Homer F. Long	Detroit



1967	Dr. Robert Poland	Grand Rapids
1968	Edna Diehl	Detroit
1969	Dr. Ray Dannenberg	Grand Rapids
1970	Gertrude Smith	Detroit
1971	Dr. Celestine Mongo	Grand Rapids
1972	Dr. Peter G. Haines	Detroit
1973	Dr. James Godell	Grand Rapids
1974	Frank Paone	Detroit
1975	Dr. John Kushner	Grand Rapids
1976	Dr. Carol Stencel	Troy
1977	Bonnie Jean Distler	Grand Rapids
1978	Ray Kaczmariski	Troy
1979	James LaParl	Kalamazoo
1980	Dr. Wells F. Cook	Detroit
1981	Eddie Green	Kalamazoo
1982	Dr. Sue Rigby	Detroit
1983	Eldon Kaufmann	Grand Rapids
1984	Betty Dugan	Flint
1985	Dr. Marcella Kocar	Kalamazoo
1986	Dr. Mary Foster-Havercamp	Flint
1987	Jerome Fribley	Grand Rapids
1988	L. Maxine Jones	Detroit
1989	Dr. Helene Zimmerman	Grand Rapids
1990	Dr. Mary Robek	Battle Creek
1991	Dr. Carol Johnson	Grand Rapids
1992	Dr. Karen L. Norman	Detroit
1993	Mary H. Pettaway	Grand Rapids

1994	Dr. Susan Maxam	Lansing
1995	Delores S. Cotton	Flint
1996	Christopher Korbel	Troy
1997	Delmar Harkenrider	East Lansing
1998	James O'Brien	Grand Rapids
1999	Sue Reid	Troy
2000	Rita Rose	Kalamazoo
2001	Arlene Vlahos	Mt. Pleasant
2002	Dr. Larry G. Pagel	Novi
2003	Dr. Judith K. Berry	Grand Rapids
2004	Barbara Bartosiewicz	East Lansing
2005	Bettie Goodman	Novi
2006	Bettie Goodman	Kalamazoo
2007	Pamela J. Miller	Frankenmuth
2008	Bettie Goodman	Grand Rapids
2009	Joyce K. Hansen	Thompsonville
2010	Joyce K. Hansen	Frankenmuth

**2011- Present MBEA  
President Colleen Webb  
expresses her heartfelt  
THANKS to all previous  
Presidents and Mentors!**

# Mark Your Calendars!

## MBEA Summer Boot Camp 2024

- Week of June 18-19, 2024
- Location: To Be Determined











## NBEA 2024 Hybrid Convention



- March 26-29, 2024
- Sheraton Myrtle Beach Convention Center Hotel
- Myrtle Beach, South Carolina

## MBEA 2024 Annual Convention




- November 6-8, 2024
- Frankenmuth, Michigan






Wednesday, November 08 – Pre-Convention	
12:00pm-6:15pm River Room Lobby	Registration  Registration materials are available the registration desk
6:00pm-9:00pm Brahms All curriculum areas	<b>"Certification Testing"</b>  <i>Eric Gilbert, Regional Manager</i> <i>Certiport</i> <a href="mailto:Eric.gilbert@pearson.com">Eric.gilbert@pearson.com</a>  Beginning on the hour--6, 7, and 8 (you must have your own device and be present in the room, 20 people max each hour)
<b>Program Area Mapping Key</b>  <b>BMA  (Red) Finance  (Green) IT  (Teal) Marketing  (Purple)</b>  <b>Arts, A/V Technology &amp; Communications  (Orange)</b>	
Thursday, November 09 - Convention	
7:00am-3:30pm River Room Lobby	Registration
6:30am-7:45am Bach Beethoven	Breakfast Buffet (ticket required)
8:00am-8:50am Bach Beethoven	State Update—MBEA Business Meeting
8:50am-9:00am Bach Beethoven	Opening Day Run-through
9:00am-10:30am Bach Beethoven     	Speed Networking/ Roundtable Sessions  Share your best classroom practices with colleagues from around the state. <ul style="list-style-type: none"> <li>• Teacher Certification—Thomas Knight</li> <li>• This is My First Year in the Classroom—Michael Cattani</li> <li>• Infusing Intuit in the Classroom—Tresa Evans-Dunn and Eric Gilbert</li> <li>• Gen Cyber Camp at Oakland University—Tim McBride</li> <li>• Classroom Culture—Pat Pearson</li> <li>• Work-Based Learning—Dorothy Switalski</li> <li>• Infusing student leadership in the classroom—Jerrod Black</li> <li>• Creating Post-Secondary Connections—Grant Lee, Department Chair, Accounting and Finance and Human Resources Management, Davenport University, Sharon</li> </ul>



	<p>George, Director of Student Academic Affairs, Ferris State University</p> <ul style="list-style-type: none"> <li>Formative/Summative Assessment—Colleen Webb</li> </ul>
10:30am-11:00am	<p>Break</p> <p>Tour the Exhibits</p>
<b>11:00am-11:50am</b>	<b>BREAKOUT SESSION A</b>
<p>A.1 Mosel-Rhine</p> 	<p><b>“Volunteer Income Tax Assistance Program: Helping Households Achieve Financial Stability”</b></p> <p><i>Michelle Wasylecki, Director of VITA United Way of South Central Michigan <a href="mailto:m.wasylecki@uwscmi.org">m.wasylecki@uwscmi.org</a></i></p> <p>Sponsored by the Internal Revenue Service (IRS), the Volunteer Income Tax Assistance program (VITA) provides free income tax preparation assistance to individuals and families with a household income of \$60,000 a year or less. VITA helps taxpayers obtain all eligible tax credits and deductions, especially the Earned Income Tax Credit, Child Tax Credit, Education Tax Credits and Child Care tax deductions. By offering this service for free, we can help more individuals and families maximize their returns while achieving greater financial stability. This session will discuss the impact of the VITA program for individuals and families across our 9 county footprint, roles for volunteers (ages: 16+) that are needed for the upcoming tax season time, and how you and students can get involved to improve financial stability for families across Michigan. Volunteers learn valuable skills and have to have no prior experience in taxes to volunteer. All training for volunteers is provided by our team virtually or in person with additional support as needed. After this session, you will have the opportunity to share this information to your students and families who need this service as well as information on opportunities for you and/or your students to volunteer.</p>
<p>A.2 Brahms</p> 	<p><b>“Let's Prepare Students for their Future with Industry Certification”</b></p> <p><i>Scott Rolando, CFE Coordinator Video Production and Cybersecurity Teacher Huron Valley Schools <a href="mailto:Scott.rolando@hvs.org">Scott.rolando@hvs.org</a></i></p> <p><i>Eric Gilbert, North America Regional Manager Certiport <a href="mailto:eric.gilbert@pearson.com">eric.gilbert@pearson.com</a></i></p>






	<p>Are you new to certifying your students? Do you want to know more about Certiport industry-recognized certifications? This session is for you. Join veteran certification expert and Michigan CTE teacher Scott Rolando along with Certiport Regional Manager Eric Gilbert as they share Certiport's available certifications, full certification pathway, practical tips, and step-by-step suggestions for launching a successful certification program at your school. This includes insights and ideas for getting your program going, aligning specific Certiport certifications with your current classes, getting funding, scheduling Certiport certifications into your existing programs, and more. This session is for you so prizes will be awarded for the best questions!</p>
<p>A.3 Danube</p> 	<p><b>“Providing Knowledge to High School Students About College”</b></p> <p><i>Grant Lee Davenport University, Department Chair Accounting &amp; Finance, and Human Resource Management <a href="mailto:grant.lee@davenport.edu">grant.lee@davenport.edu</a></i></p> <p>It is critical that high school students have an awareness of the option to attend college. My presentation will cover my experiences visiting high schools while representing Davenport University. Topics covered in my high school visits include resume building, the importance of internships and real-world experience, career path determination and establishing a network of connections.</p>
<p>A.4 Altmuehl</p> 	<p><b>“BusinessU--Empowering Educators, Inspiring Tomorrow’s Business Leaders”</b></p> <p><i>Crystal Dortch, Curriculum Director Business U <a href="mailto:crystal@businessu.org">crystal@businessu.org</a></i></p> <p>Whether you’re a seasoned educator, or just starting your teaching career, join BusinessU for an engaging teacher session showcasing the potential of a standards-based, teacher-controlled, interactive curriculum platform that includes full-year courses in Marketing, Accounting, Entrepreneurship, Intro to Business, Personal Finance, Management, Finance, Economics, and MS Office Cert Prep. During the session, we will interact with the engaging curriculum and content elements, explore the power of the platform’s user-friendly features, get an insider look at new activities and real-world applications, and learn ways to leverage the extensive library of resources.</p>
<p>A.5 Mozart</p> 	<p><b>“Personal Finance - CTE Flexibility and the Michigan Merit Curriculum”</b></p> <p><i>Rashell Bowerman, Instructional Consultant Office of Educational Supports Michigan Department of Education <a href="mailto:Bowermanr1@michigan.gov">Bowermanr1@michigan.gov</a></i></p>




	<p><i>Dorothy Switalski, Education Consultant Office of Career and Technical Education Michigan Department of Education <a href="mailto:SwitalskiD@michigan.gov">SwitalskiD@michigan.gov</a></i></p> <p>Beginning with this year's 8<sup>th</sup> graders, students will need ½ credit of personal finance as part of the 18 credits required in the Michigan Merit Curriculum (MMC). CTE is the ideal venue for teaching personal finance standards to students because it gives students the context in which to understand and practice the application of the standards. In this session, you will learn what the legislation says and how you can embed the personal finance standards into your CTE program.</p>
12:00pm-1:30pm Bach Beethoven	MBEA Awards and Past President's Recognition Luncheon (ticket required)
1:30pm-1:50pm	Break Tour the Exhibits
<b>2:00pm-2:50pm</b>	<b>BREAKOUT SESSION B</b>
B.1 Mosel-Rhine 	<p><b>"Student Introduction to Data Analysis"</b></p> <p><i>Kristen Sailors, Accounting Teacher Mona Shores High School <a href="mailto:sailorsk@monashores.net">sailorsk@monashores.net</a></i></p> <p>Hands-on presentation using Paradise Park from <i>Start Here Go Places</i>. I will demonstrate how I use this resource with my students in the classroom by having participants go through one of the lessons.</p>
B.2 Brahms  	<p><b>"Come Find Out How A BMA Program Integrates Certiport Tests, BPA Activities, and College Articulation"</b></p> <p><i>Dawn Perez, Business/Computer Teacher Swan Valley High School <a href="mailto:dperez@swanvalley.k12.mi.us">dperez@swanvalley.k12.mi.us</a></i></p> <p>You will learn how to integrate Certiport tests (WORD, EXCEL, PowerPoint, and ACCESS), BPA activities into your BMA/Finance program and how to go about getting College Articulation for your students at your local college.</p>







<p>B.3 Danube</p> 	<p><b>Productivity, Pedagogy, &amp; Podcasts</b></p> <p><i>Dorothy Switalski, Education Consultant Office of Career and Technical Education Michigan Department of Education <a href="mailto:SwitalskiD@michigan.gov">SwitalskiD@michigan.gov</a></i></p> <p>Explore podcasts that share practical classroom ideas, provide teacher encouragement, and help you improve productivity and work/life balance. <b>Find tips to take back your weekend!</b> Learn how program-specific social media teacher groups can provide new resources and ideas and get a pulse of what others are doing in your program area across the country.</p>
<p>B.4 Altmuehl</p> 	<p><b>“BusinessU--Debits, Credits, and Balance Sheets, Oh My!”</b></p> <p><i>Crystal Dortch, Curriculum Director Business U <a href="mailto:crystal@businessu.org">crystal@businessu.org</a></i></p> <p><i>Tom Mavis, Instructor Rochester Adams High School <a href="mailto:tmavis@rochester.k12.mi.us">tmavis@rochester.k12.mi.us</a></i></p> <p>Some call it Accounting, we call it the Language of Business. Whether you’re a seasoned educator or just starting your teaching career, join us for an interactive workshop showcasing the BusinessU high school accounting course, which is increasingly becoming the go-to resource for accounting teachers around the country. BU explores all the standard accounting concepts including debits/credits, t-accounts, journalizing/posting, worksheets, adjusting entries, cash controls, AR/AP, and financial statements. The course also covers more advanced concepts including depreciation, inventory costing, payroll, acquiring capital, financial analysis, and various legal and ethical principles. Embedded throughout is the language of business and a finance bent. BusinessU offers additional full-year courses including Marketing, Personal Finance, Entrepreneurship, Intro to Business, Management, Finance, Economics, and MS Office Cert Prep. And, the weekly-produced bellringer video resource applies the “timely to the timeless” by bringing what’s currently going on in the business world, to your classroom.</p>






<p>B.5 Mozart</p> 	<p><b>“International Business Opportunities Workshop”</b></p> <p><i>Dr. Yener Kandogan, Professor and Dean University of Michigan—Flint <a href="mailto:yener@umich.edu">yener@umich.edu</a></i></p> <p>Globalization of markets and production offers many benefits to companies, small and large. However, beyond the logistics of doing international business, it is important to know the science behind identifying real opportunities that helps companies bottom line. This workshop summarizes the findings of the growing international business science in helping companies what they should look for in evaluating different locations for international business.</p>
<p><b>3:00pm–3:50pm</b></p>	<p><b>BREAKOUT SESSION C</b></p>
<p>C.1 Mosel-Rhine</p> 	<p><b>“Personal Finance - NGPS + ”</b></p> <p><i>Traci Hackney, Teacher Mona Shores Schools <a href="mailto:hackneyt@monashores.net">hackneyt@monashores.net</a></i></p> <p>Personal Finance is such a relevant and needed subject for Michigan Students but it constantly changing and advancing. Learn how to stay on top of the latest trends and current events while providing a solid foundation for students to be successful post-high school</p>
<p>C.2 Brahms</p> 	<p><b>“Certiport is Growing! Updates and New Industry Certification Exams”</b></p> <p><i>Eric Gilbert, North America Regional Manager Certiport <a href="mailto:eric.gilbert@pearson.com">eric.gilbert@pearson.com</a></i></p> <p>Join Certiport Regional Manager Eric Gilbert in a discussion about Certiport's newest exam delivery platform Compass Cloud along with new features to the GMetrix platform. In addition, we will discuss Certiport's newest exams from META (formerly Facebook), Intuit, Cisco, and PMI. Certiport is the global leader of industry recognized certifications, students know they are not only getting a grade but a validated skill that provides significant advantages in their college and career journey. Learn about the newest industry recognized certification exams along with the</p>





		latest technology in cloud-based testing. As always, prizes will be awarded for the best questions!
C.3 Danube 		<p><b>“What is Forensic Accounting?”</b></p> <p><i>Evelin Alchammas, Manager MDD Forensic Accountants <a href="mailto:ecalchammas@mdd.com">ecalchammas@mdd.com</a></i></p> <p>The purpose is to provide an overview of Forensic Accounting. The goal is to help educators gain an understanding of the profession and to be informed of the different career paths an individual can take as a forensic accountant. The presentation will also include my experiences as a forensic accountant.</p>
C.4 Altmuehl 		<p><b>“Credentials, Program Standards Update and the Career Pathways Process”</b></p> <p><i>Dorothy Switalski, Education Consultant Office of Career and Technical Education Michigan Department of Education <a href="mailto:SwitalskiD@michigan.gov">SwitalskiD@michigan.gov</a></i></p> <ul style="list-style-type: none"> <li>• Digital/Multimedia and Information Resources Design</li> <li>• Graphics and Printing Technology and Communications</li> <li>• Radio and Television Broadcasting Technology</li> </ul> <p>These programs are currently being updated through the Career Pathways process. Engage in conversation about credentials and needed updates to the program standards. Your input will help guide the direction of programs across the state and give you an understanding of how this will advance your program.</p>
C.5 Mozart 		<p><b>“Issues and Careers in International Business”</b></p> <p><i>Dr. Yener Kandogan, Professor and Dean University of Michigan—Flint <a href="mailto:yener@umich.edu">yener@umich.edu</a></i></p> <p>No business is immune from what is happening outside the US borders. What can American businesses do to stay competitive? What are the potential career opportunities for business majors in a globalized world economy?</p>




4:00pm–4:50pm	BREAKOUT SESSION D
<p>D.1 Mosel-Rhine</p> 	<p><b>“2024 Ferris State/Auto-Owners Insurance Challenge”</b></p> <p><i>Dr. David Brown, Professor</i>  <i>Ferris State University</i>  <i>College of Business</i>  <a href="mailto:davidbrown@ferris.edu">davidbrown@ferris.edu</a></p> <p>The inaugural 2023 challenge included 20 high school teams from all over Michigan operating their own fictional insurance companies to compete for prizes. Students learn about strategy, business acumen, and insurance career opportunities. Come learn about the 2024 challenge and register your class(es) to participate.</p>
<p>D.2 Brahms</p> 	<p><b>“Finance Collaboration Summit”</b></p> <p>Network with your program colleagues. Share resources, best practices and walk away with something you can use in the classroom on Monday.</p>
<p>D.3 Danube</p> 	<p><b>“UCS Cybersecurity Program”</b></p> <p><i>Christopher Anderson, CTE Teacher</i>  <i>Stevenson High School</i>  <a href="mailto:christopher.anderson@uticak12.org">christopher.anderson@uticak12.org</a></p> <p>Take a deep dive into the Cybersecurity program at Stevenson High School, using a combination of cyber.org, Microsoft Teals, and Certiport, to obtain the IT Specialist Certification in Cybersecurity. Look at the program's history, as well as the benefits and pitfalls of other Cyber programs used by the presenter during the last 4 years.</p>
<p>D.4 Altmuehl</p> 	<p><b>“ACA Connections – Teacher Certification”</b></p> <p><i>Amanda Pilarski, ACA Business Educator</i>  <i>Alpena High School</i>  <a href="mailto:pilarskia@alpenaschools.com">pilarskia@alpenaschools.com</a></p> <p><i>Thomas Knight, CTE Education Consultant</i>  <i>Michigan Department of Education</i>  <a href="mailto:KnightT@michigan.gov">KnightT@michigan.gov</a></p> <p>This session is designed for ACA (Annual Career Authorization) teachers and will include best practice topics specific to teachers in the classroom on an ACA endorsement. We will discuss the</p>







	benefits of becoming a certified teacher and how to make that transition happen.
D.5 Mozart 	<b>“Certification Testing all program areas”</b>  Eric Gilbert, North America Regional Manager Certiport <a href="mailto:eric.gilbert@pearson.com">eric.gilbert@pearson.com</a>  Beginning on the hour--(you must have your own device and be present in the room, 20 people max each hour)
5:00pm-6:30pm Brahms Beethoven	Networking Opportunity (ticket required)
7:00 pm -8:00 pm Brahms 	<b>“Certification Testing all program areas”</b>  Eric Gilbert, North America Regional Manager Certiport <a href="mailto:eric.gilbert@pearson.com">eric.gilbert@pearson.com</a>  Beginning on the hour--(you must have your own device and be present in the room, 20 people max each hour)
<b>Program Area Mapping Key</b>  BMA  (Red) Finance  (Green) IT  (Teal) Marketing  (Purple)  Arts, A/V Technology & Communications  (Orange)	
<b>Friday, November 10 - Convention</b>	
7:00am-10:30 am River Room Lobby	Registration
6:30am-7:45am Bach-Beethoven	Full Breakfast (ticket required)
8:00 am-10:30 am River Room Lobby Composer Room Lobby	<b>Tour Exhibits</b>
<b>8:00-8:50</b>	<b>BREAKOUT SESSION E</b>
E.1 Mosel-Rhine 	<b>Arts, A/V Technology &amp; Communications Collaboration Summit”</b> Network with your program colleagues. Share resources, best practices and walk away with something you can use in the classroom on Monday.
E.2 Brahms 	<b>2 HOUR SESSION (E2 &amp; F3)</b>  <b>“Design and Manage Your Class Like a Pro: An Introduction to Canva for All Educators”</b>  Katie Watchorn, CTE Digital Business Instructor Sault Area High School and Career Center





	<p><a href="mailto:kwatchorn@eupschools.org">kwatchorn@eupschools.org</a></p> <p>Canva is an online design tool that can create professional documents, marketing materials, classroom décor, worksheets, and projects for both teachers and students alike. We will navigate through Canva's resources and products during this session. We'll explore Canva's dashboard and workspace, its new AI features, and how to download/ share work for any grade level. Participants will leave this session with several classroom projects and/or ideas to explore for not only their students but also for themselves. Mentimeter will also be utilized during this session and is an excellent classroom management/student engagement tool. Having a connected device during the session is highly encouraged. (Two-hour session continues in Session E3)</p>
<p>E3 Danube</p> 	<p><b>"Cyber Awareness Month—Student Campaign from Nothing to Something"</b></p> <p><i>Carl Taylor, Global Finance, Cybersecurity Instructor Sterling Heights High School</i> <a href="mailto:Ctaylor@wskids.net">Ctaylor@wskids.net</a></p> <p>Did you know that October is Cybersecurity Awareness Month? Have your students develop a campaign to reach your community! This campaign could be utilized in several different career pathways. Students learn how to identify, reach, and tailor a message to several target audiences. This is a great way to engage students and fulfill the "Leadership" component within the CTE requirements. The campaign is a great way to promote your own programs throughout the school community! Focus points will be on building the campaign, building knowledge, and sharing some free resources.</p>
<p>E.4 Altmuehl</p> 	<p><b>"Adding It All Together; Presenting Comprehensive Math Related Credit Within Business Curriculum"</b></p> <p><i>Tony Wright, CYTE Teacher Warren Consolidated Schools</i> <a href="mailto:wrighta@wcskids.net">wrighta@wcskids.net</a></p> <p>Participants will learn: how one CTE Teacher navigated their district process to offer Math Related Credit within their Business Curriculum including ideas regarding:</p> <ul style="list-style-type: none"> <li>• Unit Plan</li> <li>• Lesson Plans</li> <li>• Original Artifacts</li> </ul>




	<ul style="list-style-type: none"> <li>• Formative/Summative Assessments</li> <li>• Projects</li> <li>• Resources</li> <li>• Classroom</li> <li>• Additional Student Supports</li> </ul>
E.5 Mozart 	<p><b>“Teaching Lean Startup Entrepreneurship “</b></p> <p><i>Dr. David Brown, Professor Ferris State University College of Business <a href="mailto:davidbrown@ferris.edu">davidbrown@ferris.edu</a></i></p> <p>Entrepreneurship in the 21st century requires a different approach. Successful 21st century entrepreneurs are detectives, not fortune-tellers, and luck makers rather than risk takers. This session introduces evidence-based entrepreneurship and lean startup principles and how they can be taught to young, aspiring entrepreneurs.</p>
<b>9:00am-9:50am</b>	<b>BREAKOUT SESSION F</b>
F.1 Bach Beethoven 	<p><b>2 HOUR SESSION (F1 &amp; G1)</b></p> <p><b>“Explore How to Integrate Drones into Your CTE Program”</b></p> <p><i>Dennis Klaas, Co-Founder of MICE Former CTE Teacher FAA 107 Certified <a href="mailto:dklaas@gmail.com">dklaas@gmail.com</a></i></p> <p><i>Dorothy Switalski, CTE Education Consultant Michigan Department of Education <a href="mailto:SwitalskiD@michigan.gov">SwitalskiD@michigan.gov</a></i></p> <p>Drones are a tool of the trade in many careers. Explore how you might embed drones into your program.</p>
F.2 Mosel-Rhine 	<p><b>“Hands-on Practice with MindTap for Century 21 Accounting”</b></p> <p><i>Julie Schultz, K-12 Learning Consultant and Previous Business CTE Teacher National Geographic Learning/Cengage <a href="mailto:julie.schultz@cengage.com">julie.schultz@cengage.com</a></i></p> <p>Take a deeper dive into the newest hands-on virtual assignments and course customization tools for the leader in high school accounting education for more than 100 years, Century 21</p>

	Accounting. Auto-graded assessments, review tools, videos, simulations, and more!
F.3 Brahms 	<b>CONTINUED FROM E2</b> <b>“Design and Manage Your Class Like a Pro: An Introduction to Canva for All Educators”</b>  <i>Katie Watchorn, CTE Digital Business Instructor  Sault Area High School and Career Center  <a href="mailto:kwatchorn@eupschools.org">kwatchorn@eupschools.org</a></i>  Canva is an online design tool that can create professional documents, marketing materials, classroom décor, worksheets, and projects for both teachers and students alike. We will navigate through Canva’s resources and products during this session. We’ll explore Canva’s dashboard and workspace, its new AI features, and how to download/ share work for any grade level. Participants will leave this session with several classroom projects and/or ideas to explore for not only their students but also for themselves. Mentimeter will also be utilized during this session and is an excellent classroom management/student engagement tool. Having a connected device during the session is highly encouraged.
F.4 Danube 	<b>“BMA Collaboration Summit”</b> Network with your program colleagues. Share resources, best practices, and walk away with something you can use in the classroom on Monday.
F.5 Altmuehl 	<b>“Certification Testing all program areas”</b>  <i>Eric Gilbert, North America Regional Manager  Certiport  <a href="mailto:eric.gilbert@pearson.com">eric.gilbert@pearson.com</a></i> Beginning on the hour--(you must have your own device and be present in the room, 20 people max each hour)
F.6 Mozart 	<b>“School Stores (School-Based Enterprise)”</b>  <i>Lynda Bommarito, Teacher  Garden City High School  <a href="mailto:bommarl@gardencityschools.com">bommarl@gardencityschools.com</a></i>  General information about running a school-based enterprise school store. (Employees, nutritional standards, inventory,



	vendors, money management....) from POV of an on-site comprehensive high school CTE program. Resources for lessons, curriculum, and DECA school-based enterprise event.
<b>10:00am–10:50am</b>	<b>BREAKOUT SESSION G</b>
G.1 Bach Beethoven 	<b>CONTINUED FROM F1</b> <b>“Explore How to Integrate Drones into Your CTE Program”</b>  <i>Dennis Klaas, Co-Founder of MICE</i> <i>Former CTE Teacher</i> <i>FAA 107 Certified</i> <a href="mailto:dklaas@gmail.com">dklaas@gmail.com</a>   <i>Dorothy Switalski, CTE Education Consultant</i> <i>Michigan Department of Education</i> <a href="mailto:SwitalskiD@michigan.gov">SwitalskiD@michigan.gov</a>  Drones are a tool of the trade in many careers. Explore how you might embed drones into your program.
G.2 Mosel-Rhine 	<b>“How the MICPA Can Support You- Resources and Connections”</b>  Laura Bullard, Student Engagement & Academics Leader Michigan Association of CPAs <a href="mailto:lbullard@micpa.org">lbullard@micpa.org</a>  The Michigan Association of CPAs is here to support you, as educators, as well as your accounting and business students. I will present resources available through the MICPA and other sources, as well as share events and opportunities we provide for your students to hear about a career in accounting and the CPA credential.
G.3 Brahms 	<b>“Marketing Collaboration Summit”</b> Network with your program colleagues. Share resources, best practices and walk away with something you can use in the classroom on Monday.
G.4 Danube 	<b>“IT Collaboration Summit”</b> Network with your program colleagues. Share resources, best practices and walk away with something you can use in the classroom on Monday.

<p>G.5 Altmuehl</p> 	<p><b>"Certification Testing all program areas"</b></p> <p><i>Eric Gilbert, North America Regional Manager Certiport</i></p> <p><a href="mailto:eric.gilbert@pearson.com">eric.gilbert@pearson.com</a></p> <p>Beginning on the hour--(you must have your own device and be present in the room, 20 people max each hour)</p>
<p><b>11:00am–11:30am</b></p> <p>Bach Beethoven</p>	<p><b>Closing Session: Announcements &amp; Door Prizes</b></p> <p><b>(Must be present to win)</b></p>



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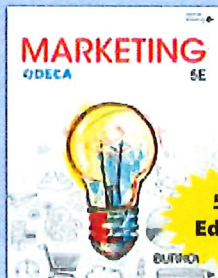




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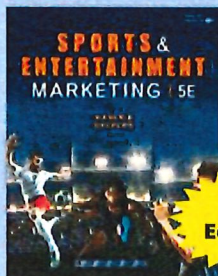
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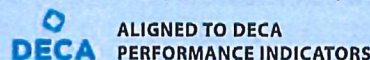
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