Engaging Students in the New Post-COVID Classroom

Ann Stewart, Stewarts Creek High School, TN
Dre' Helms, Florence High School, Florence, MS

Join Ann Stewart and Dre' Helms for some engaging and easy-to-implement virtual activities from Youth Entrepreneurs guaranteed to energize and engage you and your students. Find out how easily YE activities complement MBA LAPs in a fun session designed to reinvigorate even the tiredest educator!

Dr. Ann Stewart spent 25 years in the business world before turning her attention to education. As a marketing and entrepreneurship teacher, Ann facilitated the development and opening of the first full service in-school coffee shop in her district and the first high school business to have full membership Chamber of Commerce. She is CTE Department Chair and the Director of the Entrepreneurship Center for the school, a four-year entrepreneurship curriculum for non-marketing students. Ann has also been a DECA advisor for 15 years. She is also an MBA TAN member and a Youth Entrepreneurs Ambassador Educator.

Dre’ Helms is a YE Ambassador Educator and has been a member of the MBA Research Teacher Advisory Network since 2017. She is the lead instructor for and co-founder of the TEAM Business Academy at Florence High School in Florence, MS where she also serves as a DECA advisor, yearbook advisor, and a member of the FHS Leadership team. She holds a Bachelor of Science in Polymer Science from the University of Southern Mississippi and an MBA from Millsaps College. Her most important role is that of mother to her two sons, Logan and Holden, and wife to her husband, John. She is a crazy soccer mom, an avid sports fan, and a voracious reader. She and her family live on their small farm with a menagerie of animals. Dre’ is a poster child for lifelong learning and is a firm believer that, in a world where you can be anything, you should always be kind.

Implementing Soft Skills to your Classroom and CTSO

Katrina McDowell, High Plains Technology Center, OK

Soft skills are personal attributes that influence how well you can work or interact with others. These skills make it easier to form relationships with people, create trust and dependability, and lead teams. Learn why it is important for your students to receive soft skills training in the classroom. We will go over different activities that will make learning these skills fun!

Katrina McDowell is the Marketing/Management Instructor and DECA Advisor at High Plains Technology Center in Woodward, Oklahoma. She received her bachelor’s degree from Northwestern Oklahoma State University and her Master’s degree in Business Administration with an emphasis in Leadership from Grand Canyon University. She spent 20 plus years in the business world which included owning her own retail store, before becoming an instructor.
Technology that promotes student engagement - Nearpod & EdPuzzle

Kim Britton, Doddridge County High School, WV
Sarah Dennison, Braxton County High School, WV

The Nearpod online platform is a presentation program that allows you to create engagement opportunities with students to check for understanding. This platform will be demonstrated in the presentation by putting teachers in the role of a student with this program and give some tips & tricks. Another online platform that helps with our YouTube generation is the EdPuzzle assessments. This will be demonstrated by giving the teachers a short assessment with the online program, and then demonstrating how to use it for any subject and customize it for your own teaching style.

Kim Britton - A business/marketing teacher for 15 years, an Accountant for 25 years prior to teaching, and a business partner have been a good background for preparing students in the High School environment where she now teaches. Kim works as the Corporate Treasurer for her family’s small business in rural WV. A devoted FBLA advisor, WVBEA member and officer, Kim is active with business educators in her state and always working at improving her knowledge and skills.

Sarah Dennison graduated from Glenville State College in 1997 with a BA in Business Education Principles and began substituting. Her first full-time position was at James Ramsey Technical Institute in Martinsburg, WV, but she has worked in various other counties in WV since then. She is currently the only business teacher at Braxton County High School in Sutton, WV, her Alma Mater. She is teaching Business & Marketing Essentials, Accounting I, BCA I, BCA II, and Computer Science. Upcoming courses include Digital Imaging I, Webpage Publishing, BCA I, BCA II and Computer Science. She has two different Programs of Study, so she has to trade off every year. She is married with two children and four grandchildren. She enjoys going to church, singing in a small Southern Gospel/Bluegrass Group, spending time with her family, and going on trips.

Critical Friends - Building Collaboration and Feedback

Tami Perez, Idaho Technical Career Academy, ID

A critical friend is someone who is encouraging and supportive, but who also provides honest and candid feedback. We will walk through the process and experience the critical friend’s protocol.

Tami Perez is currently an online business and marketing teacher for Idaho Technical Career Academy in Meridian, Idaho. Tami earned a bachelor’s degree in business management from Idaho State University and a Master of Education from the University of Idaho. This is her 12th year in the classroom. Tami was the first High School of Business site in Idaho and spent six years at a project-based learning New Tech Network high school. This is her third-year teaching PBL online. She shares her love of PBL by training new teachers. Tami is currently an advisor for Business Professionals of America (BPA).
How to digitalize worksheets and MBA Resources for Google Classroom

Nadine Scott, Penta-Oak Harbor High School, OH

Are you required to use Google Classroom for your lessons? This session will show you how to make the most out of MBA resources. You will learn how to digitize worksheets, use videos, and make presentations more interactive.

Nadine Scott is a Marketing Instructor and DECA Advisor for the Penta Career Center at Oak Harbor High School in Oak Harbor, Ohio. Over the past twenty years, she has taught several courses and is currently teaching Digital Marketing, Integrated Marketing, Marketing Applications and Strategic Entrepreneurship. Mrs. Scott holds two bachelor’s degrees from Bowling Green State University in business and secondary education. She received her Master’s degree in business administration from Ashland University. Her work experience also includes eleven years in the financial services industry and teaching at a local community college. Nadine’s leadership roles include Ohio Marketing Education Association executive board where she has held the titles of membership chair and president. For the past ten years, Nadine has been a co-chair for DECA District 2 and has been instrumental in organizing several DECA events. She has also been a member of the MBA Research Teacher Advisory Network since July 2014. She has been a top-ten honored educator for Ottawa County on three separate occasions. In 2012, she received the Ohio ACTE Outstanding CTE Professional in Community Service.

Innovative Community Partnerships

Pam Garrett, Shelton High School, CT

How do we engage our community in the classroom? We will discuss and strategize the many ways to engage all community members to participate in and outside of our classrooms!

Pam Garrett is in her 8th year as a Business/Marketing Teacher/DECA Advisor at Shelton High School in CT. With over 25 years in marketing and entrepreneurial experience, she enjoys bringing real world learning into her classroom and has integrated MBA curriculum to support this learning. As a DECA Advisor, Pam has had the honor of working with students awarded top rank at the state and national levels. SHS business students are busy developing their marketing skills through the newly re-opened school store ‘Gael Goods’, on-campus digital marketing signage and taste testing’s to support our provider, Whitsons Food Service Corp. Pam holds her MAT, Marketing, Educational Technology and 092 Certifications through Sacred Heart University in Fairfield CT, was awarded District TOY for Brookfield Public Schools in 2015-16, and is a Golden Apple Award recipient for Shelton Public Schools in 2017.
Strategies to Engage and Empowering Students in Every Learning Model

Hilary Wimmer, Mountain Range High School, CO

Learn how to bring your classroom to life regardless of the learning model your school district will use this year. Discover engaging online and in person strategies to truly connect your students and build a class that students want to come to every single day.

Hilary Wimmer was awarded the 2020 Colorado Teacher of the Year and has been a High School of Business Instructor for the past five years at Mountain Range High School in Westminster, CO. Mountain Range High School has the largest DECA Chapter in Colorado. The Mountain Range High School of Business students have received numerous state and national recognition for student performance and Capitalism with a Conscience.

Using Social Media Marketing for your CSTO

Holly Boisjolie, Blaine High School, MN

Have you ever thought about using Social Media platforms to let others know about your CTSO? Are you trying not sure where to begin? In this session you will learn how Blaine Business Professionals of America (BPA) uses their social media platforms to reach a variety of people. Through their posts, they have been recognized by local news stations, newspapers, former advisors and more. Join this session to start journey!

Holly Boisjolie is a Business and Marketing Teacher at Blaine High School. She is the Business Internship Coordinator, School Store Advisor, Business Professionals of America (BPA) Advisor and is the district Curriculum Specialist Teacher (CST) for the Business and Marketing Department. Blaine BPA is known for their work with BPA Cares program and has received recognition at the Region, State and National Level for over 25 years.

Blended Learning Tips and Strategies

Dr. Danyelle Hillman, Muscle Shoals High School, AL

Has your classroom environment changed, and you are struggling to keep up? You find yourself back in the classroom with students face-to-face, virtual, blended, hybrid, and who knows what else. You are being asked to do things with technology you didn’t know you could do, didn’t want to do, and never dreamed you could do, and with very little training. In this session, you will be offered strategies to survive the pandemic and beyond.

Dr. Danyelle Hillman is a Business/Marketing Educator with 14 years of secondary teaching experience in the classroom, 5 years of secondary online teaching experience, as well as 6 years of business marketing experience. Dr. Hillman has a Doctorate Degree in Instructional Technology and Distance Education with a minor in Curriculum and Instruction. She has been researching and developing technology interactive lessons for students for many years to determine the best fit for students.
The Secrets of my Student’s Success in DECA

Suzan Newberry, Retired Business/Marketing Educator, WY

Are there “secrets” to preparing students to win in DECA and FBLA competition? After 37 years of coaching DECA and having my students win 35 international 1-3 trophies and hundreds of top ten medals at the International DECA Conferences, I will share my “secrets” of how I prepared students to win. The ideas presented will make teaching easier for you, enrich your program, engage your students and strengthen the competitiveness of your DECA/FBLA chapter.

Suzan Newberry taught Business Marketing, Management & Entrepreneurship courses at the high school and junior college level for 37 years. During that same time, she coached DECA, and her teams won 35 top (1st – 3rd) international trophies in a wide variety of events. In addition, Suzan has served as a content area consultant for the Wyoming Standards project helping to assess curriculum materials and write tests for the State of Wyoming and for NOCTI.

Do Your Actions Pass a Simple Ethics Test?

Charissa Cruz, Epic Ethics for Peaceful Schools
Dr. Larry Donnithorne, Board Member
Ron Green, Curriculum Director, MFA, MA Curriculum and Instruction, Executive Director, Originative, Holistic Learning Designs

The Epic Ethics program is a literacy-based curriculum that develops habits of ethical decision-making, comprise a sound and comprehensive ethical test, building positive character...the essence of emotional intelligence...predictably fostering the long-term success and happiness of our children and youth.

Charissa Cruz grew up in Lakewood, Colorado, and attended her local university where her father was a professor for 25 years. She studied in Mexico, Brazil, and Italy where she learned Spanish, Portuguese, and Italian. Her career was launched in New York City as a partner in two start-up businesses. She then joined Salomon Brothers where she helped grow the Latin American Equity trading desk and became VP of Sales and Trading. Her career took her to Hong Kong where she became Director of Sales and Trading of Asian Equities with Merrill Lynch and returned to New York to trade International Equities. She returned to Denver where she started a media business and continued her career in finance. She is very active in her community chairing various service organizations. She is passionate about providing shared learning experiences for children and believes Epic Ethics for Peaceful Schools creates a solid foundation for kids and communities to thrive. Charissa and her husband have twin adult boys as well as a menagerie of animals. They spend their free time outdoors bike riding, skiing, practicing QiGong, and raising bees.

Dr. Larry Donnithorne graduated from West Point, he began 27 years of service as an officer in the US Army. The Army sent him to Stanford University for master’s degrees in economics and civil engineering and then to Harvard for his doctorate. Dr. Donnithorne’s years of military service led him into assignments in both Vietnam and Korea. In Vietnam, he was the commander of a unit of 150 engineer soldiers who experienced active combat situations multiple times. He was later assigned to peacetime service in Korea. Dr. Donnithorne’s military career shifted into education
with an appointment to teach at West Point. He taught three disciplines: moral philosophy, economics, and psychology of leadership. In his final assignment, he assisted the West Point Superintendent in significant reforms to the academy’s leadership development programs. Based on that work, he authored a book titled *The West Point Way of Leadership: From Learning Principled Leadership to Practicing It*, published by Random House Books. A book review appearing in the Harvard Business Review concluded that “the West Point model of leadership is a fascinating and insightful one, one that Donnithorne presents modestly, carefully, and convincingly.... The philosophy that underlies it ... is based on moral principle, timeless values, and the leader’s selfless commitment to others.”

Following his military service, Dr. Donnithorne served as president of two colleges, first in North Carolina and then Colorado. Upon retiring from higher education, he was invited to make numerous trips to China, teaching West Point-inspired ethical leadership to hundreds of Chinese audiences in more than 25 different Chinese cities. Dr. Donnithorne is married to his West Point sweetheart, Fran, and they have four adult children and four grandchildren. He enjoys the Colorado mountains for hiking in summer and snowboarding in winter and is an avid reader in all seasons.

**Ron Green** has developed holistic, cross-disciplined curriculum for diverse learners for more than a decade. He holds a Masters Degree in Curriculum and Instruction. Ron has taught professionally and internationally at all ages and grade levels, from Early Childhood to Higher Education. For ten years he has focused on multilingual environments, literacy development, cultural and environmental sustainability, horticulture and natural play. He aided the Holistic Education Design company, Originateve, in developing an innovative English acquisition model while living and teaching abroad in Costa Rica. A special emphasis for Ron is using music and storytelling to reach academic and emotional gains in conventional environments. Ron researches and publishes on the benefits of play therapy, and nature therapy and instructs outdoor education, academics and social emotional learning through ethnobotanical, and indigenous wisdom lenses. He is ECT qualified and highly qualified by the Colorado Department of Education in Music, English, Science, and Art.

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**The ASK Exam: A discussion on understanding and implementing**

**Edward M Crutchleo**, *Tates Creek High School, KY*

The goal of this presentation is to help anyone that is struggling to understand the value and implementation of the Assessment of Skills and Knowledge (ASK) Exam

**Ed Crutchleo** is a fourth-year business instructor with a heart for CTE. He lives by one goal: "To Equip and Prepare Students for What Lies Beyond". It is Ed’s mission to prepare students for real world experience that goes beyond the grades and the walls of the high school. Ed is a current member of the Teachers Advisory Network (TAN) and serves on Boards for Kentucky Business Education Association (KBEA) and the Kentucky Association for Career and Technical Education (KACTE).
Flipping the Script in the Virtual Classroom
Debbian Campbell James, *Central Gwinnett High School, GA*

This presentation will outline the impact of taking a hands-on approach to Entrepreneurship while integrating DECA Role Play into the virtual classroom. Incorporating various technology tools such as flipgrid and zoom breakout rooms to increase student engagement.

**Debbian Campbell James** is an Entrepreneur and second career educator currently serving as the Marketing Management Pathway Teacher and DECA Advisor at Central Gwinnett High School in Lawrenceville GA. She holds both a Bachelor’s and Master’s degree in Business Administration and presently working on her Specialist in Secondary Education. She has a passion for developing the entrepreneurial mindset within each of her students, regardless of future career goals. She considers herself the experimental teacher as she takes a hands-on approach to Entrepreneurship instruction.

Making High School of Business work in Hybrid Schooling
JoLynn Baral, *Fort Lupton High School, CO*

Mrs. Baral will demonstrate and explain how she is turned her High School of Business class into a hybrid class for both in-person learning and remote learning at the same time.

**JoLynn Baral** is currently the MBA Research High School of Business (HSB) Teacher, DECA Advisor, and FBLA Advisor at Fort Lupton High School (CO) and has also taught both business education and special for the last 10 years. She is also the Colorado DECA District 7 Advisory Board Member. Since starting the HSB program Mrs. Baral has increased enrollment in the business and marketing programs at Fort Lupton High School along with gaining Concurrent Enrollment College Credit from AIMS Community College based out of Greeley Colorado. She works very closely with the Fort Lupton Chamber of Commerce to ensure her students are learning and applying the business skills that local businesses are looking for in employees.

Marketing Workplace Safety for All
Stacy Oakley, *Latta Secondary School, OK*

Using the dynamics of Mascots and video the audience will receive resources to spread the news of Workplace Safety to all secondary students.

**Stacy Oakley** is a leader in Workplace Safety for Secondary Schools and CareerTECH. Oakley and her students were able to persuade the Oklahoma Legislature to require Workplace Safety for all Oklahoma Secondary students. Through mascots Bushy and Wrench they have been selling the concept to Business and Industry sponsors since 2015. They are striving to share how all 50 states can do the same.
How to be the Most Engaging "Online Instructor" at Your School

Danny Rubin, Founder of Rubin

Are you working hard this fall to teach students through hybrid or virtual instruction? Is the process a bit stressful and overwhelming? Join Danny Rubin, the founder of Rubin, as he guides educators on how to lead compelling and attention-grabbing online sessions. We will cover:

- How to command the camera lens and have students follow you from start to finish
- How to keep topics short and engage students repeatedly to draw them in
- How to incorporate storytelling as a tactic to underscore your point and create an unforgettable online experience
- And much more!

Rubin’s session will turn you into the online instructor students can’t wait to see.

Danny Rubin is the founder of Rubin, a leader in online curriculum for business communication skills. He's a former TV news reporter who has taken the communication skills and techniques used by journalists and brought them into the classroom. The Rubin curriculum, called Emerge, teaches students that you need strong writing/speaking skills to open any door for college and career opportunities. Danny is a graduate of the University of Virginia and also has a master's in broadcast journalism from the University of Maryland-College Park. Danny is a past speaker at MBA Conclave and looks forward to seeing everyone again -- virtually or in person!

Creating Proficiency Scales using Performance Indicators and Course guides

Laurie Salander, Northern Cass Public School, ND

With the changing of education, schools are looking to provide students with Proficiency Scales to show understanding of content. I will walk you through how to create Proficiency Scales using MBA Research’s Course Guides and Performance Indicators for the students to use to guide them during your course work, along with making connections to DECA’s Competitive Events Performance Indicators. We will discuss how to create projects for Level 4 Proficiency opportunities, along with having students make connections to the real-world scenarios.

Laurie Salander is a Marketing Educator at Northern Cass Public School, progressive district utilizing Personalized Learning at all levels. She is building a Marketing CTE program utilizing Standards-Based Grading in a Personalized Learning format in our school district. My passion is bringing real-world experiences to students during their learning by connecting DECA and MBA Research’s Performance Indicators to guide learners to success in and out of the classroom.
Hospitality Management in Idaho- How to grow your pathway
Shauna Williams, Program Quality Manager, Idaho Career & Technical Education, ID

In order to grow the new Hospitality Management pathway in Idaho, Shauna Williams developed a Hospitality Summit with secondary, post-secondary teachers, industry partners with the Sun Valley Resort Group and the Sun Valley Culinary Institute. The summit was a full day immersion for teachers into the Hospitality Management industry to get a better understanding how a Hospitality Management pathway would be a benefit to their Business & Marketing program.

Shauna Williams is the Program Quality Manager for Business & Marketing Education at Idaho Career & Technical Education. Shauna was a high school business and marketing teacher for 19 years as well as an online high school business teacher for 12 years. Shauna is also the state advisor for Idaho BPA & DECA.

Project Management
Jennifer Milke, Henry Ford II High School, MI

Are you trying to bring CTSO projects into the classroom but struggle with a consistent structure to use while managing those projects? Project Management tools, techniques and templates can help bring structure to constructive chaos. Come for an overview in project management and leave with access to project management resources to take students to a higher level of learning.

Jennifer Milke is a Marketing, Small Business, and Personal Finance teacher, as well as a DECA advisor at Henry Ford II High School in Sterling Heights, MI. Jennifer received her BS in secondary education from Central Michigan University and is vocationally certified in marketing and business. She received her Master’s in public administration with an emphasis in educational administration at the University of Michigan Flint. She became an International DECA Certified Trainer in 2012 and trained teachers at the MI state and regional levels. She has been on the Michigan Marketing Educators (MME) Board since 2009, and served as the president and secretary. In 2010, Jennifer received the Dr. Jack T. Humbert New Professional of the Year Award. She was selected as a lead teacher for the Michigan Department of Education (MDE) Marketing in Economics Curriculum Integration Grant administered through Berrien RESA. Her leadership resulted in the development of 45 lesson plans aligned to the State’s economics standards allowing teachers to grant state graduation credit through State Approved Marketing Education Programs.
featuring DECA AMPED

Dr. Michelle Walker, Founder & CEO of Trebla Consulting, LLC, is an expert in professional development with a passion for helping others become their best. She worked with education, nonprofit and private organizations contributing to the development of national and state CTE curriculum and learning resources, presented at international conferences, and is co-author of Marketing Dynamics. Walker holds a Doctor of Philosophy degree from the University of North Texas, is a Leadership Texas and Leadership America alumna, and is professional learning consultant at DECA Inc.

Christopher Young, CAE, is chief program officer at DECA Inc., providing leadership in the areas of program development, member services, conferences and professional learning for both the high school and collegiate divisions. Young joined DECA as assistant high school division director in 2009 after serving as the Missouri DECA and Collegiate DECA State Advisor, where he posted record membership increases. Concurrently, he served as state supervisor for business, marketing and information technology education at the Missouri Department of Elementary and Secondary Education, providing leadership in program management, curriculum, professional development and state policy for 200 marketing and cooperative education programs. Christopher has collaborated with a variety of educational, association and corporate groups on special projects and has been a featured speaker on association topics. His leadership has also netted numerous accolades for DECA Inc., including three ASAE Gold Circle awards.

DECA Advisor Professional Learning Standards

Dr. Michelle Walker, DECA Inc. Professional Learning Consultant

Want to enhance your understanding of what DECA advisors should know and be able to do? Well, this session provides the details for you. Participate in this session to learn more about DECA’s latest professional learning resource to support DECA advisors.

Tips for Engaging Parents in DECA’s Online Learning

Dr. Michelle Walker, DECA Inc. Professional Learning Consultant

One of the biggest challenges educators face is engaging parents in their student’s learning. Explore ways to communicate with parents how DECA provides unique opportunities for embedded, organic learning to create high-quality, effective learning experiences. Leave this session with tips to help parents understand the benefits of their students engaging online in DECA’s comprehensive learning program for real-life experiences that make a difference.
DECA’s Prepared Presentation Topics
Christopher Young, CAE, DECA Inc. Chief Program Officer

Get the 411 and online resources for this year’s topics for the Business Operations Research Events and Professional Selling and Consulting Events.

DECA Connects to Curriculum
Christopher Young, CAE, DECA Inc. Chief Program Officer

Learn how DECA’s Competitive Events Program directly supports Career Clusters®, National Curriculum Standards and 21st Century Skills. This session will provide an explanation of performance indicators, exam blueprint and role-play and case study composition.

DECA Chapter Advisor Support
Christopher Young, CAE, DECA Inc. Chief Program Officer

Supporting our DECA chapter advisors has always been paramount to our continued success as an organization, and it's especially true now more than ever. Take the journey of a DECA chapter advisor to learn about the new resources and levels of support we provide our chapter advisors at all levels of experience.

Rock the DECA Exam
Christopher Young, CAE, DECA Inc. Chief Program Officer

DECA’s exams are rigorous, industry-validated, multiple-choice, 100-item assessments based on National Curriculum Standards. Seems daunting? It doesn’t have to be! Crack the code and get the blueprint of how DECA’s exams are developed. You’ll then discover how to break down components of the exam into manageable pieces that can be used to enhance your instruction and prepare your DECA members for competitive events.