

# MBA Conclave Schedule

ALL TIMES ARE EASTERN TIME (ET)



Tuesday, August 3, 2021		
Session Time	Session	Session Room
12:00 PM – 12:30 PM	<b>Opening Session</b>	General Session
1:00 PM – 1:45 PM	<p><b>From The Dish Room to The Board Room</b></p> <p>Cameron Mitchell will share his entrepreneurial journey of just starting out in the restaurant business to building his company of now 39 restaurants in 12 states across the country with what he calls “great people delivering genuine hospitality”. Mitchell will talk about his associates-first company policy and how this has contributed to Cameron Mitchell Restaurants' phenomenal success. Cameron's entrepreneurial vision and enthusiastic drive to deliver quality experiences for guests of his restaurants shines through in everything that he embarks upon, including his most recent endeavor to foster future restaurateurs through his contribution to establish Mitchell Hall at Columbus State Community College. Join us for this engaging conversation with one of the nation’s most respected business leaders in the hospitality industry!</p> <p><b>Presenter:</b> Cameron Mitchell, <i>Founder and CEO, Cameron Mitchell Restaurants</i></p>	General Session
2:00 PM – 2:40 PM	<p><b>Maximize Your Momentum: DECA Program Update</b></p> <p>Maximize your DECA chapter’s momentum this year! Learn important updates for the upcoming DECA year, including new DECA challenges, competitive events updates and topics, chapter campaigns, and advisor professional learning resources.</p> <p><b>Presenters:</b> Frank Peterson, <i>DECA’s Executive Director</i> Christopher Young, <i>DECA’s Chief Program Officer</i></p>	DECA

2:00 PM – 2:40 PM	<p><b>Preparing Today’s Youth Leaders for Tomorrow’s Careers</b></p> <p>Inspire career confidence with resources and lesson plans from Family, Career and Community Leaders of America (FCCLA). Easily Integrate FCCLA into your Family and Consumer Sciences (FCS) classroom to enhance your curriculum and meet industry standards. FCCLA competitive events, resources, and partner programs incorporate career-focused skills and project-based learning experiences. Learn how to use FCCLA tools and resources to bring FCS to life for the next generation of learners.</p> <p><b>Presenter:</b> Sandy Spavone, <i>Executive Director of Family, Career and Community Leaders of America (FCCLA)</i></p>	Education Connection – Growing Your Program
2:00 PM – 2:40 PM	<p><b>FBLA: Education Programs &amp; the Updated Business Achievement Awards</b></p> <p>With a platform being retired, pandemic, and organizational restructuring, the educational programming of FBLA is changing! This session is an introduction to the new Education Programs Department, the newly created Education Programs Committee, and the completely reimaged Business Achievement Awards.</p> <p>Attendees will get a peek at the new format of the awards, highlights of upcoming conferences, and hear from members of the Education Programs Committee as they share the process and progress of the primary, individual, membership educational award. Seeing how the updated BAA program will better integrate into a variety of business education courses is a plus as the start of a new school year begins!</p> <p><b>Presenters:</b> Carla Boulton, Gayle Robinson, Sarah Williams, Dr. Larina Warnock, and Nico Valencia</p>	FBLA
2:00 PM – 2:40 PM	<p><b>Marketing Gets Digital</b></p> <p>Most business and marketing teachers have moved beyond social media marketing to digital marketing. Makes sense, because digital marketing covers social media and so much more. But exactly what should be covered in a digital marketing course? That is what will be discussed in this session, including ideas for activities and assignments.</p> <p><b>Presenter:</b> Jeff McCauley, <i>TheMarketingTeacher</i></p>	Education Connection - Power of Technology
2:00 PM – 2:40 PM	<p><b>Up Close and Personal: What project-based learning looks like in a classroom</b></p> <p>Be the proverbial fly on the wall as High School of Business Teacher Ken Burrow takes you on a tour of a project, he teaches each year. This includes descriptions of how students master embedded learning standards through a combination of teamwork, varied learning resources, and business community interaction. Over twenty projects like this one are the heart of the High School of Business program, an accelerated, PBL-based business administration program that schools can adopt. The program is positioned for college credit, with students earning an average of nine credits nationwide. In addition to the project walk-thru, participants will receive materials for the project discussed.</p> <p><b>Presenters:</b> Laurie Urich, <i>HSB Interim Director, MBA Research &amp; Curriculum Center</i> Ken Burrow, <i>HSB Teacher, Waverly-Shell Rock High School</i></p>	MBA Research

2:00 PM – 2:40 PM	<p><b>Become a trend setter through the BPA Experience</b></p> <p>Student clubs are amazing experiences full of opportunities for student development and engagement. Join the National BPA Staff as we explore the incredible BPA platform including: competitions, leadership development, industry partner experiences and more! Strategies for getting started, implementing upcoming changes, and meeting local/state requirements will also be shared.</p> <p><b>Presenters:</b> Patrick Schultz, <i>National Business Professionals of America, Director of Education and Technology Integration</i> Jonathan Smith, <i>Director of Strategic Programs &amp; Experiences with Business Professionals of America</i></p>	BPA
2:00 PM – 2:40 PM	<p><b>From Warehouse to Doorstep – Tech Innovations and Career Paths in Supply Chain &amp; Logistics</b></p> <p>When you placed your online order for ground coffee, how did it get from the bean farm to your cup? When picking up your new TV, what was its journey from the manufacturer’s warehouse to your local store? How we’ve shopped has changed dramatically over the years. Technical advances within the supply chain – including digitized machinery and AI – have improved efficiency. Consumers’ expectations for on-time delivery are at an all-time high. While this requires automated processes, it also translates into an explosion of careers in the logistics space.</p> <p>NRF Foundation VP, Adam Lukoskie, returns to Conclave this year with a fresh take on the retail industry and a special focus on careers in warehouses, inventory and logistics. Let him share with you what retail’s executives and talent acquisition specialists are looking for in job candidates in this high-growth space.</p> <p><b>Presenter:</b> Adam Lukoskie, <i>NRF Foundation VP</i></p>	Education Connection - Teacher-to-Teacher Strategies
3:00 PM – 3:40 PM	<p><b>Tips and Tricks for a Successful Flipped Classroom</b></p> <p>I know you've heard the term flipped classroom and thought to yourself, am I turning my classroom upside-down, or how in the world am I going to flip my classroom? Well wonder no more! In this presentation, you'll learn what a flipped classroom is and it can be successful for you, what tools you can use to flip your classroom, and how to engage your students so they get the most out of your class.</p> <p><b>Presenter:</b> Dr. Danyelle Hillman, <i>Teacher - Muscle Shoals High School, AL</i></p>	Education Connection - Teacher-to-Teacher Strategies
3:00 PM – 3:40 PM	<p><b>Student Engagement through the use of DECA</b></p> <p>This presentation will give real examples of how integrating DECA into your HSB classroom will increase student engagement. Mrs. Baral will give examples of how she personally has used DECA and HSB to increase engagement with students of diverse backgrounds.</p> <p><b>Presenter:</b> JoLynn Baral, <i>Teacher - Riverdale Ridge High School, CO</i></p>	DECA

3:00 PM – 3:40 PM	<p><b>Exploring the New Learning Center Course Guides: An Overview</b></p> <p>Join us as we give you a first look at our new Learning Center Course Guides. Spend a few minutes exploring a course and seeing the additional activities that have been developed to enhance student engagement and discovering how to access our course guides within the Learning Center.</p> <p><b>Presenters:</b> Katherine Smith, <i>e-Learning Developer, MBA Research &amp; Curriculum Center</i> April Miller, <i>VP of Product Development, MBA Research &amp; Curriculum Center</i></p>	MBA Research
3:00 PM – 3:40 PM	<p><b>Using Creative Cloud in Career Technical Education</b></p> <p>This workshop will set a foundation for managing assets and developing workflow in Adobe Creative Cloud using the basic services that come with a Creative Cloud subscription. The services covered include Adobe Fonts, Adobe Color, Creative Cloud File Management, and Libraries. Attendees will develop and organize their own assets using these services for future use. Following the development of services, the web program Adobe Spark will be explored and attendees will be able to use their assets to develop and brand their first presentable content in the form of videos, pages, and posts. Attendees will be able to: -Create and manage assets in libraries -Search for and activate fonts -Develop color palettes -Manage files in the Creative Cloud System -Created branded assets using Adobe Spark **While anyone curious about how to apply Adobe Creative Cloud to their educational role can attend, it is recommended that attendees have an active Creative Cloud subscription to participate in the hands-on components of the webinar.</p> <p><b>Presenter:</b> Spencer Christensen, <i>National Officer Coordinator, Business Professionals of America</i></p>	BPA
3:00 PM – 3:40 PM	<p><b>FBLA Middle Level: Updates to the LEAD Program</b></p> <p>The FBLA-Middle LEAD program has undergone a fundamental change as it transitions to the new FBLA-PBL Learning Management System. FBLA Middle Level advisers will learn about the organizational restructure, new Education Programs Committee, and the updated LEAD program. Members of the Education Programs Committee share the process and progress of the LEAD program and their committee charge. Attendees will get a sneak peek at upcoming conference opportunities for FBLA Middle Level members and be ready to start the membership year implementing the LEAD program into their courses.</p> <p><b>Presenters:</b> Carla Boulton, Gayle Robinson, Sarah Williams, Dr. Larina Warnock, and Nico Valencia</p>	FBLA
3:00 PM – 3:40 PM	<p><b>Tips and Tricks for a Successful Flipped Classroom</b></p> <p>I know you've heard the term flipped classroom and thought to yourself, am I turning my classroom upside-down, or how in the world am I going to flip my classroom? Well wonder no more! In this presentation, you'll learn what a flipped classroom is and it can be successful for you, what tools you can use to flip your classroom, and how to engage your students so they get the most out of your class.</p> <p><b>Presenter:</b> Dr. Danyelle Hillman, <i>Teacher - Muscle Shoals High School, AL</i></p>	Education Connection - Power of Technology

<p>4:00 PM – 4:40 PM</p>	<p><b>Insightfully Incite: Ohio State Athletics Digital Media Voice</b></p> <p>Want to learn how Ohio State Athletics digital media engages and cultivates its incredibly vast fan base? Come and hear the OSU Digital Assets Director, Pat Kindig, as he and his colleagues share the tactics that the OSU digital media team employs to motivate its millions of followers not only to react and interact with the Buckeye accounts, but also to engage with one another.</p> <p>In addition, they will dive into how the media team had to pivot during the pandemic as outreach to support bases leaned heavily on the digital space and how Ohio State is incorporating what it learned in 2020-21 to its current and future tactics.</p> <p><b>Presenter:</b> Pat Kindig, <i>Associate AD, Digital Media, Ohio State University (OSU)</i>  Monique Bowman, <i>Associate Director, Digital Media/PR, Ohio State University (OSU)</i>  Carson Reider, <i>Website/Digital Platforms Manager, Ohio State University (OSU)</i></p>	<p>General Session</p>
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## Wednesday, August 4, 2021

Session Time	Session	Session Room
11:00 AM – 11:45 AM	<p><b>NASBE RAP Session</b></p> <p>Join NASBE at Conclave as we discuss “Back to Normal” from both the business and the education side. Holly Atha, President/CEO of MBA Research and Curriculum Center will share what business and industry is grappling with as they evaluate performance and operations moving forward. Brian Pyles, Ph.D., Director, Office of Career and Technical Education in Michigan will share how Michigan CTE is preparing for fall. Come learn a little bit (or a lot) and be prepared to rap about what “normal” might look like in your state this fall!</p>	MBA Research
12:00 PM – 12:45 PM	<p><b>Imagining The Possible – And Impossible</b></p> <p>Inspiring a new generation of entrepreneurs will take a few key ingredients. And Jeni Britton Bauer knows a few things about entrepreneurship and ingredients, as she reimagined ice cream with the founding of her company, Jeni’s Splendid Ice Creams. Her talk will explore the essential characteristics of a future entrepreneur, the space and support they will need to build resilience to persist, and what’s getting in the way of them exploring both the possible and impossible in today’s pitch-and-launch, business-major focused culture.</p> <p><b>Presenter:</b> Jeni Britton Bauer, <i>Founder and Chief Creative Officer, Jeni’s Splendid Ice Creams</i></p>	General Session
1:00 PM – 1:40 PM	<p><b>Exploring the New Learning Center Course Guides: Taking a Look at the Instructor Resources</b></p> <p>Join us as we give you a first look at our new Learning Center Course Guides. Spend a few minutes exploring a course and seeing the additional activities that have been developed to enhance student engagement and discovering how to access our course guides within the Learning Center.</p> <p><b>Presenters:</b> Katherine Smith, <i>e-Learning Developer, MBA Research &amp; Curriculum Center</i> April Miller, <i>VP of Product Development, MBA Research &amp; Curriculum Center</i></p>	MBA Research
1:00 PM – 1:40 PM	<p><b>Free tools for student project management and brainstorming</b></p> <p>Everyone has experienced the challenges of time and project management with students and colleagues. This workshop will be an interactive experience where the session attendees choose the project! After identifying the project, we will work together to brainstorm project requirements and prioritize them using Google Jamboard and then end the session by building a roadmap of responsibilities and deadlines using the project management tool Trello. NOTE: It is recommended that attendees create a free Trello account prior to attending the session.</p> <p><b>Presenter:</b> Patrick Schultz, <i>National Business Professionals of America, Director of Education and Technology Integration</i></p>	BPA

1:00 PM – 1:40 PM	<p><b>Making Financial Education 21st Century Relevant</b></p> <p>With so many technological advances to the way we transact and deal with money, it's important to make sure that we remain up to date and relevant to the next generation. In this session, teachers will explore digital resources and activities that can be used when teaching the most common personal finance units from Budgeting and Psychology of Money, to Insurance and Investing!</p> <p><b>Presenter:</b> Joey Running, <i>Accounting and Finance Educator, West Albany High School, Benton County, OR</i></p>	Education Connection – Power of Technology
1:00 PM – 1:40 PM	<p><b>DECA's Competitive Events Framework</b></p> <p>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 DECA's connection to curriculum and industry, including performance indicators and role-play and case study development.</p> <p><b>Presenters:</b> Christopher Young, <i>DECA's Chief Program Officer</i> Randi Bibiano, <i>DECA's Competitive Events Specialist</i></p>	DECA
1:00 PM – 1:40 PM	<p><b>Using FBLA Competitive Events to Enhance Classroom Instruction</b></p> <p>With over 70 different competitive events in a variety of business and business-related areas, the FBLA National Awards Program is a place to explore when wanting to add projects and self-directed learning to specific units or entire courses.</p> <p>More than half of the competitive events are project, role-play, or demonstration events. Learn how to use the scoring rubrics to have students self-assess, students assess other projects, and for formal evaluations and grades. With many of the events being topic based, consider giving an entire class a project to complete and having the top from the class advance to a chapter, region, state, and possible national competition. Join members of the FBLA-PBL staff and the National Awards Committee to see how you can make the competitive events program as integral to your courses as the course objectives and lesson plans. The result will be students that have a deeper understanding of content, are more confident, and ready to lead and compete!</p> <p><b>Presenters:</b> Kelly Scholl, <i>FBLA-PBL Director of Awards &amp; Recognition</i> National Awards Committee Members</p>	FBLA
1:00 PM – 1:40 PM	<p><b>The Global Annex Interdisciplinary CTE Student Modules</b></p> <p>How do we help students make Interdisciplinary Connections in CTE? By making connections between their outside-school lives, their hobbies/interests, current events, and the things they've been learning and practicing in their CTE and CORE classrooms. Connecting these dots motivates students and enhances the value in what they are learning for present and future connections. Learn how these Global Annex Modules can engage students for lifelong learning now and in the future.</p> <p><b>Presenter:</b> Amy Belding, <i>Coordinator of CTE, World Languages, &amp; Global Studies for the Parkway School District in STL, MO</i></p>	Education Connection – Teacher-to-Teacher Strategies

1:00 PM – 1:40 PM	<p><b>Effective and Equitable Messages for CTE Program Recruitment: A Research Update</b></p> <p>Educators and staff play a key role in setting the narrative about CTE that strongly influences families' perceptions of the value of CTE programs and ultimately program participation. This session will explore communications research drawn from focus groups and a national survey of 2,000 learners and parents/guardians. Learn about the messages and messengers that most resonate with and motivate families to consider CTE, equity considerations, and guidance on how to put the research into action.</p> <p><b>Presenter:</b> Stacy Whitehouse, <i>Senior Associate for Communications and State Engagement, Advance CTE</i></p>	Education Connection – Growing Your Program
2:00 PM – 2:40 PM	<p><b>Building Bridges, Making Connections</b></p> <p>Does your classroom ever feel disconnected from reality? Do you sometimes feel like you've been teaching to a test? There's another way. I'll show you how to build relationships in your community, develop exciting student opportunities, and weave those opportunities into classroom instruction. This presentation is for fellow teachers and school leaders, but anyone is invited to attend. A working knowledge of your school's Child Protection Policy is recommended.</p> <p><b>Presenter:</b> Timothy Fuller Bazin, <i>International School of Riga</i></p>	Education Connection – Teacher-to-Teacher Strategies
2:00 PM – 2:40 PM	<p><b>CTSO Advisors - Why they leave and how to retain them</b></p> <p>One of the greatest challenges to a CTSO program is advisor retention. Often times, since many business teachers are now coming to the classroom via an alternate route, a lack of retention has been shown to lead to poor outcomes for both students and their schools. Dr. Victor's research in this area has shown why advisors leave, and what how educational leaders can utilize strategic talent management practices to support and retain them.</p> <p><b>Presenter:</b> Jeffrey Victor, <i>NJ DECA State Advisor and Executive Director</i></p>	Education Connection – Growing Your Program
2:00 PM – 2:40 PM	<p><b>Teacher Panel: High School of Business™</b></p> <p>MBA Research's High School of Business program has been adopted nationwide by schools whose students earn on average 9 college credits and gain valuable SEL and teamworking skills. So just what is HSB? And why would a school adopt it? What are the challenges? How has it impacted enrollment? Hear responses to these and other questions as HSB Teachers share their experiences. Time will be allotted for questions from the audience as well.</p> <p><b>Presenters:</b> Laurie Urich, <i>HSB Interim Director, MBA Research &amp; Curriculum Center</i>  Tom Anders, <i>HSB Teacher – Mountain View High School, Meridian, ID</i>  Janet Brophy, <i>HSB Teacher – Haxtun High School, Haxtun, CO</i>  Matt Burg, <i>HSB Teacher – Fremont Public Schools, Fremont, NE</i>  Lori Schaeffer, <i>HSB Teacher – Mountain Range High School, CO</i></p>	MBA Research



2:00 PM – 2:40 PM	<p><b>Success Starts Here: In Your Classroom!</b></p> <p>Designed by business educators and student members, Success Starts Here Campaign features classroom related activities including a Summer Starter Program, Shaping Success, Season of Service and a CTE Celebration during CTE month. Participants in this session will learn all about the student engagement challenges where students develop their FBLA chapter all leading to incentives and recognition such as an oversized banner for the adviser’s classroom/meeting space or school award case, recognition at national conferences, in Tomorrow’s Business Leader, and with plaques.</p> <p><b>Presenters:</b> Lisa Smothers, <i>FBLA-PBL Director of Membership</i> Gabrielle Gallagher, <i>FBLA-PBL Director of Communications &amp; Marketing</i></p>	FBLA
2:00 PM – 2:40 PM	<p><b>Interactive Business Simulations for Experiential Learning Experiences</b></p> <p>Visually immersive, game-like business simulations can help teachers cement learning about key concepts and standards for business, marketing, and personal finance. Jim Schroeder, a long-time high school business teacher, will discuss how teachers can incorporate interactive business simulations for experiential learning experiences.</p> <p><b>Presenter:</b> Jim Schroeder, <i>Education Coordinator – Knowledge Matters</i></p>	Education Connection – Power of Technology
2:00 PM – 2:40 PM	<p><b>The BPA Effect</b></p> <p>Come learn how Business Professionals of America and other CTSOs offer opportunities for students to kickstart their future and prepare for careers in a world-class workforce! This workshop is led by the indomitable members of the Executive Council of Business Professionals of America, who would love to give you a glimpse into how students view professional development. #Q&amp;A!</p> <p><b>Presenters:</b> National BPA Officer Team (Executive Council)</p>	BPA
2:00 PM – 2:40 PM	<p><b>From Classroom to Competition: Using the EIP and ESB Events</b></p> <p>Use Design Thinking and the Lean Canvas Business Model to guide your DECA members through creating a business proposal or concept paper. These resources will give you everything you need to teach and apply the tools needed to use the Innovation Plan or Start-up Business Plan event as a classroom project and then submit for competition. Why do these 10-page papers "after hours" when they can easily be utilized as a class project?!</p> <p><b>Presenter:</b> Kim Frahm, <i>Retired Marketing Teacher</i></p>	DECA

3:00 PM – 3:45 PM	<p><b>The Need for Speed: Why ‘Change and Innovation’ is Not a Choice</b></p> <p>Our universal experience of the pandemic of 2020 expedited mass adoption of technology and behavior shifts that would have taken a half decade to reach without this demand shock. The need for innovation has always been present over the past decade but has now become necessary versus once being a competitive advantage.</p> <p>In this dynamic session, industry veteran Michael Dominguez will share his perspective on the latest trends and the impact on business and industry processes. The speed of change requires us all to move faster and to change our processes, our filters, and our thinking. This includes changes to leadership style and organizational structure. In this session, you will learn how businesses are building cultures of sprints and environments where innovation, change, and risk-taking occur naturally and are celebrated often. Hear how change can be both impactful and sustainable and why perfection is the enemy of speed. Take a peek into future audience behavior as Dominguez reviews the latest technology changes and their expected impact on connection and engagement.</p> <p><b>Presenter:</b> Michael Dominguez, <i>President &amp; CEO for Associated Luxury Hotels International (ALHI)</i></p>	General Session
4:00 PM – 4:40 PM	<p><b>The Expansion of On-line Learning in Today's Classroom</b></p> <p>This presentation focuses on available research on the expansion of online learning in the K-12 setting. Provides technology tools that can be integrated across the curriculum with emphasis on the Flipped Classroom.</p> <p><b>Presenter:</b> Debbian Campbell James, <i>Teacher – Central Gwinnett High School, Lawrenceville, GA</i></p>	Education Connection - Teacher-to-Teacher Strategies
4:00 PM – 4:40 PM	<p><b>Marketing &amp; Tech Tools</b></p> <p>It's time we integrate more technology into our marketing classrooms. I will share several no-cost apps, sites, and software and show how they can be used with our current assignments as well as a few activities designed specifically to take advantage of tech. Adding technology makes it more interesting for students --and their teachers!</p> <p><b>Presenter:</b> Jeff McCauley, <i>TheMarketingTeacher</i></p>	Education Connection - Power of Technology
4:00 PM – 4:40 PM	<p><b>Best Practices for Maintaining Chapter Activities from Local to National</b></p> <p>Whether you're new to managing a student organization chapter, or a seasoned club sponsor, you understand that the COVID-19 pandemic has changed how we bring students together for a common purpose. Now that many schools are returning to full in-person learning, there are some considerations to ensure student engagement and retention. Join us for a discussion of best practices on how to run chapter meetings, budgeting for activities, preparing for event travel, and more.</p> <p><b>Presenter:</b> Jonathan Smith, <i>Director of Strategic Programs &amp; Experiences with Business Professionals of America</i></p>	BPA

4:00 PM – 4:40 PM	<p><b>Rock the DECA Exam</b></p> <p>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.</p> <p><b>Presenter:</b> Josh Shankle, <i>Executive Director of Texas DECA</i></p>	DECA
4:00 PM – 4:40 PM	<p><b>Bringing Ethics into the Classroom</b></p> <p>Ethical decision making is hard. Research shows that ethical decision-making can be taught. Come learn about the three stages of moral development and the free resources that are available from the Daniels Fund High School Ethics Initiative to bring ethics into the classroom or offer as a stand-alone course.</p> <p><b>Presenter:</b> Nadine Scott, <i>PD Counselor, MBA Research &amp; Curriculum Center</i></p>	MBA Research
5:00 PM – 5:45 PM	<p><b>The Future of Banking</b></p> <p>When was the last time you walked into a bank? It’s definitely “not your mom’s bank anymore”. Maybe you’re helping your mom (or dad) navigate online or mobile banking and other changes to the brick-and-mortar experience of yesterday. Or maybe someone is helping you!</p> <p>Back this year by popular demand, Joe Saculles, Senior VP of Operational Initiatives at U.S. Bank, will speak to us about the ‘Then and Now’ of banking. Like other industries, the pandemic has played a big role in accelerating these changes and Joe will share his perspective on the pandemic's effect.</p> <p>Saculles will also discuss ethics in banking, including core values and culture in the banking industry. Of note, U.S. Bank was named one of the world’s most ethical companies in 2021 for the seventh consecutive year. Join us for this engaging session on cash, money movement, loans, and wealth management of the future.</p> <p><b>Presenter:</b> Joe Saculles, <i>Senior Vice President of Operational Initiatives at U.S. Bank</i></p>	General Session

## Thursday, August 5, 2021

Session Time	Session	Session Room
11:00 AM – 11:45 AM	<p><b>Consortium Representative’s Special Session with CTSO Leadership</b></p> <p>By invitation only – link to be emailed separately</p>	--
12:00 PM – 12:45 PM	<p><b>Do You Speak Digital Finance?</b></p> <p>Learn how Verizon is building a foundation of digital skills and tools to accelerate its corporate finance capabilities. Nancy Schuehler, Director of Fraud Strategy at Verizon, will share her personal career pathway in corporate finance that led to her current position, managing a large team leveraging digital finance capabilities such as advanced analytics, visualization and robotic process automation, to boost and expand the concept of corporate finance within this major communications company. Nancy will have several digital finance examples to share along with their impact at Verizon.</p> <p>We think this emerging digital finance pathway is one you’ll want to hear about!</p> <p><b>Presenter:</b> Nancy Schuehler, <i>Director of Fraud Strategy at Verizon</i></p>	General Session
1:00 PM – 1:40 PM	<p><b>Invigorate your teaching strategies and prepare your students to win!</b></p> <p>Add energy and engagement to your learning environment with strategies that will help your students build an in-depth understand of the competencies necessary to be successful in business and DECA/FBLA. These strategies will include specific examples of how to help students successfully apply performance indicators to realistic business scenarios; as well as help students improve test scores for DECA/FBLA competitions and certification tests. This session will remove some of the mystery of winning at DECA/FBLA!</p> <p><b>Presenter:</b> Suzan Newberry, <i>Former Business and Marketing Teacher, DECA Advisor</i></p>	DECA
1:00 PM – 1:40 PM	<p><b>Unlimited Opportunity: How Employability Skills Will Open Any Door and Knock Down Every Wall</b></p> <p>Join Danny Rubin, author and founder of Rubin, as he discusses why employability skills hold the keys to both college and career. Every student has the chance to do something special in the world. But to get there, the student must understand our reputation is connected to the words we use every day -- in emails, on the phone, on a resume, in Zooms and beyond. Danny will give you practical lessons for the classroom!</p> <p><b>Presenter:</b> Danny Rubin, <i>Founder of Rubin</i></p>	Education Connection - Teacher-to-Teacher Strategies

1:00 PM – 1:40 PM	<p><b>Understanding the ASK Exam</b></p> <p>The purpose of this presentation is to explain the ASK Exam and best practice for preparation for the exam.</p> <p><b>Presenter:</b> Ed Crutchleo, <i>Business Instructor and FBLA Adviser – Dayton Independent High School, KY</i></p>	MBA Research
1:00 PM – 1:40 PM	<p><b>Embracing the Future of Business/IT Education</b></p> <p>Students and businesses think differently in the modern age. Join BPA change agents who are making a difference in Business/IT Education through an engaging round-table discussion.</p> <p><b>Presenters:</b> Holly Boisjolie, <i>Business and Marketing Teacher – Blaine High School, MN</i>  Brenda Jacobsen, <i>Associate Professor – Idaho State University</i>  Karlie Sudweeks, <i>Business Technology Teacher – South Fremont High School, ID</i></p>	BPA
1:00 PM – 1:40 PM	<p><b>Invigorate your teaching strategies and prepare your students to win!</b></p> <p>Add energy and engagement to your learning environment with strategies that will help your students build an in-depth understand of the competencies necessary to be successful in business and DECA/FBLA. These strategies will include specific examples of how to help students successfully apply performance indicators to realistic business scenarios; as well as help students improve test scores for DECA/FBLA competitions and certification tests. This session will remove some of the mystery of winning at DECA/FBLA!</p> <p><b>Presenter:</b> Suzan Newberry, <i>Former Business and Marketing Teacher, DECA Advisor</i></p>	FBLA
2:00 PM – 2:40 PM	<p><b>Student Engagement Techniques that Work</b></p> <p>This presentation will be a discussion on what student engagement techniques I have found to be successful over the years. We will begin by discussing our "why" and how our individual experiences can be used to build trust and student engagement in the classroom. We will also discuss various "Hands-On" techniques that are fun and build engagement and relationship with our students.</p> <p><b>Presenter:</b> Ed Crutchleo, <i>Business Instructor and FBLA Adviser – Dayton Independent High School, KY</i></p>	Education Connection – Teacher-to-Teacher Strategies
2:00 PM – 2:40 PM	<p><b>Community-Minded Business Leaders – a Conversation with FBLA National Officers</b></p> <p>While many believe that the CTSO experience as all about competitive events, the core of the journey is summed up in FBLA’s crest: Service, Education, and Progress. Join FBLA National Officers for a dialogue around lessons learned on their leadership journey. From service projects to managing their local and state chapters during the pandemic, these student leaders will share their insights, experiences, and recommendations for business educators as they recruit and nurture the next generation of student leaders.</p> <p><b>Presenters:</b> Alexander Graham, <i>President &amp; CEO, Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL)</i>  National Officers</p>	FBLA

2:00 PM – 2:40 PM	<p><b>Partnering for Student Success</b></p> <p>How can you cultivate meaningful partnerships with industry leaders to assure your students have the tools they need to discover their passion and change the world? Join Business Professionals of America and some of their valued industry partners as they discuss their innovative approach to collaboration to strengthen the student experience through partnership. Through this engaging discussion, you can learn ways in which to grow your partnerships at the local level leave with ideas that you can immediately put to use.</p> <p><b>Presenter:</b> Dr. LouAnn Ross, <i>Executive Director/CEO, Business Professionals of America</i></p>	BPA
2:00 PM – 2:40 PM	<p><b>Exploring the New Learning Center Course Guides: Taking a Look at the Student Resources</b></p> <p>Join us as we give you a first look at our new Learning Center Course Guides. Spend a few minutes exploring a course and seeing the additional activities that have been developed to enhance student engagement and discovering how to access our course guides within the Learning Center.</p> <p><b>Presenters:</b> Katherine Smith, <i>e-Learning Developer, MBA Research &amp; Curriculum Center</i> April Miller, <i>VP of Product Development, MBA Research &amp; Curriculum Center</i></p>	MBA Research
2:00 PM – 2:40 PM	<p><b>Digital Business Tech 101</b></p> <p>Why limit yourself to teaching MOS? What would a class look like that offers students an opportunity to learn about a variety of technology tools that will help them while in school and beyond? Teach students to edit media, build a no-code website, develop a personal brand, harness Chrome extensions, develop creative presentations, create and launch a podcast, and more with no-cost technology!</p> <p><b>Presenter:</b> Jeff McCauley, <i>TheMarketingTeacher</i></p>	Education Connection – Power of Technology
2:00 PM – 2:40 PM	<p><b>Thrift Shops As Your SBE</b></p> <p>Falcon Find Thrift Shop was opened in 2017 at Hanford High School in Richland, WA through a partnership with Home Depot. It went from a DECA project to bring in club revenue to seeing the incredible need within our school community. A partnership with Community in Schools helped us gain tremendous support from the community. The shop was certified as a Gold DECA SBE in 2020.</p> <p><b>Presenter:</b> Teresa Shively, <i>Business, Marketing and DECA Advisor – Hanford High School</i></p>	DECA

3:00 PM – 3:45 PM	<p><b>The Building of a Great Career</b></p> <p>We never know where our choices and our efforts will take us. Gayle Saunders, founder and CEO of The Saunders PR Group, will share her impressive career journey and speak to us about the non-traditional pathways that helped shape her career. Gayle will share her vast skills and knowledge of reputation management/crisis communications, diversity, equity and inclusion communications, and the importance of diverse stakeholder outreach. She will also touch on the significant role of video and storytelling in her PR agency, something that is important in all business and communications today.</p> <p>Join us for this engaging presentation with one of central Ohio’s most highly respected and awarded public relations practitioners, with inspiration to encourage career exploration for your students.</p> <p><b>Presenter:</b> Gayle Saunders, APR, Founder and CEO - The Saunders PR Group</p>	General Session
4:00 PM – 4:40 PM	<p><b>Centering Equity in Education</b></p> <p>This session will discuss the evolution of concepts of implicit bias, systemic inequity, and their significance to the field of education in this current moment. Participants will be provided with resources and prompts to encourage discussions around race, gender, and economic justice in educational settings and beyond.</p> <p><b>Presenter:</b> Kelly Capatosto, Author, Researcher and Educator, Columbus, OH</p>	Education Connection - Teacher-to-Teacher Strategies
4:00 PM – 4:40 PM	<p><b>YouScience Connection: The RIGHT students in the RIGHT place at the RIGHT time!</b></p> <p>Are you looking for students who have an aptitude and natural talent for business? We will show you how to recruit the RIGHT kids into your pathways and organizations RIGHT now. Validate your rockstar teaching by providing certifications that students can use to create a killer portfolio. Move beyond career exploration and help students make connections with future employers NOW!</p> <p><b>Presenters:</b> Kellie Openshaw, Regional Director for YouScience (formerly Precision Exams) Melissa Jenkins, Engagement Manager, YouScience (formerly Precision Exams)</p>	BPA
4:00 PM – 4:40 PM	<p><b>Gaining Support for Your DECA Chapter</b></p> <p>Savvy DECA advisors understand that having the support of champions outside their program in the school and in the local community can make their jobs easier and take their program to a higher level. While you are taking steps to build your program internally, don’t forget to cultivate support within the school as well as beyond the school.</p> <p><b>Presenter:</b> Dr. Michelle Walker, DECA’s Professional Learning Consultant</p>	DECA

4:00 PM – 4:40 PM	<p><b>Google Keep vs Google Tasks</b></p> <p>Are you using Google Task for your to-do lists? Have you wondered how you can change your text-only lists to multimedia lists? Well, this is the session for you! We will go through the difference between Google Task and Google Keep and show you how to create your own multimedia list that can be used with your daily life, sharing with co-workers and your classes! Which will you prefer - Google Keep or Google Task?</p> <p><b>Presenter:</b> Holly Boisjolie, <i>Business and Marketing Teacher – Blaine High School, MN</i></p>	Education Connection - Power of Technology
4:00 PM – 4:40 PM	<p><b>Understanding a LAP</b></p> <p>This presentation will lead educators to locate and use LAP materials for face-to-face, hybrid, or online instruction that leads to individual student academic growth and proficiency. Instructor will explain and demonstrate the use of all LAP components for successful teaching of Business, Finance, and Marketing courses.</p> <p><b>Presenter:</b> Michelle Bardsley, <i>Instructional Coach, Business/Finance/Marketing Teacher, PD Counselor, MBA Research &amp; Curriculum Center</i></p>	MBA Research
5:00 PM – 5:45 PM	<p><b>Who Will Hudl Be When It Grows Up?</b></p> <p>Hudl is a 15-year-old sports technology company founded and headquartered in Lincoln, Nebraska. They employ roughly 2,100 people in 20 countries. They're not a startup. But they were not long ago. They're not a small company. But they were not long ago. And, they're also not a big company - yet! Perhaps they will be someday soon.</p> <p>Come hear Kyle Murphy, VP of People and Corporate Communications, discuss Hudl's trajectory from startup to its current position as industry standard in the world of sports technology and video. As one of Hudl's initial ten employees and the person responsible for building its first UI, Kyle knows firsthand where the company has been and is endlessly curious about what Hudl will be when it grows up. He's also helping to shape that growth as he manages the recruitment, development, and retention of top talent from around the world to innovate at Hudl.</p> <p><b>Presenter:</b> Kyle Murphy, <i>VP of People and Corporate Communications - Hudl</i></p>	General Session
5:45 PM – 6:15 PM	<p><b>Closing Session</b></p>	General Session