

42nd Annual Business, Marketing & Information Technology Conference

New Horizons

November 18-19, 2011

Wyndham Hotel

Friday, November 18, 2011

8:00 a.m. – 6:00 p.m. Conference Registration

9:00 a.m. – 11:15 a.m. Session #1 Early Bird

A. Virtual Economics 4.0

Gregory Valentine, University of Southern Indiana – Presenter

This interactive tool helps you understand the most important concepts in economics and personal finance and find the right lessons to teach them at your grade level. Search a database of over 1,400 lessons by grade level, concept, national standards or state standards. Then view and print the lessons you want. The glossary also puts over 500 economics terms and definitions at your fingertips. In addition, VE4.0 contains over 80 digitized Council for Economic Education curriculum pieces for K-12 economics and personal finance. The first 30 who register for Virtual Economics 4.0 will be able to purchase this \$100 package at a reduced price of only \$40.

B. Showtime in YOUR classroom

Donna Lefler – Mater Dei High School

How do you make a walk into your classroom an intriguing experience? What can you do to create suspense, questioning, discussion and pure simple learning? Take a step into the world of video catching for the classroom. We will also address how these captured videos can be used in various classes. This is your chance to shine on YOUR stage.

C. Using Microsoft Office in Your Classroom

Julie Bravard

D. The Indiana DECA Snap, Crackle, and Pop (all day)

Michele Gilles – DECA State Advisor and Eric Ogle – Indiana Department of Education

Pathway updates will be shared and MBA Research Curriculum Guides will be discussed. During the session an Indiana DECA update will be shared by the state advisor. College credits will be shared for students in BMIT department. And, the participants will “Beg, Borrow, and Steal” materials to be used in their classes.

11:00 a.m. – 6:30 p.m. Visit Exhibits

11:15 a.m. – Lunch on Your Own

1:00 p.m. – 1:50 p.m. Session #2

A. *MoneySKILL® - Connecting Students with Personal Finance Knowledge and Skills*
Susie Irvine, President and CEO of the AFSA Education Foundation

MoneySKILL®, now accessible on handheld tablets, is a free online personal finance curriculum that teaches personal finance concepts on income, expenses, saving and investing, credit and insurance to middle school, high school and college students.

Two new modules address identity theft. The workshop will illustrate the functionality of the teacher admin site, including teacher registration, class setup, student enrollment, module selection, access/completion date, retake, electronic grade book and student completion certificate.

B. *Achieving Excellence in Online Teaching*

Dr. Debra Grimm – Indiana Wesleyan University & Dr. William Burton – Retired General Motors

The presentation provides information for both experienced and inexperienced online instructors regarding the communication approaches that are distinctive to the online classroom. However, the basic interaction approaches that are applicable in both an online and onsite modality are also discussed. Key points include: The emphasis on learning environment rather than the technology, basis of excellent instruction, online instructional/interaction approach, and the effect on student learning and retention.

C. *From the Classroom to Main Street: Transforming Classroom Students into Main Street Warriors Utilizing Social Media Tactics*

Brett Todd – Brett Todd Solutions

No longer is the following question asked, “How long will social media be around?” Rather the following is being asked, “How will individuals and businesses interact using social media?” Discover during this power packed workshop how to develop a social media engine to deploy social media tactics allowing businesses to leverage its advertising and marketing dollars. By the end of the workshop, the workshop participant will be able to transfer this knowledge to her/his students for use in DECA and BPA competitions and/or local business projects.

D. *Brain “Mental” Energy: How Best to Use It, Preserve It and Renew It - for Greater Vigor, Sanity and Success!*

Dr. Rita Brodnax - Brodnax’s Better Brains and Ms. Dena Irwin – Shakamak High School

Did you know ... ? “Mental” energy is like physical energy - it is limited and needs to be renewed when used up. To function in a healthy and effective manner, we must utilize our brain/mind mental energy wisely, and also learn how to efficiently preserve and recharge it. These practices also help to control mental tiredness, anxiety, focus and fatigue. This interactive, participatory and fun session will definitely make a difference in the quality of your personal and professional life. You deserve greater vigor, sanity and success!

E. *Copyright Cops: Do you have the right?*

Chad Heck and Kym Kramer with a panel of Media Technology students – Pike High School

You may know that downloading music from swap sights is a no-no, but how seriously do your *students* take that law? What about their understanding of swiping electronic information from a website or lifting the images or video? Join a panel of

Pike High School students and their student advisors as they share some ideas they have been working on to create a peer-to-peer campaign for informing other students of their responsibilities—as well as their rights! This session is primarily targeting those working with Website Design, Media Technology, Marketing, and Business Law, but all are welcome! Open to both experts and novices in copyright law!

1:50 p.m. – 2:15 p.m. Visit Exhibits/Break

2:15 p.m. – 3:05 p.m. Session #3

A. Fun, Free, and Fantastic Resources for Personal Finance

Debbie Darnell – Markle Bank and retired business educator

Attendees will receive information about dozens of resources available for free to use with students in Personal Finance courses. Resources include: online games, short video clips, brochures, curriculum, activity books, fact sheets, etc.

B. Experience the Future of Teaching Accounting Online

Jason Hendrickson – Danville High School and Andrea Neff – Cengage

Cengage Sponsored

Aplia and South-Western have teamed up to develop the first Online Working Papers. This easy-to-use online system mirrors *Century 21 Accounting's* current working papers. As students complete the assignments, Aplia automatically grades students' answers and provides them with immediate feedback. You receive a complete assessment of their work and comprehension levels, while their grades are instantly entered into your online Aplia grade book. *Century 21 Accounting Online Working Papers* strengthen student understanding of accounting, while relieving you of the burden of grading it. Attendees will see the online working papers being demonstrated along with discussion on how you too could implement them into your classroom. Cengage Sponsored Session.

C. What is your BRAIN HEMISPHERICITY Dominance – Find out and How to Use It to Your Advantage!

Dr. Rita Brodnax - Brodnax's Better Brains and Ms. Dena Irwin – Shakamak High School

This interactive, participatory and engaging session will focus on what right and left "brain" hemisphericity really is, what each participant's individual hemisphericity preference is and the impact brain hemisphere dominance has on how we live, teach and learn. Participants will find out how to use their preferred style to their advantage and be able to apply this learning immediately to their personal and professional lives.

D. What Employers Are Looking For (Personal Accountability)

Michael Russo – NorthStar HR Consulting

Personal Accountability/Responsibility is one of the key character components that employers are looking for when hiring new staff. Assigning blame, or waiting for someone else to fix problems, is common but doesn't help make any situation better. This session discusses the topic of personal accountability, and helps participants learn how to understand and manage their own "trigger points" more effectively.

Accountable people are positive and proactive problem-solvers that are most welcome in today's workforce.

3:05 p.m. – 4:00 p.m. Visit Exhibits/Break

4:00 p.m. – 4:50 p.m. Session #4

A. *Principles Of Business: The Foundation Of Management, Finance, And Marketing Careers*

Les Dlabay – Lake Forest College

Cengage Sponsored

The *Principles of Business* course (formerly, *Intro to Business*) provides the fundamentals of business operations, finance, marketing, technology, and management to prepare students as consumers, employees, managers, and entrepreneurs in today's domestic and global economic environment. This course also offers extensive opportunities for academic connections with activities for writing, math, business communication, cultural awareness, history, geography, and finding creative solutions for social problems using business principles. In this session, experiential learning strategies such as case studies, problem-based learning, community resources, and team projects that can be adapted to a variety of business courses will be emphasized.

B. *Professional Learning Network (PLN): What is it and how do I start?*

Dena Irwin – Shakamak High School

C. *Virtual Business – Restaurant*

James Schroeder – Knowledge Matters, Inc.

Virtual Business - Restaurant is a series of computer lessons and projects that give your students hands on experience running a restaurant. Engage your students with a totally visual computer simulation of a restaurant that lets them control location, menu design, staffing, equipment purchases, restaurant layout, purchasing, marketing, inventory control, and more! Virtual Business – Restaurant has plenty of reports and financials as well, including an income statement, balance sheet, and lots of restaurant-specific reports. This software is now available in online or installable format for Windows, Mac and Linux users.

D. *Reach New Heights: A BPA Update*

Betty Hazlett – Indiana BPA

A summary of latest happenings in Business Professionals of America

E. *Indiana Career Explorer*

Connie Shark – Kuder, Inc.

Indiana Career Explorer is a free online program provided to Indiana schools for career exploration and planning not only during secondary schooling but through post-secondary and life. Come find out about this program and how you can use it in your classroom.

4:50 p.m. – 5:15 p.m. Visit Exhibits/Break

5:15 p.m. – 6:30 p.m. Session #5

A. *Using Entrepreneurship To Succeed In School And Careers*

Steve Mariotti – Network for Teaching Entrepreneurship

The Network for Teaching Entrepreneurship's mission is to provide programs that inspire young people from low-income communities to stay in school, to recognize business opportunities and to plan for successful futures. To date, NFTE has worked with nearly 350,000 young people from low-income communities in programs across the U.S. and around the world. In this presentation, Steve Mariotti, the founder of NFTE, will talk about his unique experience helping underprivileged students discover their passion and work ethic through the principles of entrepreneurship.

B. *Photoshop 6.0*

Joy Starks – IUPUI

Cengage Sponsored

This session will demonstrate the new features of Photoshop 6.0 and how you can incorporate them into the teaching of photo editing. Topics will include content area replacement, rule-of-thirds grid, layer manipulation, and repairing photos

C. *Business Ed & Web 2.0: Collaborative Possibilities*

Adrie Koehler Purdue University

D. *FREE Career Exploration Tools for Middle School*

Lori Kretz – Indiana Youth Institute

Drive of Your Life has been used for the past 6 school years with thousands of middle school students across the state for Career Exploration. The session will cover the site as well as, Trip To College.org and the Educator Resources for both sites

6:30 p.m. – 8:45 p.m. Opening Session & Awards Banquet

8:45 p.m. – 10:00 p.m. Social – Sponsored by Cengage

Saturday, November 19, 2011

7:30 a.m. – 8:30 a.m. Conference Registration

7:30 a.m. – 8:00 a.m. Breakfast

8:15 a.m. – 9:05 a.m. Session #6

A. Who Will Be The Future Customers? Global Business Topics For Marketing, Management, And Technology Courses

Les Dlabay – Lake Forest College

Cengage Sponsored

More than half of the world's population lives on \$2 or less a day, and they are also doing business. To prepare students to do business with ALL people of the world, and to better understand their needs, this session will include topics such as emerging markets, microfinance, microfranchising, global cell phone banking, dual

economies, informal economic activities, and social entrepreneurship. In addition, participants will be introduced to businesses and other organizations that offer products and services to address the concerns of hunger, unsafe water, health care, education, and extreme poverty in Africa, Asia, and Latin America. A variety of instructional resources and learning strategies related to cultural awareness and global markets will be discussed.

B. Integrating Technology into Your CTE Classroom

Andrea Neff – Cengage

Cengage Sponsored

Integrating Technology into Your CTE classroom: Interested in learning how you can bring technology into your 7-12 Careers Classroom? Do you focus on career exploration in your class or even post-secondary education preparation? Drop by this session to discover online resources designed to engage students in career exploration and education preparation. These are start-to-finish resources with all the information and support materials needed for your students to make informed, confident decisions that shape the rest of their lives.

C. Making a Better Tomorrow

Mike Feagans – School???

D. Common Core Literacy for Business, Marketing IT Education

Eric Ogle – Indiana Department of Education

There is a lot of talk around Indiana about the Common Core Literacy Standards, but how do they affect Business, Marketing and IT educators. In this session, you will look at the Common Core Literacy Standards for Technical Subject and see where they are already being met in your curriculum. The PARCC Assessment will also be discussed. This is a great session for educators that have not yet seen the Common Core Literacy Standards or educators that still have questions.

E. New BIT-MS Standards, New Ideas to Teach Them, New Ways to Assess Them

Pamela Raines – Northridge Middle School

With new standards, new books to use, new ideas to try, and new teaching techniques, you should expect some new outcomes. Learn how to incorporate new textbooks—keyboarding, technology, careers, business/entrepreneurship, and personal finance with Web 2.0 activities, and new assessments to bring your exploratory middle school business courses alive.

9:15 a.m. – 10:05 a.m. Session #7

A. Which fork? What direction do I pass things? What do I do with that coffee cup since I don't drink coffee?—Dining Etiquette Lesson Materials

Dr. Marilyn Chalupa and Members of Immersive Project – Ball State University

This session will share materials to use in your classes to help students impress potential employers/supervisor with their dining etiquette skills. Interaction with the wait staff, cell phone manners, proper attire, the 5 places for your napkin, American and Continental styles are just a few of the topics included in the 8 vignettes. An evaluation vignette and activities are also included. The focus is to help high school students, especially club officers, become more confident with dining skills.

B. PBL Potpourri

Ben Davis High School Business Department

Are you looking for some fun, creative, interactive ways to make your business courses come to life? If so, this session is for you! Hear about successfully implemented Project Based Learning units from Ben Davis teachers. A potpourri of PBL's will be shared from a variety of business courses

C. *DECA Entrepreneurship (Manuals) Update*

Michele Gilles – DECA State Advisor and Eric Ogle – Indiana Department of Education
“Make the Stage” ...tips and recommendations on how to prepare a winning Entrepreneurship manual for DECA competition.

D. *Classrooms on the MOVE!*

Jason Hendrickson, IBEA NCBEA/NBEA Membership Director – Danville High School
Today's technological advances allows for exciting things to happen in your daily instruction of any curriculum. Come learn how to put a little MOVE (Motivation, Opportunity, Volume, and EXCITEMENT) in your classroom. We will discuss everything from mobile devices such as iPads and Smartphone technology to online learning communities such as Google Groups and so much more. Learn how to incorporate a few or many of these concepts into your classroom to help engage your stakeholders. So what are you waiting for...Ready, Set, MOVE!

E. *Web 2.0 Tools*

Amber Reed – Brehem High School

Come see some of the latest Web 2.0 tools that you can use in your classroom on Monday morning.

10:15 a.m. – 11:15 a.m. Session #8

A. *Creating Computer Programmers*

Jacqui Kane – Mount Vernon High School

B. *Office 2010: How are You Assessing and Training Your Students?*

Andrea Neff – Cengage

Cengage Sponsored

Cengage Learning brings you SAM 2010 Assessment and Training and live in the application project-based software. Now delivered via the Web!

C. *Are You Drowning in Too Much Information? Learn about “Present Moment Memory Space” and How to Use It for Sanity and Success!*

Dr. Rita Brodnax - Brodnax's Better Brains and Ms. Dena Irwin – Shakamak High School

Everyone, young and old alike, is experiencing an “information” overload and sometimes drowning in the process. Hope is here! This engaging and participatory brain-based session focuses on how much information people can take at a time in their “present-moment memory” and the researched-based techniques that make information more manageable and sane for the brain. “Memory Space” is age dependent and participants will learn how much information people can take in easily at various ages and how best to organize information for greater efficiency, effectiveness and sanity.

D. *Review of Course Standards*

Eric Ogle – Indiana Department of Education and IBEA Board Members

11:15 a.m. – 12:30 p.m. Closing General Session