



2018 FBLA & ABEA: TEACHER LEADERSHIP CONFERENCE

AUGUST 24-25, 2018 – TUCSON, AZ



WELCOME FROM THE CONFERENCE PLANNING TEAM

Gregg Pelka, ABEA President

Missey Goodman, ABEA President Elect

Julie Ellis, CTSO Team Lead/FBLA State Adviser

Elena Sobampo, TLC Conference Chair

Thank you all for joining us for the next two days. To all new and returning members, Business/FBLA educators, and ABEA members, this year marks the 84th year of ABEA and this conference is the seventh consecutive year that ABEA & FBLA have teamed up for the Teacher Leadership Conference. Business education has changed tremendously in the 84 years that ABEA has been around, even in the seven years that ABEA & FBLA have co-hosted this event. As business educators, we are proud to be on the cutting edge and embracing these changes. Thank you for the difference that you make in the lives of students and the commitment that you have to your profession.

Enjoy the conference!

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Friday, August 24, 2018 – Westward Look Grand Resort, Tucson, AZ

9:00 – 10:00 **Registration**

10:00 – 10:15 **Opening Session** – Julie Ellis, AZ FBLA Director & Elena Sobampo, ABEA Conference Chair

10:15 – 10:30 **Arizona Business Education Update** – Robert Waller, AZ Program Specialist, Communication Media Technologies & Business & Marketing Education

Join ADE CTE Business and Marketing Education Program Specialist, Robert Waller, for a quick look at the exciting year ahead for Arizona's Business Education programs.

10:30 – 11:30 **Arizona's Blueprints and Frameworks...Oh My!** – Lisa Doll, Arizona CTE Curriculum Consortium Director

Come learn how to utilize the Wiki to improve classroom instruction and find out where we are in updating the Marketing and Business Management curriculum. In addition, Blueprints and Frameworks are significant resources when it comes to helping with instruction and students passing the state assessment. Let us show you how to use the materials and how the materials are impacting the Technical Standards Assessment.

11:30 – 1:00 **Networking Lunch**

WBEA Greetings <i>Chris Liebelt-Garcia</i>	ABEA/FBLA Awards <i>Elena Sobampo</i> <i>Julie Ellis</i>	Silent Auction <i>Missey Goodman</i>
L.L. Via Scholarship <i>Tracey Celaya</i>	ABEA Board Elections <i>Gregg Pelka</i>	Mr. Artichoke Raffle <i>Karah Wilson</i>

1:15 – 2:00 **Ocotillo Room** – **How to Not Stink at Graphic Design: A Crash Course for Non-Designers** – Robert Waller

Good visual design principles can be learned and exercised by anyone. This information-packed presentation will give you a basic knowledge of practical design tips you and your students can apply today to create stunning visual content.

Cholla Room – **Push the Boundaries, Post-Modern Interview Skills for CTE** – Eric Fan of Squarage®

The workforce landscape for K-12 student populations today is an unspoken, unfavorable reputation with the older generations who have occupied the workforce for many years. Seasoned workers see the younger generation struggling with digital dementia and unprepared for the workforce. Squarage® will remedy this unfavorable reputation for students by providing a Professional Development breakout session about CTE Interview Skills content compiled from 200+ interviews, showcasing strategic risk-taking practices, unorthodox proof-of-concept contents, and tactics to enhance employability and job placement. Interview Skills content will heighten student learning outcomes and student success for career readiness. K-12 student populations entering this new post-modern workforce will need to be equipped with excellent interview soft skills to secure a job. Push those boundaries of social science or get lost in the pool of generic candidates.

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Saguaro Room – Making Parliamentary Procedure Fun and Meaningful in the Classroom – Holland Nance, Toastmasters International

Fun tools in this interactive course help you teach the fundamentals of parliamentary procedure to help students become more effective members and leaders of the professional organizations to which they belong.

2:15 – 3:00

Saguaro Room – Cyber Safety Program – Ginnellie Gutierrez, Outreach Coordinator, Arizona Attorney General's Office

Teachers will receive information to take back to their classrooms and better equip their students for today's needs in our society. The information will include an introduction to cyber predators, social media safety, and the consequences of cyber-bullying as well as information of the dangers of distracted driving, sexting, and the importance of protecting your privacy.

Ocotillo Room – Introduction to Microsoft Teams, the Digital Hub for Educators and Students – Michael Cosgrove and Jenna Licht, Microsoft Chandler

Teams are a digital hub that bring conversations, content, and apps together in one place. Educators can create collaborative classrooms, connect in professional learning communities, and communicate with school staff all from a single experience in Office 365 for Education. Attendees who participate in this 45-minute workshop may receive Microsoft Innovative Educator (MIE) Professional Development points.

Cholla Room – Engage Students in the World of Finance, Business and Tech Through the Stock Market Game – Brett Haglin, Stock Market Game Coordinator (Teacher Mesquite HS), Arizona Council on Economic Education

The Stock Market Game is a fun and engaging way to connect students to the global economy with virtual investing and real-world learning. The Stock Market Game teaches teamwork, research, math, technology, life skills, and even language arts. It is the first step towards understanding the importance of long-term saving and investing. Learn how to bring this to your classroom.

3:15 – 4:00

Cholla Room – Don't Get Romantic – Post-Modern Job Search Prep Readiness for CTE – Eric Fan of Squarage®

Don't Get Romantic about the past—it's no longer a modern workforce but a Post-Modern one. Romanticizing about yesterday will speed up your extinction because evolution always wins. Hiring Managers hunt for job seekers differently today; therefore, submitting a résumé to a job posting and hoping for the best is no longer good enough to secure an interview for CTE. Projects are the new résumé; so is a strong and dynamic social media presence. Today's workforce climate has inspired Squarage® to improve instructional strategies about Job Search Prep CTE to enhance student success and student learning outcomes for K-12 Education. In this engaging Professional Development session, Squarage® will demonstrate proof-of-concept contents for job-search readiness beyond just the standard résumé, cover letter, and LinkedIn approach. Students will exercise best practices to distinguish themselves from other generic job seeking candidates and adapt to new hiring trends.

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Saguaro Room – Why You Should Create a Business Plan? Business Plan Versus Business Planning – Rick Loveland, Arizona Small Business Development Center

A discussion of the types of business plans, the purposes of a business plan, business plan templates, components of a business plan, and dos and don'ts of writing a business plan.

Ocotillo Room – Personal Finance Made Fun & Easy with NextGen – Teresa Mungai, Director of Programs, Arizona Council on Economic Education

Do personal finance concepts seem dry or intimidating? Are you sick of doing a Google search to find high-quality personal finances resources faster? NextGen Personal Finance is the answer. Come learn about the interactive games, activities, and resources that are at your fingertips for Free.

4:15 – 5:00

Ocotillo Room – Introduction to Microsoft Teams, the Digital Hub for Educators and Students – Michael Cosgrove and Jenna Licht, Microsoft Chandler

Teams are a digital hub that brings conversations, content, and apps together in one place. Educators can create collaborative classrooms, connect in professional learning communities, and communicate with school staff all from a single experience in Office 365 for Education. Attendees who participate in this 45-minute workshop may receive Microsoft Innovative Educator (MIE) Professional Development points.

Saguaro Room – Young Consumers – Ginnellie Gutierrez, Outreach Coordinator, Arizona Attorney General's Office

This session addresses how young adults can be safe consumers and avoid becoming victims of scams and identity theft. An overview on how to safely apply for credit cards, car loans, and student loans, as well as first-time car buying tips is provided. Tips on applying for jobs & scholarships are also provided.

Cholla Room – Playing It Safe Is Risky, Post-Modern Job Retention for CTE – Eric Fan of Squarage®

Playing it safe is risky in 2018. "Safe" means being a generic employee who occupies themselves with busywork without knowing their job may be outsourced one day. Students today will need to take calculated risks, evolve, and have self-awareness to enhance their value so they may secure employee retention. During this Professional Development breakout session, Squarage® will present Job Retention CTE best practices to better their employment status with bosses, co-workers, colleagues, etc. The proof-of-concept contents are unique and unorthodox and are compiled from 10+ years of corporate experiences at Fortune 500 to small-to-mid-size companies. The Professional Development session enhances upon traditional learning styles: visual, auditory, and kinesthetic. Fit in but don't fit in.

5:00 – 5:30

Silent Auction

5:30

Dinner – On your own and networking [Dinner options provided.]

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Saturday, August 25, 2018 – Westward Look Grand Resort, Tucson, AZ

9:00 – 11:30 **FBLA National Programs/Resources** – Lisa Smothers, National FBLA Office

Are you looking to learn how to navigate the FBLA resources to help your students be more successful in BAAs, curriculum resources, officer roles, etc.? Whether you are an FBLA or PBL adviser looking for curriculum ideas, a local or state officer trying to find icebreakers for a meeting or event, or a member looking for more information about our organization, this is the workshop for you!

11:30 – 11:45 **Silent Auction and Final Artichoke Ticket Sales** – Missey Goodman and Karah Wilson

11:45 – 12:45 **Networking Lunch and Mr. Artichoke Raffle Winner!** – Karah Wilson

12:45 – 1:45 **Ocotillo Room – FBLA Competitive Events Update** – Tracey Celaya

Competitive Events play an integral role in the classroom curriculum. They prepare students for successful careers in business by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment. Get the annual update and learn about the new changes and gain ground in incorporating them into your curricula.

Saguaro Room – What are Competitive Events? (New Advisor) – Julie Ellis

Are you a new Advisor to FBLA? Learn what Competitive Events are available for your students and how to integrate them into your classroom curriculum to prepare your students to be successful.

1:50 – 2:30 **Cholla Room – Create your FBLA Program of Work** – Julie Ellis

The Program of Work is a detailed map that serves to direct our efforts toward outlets that better our members, our chapters, our schools, families, and our community. A successful FBLA chapter imitates the successful business by taking the time and effort to develop a written plan of action. This plan becomes the chapter's Program of Work (POW). Learn tips and brainstorming techniques to make your chapter's Program of Work a success.

Ocotillo Room – Write your Competitive Event Topics – Tracey Celaya and Brian Snow – Media, Elena Sobampo, – Coding

Just what you have been waiting for! This session offers you an opportunity to be heard and be a part of the blueprint-building process to create topics that are meaningful to your practice and your students' success. It will also give you a competitive edge to sharing ideas that could potentially be national topics. Bring your best thinking caps and join the fun!

2:30 – 3:00 **CLOSING SESSION**

Silent Auction Winners! – Missey Goodman and Elena Sobampo

4:00 – 9:00 **ABEA/WBEA Board Meeting & WBEA 2019 Conference Meeting** – Dinner provided
(Incoming and Outgoing Board Members)

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Thank You for Your Support!!

2017-2018 ABEA Board Members

***Arizona State university
W.P. Carey School of Business***

Country Bliss Boutique

FBLA Arizona

Grand Canyon University

Kneaders

Next Generation Personal Finance

Own Up Arizona

Big 4 Sporting Goods

Delaware North

Grand Canyon Fundraising

Isagneix--Pam & Reuben Lizarda

Knowledge Matters

Northern Arizona University

PFGC - Vistar

UPCOMING DATES

September 20-24, 2018

FBLA Leadership Camp – Prescott AZ

October 25, 2018

FBLA on Ice! – Glendale AZ

November 8, 2018

FBLA FLEX Conference/ABEA Board Meeting – Phoenix AZ

November 14-18, 2018

National Fall Leadership Conference – Charlotte NC

February 14-18, 2019

WBEA 2019 Conference – El Conquistador – Tucson AZ



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THE BUSINESS EDUCATION CONFERENCE YOU'VE ALWAYS

WANTED!

The 2019 WBEA / ABEA CONFERENCE!

WESTERN BUSINESS EDUCATION ASSOCIATION / ARIZONA BUSINESS EDUCATION ASSOCIATION



You are invited to the
**2019 WBEA / ABEA
CONFERENCE**
to be held
FEBRUARY 14-18, 2019
in beautiful Tucson, Arizona!



The 2019 WBEA/ABEA conference will be held at the
EL CONQUISTADOR TUCSON

1000 N. Oracle Road
Tucson, Arizona 85704

The conference room rate is
\$159 per night, plus tax.

Call 800-325-7832
and reference **WBEA** to make reservations
at the group rate by January 21, 2019.

LASSO YOUR LEGACY at the
2019 WBEA / ABEA CONFERENCE!

Early conference registration is \$275.

After December 7, 2018,
conference registration will be \$350.

To register or for more conference information visit
www.WBEAconference2019.org.

Questions?
Contact Julie Ellis (Julie.Ellis@azed.gov)



Share your knowledge, expertise, and passion for Business Education with western state instructors and stakeholders! Presentation applications are now being accepted: <http://bit.ly/wbea19presenter>.

Do you have a product or service you would like to share with western state Business Education instructors and stakeholders? Exhibitor applications are now being accepted: <http://bit.ly/wbea19exhibitor>.

2017 – 2018 ABEA EXECUTIVE BOARD

Name	Position
Gregg Pelka	President
Missey Goodman	President Elect
Rebecca McGinnis	Past President
Rita Lopez	Secretary
Laurie Moody	Treasurer
James Wheeler	Treasurer Elect
Francis Bidleman	Membership Chair
Elena Sobampo	Conference Chair
Patrick Clawson	Newsletter Editor
Joe Dean	Historian
Katherine Gomez	Region 1 Representative
Brian Snow	Region 2 Representative
Mylynda Koener	Region 3 Representative
Dan Stickel	Region 4 Representative
Nicole Cochran	Middle/Junior High School Representative
Derek Rich	Postsecondary Representative
Missey Goodman	Awards Chair
Vacant	Legislative Chair
Tracey Celaya	Scholarship Committee Chair
Chris Liebelt-Garcia	WBEA/NBEA Consultant
Julie Ellis	FBLA State Adviser
Robert Waller	Program Specialist, ADE Representative
Gregg Pelka	ACTEAZ Board of Directors Representative

2018 – 2019 ABEA EXECUTIVE BOARD SLATE

Name	Position
Missey Goodman	President
Elena Sobampo	President Elect
Gregg Pelka	Past President
TBD	Secretary
Rebecca McGinnis	Treasurer
Jaci Juhay-Jones	Membership/Historian Chair
TBD	Conference/Award Chair
TBD	Newsletter Editor
FBLA Assistants	Social Media Chair
TBD	High School Representative
Sarah Jagers	Middle/Junior High School Representative
Derek Rich	Postsecondary Representative
TBD	Legislative Chair/ Fellow
Tracey Celaya	Scholarship Committee Chair
Chris Liebelt-Garcia	WBEA/NBEA Consultant
Julie Ellis	FBLA State Adviser
Robert Waller	Program Specialist, ADE Representative
Missey Goodman	ACTEAZ Board of Directors Representative