

# SUNDAY, OCTOBER 23

## BREAKOUT SESSION #1 - 4:35 - 5:20 PM

### PROJECT-BASED LEARNING

**ILLINOIS ROOM**  
MBA RESEARCH ON PROJECT-BASED LEARNING AND ENTREPRENEURSHIP  
Holly Berndt and Vicki Tometich

HIGH  
SCHOOL

Project Based Learning versus just doing projects. What is the difference? How do you incorporate PBL into your business and entrepreneurship courses?

### INCORPORATING TECHNOLOGY

**INDIANA ROOM**  
GOOGLE APPS A TO Z  
Sharon Keehner

ANY  
LEVEL

For the beginning, intermediate, and advanced Google applications user - topics covered will include the extensions and add-ons to Google that can be easily downloaded to enhance and increase the functions and features of Google Apps. This workshop will not cover Google Apps for education, such as Gmail, Docs, Drive, Sheets, Forms, and Slides. This will be a fast paced session so don't be late!

### RELATED TO CURRICULUM

**NEBRASKA ROOM**  
TEACHING ETHICS IN TODAY'S CLASSROOM  
Dianna Briggs

ANY  
LEVEL

We all think we know what is ethical until confronted with the gray area between right and wrong. Who decides where the line is and how do we help students to understand their boundaries? In today's society with technology-infused learning, the boundaries seem to be ever more elusive. This session will provide ideas on how to help students understand the importance of their own ethical behavior in the workplace.

### HOT TOPICS

**MINNESOTA ROOM**  
GAMING IN BUSINESS EDUCATION  
Kyle Kuhlert and Kari Hadden

ANY  
LEVEL

Gaming is just one of the many ways to bring STEM into your classroom. Come here how two business teachers are using gaming in their classrooms and get a list of tools and resources to help you get started with it at your own school.

### MISCELLANEOUS TOPICS

**MICHIGAN ROOM**  
MAKING GRADES MEANINGFUL  
Kelli Keefer

ANY  
LEVEL

What is the purpose of grading? In this session participants will have the opportunity to discuss what the goal of grading is, as well as different grading practices that work well in the business classroom. Kelli will also share different grading strategies you can use to communicate with students and parents about what students are learning.

# SUNDAY, OCTOBER 23

## BREAKOUT SESSION #2 - 5:25 - 6:10 PM

### PROJECT-BASED LEARNING

**ILLINOIS ROOM**  
OVERVIEW OF HIGH SCHOOL OF BUSINESS  
Ken Burrow and Scott Giraud

HIGH  
SCHOOL

This session will cover the basics of the High School of Business program, which is a higher level project-based learning program in its second year in Iowa. Hear from teachers what they have learned during training and their first full year of implementation.

### INCORPORATING TECHNOLOGY

**INDIANA ROOM**  
FLIPPING YOUR CLASSROOM MADE EASY  
Sandy O'Brien

ANY  
LEVEL

This session will offer an introduction to flipping with some background discussion and justifications. We will discuss how you can get started using some real-life examples. Whether you want to flip a lot or just a little, this session will help you get started.

### RELATED TO CURRICULUM

**NEBRASKA ROOM**  
FINANCIAL PLANNING CASE STUDIES FOR STUDENTS  
Jason Gunkel

ANY  
LEVEL

This Certified Financial Planner will share some of the "real world" financial knowledge that he thinks every student should know. He will share some of his experiences helping young people start planning their financial futures through a few case studies that are designed to be shared with students.

### HOT TOPICS

**MINNESOTA ROOM**  
BREAKOUT EDU FOR BUSINESS EDUCATION  
Vicki Hales and Patrick Donovan

ANY  
LEVEL

Breakout EDU creates ultra-engaging learning games that teach teamwork, problem solving, critical thinking, and even curriculum content by presenting participants with challenges that ignite their natural drive to problem-solve. Participants of this session will complete a Breakout intended for business education. Come ready for competition!

### MISCELLANEOUS TOPICS

**MICHIGAN ROOM**  
NETWORKING 101  
Mark Ryan and Beth Sindt

ANY  
LEVEL

Networking is creating a diverse group of associates and colleagues and then keeping current with your network using regular communication. In today's world, it is now more important than ever to have a good network in place to be competitive in the business world. During this session, the presenters will facilitate conversations about networking and give participants opportunities to practice networking scenarios.

SUNDAY, OCTOBER 23  
BREAKOUT SESSION #3 - 6:15 - 7:00 PM

PROJECT-BASED  
LEARNING

**ILLINOIS ROOM**

ONE-ROOM SCHOOLHOUSE CONCEPT IN A 21ST CENTURY BUSINESS CLASSROOM  
Andrew Thonstad

HIGH  
SCHOOL

Hear about experiences with offering 4+ classes each period while incorporating project-based learning and competency-based instruction.

INCORPORATING  
TECHNOLOGY

**INDIANA ROOM**

TEACH AP COMPUTER SCIENCE AT YOUR SCHOOL  
Marc Hauschildt

HIGH  
SCHOOL

Explore free curriculum and resources to get AP Computer Science A and/or AP Computer Science Principles into your classroom.

RELATED TO  
CURRICULUM

**NEBRASKA ROOM**

MBA RESEARCH: A\*S\*K CERTIFICATIONS AND DIGITAL BADGING  
Meredith Tangen

HIGH  
SCHOOL

This session will look at two different components of assessment for your high school business students. As a part of the MBA Research and Curriculum Center this is a great way for students to test their knowledge on various business topics. Find out more about these great resume builders for your students.

HOT  
TOPICS

**MINNESOTA ROOM**

BUILDING POSITIVE RELATIONSHIPS WITH STUDENTS  
Holly Berndt

ANY  
LEVEL

Tips and tricks you can take back to build a great learning community in your classroom. From team building activities, to social contracts, to meet and greet. You may be the only positive adult interaction a student has today - take advantage of that opportunity.

MISCELLANEOUS  
TOPICS

**MICHIGAN ROOM**

BUSINESS CLUB STARTUP  
Trisha Hopper and Carlene Woodside

POST  
SECONDARY

Bring your college students into the loop with a Career and Technical Student Organization (CTSO)! Start a new club or grow an existing one through a national affiliation such as Business Professionals of America (BPA) or Future Business Leaders of America (FBLA). Give students the opportunity to network, compete, lead, learn, and travel. Easy to start!

MONDAY, OCTOBER 24  
BREAKOUT SESSION #1 - 8:00 - 8:45 AM

PROJECT-BASED  
LEARNING

**ILLINOIS ROOM**  
LEVERAGING YOUR BUSINESS COMMUNITY FOR  
INNOVATIVE CLASSROOM EXPERIENCES  
Waukee APEX



Waukee APEX Associates - high school juniors and seniors - will share their experiences working with local businesses and non-profit clients as part of the APEX program. Come to this session to learn about the professional skills and technical skills gained and enhanced through this unique partnership between education and business.

INCORPORATING  
TECHNOLOGY

**INDIANA ROOM**  
MANAGE YOUR CLASSROOM THROUGH TECHNOLOGY  
Ryan Ridout



Develop an understanding on how to use Google Classroom, Flubaroo, Kahoot, and other tech tools to engage your classroom.

RELATED TO  
CURRICULUM

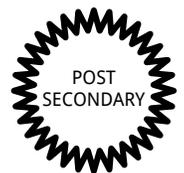
**NEBRASKA ROOM**  
EVERFI'S LATEST RESOURCES ON FINANCIAL LITERACY,  
HEALTHY RELATIONSHIPS, AND STEM  
Lincoln Hughes



EverFi provides educators with engaging, online learning resources in topics such as financial literacy, digital literacy, STEM readiness, coding and entrepreneurship. Each course is standards-aligned and free of charge to schools. Attendees will receive login credentials, standards-alignment documents, lesson plans and ongoing technical and curriculum support at no cost.

HOT  
TOPICS

**MINNESOTA ROOM**  
THE COMMUNITY COLLEGE CONNECTION  
Kimberly Schultz



An opportunity for Iowa community college instructors to participate in a moderated discussion covering issues experienced at one at more institutions.

MISCELLANEOUS  
TOPICS

**MICHIGAN ROOM**  
TEAMWORK IN THE CLASSROOM, THE TEACHERS' LOUNGE AND LIFE!  
Gaye Hanson - KEYNOTE



This fun and active presentation will foster a team attitude! We will participate in a hilarious and instructional activity that firmly places each person's role on our teams: in the classroom, the teachers' lounge and life! This activity will demonstrate how each team member is an integral part of the team, showing how a team functions best when each member plays at their peak performance! You will see how to use this activity in the classroom to teach students how to THRIVE in school, business and life!

MONDAY, OCTOBER 24  
BREAKOUT SESSION #2 - 10:25 - 11:10 AM

PROJECT-BASED  
LEARNING

**ILLINOIS ROOM**  
PROJECTS IN SPORTS MARKETING WITH THE IOWA CUBS  
I-Cubs Reps



Sports and entertainment marketing is constantly changing. Hear from representatives from the Iowa Cubs marketing team about projects and trends they are seeing and doing, and discuss ways this can translate into projects for your classroom.

INCORPORATING  
TECHNOLOGY

**INDIANA ROOM**  
CONNECTING WITH YOUR CLASS WITH OFFICEMIX  
Kari Hadden



OfficeMix is a free extension for PowerPoint that makes it easy to turn your PowerPoint presentations into interactive online lessons and share them with your students and colleagues. This powerful tool makes authoring and sharing of lessons and presentations simple.

RELATED TO  
CURRICULUM

**NEBRASKA ROOM**  
TOO MANY PREPS? LET MBA CURRICULUM BUILDER HELP YOU  
Kyle Van Ausdall, Andrew Thonstad and Scott Schroeder



MBA's Curriculum Builder can help teachers combine and/or eliminate extra or overlapping preps. Point and click your way to new courses or modify your existing courses to give them a fresh, new appearance to entice more students into your programs. And because you teach in Iowa and Iowa helps to fund MBA Research,, the Curriculum Builder comes free of charge to you. Come check it out!

HOT  
TOPICS

**MINNESOTA ROOM**  
PREPARING STUDENTS FOR COLLEGE SUCCESS  
Neil Kokemuller



A look at several critical skills that would greatly enhance a student's ability to thrive in a college business/marketing program.

MISCELLANEOUS  
TOPICS

**MICHIGAN ROOM**  
STATEWIDE WORK-BASED LEARNING RESOURCE - IOWA INTERMEDIARIES  
Mary Schultz and Kelli Diemer



Come learn how to utilize your Iowa Intermediary Network to build bridges between classrooms and businesses. Hear how you can partner with regional intermediaries to compliment your existing MOC program.

# MONDAY, OCTOBER 24

## BREAKOUT SESSION #3 - 11:15 - 12:00 PM

### PROJECT-BASED LEARNING

#### ILLINOIS ROOM

BRING CTSO EVENTS AND ACTIVITIES ALIVE IN THE CLASSROOM  
Carol Von Tersch

ANY  
LEVEL

Career and Technical Student Organizations (CTSOs) are key components to strong CTE programs. CTSOs integrate into CTE programs and courses and extend teaching and learning through innovative programs, business and community partnerships and leadership experiences at the school, state and national levels. This session will provide you with a variety of ideas and uses for CTSO events into your classroom.

### INCORPORATING TECHNOLOGY

#### INDIANA ROOM

60 CHROME EXTENSIONS FOR EDUCATION  
Stacy Behmer - FEATURED SPEAKER

ANY  
LEVEL

Let's maximize Chrome for students and teachers by using the extensions! Go through some of Stacy's favorite Chrome extensions that can support teacher efficiency and student learning. This slide deck is always being updated, so you are bound to find something new.

### RELATED TO CURRICULUM

#### NEBRASKA ROOM

INFUSING INNOVATION AND ENTREPRENEURSHIP IN THE CLASSROOM  
Dawn Bowlus and Morgan Daniels

HIGH  
SCHOOL

Entrepreneurship education is a top national priority! The University of Iowa BizInnovator program provides teacher certification in entrepreneurship, offers college credit to high school juniors and seniors, and provides curriculum that delivers hands on and engaging content including the LEAN Startup Methodology. Attend this session and join the movement!

### HOT TOPICS

#### MINNESOTA ROOM

BIG DATA, MILLENNIALS, HACKERS, AND A FEW OTHER SCARY BUZZ WORDS  
Kasey McCurdy and Luke Magerko

ANY  
LEVEL

In a time where organizations are rapidly adopting big data initiatives, come hear some of the different ways businesses are using big data and how Iowa's workforce can be instrumental in projects from around the world. From consumer marketing big data to successfully targeting customers and producing relevant communications to gamifications and motivating and engaging sales teams, customers, and employees for some of the largest companies in the world. Find out what technical and professional skills are needed to work in these environments and how this impacts the incoming millennial generation.

### MISCELLANEOUS TOPICS

#### MICHIGAN ROOM

IGNITE YOUR LIFE - CONTINUED!  
Gaye Hanson - KEYNOTE

ANY  
LEVEL

Take a deeper look at how attitude is key in learning and life and how to incorporate this concept in the classroom. We will participate in a goal setting activity that can be done in your classroom. Students love this activity! Many students hold on to this for the rest of their lives! It is truly a complete game changer for many!

# MONDAY, OCTOBER 24

## BREAKOUT SESSION #4 - 1:45 - 2:30 PM

### PROJECT-BASED LEARNING

#### ILLINOIS ROOM

HIGH SCHOOL OF BUSINESS PROJECT: MAKE THE MOST OF IT  
Rebecca Knowler

HIGH  
SCHOOL

Get a first hand account of High School of Business course Business Econ's Make the Most of It project. In this group project students will develop innovation and decision making skills as they determine the best use for a vacant lot in their community. Attendees will get project plans, handouts, and instructions.

### INCORPORATING TECHNOLOGY

#### INDIANA ROOM

ADD-ONS ADD POWER AND EFFICIENCY  
Stacy Behmer - FEATURED SPEAKER

ANY  
LEVEL

If you want to put mail merge on steroids, this is the session for you! Come and explore some of the Google Add-Ons for Sheets and Docs and see how they can help your workflow within Google Drive. During the session we will explore how to use some popular ones and give you some ideas on how they can be used in your classroom.

### RELATED TO CURRICULUM

#### NEBRASKA ROOM

STANDARDS-BASED GRADING IN THE BUSINESS CLASSROOM  
Jodi Leimkuehler

ANY  
LEVEL

Why use standards-based grading? How does it compare to traditional grading? How do I even get started? Answers to these questions and more will be covered in this session. Examples will be provided.

### HOT TOPICS

#### MINNESOTA ROOM

CREATIVE APPLICATION: A PROBLEM-SOLVING ACTIVITY FOR YOUR STUDENTS  
Jessi Steward

HIGH  
SCHOOL

Participate in a fun, interactive workshop to take back to your classroom! This activity encourages students to work in teams to solve their everyday problems in a creative way and find out whose idea is truly download-worthy. You'll also learn about the ABI Foundation's high school program, Business Horizons, and how to encourage your students to mark their calendars for the summer program.

### MISCELLANEOUS TOPICS

#### MICHIGAN ROOM

NEW CTE LEGISLATION FOR IOWA - WHAT DOES THIS REALLY MEAN?  
Kelli Diemer

ANY  
LEVEL

With the passage of House File 2392 (Academic and Career Guidance and Career and Technical Education Program), what does this mean for your program and Iowa education? The Iowa Department of Education has also received several federal grants this year. What opportunities are on the horizon?

MONDAY, OCTOBER 24  
BREAKOUT SESSION #5 - 2:40 - 3:25 PM

PROJECT-BASED  
LEARNING

**ILLINOIS ROOM**  
AUGMENTED REALITY - WOW!  
Carlene Woodside



Using the free Aurasma software, create your own classroom "Auras". Every image, object and even place can have its own Aura (augmented reality experience)! Through these Auras, any object - posters, t-shirts, images, etc - can come to life with videos. Find out how you can turn your classroom or club event into an Augmented Reality experience!

INCORPORATING  
TECHNOLOGY

**INDIANA ROOM**  
WHAT'S NEW IN MS OFFICE 2016?  
Sue Elwood



This session highlights what's new in MS Office 2016. The latest version of Microsoft Office includes many new productivity, collaboration, and data analysis features. Learn about the new features and enhancements in the latest version of Office, including suite-wide enhancements and program-specific new features in Word, Excel, PowerPoint, and Outlook.

RELATED TO  
CURRICULUM

**NEBRASKA ROOM**  
TEACHER TRAINING AND STUDENT PERSONALIZED LEARNING ON  
DIGITAL CITIZENSHIP & OTHER CURRICULA  
Denise Krefting



The AEA K-12 Online Personalized Learning System offers a way to deliver instruction inside or outside of the face-to-face classroom. It works well for whole-group as well as self-paced instruction. Come explore courses in Digital Citizenship and other content in the teacher training system.

HOT  
TOPICS

**MINNESOTA ROOM**  
DEVELOPING YOUR LEADERSHIP STYLE  
Barb Brown - FEATURED SPEAKER



Do you have leaders in the classroom? How do you help your students become leaders? This session will introduce activities you can use in your classroom to help your students find their leadership style.

MISCELLANEOUS  
TOPICS

**MICHIGAN ROOM**  
PUTTING SUCCESS SKILLS TO THE TEST  
Jessi Steward



Employers often say that the most important qualities they look for in new employees are "soft skills" such as teamwork, leadership potential, and communication. Join this workshop to take part in a fun activity to bring back to your classroom that highlights the need for these skills and encourages personal reflection.