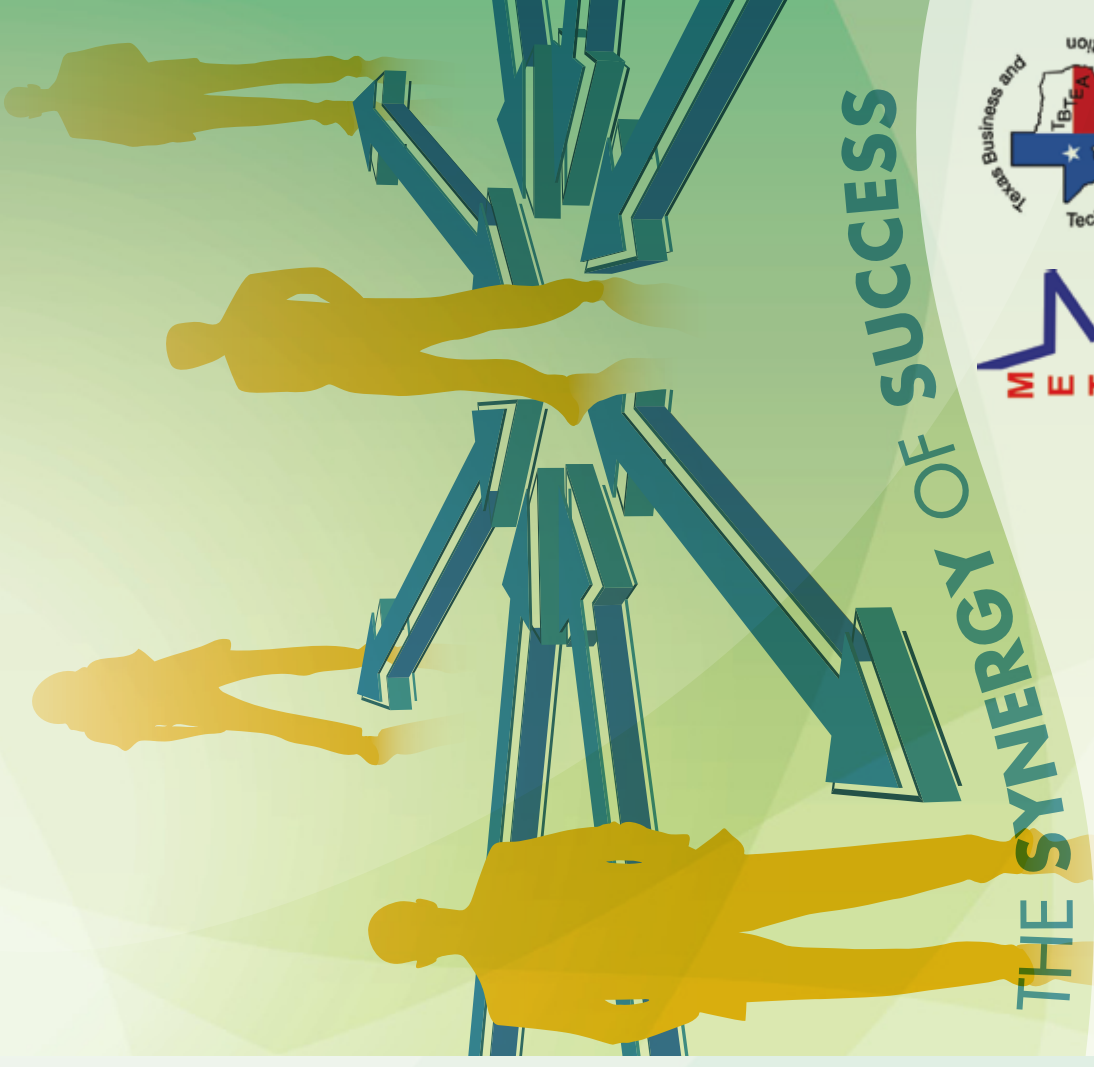


# BUSINESS & MARKETING

## TEACHER CONFERENCE

July 28 – 31, 2009 ▶ Houston, TX



THE SYNERGY OF SUCCESS

Career & Technology Association of Texas  
1304 San Antonio, Ste. 106A  
Austin, TX 78701



- ▶ Business, Management & Administration ▶ Finance ▶ Marketing
- ▶ Informative and interactive sessions on key topics
- ▶ Networking and unique learning opportunities
- ▶ Pre-conference training, tours and excursion activities



## ABOUT THE CONFERENCE

Business & Marketing Teacher Conference 2009 — Texas' leading conference and exhibition for CTE business and marketing educators will take place in July. This high intensity interactive conference provides ideas, strategies and resources designed specifically for those teaching courses or managing programs in:

- ▶ Business Management & Administration
- ▶ Finance
- ▶ Marketing

This four-day conference features an ideal mix of high-level presentations, talks on business and industry topics, exhibitors essential to the business and marketing fields, as well as an after-hour social event.

## CONFERENCE SPONSORS



Marketing Educators of Texas



Texas Business and Technology  
Educators of Texas

## CALL FOR PRESENTATIONS

### Deadline April 10

Attendees want to hear from you! Innovations and best practices in career and technical education will be featured at the summer conference for every level of experience and district size. Share your expertise and enjoy a discounted registration rate. Visit [www.texascte.org/bm09](http://www.texascte.org/bm09) to download the application and for a list of the most requested topics.

## PERKINS FUNDS FOR REGISTRATION

Waiting on next year's Perkins funds to pay for your registration? No need! Registrations are accepted with payment to follow after July 1st. Take advantage of the discounted Early Bird Rate as long as registration is **received** by May 22.

**IMPORTANT:** All registrations are subject to the cancellation policy.



## KEYNOTE SPEAKERS

### Dr. Monte Selby



Dr. Monte Selby's distinctive work spans over two decades, impacting educators from North America, South America, Europe, and Asia. He is widely popular for his practical, humorous, and engaging presentations but is perhaps best known for his music. His musical endeavors (featured on network television, radio, pod casts, websites, original stage productions, and videos) are cultivated from an award-winning career as a teacher, principal, and professor.

### Michael Bettersworth



As new career and technical education courses are implemented, districts must determine how best to align programs of study to higher education and workforce opportunities. The effectiveness of CTE programs is determined upon the degree in which administrators, teachers and counselors can partner together. These partnerships can create exceptional learning environments and experiences for the students. This interactive session will share the process by which the new courses were developed and the considerations that must now be made as they are implemented statewide. Michael is the associate vice chancellor for technology advancement at Texas State Technical College (TSTC) where he serves as the director TSTS Emerging Technologies.

### Jan Hargrave



As a professional speaker, distinguished lecturer, author of *Let Me See Your Body Talk*, *Freeway of Love*, *Judge the Jury* and *Strictly Business Body Language*, Jan applies her amazing skills to show you how to take advantage of the vast world of nonverbal communication. She's been a popular guest of the Montel Williams Show, Fox News, Great Day Houston, The Learning Channel, and E-Entertainment Television.

## FEATURED SESSIONS

### Office Education Work-Based Learning Endorsement Workshop

Dr. Linda Anderson



Become eligible to teach the work-based learning method (formerly called cooperative method) in Office Education. This six-hour session will cover TEA requirements to successfully manage student placement, training plans, site visitation, student intern evaluations and other work-based learning management techniques.

### High School 101: 21<sup>st</sup> Century Skills and High School Transition Financial Literacy for Teens

Chad Foster



Chad Foster will address ten engaging units of instruction – time management, people skills, tolerance/diversity, business literacy, test-taking/study skills, choices/consequences, technology literacy, learning styles, communication skills and financial literacy. Chad serves on the advisory board of the Heart of America Foundation, a national organization created to encourage America's youth to participate in community service. He also hosted, for eight years, his own television show, Fly Fishing America, seen on ESPN.

### Preparing the Millennial Generation for the Conceptual Age Economy

Dave Master



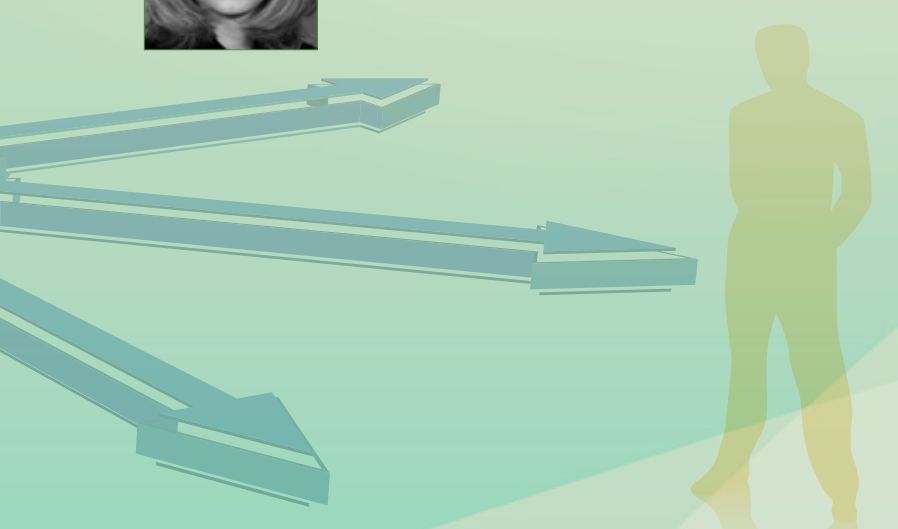
The ever growing media arts and entertainment industry is an industry where academics, the arts, technology and modern career opportunities merge. This session will highlight how teachers can harness their students' enthusiasm for social interaction and self-expression and channel it toward meaningful skill-development, effective communication and responsible citizenship. His awards include the National Technology Teacher of the Year award, Bravo Arts Educator of the Year award and 2008 the Kodak Gold Medal award for outstanding contributions leading directly to new educational methods in motion pictures and television.

### State Advocacy Update for CTE

Robin Painovich



This lively and interactive session will provide insight into the 81<sup>st</sup> Texas Legislature and new legislation related to career and technical education. Attend to hear what is on the horizon related to funding, graduation plan options, career and technical education program awareness and support. Robin serves as the Executive Director of the Career and Technology Association of Texas, a not-for-profit association representing education professionals across Texas.



## PRE-CONFERENCE SESSIONS

Pre-registration required

### Business and Marketing New Teacher Orientation July 28

This comprehensive workshop provides new teachers with resources and training for their first school year. The workshop will include:

- ▶ Survival guide for the first six weeks of school
- ▶ How to promote your program
- ▶ Lesson plans
- ▶ Classroom management
- ▶ Building workforce partnerships
- ▶ Student organizations

### Tour of Minute Maid Park July 28, 1:00pm – 4:00pm

With seating capacity of 40,950 Minute Maid Park has become an integral part of the downtown Houston skyline and ushered in a new era of Major League sports as the home for the Houston Astros. During the tour, you will get a behind-the-scenes look at Minute Maid Park and visit historic Union Station, broadcasting booth or press boxes, Astros' dugout, luxury suites and much more. Spouses and children are welcome on this tour. Shuttle will depart from the Westin Galleria lobby.

## CERTIPOINT TRAININGS

Instructors or teachers who want to increase their skills with any of the Microsoft Office software programs are invited to sign up for these special conference trainings. Workshops and courses will be administered at CTREC Hilton IT Academy. The facility is located by the Westin Oaks hotel, which is walking distance from the Westin Galleria.

### Microsoft Certified Application Specialist Word or Excel 2007 Workshop \$250 per person (special conference pricing)

- ▶ One application exam voucher (no retake—conference pricing)
- ▶ One online MCAS Quick Reference Guide
- ▶ One TS Certiprep license to take home
- ▶ Six-hour workshop with Tips and Tricks (get curriculum at the same time you are getting certified)

### Microsoft Office Specialist Word Core or Excel Core 2003 Workshop \$250 per person (special conference pricing)

- ▶ One application exam voucher (no retake—conference pricing)
- ▶ One online MOS Quick Reference Guide
- ▶ One 2003 Certiprep license to take home
- ▶ Six-hour workshop with Tips and Tricks (get curriculum at the same time you are getting certified)

### Certification Exam ONLY

Any 2003 exam except Outlook—\$30 per exam  
Any 2007 exam except Outlook—\$40 per exam  
Any IC<sup>3</sup> exam = \$15 per exam

- ▶ One certification exam (no retake—conference pricing)

## SPECIAL CONFERENCE SESSIONS

Pre-registration required

### Certification and Training of CC/CI Teachers

10:00am – 1:00pm OR 2:00pm – 5:00pm

This session provides certification by TEA for teachers of Career Investigation or Career Connection courses. Participants will receive updated information about today's labor market and new lesson plans aligned with the TEKS. Only CTE certified teachers are eligible for this certification.

### Kemah Boardwalk Excursion

July 30, 6:00pm

A shuttle will provide transportation to and from the Kemah Boardwalk on the Galveston Bay. Enjoy a wide variety of activities including an amusement park, roller coaster, midway games, arcade, sailing rides and restaurants. Pricing includes transportation only. Spouses and children are welcome on this tour. Shuttle will depart from the Westin Galleria lobby.

### ATC Training

July 29

Training for the ATC Program takes place in two parts: Part I and Part II. Part I should be completed online before attending the conference. Part II is course-specific.

This training session is only for new teachers. If you are currently approved by ATC for your courses, they have been extended to July 31, 2010. If you need training due to teaching a new course that is offered by ATC, you can attend this training.

Visit [www.gulfcoastetw.org](http://www.gulfcoastetw.org) with any questions or to register for the ATC Training.

## HOTEL ACCOMMODATIONS

The Westin Galleria is the headquarters for all conference activities. Both conference hotels are attached to the Galleria Mall and are within a five-minute walk of each other through the mall. Call early for best availability.

### The Westin Galleria Conference Headquarters

5060 West Alabama  
Houston, TX 77056  
(800) 228-3000  
(713) 960-8100

### Westin Oaks Galleria

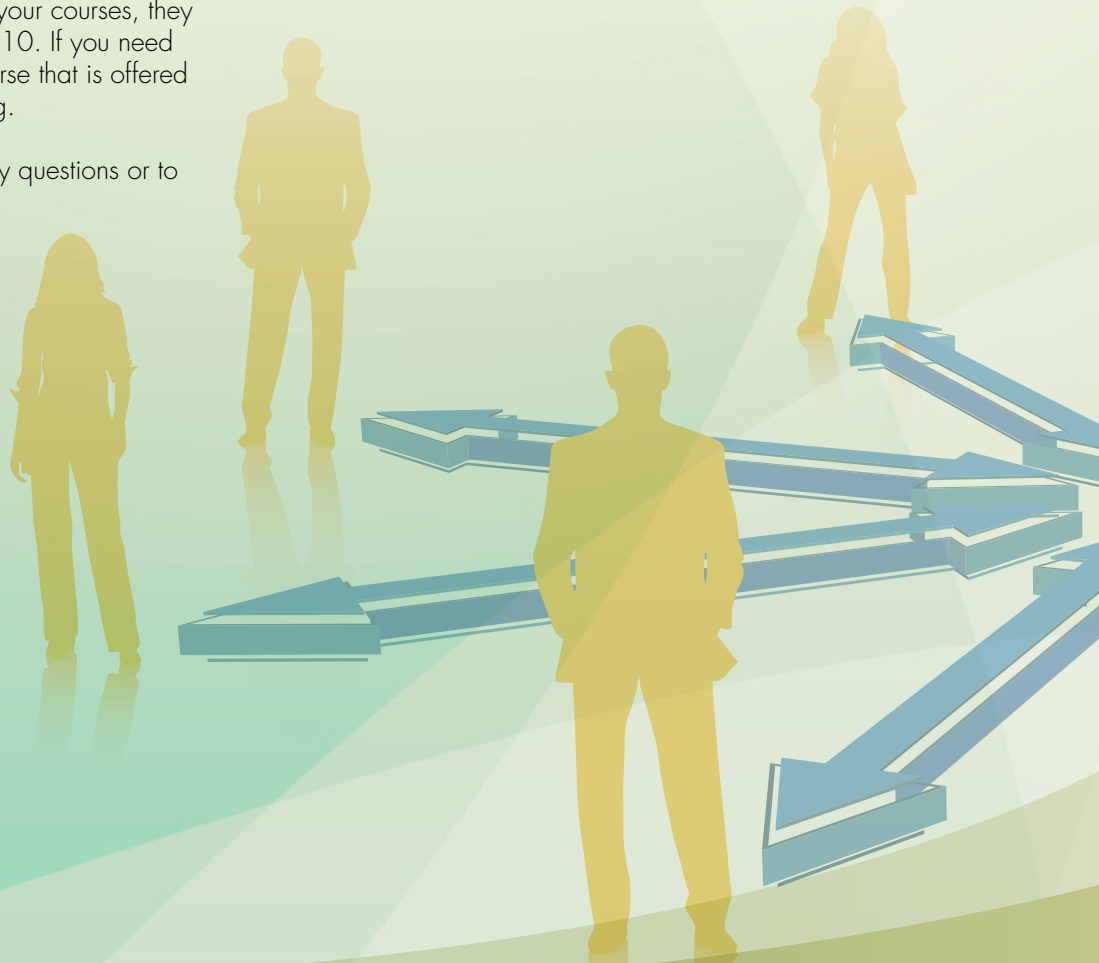
5011 Westheimer Road  
Houston, TX 77056  
(800) 228-3000  
(713) 960-8100

### Group Code: PDC 2009

\$85 Single

\$165 Double

Rates expire June 26, 5:00pm



## CONFERENCE AGENDA

This agenda is subject to change. Visit [www.ctat.org](http://www.ctat.org) for updates and consult the onsite program guide for the most up to date information.

### Monday, July 27

9:00am – 9:00pm  
12:00pm – 5:00pm  
12:00pm – 5:00pm  
5:00pm – 10:00pm

BPA Board of Directors Meeting  
TBTEA Board of Directors Meeting  
MET Board of Directors Meeting  
FBLA Board of Directors Meeting

### Tuesday, July 28

8:00am – 8:00pm  
8:30am – 4:30pm  
9:00am – 4:00pm  
9:00am – 4:00pm  
9:00am – 9:00pm  
1:00pm – 4:00pm

FBLA Board of Directors Meeting  
New Teacher Orientation (pre-registration required)  
Word and Excel 2003 Certification Workshop (pre-registration required)  
Any Office 2007 Exam and IC<sup>3</sup> Exam (pre-registration required)  
DECA Board of Directors Meeting  
Tour of Minute Maid Park (pre-registration required)

### Wednesday, July 29

7:30am – 8:30am  
8:00am – 5:00pm  
8:30am – 10:00am  
10:00am – 10:30am  
10:00am – 1:00pm  
10:30am – 4:30pm  
10:30am – 12:15pm  
12:15pm – 1:45pm  
2:00pm – 5:00pm  
2:00pm – 5:00pm

Continental Breakfast  
Exhibit Showcase  
Opening General Session with Dr. Monte Selby  
Break in Exhibit Area  
Certification and Training for CC/CI Teachers (repeats at 2:00pm)  
Office Education Work-Based Learning Endorsement Workshop  
Breakout Sessions  
Lunch on your own  
Breakout Sessions  
Certification and Training for CC/CI Teachers

### Thursday, July 30

7:30am – 8:30am  
8:00am – 12:00pm  
8:30am – 9:30am  
9:30am – 10:00am  
10:00am – 11:45am  
10:30am – 12:00pm  
12:00pm – 2:00pm  
12:00pm – 2:00pm  
2:15pm – 5:15pm  
2:15pm – 5:00pm  
2:30pm – 8:30pm  
2:30pm – 8:30pm  
6:00pm – 10:45pm

Continental Breakfast  
Exhibit Showcase  
Featured Conference Session with Michael Bettersworth  
Break in Exhibit Area  
Breakout Sessions  
ATC Training, Part II for BCIS I and II only (pre-registration required)  
TBTEA Business Luncheon (ticket required)  
MET Business Luncheon (ticket required)  
ATC Training, Part II for all except BCIS I and II (pre-registration required)  
Breakout Sessions  
Excel 2007 Certification Workshop (pre-registration required)  
Any Office 2003 Exam and IC<sup>3</sup> Exam (pre-registration required)  
Kemah Boardwalk Excursion

### Friday, July 31

7:30am – 8:30am  
8:30am – 9:30am  
9:45am – 10:45am  
11:00am – 12:00pm  
12:00pm  
12:30pm – 6:30pm  
12:30pm – 6:30pm

Continental Breakfast  
General Session with TEA  
BPA, DECA and FBLA Regional Meetings  
Closing General Session with Jan Hargrave  
Conference Closing Remarks and Prize Drawings  
Word 2007 Certification Workshop (pre-registration required)  
Any Office 2003 Exam and IC<sup>3</sup> Exam (pre-registration required)



# Conference Registration

# Business & Marketing Teacher Conference

July 28 – 31, 2009 • Houston, TX

## REGISTRATION INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Employer \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email (required for registration confirmation) \_\_\_\_\_

## Summer Contact Information (if different from above)

Date Effective \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Program Area

- Business Management & Administration
- Finance
- Information Technology
- Marketing
- Other \_\_\_\_\_

## SELECT FORM OF PAYMENT

[Check here if payment will follow after July 1st](#)

Registration is subject to cancellation policy

**Check #** \_\_\_\_\_

Payable to CTAT – Tax ID 75-2832376

**Purchase Order #** \_\_\_\_\_

Copy of PO required

### Credit Card

- Visa
- Mastercard
- Discover
- American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Signature \_\_\_\_\_

## CANCELLATION POLICY

Cancellations received in writing via email to [lindsey@ctat.org](mailto:lindsey@ctat.org) by June 26 will be refunded. After June 26, total registered amount is retained or payable to CTAT. Substitutions are welcome.

## REGISTRATION FEES

After July 3, registration must be done at conference upon arrival and must include payment or signed purchase order.

- Early Bird Rate (postmarked or faxed by May 29)  \$275
- Regular Rate (postmarked or faxed after May 29)  \$325
- Presenter Rate  \$200
- Retiree Rate  \$175

## PRE-CONFERENCE SESSIONS

If registering for pre-conference sessions, you must also register for the full conference. No onsite registration of pre-conference sessions will be taken. Select only ONE.

New Teacher Orientation  no fee  
July 28, 8:30am – 4:30pm

Tour of Minute Maid Park  \$15 x \_\_\_\_\_ = \_\_\_\_\_  
July 28, 1:00pm – 4:00pm, indicate number of tickets needed

## SPECIAL CONFERENCE SESSIONS

Full conference registration and pre-registration is required for participation. No onsite registrations will be taken.

Certification and Training for CC/CI Teachers  no fee  
July 29, 10:00am – 1:00pm OR July 29, 2:00pm – 5:00pm

Office Education Work-Based Learning Workshop  no fee  
July 29, 10:30am – 4:30pm

Kemah Boardwalk Excursion  \$25 x \_\_\_\_\_ = \_\_\_\_\_  
July 30, 6:00pm – 10:45pm, indicate number of tickets needed

## OFFICE CERTIFICATION WORKSHOPS AND TESTS

Full conference registration and pre-registration is required for participation. No onsite registrations will be taken.

Word and Excel 2003 Certification Workshop  \$250  
Includes exam, July 28, 9:00am – 4:00pm

Office 2003 Test Only  \$30  
July 30, 2:30pm – 8:30pm OR July 31, 12:30pm – 6:30pm  
per exam

Excel 2007 Certification Workshop  \$250  
Includes exam, July 30, 2:30pm – 8:30pm

Word 2007 Certification Workshop  \$250  
Includes exam, July 31, 12:30pm – 6:30pm

Office 2007 Test Only  \$40  
July 28, 9:00am – 4:00pm  
per exam

IC3 Test Only  \$15  
July 28, 9:00am – 4:00pm OR  
July 30, 2:30pm – 8:30pm OR July 31, 12:30pm – 6:30pm  
per exam

## LUNCHEON TICKETS

TBTEA Business Luncheon  \$20  
July 30, 12:00pm – 2:00pm

MET Business Luncheon  \$15  
July 30, 12:00pm – 2:00pm

## TOTAL AMOUNT DUE

\$ \_\_\_\_\_

### MAIL

CTAT  
1304 San Antonio,  
Ste. 106A  
Austin, TX 78701

### FAX

(512) 288-9998

### CONTACT

Lindsey Jost  
(512) 288-8666  
[lindsey@ctat.org](mailto:lindsey@ctat.org)