Draft Summaries:

**Monday, July 10, 2017**

8:00 am to 9:00 am

**Georgia Marketing Education Association (GMEA) Update, Business Session, Recognitions and Prizes**

Beth Pitts, President, Dr. Nancy Ruff, President Elect and GMEA Board Members

Join the Georgia Marketing Education Association (GMEA) for an update on the Train-the-Trainer Business/Industry Session and the Power-Up Conference in November 2017, along with other updates. Have a voice in your GMEA by participating in the business session. Be present for recognitions and prizes.

11:15 am to 2:00 pm

**New Marketing and Hospitality/Tourism Teachers’ Mentoring Program Kickoff**

Beth Pitts, New Teacher Mentoring Workshop Provider

The 2017 – 2018 Mentoring Program for new Marketing and Hospitality/Tourism teachers will begin at the GACTE conference. After the GACTE Conference, the additional face-to-face sessions will take place at New CTAE Teachers/CTSO Advisors’ Workshop in Macon (September) and at the Marketing Teachers’ Conference, PowerUp (November). Individual meetings may be scheduled at the DECA Fall Leadership Conference and the DECA State Career Development Conference. The program will end with one or two wrap-up Webinars. New teachers will get a comprehensive overview of curriculum, instruction, professional development, etc. Lesson plans, which are added each year, will be available via a google Web site. This session will provide you with two hours of CTAERN Workshop credit in addition to satisfying GACTE session requirements. You will have 45 minutes built into the session to get you boxed lunch, bring it back to the meeting room and “lunch and learn” with colleagues and presenters.

**Loads of Sports Marketing Lesson Plans and Teaching Ideas Plus Industry Input on Projects**

Kari Palmer and Business Person

Did you know there are 367 reviewed Sports Marketing resources on one Web site that are waiting for you to use? Kari Palmer, a Sports Marketing teacher, will preview sports and entertainment marketing lessons on several Web sites, along with some of her own “best lessons.” You will take a look at the “TheMarketingTeacher WebBooks” for teaching Sports Marketing and review lots of teaching great ideas. A sports marketing professional will join Kari to talk about trends in the industry, careers in the industry and possible industry projects that you could offer your students. This session will provide you with two hours of CTAERN Workshop credit in addition to satisfying GACTE session requirements. You will have 45 minutes built into the session to get you boxed lunch, bring it back to the meeting room and “lunch and learn” with colleagues and presenters.

**Loads of Fashion Merchandising Lesson Plans, Teaching Ideas and Industry Input on Projects**

Lisa Campbell and Business Person

Do you want to present amazing fashion lesson plans, timely industry news and cutting-edge trends to your students? Lisa Campbell, a Fashion Merchandising teacher, will preview fashion lessons on several Web sites, along with some of her own “best lessons.” The Fashion Institute’s “Games That Teach” Web site will also be previewed to show lesson plans with fact-based quizzes on the fashion industry –everything from economics and retail stats to the history of fashion. A fashion merchandising professional will join Lisa to talk about changes in the industry, careers in the industry and possible industry projects that you could offer your students. This session will provide you with two hours of CTAERN Workshop credit in addition to satisfying GACTE session requirements. You will have 45 minutes built into the session to get you boxed lunch, bring it back to the meeting room and “lunch and learn” with colleagues and presenters.

**Hospitality, Recreation & Tourism (HRT) Classroom Resources and Business/Industry Partnership Ideas**

Dr. Debra Cannon, Director & Association Professor, Hospitality, College of Business,

Georgia State University

Hospitality, Recreation & Tourism (HRT) Pathway teachers are invited to join Dr. Debra Cannon for a session that is jam-packed with classroom resources (i.e., lesson plans, activities, projects) and a designated time for resource sharing. Prior to the conference, Dr. Cannon will have reviewed the HRT standards and queried HRT teachers about troublesome standards and/or standards lacking resources. Since no HRT Program can be successful without strong business partnerships, ideas for developing these partnerships will be discussed. Ideas for partnering with local colleges to strengthen your program and possibly provide postsecondary student mentors for your students, will be shared.

3:30 pm to 4:30 pm

**New Ethics Curriculum and Other Marketing Resources**

Beth Pitts, MBA Research Advisory Network

MBA Research and Curriculum Center offers approximately 200 unmatched Learning Activity Packages – LAP’s (lesson plans) that teacher almost every element we address in the Marketing and Hospitality/Tourism Cluster courses. These lessons include student guide narratives (in place of a textbook), instructional objectives, a rationale for the lesson, an ethics case, activities and projects. PowerPoint presentations (forgot to write summary here first; more written on WuFu form, but cannot retrieve it – will add final sentence(s) when draft arrives for proofing).

**Tuesday, July 11, 2017**

8:00 am to 9:00 am

**DOE and DECA Update**

Linda Smith, GaDOE and Shannon Aaron, Georgia DECA

Plan and prioritize your 2017 - 2018 school year as you are informed of new resources and new opportunities for you and your students during the DOE (Marketing) and DECA Update. For instance, on the Marketing side, you will learn about the new Industry Certification Manual, the new Middle School Curriculum, and the Professional Development Offering for the coming year and so on. On the DECA side, you will get the basic information needed for the coming school year. The information will not be a repeat of WorkWinWow. Be sure to join us!

12:15 pm to 2:00 pm

**Georgia Marketing Education Association Awards Luncheon**

Beth Pitts, GMEA President, Dr. Nancy Ruff, GMEA President Elect and GMEA Board Members

Join the Georgia Marketing Education Association for their annual GMEA Awards Luncheon. Salute our GMEA award winners, our Industry Certification award winners and our Retirees. Enjoy a leisurely lunch with your colleagues and take time to catch up.

2:15 pm to 3:15 pm

**New Marketing and Hospitality/Tourism Lesson Plans for Third Course in Pathways**

Leslie Merritt, Brookwood HS

Tywanda Mathis, Sims Academy

Katherine Brink, Hillgrove HS

Again this year, eighteen (18) lesson plans will be developed and previewed in this session. The teacher presenters have developed five (5) lesson plans and one (1) unit lesson plan for one standard in the following courses: Advanced Fashion, Merchandising & Retailing Essentials, Marketing Communications Essentials and Hospitality, Recreation & Tourism Management – all third (3rd) level courses. A brief synopsis of the lesson will be provided, along with an overview of the parts of each lesson. This session will allow you to become somewhat familiar with all the new lessons you will have for 2017 – 2018. I have also asked these teachers to share their favorite project with you, especially ones where students work directly with a business, non-profit or community organization.

3:30 pm to 4:30 pm

**Not Industry Certified? Need to Recertify? Let Us Help!**

Faith Davenport, Mill Creek HS and Valeria Drummond, Westside, Macon HS

Are you new or nearly new and wondering what Industry Certification is all about? Are you still sitting on the fence although you have heard about Industry Certification over and over? Are you needing to recertify but a bit worried about what might have changed or been added? If so, this workshop is for you. You will receive a step-by-step process sheet from Linda Smith and the two lead Marketing teachers will tell you what the process is really like from their experience. They will give you tips that will answer your questions and ease your fears. Over half of our Marketing and Hospitality Marketing Programs are certified by the American Marketing Association of Atlanta. Our goal is to have all of our programs certified, not just for the funds involved, but for the gains resulting from personal assessment and program promotion. So, join us for this relaxed, informative, “tell it like it is” session.

**A Comprehensive, Interactive Web Site Full of Lesson Plans, Activities, Videos and More**

Sean Lewis, Marietta HS

In this session, teachers will review real-world, authentic projects that incorporate audio, graphic design, Web design and co-curricular elements. Using the LoTi framework and the National Educational Technology Standards as a guide, teachers will be able to create their own Website and instructional resources that challenge students to use 21st century skill sets. Whether you are looking for tips about digital instruction or simply want you students to engage in assignments that use a variety of multimedia, this creative and inspiring session is for you.

**Wednesday, July 12, 2017**

**DECA Advisors’ Playbook for Creating International Winning Written Events’ Manuals**

Kathy Kemp, West Forsyth HS

Let’s face it – the DECA Written Events are comprehensive, complex research projects and are not for those who are unwilling to commit the time and effort that will be needed. Advisors have to be prepared to do more than introduce the project and be the cheerleader/drill sergeant. This four hour CTAERN Workshop will address Individual, Team and Chapter Manuals. Kathy Kemp knows that experience is the best teacher. Her hard-learned lessons will help participants “read between the lines.” There will be guidelines on how to write each section of the manual. In addition to presentation tips, a checklist of specifications for manuals and boards will be distributed. Resources such as sample manuals, presentation boards, Power Point presentations and more will be shared. If you have never tackled a written event or never had much success in getting students to produce a quality manual, then this workshop will help you greatly.