



Arizona Marketing Education Association ***Limitless Educators – Creating Champions***

#DECAGLASS

Comprehensive Learning Plan **2017-2018**

ACTE AZ Summer Conference

July 14-19, 2017

Tucson, AZ

The annual ACTE AZ summer conference provides the most in-depth and substantial launch point for teachers at any level.

- *Onboarding for first year marketing educators/DECA advisors*
- *Incorporating the Mobile Movement into the marketing classroom*
- *Marketing Course and Curriculum support and development [MBA Research]*
- *Speaking and Presentation Skills for Competitive Success [Literacy/AZCCR]*
- *Project-based learning and DECA integration in the classroom*
- *Economics and financial literacy*
- *Chapter Management, growth and retention strategies*

Leadership at the Summit

September 7-9, 2017

Prescott, AZ

While your student officer teams learn and expand their chapter management skills, teachers will have extended offerings in developing academically prepared, professionally responsible, experienced leaders. Two differentiated learning programs will offer updates and applications for marketing education best practices, 21st century skills, and standards in the classroom, including:

- *Basic Survival (for DECA advisors with 1-3 years experience)*
- *Advanced Survival (for DECA advisors with 3 or more years of experience)*

Fall Leadership Conference

November 15, 2017

Phoenix, AZ

Student learners will explore four tracks of study based on grade and/or experience levels while teaching professionals will gather to further explore topics relevant to competitive success in DECA.

- *Understanding Performance Indicators*
- *District Competition Instructional Areas Study Guides*
- *Developing project-based lesson plans centered on DECA written and prepared events*
- *Written events and presentation materials gallery*
- *'How do you...?' teacher facilitated round tables*

Arizona Marketing Educators Winter Retreat

January 25-27, 2018

Sedona, AZ

Teachers gather during competition season to share best practices, classroom and competition strategy, and engage with business and industry partners to deepen their understanding, sharpen their technical skills, and gain insights on content and current marketing trends. See following details.



Arizona Marketing Education Association
Limitless Educators – Creating Champions
Winter Retreat
January 25-27, 2018
Sedona, AZ

AME is dedicated to providing marketing educators with mentoring, high quality professional development, and relevant resources to establish successful Marketing programs across the state. Visit www.azme.org to register for your FREE membership in our organization.

Agenda

Thursday, January 26

- 4:00p – 7:00 Registration check in, Poco Diablo Resort (Sedona)
- 6:30p – 9:00 Networking/Appetizer Buffet*
- 7:30p Keynote Speaker

Friday, January 27

- 8:00a – 9:00 Breakfast*
- 8:30a-9:00 Breakfast program presenter
- 9:00a – 10:30 ASU Entrepreneurship and Innovation
- 10:45a – 12:00 Digital Marketing
- 12:00p – 12:30 Arizona DECA strategic partners
- 12:30p – 1:30 Lunch*
- 1:30p – 2:30 SEED SPOT or ACEE Engaging Economics Lessons
- 2:45p – 3:15 DECA Inc. and Competitive Events
- 3:15p – 4:30 AME Meeting

Saturday, January 28

- 8:00a – 9:00 Breakfast*
- 9:00a – 10:00 Student-Based Enterprise: Beyond the Student Store
- 10:15a – 11:00 Cool Ideas – Round Tables
- 11:15a – 12:15 Socratic Seminar in the Marketing classroom

(included in registration)

Tentative – Subject to change

Arizona Marketing Education Association
Limitless Educators
Winter Conference
January 25-27, 2018
Sedona, AZ



Registration Costs

Conference registration \$230.00

Registration includes: two breakfasts, two lunches, evening reception, conference supplies and materials

Send this form and Purchase Order/Payment to:

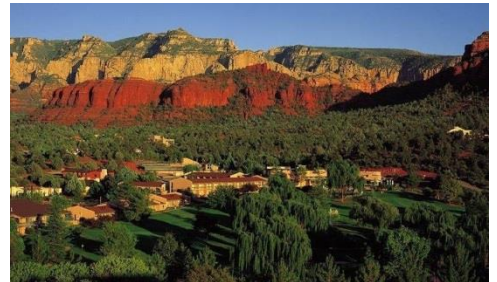
Mountain Pointe HS
Mark Campbell [AME Treasurer]
4201 E Knox Rd
Tempe, AZ 85044

Accommodations \$383.30 (\$169 per night, includes 13.4% tax rate)

Please contact the hotel directly to make reservations or use the registration link on the AME website www.azme.org

Poco Diablo Resort
1752 State Route 179
Sedona, AZ 86336
928-203-5923

Total Cost: \$613.30





FAQS

How to Register

FIRST, secure permission from your CTE director and principal to attend the conference.

NEXT, secure a Purchase Order for the amount of the conference [\$230]. Be sure to include a copy of this conference agenda with your requisition.

FINALLY, fill out the registration form provided. Mail the form along with a check/purchase order to AME Treasurer Mark Campbell. Registration can also be submitted through the website at www.azme.org

If you need a quote/invoice, simply email mcampbell@tuhsd.k12.az.us

PLEASE BE TIMELY IN SUBMITTING YOUR REGISTRATION – prior to December 1, 2017.

How to Reserve Your Room

FIRST, secure permission from your CTE director and principal to attend the conference.

NEXT, secure a Purchase Order for the amount of the accommodations [\$383.30]. Be sure to include a copy of this conference agenda with your requisition.

THEN call the hotel to hold your reservation 928-203-5923. ASK for the Marketing Educators room block for January 25-January 27, 2018. You will need to provide your personal credit card to HOLD the reservation.

FINALLY, send the hotel reservation confirmation to your business office so they can issue a check. Most hotels require the organizational check a minimum of ten (10) business days in advance of your stay.

PLEASE BE TIMELY IN SECURING YOUR RESERVATION – prior to December 1, 2017.

Why Should I Go

As Marketing educators and DECA advisors, we already travel frequently. All DECA travel involves the supervision and direction of students, with only moments to network and learn from experienced professionals. The AME Winter Conference affords the opportunity to establish long-lasting and rewarding professional connections with colleagues who can help shape your classroom curriculum, invigorate your instructional style, and enhance your competitive advantage in DECA.

Name: _____

Address: _____

School Phone: _____

Cell Phone: _____

Email: _____

School: _____



Arizona Marketing Education Association Contact List 2017-2018

| Title | Name | School | Email |
|--------------------------|----------------------------------|-----------------------------------|---|
| Past-President | Joe Parone | Payson | jparone49@hotmail.com |
| President | Bernadette Russoniello | Maricopa | brussoniello@musd20.org |
| President-Elect* | Mark Campbell | Mountain Pointe | mcampbell@tuhsd.k12.az.us |
| Treasurer | Francisco Ortiz | Bradshaw Mountain | Francisco.ortiz@humboldtunified.org |
| Secretary | Jonathan Oldfield | Gilbert | Jonathan.oldfield@gilbertschools.net |
| Digital Media Specialist | Hector Reyes | Sunnyside | hector@susd12.org |
| District 1 | Kim Hamblin | Trevor Browne | Hamblin@phoenixunion.org |
| District 2 | John Hay | Peoria | jhay@pusd11.net |
| District 3 | Kelly Christman | Tanque Verde | kchristman@tanq.org |
| District 4 | Paulette Bell | Desert Ridge | Paulette.Bell@gilbertschools.net |
| District 5 | Heather Hunt | Marcos de Niza | hhunt@tempeunion.org |
| District 6 | Renee Woodruff Debbie Kidwell | Mountain Ridge Barry Goldwater | Renee.Woodruff@dvusd.org Deb.kidwell@dvusd.org |
| District 7 | Travis Kenyon | Greenway | Travis.kenyon@guhsdaz.org |
| District 8 | Mollie Fussell | Shadow Ridge | Mollie.fussell@dysart.org |
| District 9 | Kelly Wright | Mesa | kwright@mpsaz.org |

**Denotes positions subject to election at annual meeting – ACTE AZ Summer Conference, 2018*