



# **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, 21<sup>st</sup> 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](http://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](http://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](http://www.azme.org)

If you need a quote/invoice, simply email [mcampbell@tuhsd.k12.az.us](mailto: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
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\*Denotes positions subject to election at annual meeting - ACTE AZ Summer Conference, 2018