88TH ANNUAL

Michigan Business Education Association

MBEA

SINCE 1936

MBEA

FALL CONFERENCE 2026

november 11-13, 2026

frankenmuth, mi

Fall Conference

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Convention Connection

Let's get social...

If it isn't broke, why fix it! The Convention Connection will again occur DURING THE CONFERENCE! Join us for some good 'ole SCECHs fun!

Bring your ticket for your favorite beverage!

Thursday

3-4:30pm

Bach Beethoven

From the desk of...

Colleen Webb

President, MBEA

On behalf of the Michigan Business Education Association, it is my distinct pleasure to welcome you to the 88th Annual MBEA Fall Convention, here in historic Frankenmuth!

We are thrilled to gather once again with passionate educators, industry professionals, and leaders who share a commitment to excellence in business education across our great state.

This year's convention promises to be an inspiring and energizing experience. With a dynamic lineup of speakers, exhibitors/sponsors, interactive workshops, and networking opportunities, we aim to equip you with fresh ideas, practical tools, and renewed motivation to bring back to your classrooms and communities.

Whether you're a seasoned educator or new to the profession, this event is designed to celebrate your contributions and support your continued growth.

As we reflect on the legacy of MBEA and look ahead to the future of business education, let us take this opportunity to connect, collaborate, and celebrate the incredible work being done throughout our state. Your dedication shapes the next generation of leaders, innovators, and entrepreneurs—and we are honored to support you in that mission.

Be sure to save the date in 2027—November 10-12 to celebrate 91 years of serving Michigan Business Educators!



Thank you for being part of this vibrant community. Here's to a memorable convention filled with learning, laughter, and lasting connections.

Auf Wiedersehen,

Colleen

Michigan Business Education Association
MBEA
SINCE 1936

Exhibitors and Sponsors

MICHIGAN BUSINESS PROFESSIONALS of AMERICA

FERRIS STATE UNIVERSITY

WESTERN MICHIGAN

CERTIPORT

A PEARSON VUE BUSINESS

iCEV

Thank you!

MBEA Executive Board

Colleen L.B. Webb	President
Angela Durkee	Secretary
Joyce Newtown	Vice President of Business and Finance
Andrea Hudson	Vice President of Membership
Emily Anthony	Post-Secondary Representative
Michael Cattani	Member-at-Large-UP
Heather Clark	Member-at-Large-LP
Thomas Knight	State Department

2026 MBEA Convention Coordinators

Registration	Joyce Newtown
Registration Desk	Angela Durkee & Colleen Webb
Membership	Andrea Hudson
Facilities	Colleen Webb
Program/SCECHs Coordinator	Jerrod Black
Sponsors/Exhibitors	Michael Cattani
Speakers	MBEA Executive Board
Signage	Michael Cattani
Audio Visual	MBEA Executive Board

MBEA Past Award Recipients

MASTER TEACHER OF SECONDARY BUSINESS EDUCATION AWARD

1984	Melvin Fraki	1989	Harry A. Plouff	1997	Linda Powell	2003	Dian Buckley
1985	Mary Wadsten	1990	Evelyn Van De Laare	1998	Jo Anne Hutton	2004	Bettye J. Harris
1986	Delores S. Cotton	1991	Helen Toivonen	1999	Marlene Koewers		
1987	Loretta DeMino	1994	Claudia P. Fernandis	2000	Joan Hansen		
1988	Judith Johnson	1996	Joyce L. Smith	2002	Jacqueline Anderson		

WELLS F. COOK MASTER TEACHER OF SECONDARY BUSINESS EDUCATION AWARD

MBEA OUTSTANDING CONTRIBUTIONS TO BUSINESS EDUCATION

2006	Cecilia Kapcia	2008	Paul Galbenski	2010	Linda A. Schwake	2013	Susan Sobeske
2007	Georgia Fant	2009	Maggie Reeder	2011	Terry Wall	2017	Diane Harrington
2007	Susan K. Lorey	2009	Amy Meyer	2012	Debbie Loesel	2023	Tammi Neeley
						2024	Tina VanSykle

EMERGING PROFESSIONAL BUSINESS EDUCATOR AWARD

1989	Arlene D. Green	2000	Jenifer Muselin	2007	Treasa Evans-Dunn	2012	Jessica Kijek
1991	B. Jean Hester	2000	Amy J. Sholtz	2007	Susan Miller		
1996	Margaret Reeder	2002	Kelly Williams	2008	Julie Gauthier		
1998	Deanna Thelen	2006	Jennifer Shaffer	2011	Peg Schoenborn		

DISTINGUISHED SERVICE AWARD

1959	Lyle Maxwell	1971	Gertrude Smith	1986	Betty Dugan	1998	Judith K. Berry
1960	Frances French	1972	Celestine Mongo	1987	Marcella Kocar	1999	Jon Hayes
1961	A.C. Herman	1973	Esther L. Fresickson	1988	Jerome E. Fribley	2001	Sue Reid
1963	Frank Lanham	1974	Frank Paone	1989	L. Maxine Jones	2001	Rita Rose
1965	Kathyrn Riggs	1975	Bonnie Jean Distler	1991	Mary Robek	2002	Arlene Vlahos
1966	Ima Chambers	1976	John Kushner	1992	Carol Johnson	2003	Larry G. Pagel
1967	John Trytten	1976	James Godell	1993	Wells F. Cook	2006	Barbara Bartosiewicz
1968	Kate Sibley	1977	Raymond Kaczmarski	1994	Helene L. Zimmerman	2007	Karen Norman
1969	John Trytten	1981	Eddie Green	1995	Susan E. Maxam	2008	Maurice S. Henderson
1970	Edna Diehl	1982	Sue Rigby	1996	Christopher J. Korbel	2013	Colleen L. B. Webb
1970	Robert Poland	1983	Wells F. Cook	1997	Delores S. Cotton	2016	Ronalyn Arseneau

MASTER TEACHER OF POST-SECONDARY BUSINESS EDUCATION AWARD

1984	Glen Anderson	1991	Margret Hocevar	1998	Sue Switzer	2003	Tina Ostwald
1988	Joel Katz	1995	Rose C. Wingo	2001	Karin Stulz	2006	Ronald Fulkert
1989	Margie Kinzley	1996	Ann M. Remp	2002	Nancy Csapo	2007	Amy Wojciechowski
1990	Mildred Williams	1997	Jan Schauer	2002	Marvin L. Harris	2008	Paula Nezki

RECOGNITION AWARD

1959	Wer Minnich	1974	R. Louise Grooms	1986	Dexter Rohm	2001	Eileen Dittmar
1961	Patricia Patsloff	1975	Robert L. Hitch	1987	Mary FosterHavercamp	2001	Judith Johnson
1963	Gertrude Murray	1976	Donald Fox	1988	Tommie A. Johnson	2002	Ann M. Remp
1965	Helen Green	1976	Rosemary Beloach	1989	Mary F. Robek	2004	Dr. Wells F. Cook
1966	Lawrence Thomson	1977	Louis R. Graziano	1991	Reva Gibson	2004	Carol Cox
1967	Leslie J. Whale	1978	Richard Shupe	1994	Carole K. Fetke	2007	Joyce L. Smith
1968	Lorna Weddle	1979	E. L. Marietta	1995	Judith K. Berry	2012	Sharon Wyble
1969	Peggy Block	1980	Howard Weaver	1996	Kathy Davis	2013	Joyce Hansen
1970	Dale Keyser	1980	Max McKitrick	1997	Patricia Pearson	2016	Thomas Knight
1971	Gene Westerhof	1981	Robert Poland	1998	Sue Reid		
1972	Jean Reed	1982	John Kushner	1999	Maurice S. Henderson		
1973	Peter G. Haines	1983	Paul Baer	2000	Mary Dawson		

MBEA
Past Presidents

YEAR	PRESIDENT	LOCATION
1937	Dr. J.M. Trytten	Ann Arbor
1938	Dr. J.M. Trytten	Flint
1939	Bernice Cowdle	Grand Rapids
1940	Bernice Cowdle	Grand Rapids
1940	Clyde W. Kammerer	Detroit
1941	Emmet E. Winters	Battle Creek
1942	John Cooper	Saginaw
1943	Ivan Mitchell	None
1944	Ivan Mitchell	Detroit
1945	Guy Ringle	None
1946	Guy Ringle	Lansing
1947	Archie D. Waring	Detroit
1948	Gertrude I. Murray	Grand Rapids
1949	Robert H. Shorney	Bay City
1950	Arthur Balfour	Battle Creek
1951	Harvey Meyer	Port Huron
1952	Catherine Riggs	Grand Rapids
1953	Nelson Lanfear	Saginaw
1954	Dorothy Merritt	Muskegon
1955	Dr. Lyle Maxwell	Saginaw
1956	Robert Sneden	Detroit
1957	Allan Barron	Grand Rapids
1958	Cora Posey	Saginaw
1959	Dr. Frank Lanham	Detroit
1960	Frances French	Grand Rapids
1961	A.C. Hermann	Saginaw
1962	Pauline Dunsmore	Lansing
1963	Ima Chambers	Detroit
1964	Dr. Kale Keyser	Grand Rapids
1965	Dr. Patricia Patsloff	Lansing
1966	Homer F. Long	Detroit
1967	Dr. Robert Poland	Grand Rapids
1968	Edna Diehl	Detroit
1969	Dr. Ray Dannenberg	Grand Rapids
1970	Gertrude Smith	Detroit
1971	Dr. Celestine Mongo	Grand Rapids
1972	Dr. Peter G. Haines	Detroit
1973	Dr. James Godell	Grand Rapids

YEAR	PRESIDENT	LOCATION
1974	Frank Paone	Detroit
1975	Dr. John Kushner	Grand Rapids
1976	Dr. Carol Stencel	Troy
1977	Bonnie Jean Distler	Grand Rapids
1978	Ray Kaczmarski	Troy
1979	James LaParl	Kalamazoo
1980	Dr. Wells F. Cook	Detroit
1981	Eddie Green	Kalamazoo
1982	Dr. Sue Rigby	Detroit
1983	Eldon Kaufmann	Grand Rapids
1984	Betty Dugan	Flint
1985	Dr. Marcella Kocar	Kalamazoo
1986	Dr. Mary Foster-Havercamp	Flint
1987	Jerome Fribley	Grand Rapids
1988	L. Maxine Jones	Detroit
1989	Dr. Helene Zimmerman	Grand Rapids
1990	Dr. Mary Robek	Battle Creek
1991	Dr. Carol Johnson	Grand Rapids
1992	Dr. Karen L. Norman	Detroit
1993	Mary H. Pettaway	Grand Rapids
1994	Dr. Susan Maxam	Lansing
1995	Delores S. Cotton	Flint
1996	Christopher Korbel	Troy
1997	Delmar Harkenrider	East Lansing
1998	James O'Brien	Grand Rapids
1999	Sue Reid	Troy
2000	Rita Rose	Kalamazoo
2001	Arlene Vlahos	Mt. Pleasant
2002	Dr. Larry G. Pagel	Novi
2003	Dr. Judith K. Berry	Grand Rapids
2004	Barbara Bartosiewicz	East Lansing
2005	Bettie Goodman	Novi
2006	Bettie Goodman	Kalamazoo
2007	Pamela J. Miller	Frankenmuth
2008	Bettie Goodman	Grand Rapids
2009	Joyce K. Hansen	Thompsonville
2010	Joyce K. Hansen	Frankenmuth

2011-Present, Colleen L. B. Webb

...expresses her heartfelt thanks to all previous Presidents and mentors!

Thursday, November 12

CONVENTION

7:00-11:45am
River Room Lobby

WELCOME HUB

6:30-7:45am
Bach Beethoven

BREAKFAST BUFFET

Registration materials are available at the registration desk

8:00am-3:30pm
River Room Lobby
Compose Room Lobby

TOUR EXHIBITS

8:00-8:50AM — BREAKOUT SESSION A

A.1
Mosel-Rhine

"Ignite: Surviving the New Teacher Journey in the First Year"

Mike Cattani, Business Education Teacher, Retired Superintendent, and Principal Menominee School
mcattani.staa@gmail.com

Are you a new CTE teacher? This roundtable session will give you the opportunity to ask questions and talk about the school year with other new teachers. Basic tools will be discussed for classroom management, getting involved, CTE Guidelines, organization, and building relationships.

A.2
Brahms

"From Classroom to Career: Unlocking Student Success Through Industry-Based Certifications"

Tammy Hyatt, Michigan Territory Manager , ICEV
Tammy.Hyatt@icevonline.com

In this session, explore proven strategies for integrating iCEV's online curriculum and certifications with hands-on learning experiences across business, marketing, finance, information technology, media, and IT. Learn how to connect classroom instruction to meaningful career opportunities while equipping students with the knowledge and skills employers' demand. Walk away with actionable strategies to boost student motivation, improve certification readiness, align curriculum with workforce expectations, and inspire the next generation of skilled professionals and business leaders.
(iCEV empowers Career and Technical Education leaders to unlock student potential, preparing them to become the skilled and passionate change-makers our world needs now

A.3
Danube

"Collaboration Exchange--Accounting"

Coordinator: Heather Clark, Instructor Johannesburg-Lewiston Area High School
clarkh@jlas.org

In this session, you will collaborate with your colleagues expanding your professional network, share valuable resources, swap best practices, projects, and trade ideas you can actually use in your classroom. You'll leave with at least one concrete idea that you can put into practice next week, whether it's a new connection, a fresh tweak to your workflow, or a shared tool that saves time.

Thursday, November 12

8:00-8:50AM — BREAKOUT SESSION A

A.4
Mozart

"Collaboration Exchange--IT"
Coordinator: Angela Durkee, MBEA Board
angeladurkee@gmail.com
In this session, you will collaborate with your colleagues expanding your professional network, share valuable resources, swap best practices, projects, and trade ideas you can actually use in your classroom. You'll leave with at least one concrete idea that you can put into practice next week, whether it's a new connection, a fresh tweak to your workflow, or a shared tool that saves time.

KEYNOTE ADDRESS

9:00am-10:00am

"AI, Education, and the Changing World of Work"
Nick Gaspar, PhD
Director of Online and Digital Education University of Michigan--Flint
ngaspar@umich.edu
As AI reshapes the workplace, educators face new questions about the skills students need and the choices instructors make. This keynote explores the changing economy alongside academic integrity, institutional and classroom policies, and perceptions of AI. Attendees will consider practical ways to prepare students for work and learning.

10:00am-10:30am

Curriculum Exploration with our Exhibitors and Sponsors

10:30-11:20AM — BREAKOUT SESSION B

B.1
Mosel-Rhine

"Put Financial Knowledge to the Test: The Michigan Personal Finance Challenge"
Derek D'Angelo, President
Michigan Council on Economic Education
derek@michiganecon.org
Discover how the Michigan Personal Finance Challenge brings financial education to life through competition. Explore the event format, experience what students encounter, and receive sample case studies used at the State Finals. Leave with practical guidance for preparing and encouraging your students to participate.

B.2
Brahms

"Preparing Students for the Digital Workforce: Adobe, IT, Cybersecurity, Accounting & Personal Finance"
Dennis, Klass Michigan Initiative for Cybersecurity Education (MICE K12)
Join us to explore practical, engaging ways to prepare students for college, careers, and today's digital workplace. This welcoming session introduces hands-on, classroom-ready MICE K12 courses in Adobe Photoshop, Illustrator, and InDesign; Information Technology; Cybersecurity; Accounting; and Personal Finance. Whether you're exploring new course offerings or looking for fresh ideas, discover how these resources can help students build confidence, develop real-world skills, and connect classroom learning to future opportunities.

Thursday, November 12

10:30-11:20AM — BREAKOUT SESSION B

B.3 Danube

"Turning Learning into Games"

Kristin Sailors, Instructor, Mona Shores High School
sailorsk@monashores.net

In this session, I will demonstrate how to take some of your favorite games and newly created games into learning lessons for your students. You will get a chance to network with your colleagues to exchange any additional game/fun resources and swap best practices.

B.4 Mozart

"Using Google Gemini & NotebookLM to Supercharge High School Business Classes"

Adam Zavislak, Business Teacher Forest Hills Northern High School
azavislak@fhps.net

Discover how Google Gemini and NotebookLM can transform business education. This session shares practical, classroom-tested strategies for using AI to build lesson materials, personalize learning, and streamline grading — all within Google Workspace for Education. Walk away with ready-to-use prompts and workflows for AP Business, Intro to Business, and beyond.

11:30-12:50PM — PAST PRESIDENT'S RECOGNITION LUNCHEON

Bach Beethoven

MBEA Awards/Past President's Recognition Luncheon



Thursday, November 12

1:00-1:50PM | BREAKOUT SESSION C

C.1
Mosel-Rhine

"AP Business with Personal Finance and DECA Challenge"

Myra Bost, AP Business with Personal Finance, Business, Marketing Teacher Lakeview High School
mbost@lakeviewspartans.org

AP Business with Personal Finance is a new, year-long Advanced Placement (AP) course launching in the 2026-27 school year. This course was designed to meet two major needs in today's education landscape:

1. To provide access to a college-level business course that earns credit and prepares students for future study in the most popular college major

2. To offer a research-backed way for students to learn and apply the National Standards for Personal Finance Education while still benefiting from the depth and accountability of an AP course. The course introduces students to the foundations of business and personal finance while developing the knowledge and skills they'll need to grow their careers, manage money wisely, and prepare for college and career.

- General Course Information
- Identifying the AP Business with Personal Finance Student
- What You Should Consider Before Implementing AP Business with Personal Finance
- What's Available to Support Teachers and Schools Myra will also share about the new DECA Challenge coming to this course and how to implement DECA into your AP course

C.2
Brahms

"Read. Write. Think. Business: Intentional Literacy in the Business Classroom"

Suzanne Knight, PhD—Director
Office of K12 Partnerships
Associate Professor of English Education
University of Michigan—Flint
suknight@umich.edu

This is a teacher-led workshop where participants will explore the following questions:

- What reading and writing demands do my projects, assignments, or texts make on my students?
- How do I connect reading and writing to authentic projects and work-based learning?
- How do I adapt skill-based literacy strategies to fit the unique content and context of the business classroom?

Attendees are asked to bring any project or assignment descriptions, texts, or other classroom artifacts that they currently utilize in their business classrooms.

C.3
Danube

"The 2027 Ferris State/Auto-Owners Insurance Challenge"

Dr. David Allen Brown, Professor, DBA, ARM, AAM, AIDA
Risk Management and Insurance Program Coordinator
DavidBrown@ferris.edu

In 2026 85 high school teams from all over Michigan operated their own fictional insurance companies to compete for prizes. Students learn about strategy, business acumen, and insurance career opportunities. Come learn about the 2027 challenge and register your class(es) to participate.

Thursday, November 12

1:00-1:50PM — BREAKOUT SESSION C

C.4 Mozart

" Want students who actually act like professionals—not just complete assignments?"

Teresa Evans-Dunn, Teacher/BPA Advisor
Newaygo County Career-Tech Center
Treasa.evans.dunn@gmail.com

Imagine students who don't just learn business—they live it: leading teams, solving real-world problems, competing from regionally to nationally, and building resumes before graduation.
Business Professionals of America (BPA) makes that possible as a co-curricular organization that has events that align with the new national career clusters.
In this session, we will discuss and share experiences of how students lead, compete, serve, and build industry-relevant experience—all while earning recognition and certifications. If you've ever thought, "I don't have time for one more thing…"—this session will show you how BPA saves you time while strengthening your program. You can integrate competitions and service without overwhelming your schedule and hook students into taking future classes with you. This session would be helpful for current BPA advisors, new advisors who have just started a chapter or those who are interested in starting a chapter.

2:00-2:50PM — BREAKOUT SESSION D

D.1 Mosel-Rhine

"Da U.P. Way!"

Steve Kass, Instructor, Business and Entrepreneurship
Copper Country ISD, CTE Center@
skass@copperisd.org
Rhonda Nachtigall, Instructor, Business and Entrepreneurship
Copper Country ISD, CTE Center
rnachtigall@copperisd.org

Join Steve and Rhonda, business instructors from Michigan's northernmost region, as they share innovative, classroom-tested projects engaging students in authentic learning. Highlights include a digital exchange with Japan, AI integration, and Pike Tank, a student-led Shark Tank-style pitch competition. Participants will gain ideas as fresh as Lake Superior!

D.2 Brahms

"Read. Write. Think. Business: Intentional Literacy in the Business Classroom"

Suzanne Knight, PhD—Director
Office of K12 Partnerships
Associate Professor of English Education, University of Michigan—Flint
suknight@umich.edu

This is a teacher-led workshop where participants will explore the following questions:
What reading and writing demands do my projects, assignments, or texts make on my students?
How do I connect reading and writing to authentic projects and work-based learning?
How do I adapt skill-based literacy strategies to fit the unique content and context of the business classroom?
Attendees are asked to bring any project or assignment descriptions, texts, or other classroom artifacts that they currently utilize in their business classrooms.

Thursday, November 12

2:00-2:50PM — BREAKOUT SESSION D

D.3
Danube

"Collaboration Exchange--BMA"
Coordinator: Heather Clark, Instructor
Johannesburg-Lewiston Area High School
clarkh@jlas.org
In this session, you will collaborate with your colleagues expanding your professional network, share valuable resources, swap best practices, projects, and trade ideas you can actually use in your classroom. You'll leave with at least one concrete idea that you can put into practice next week, whether it's a new connection, a fresh tweak to your workflow, or a shared tool that saves time.

D.4
Mozart

"All Things CTE"
Tom Knight, MDE-OCTE Program Consultant
Business, Finance, IT, and Marketing
Michigan Department of Education (MDE)
Office of Career and Technical Education (OCTE)
This is an opportunity for teachers to discuss any topics related to the delivery of CTE programs.

3:00-4:30PM — BREAKOUT SESSION E

E.1
Bach Beethoven

"Convention Connection...SCECHs Style! 2.0"
Jerrod Black, CTE Teacher
Chippewa Valley Schools
JBlack@cvs.k12.mi.us
Angela Durkee/Retired CTE Teacher/CyberPatriot Coach
Chippewa Valley Schools
angeladurkee@gmail.com

Join us as we share best practices, tips and ideas for the classroom. We not only ask that you bring ideas, but also be ready to have some FUN with opportunities to win prizes! This is always one of the most engaging sessions of the conference. We added a twist and incorporated our always popular Convention Connection event. Don't miss out on an opportunity to socialize, and connect with fellow educators over our favorite beverage (bring your drink ticket) and snacks! Arrive PROMPTLY to receive a raffle ticket for a special drawing to celebrate the 90th Anniversary of MBEA.

Friday, November 13

CONVENTION

7:30am-10:00am
River Room Lobby

WELCOME HUB

6:30am-7:45am
Bach Beethoven

BREAKFAST BUFFET

8:00-8:50AM BREAKOUT SESSION F

F.1
Bach Beethoven

State Update
Tom Knight

MBEA Business Meeting
Colleen Webb

9:00-9:50AM BREAKOUT SESSION G

G.1
Bach Beethovene

"The 2027 Ferris State/Auto-Owners Insurance Challenge"
Dr. David Allen Brown, Professor, DBA, ARM, AAM, AIDA
Risk Management and Insurance Program Coordinator
Small Business Management and Entrepreneurship Advisor
Management Department
College of Business, BUS 364, Ferris State University
DavidBrown@ferris.edu
In 2026 85 high school teams from all over Michigan operated their own fictional insurance companies to compete for prizes. Students learn about strategy, business acumen, and insurance career opportunities. Come learn about the 2027 challenge and register your class(es) to participate.

G.2
Brahms

"Da U.P. Way!"
Steve Kass, Instructor, Business and Entrepreneurship
Copper Country ISD, CTE Center@
skass@copperisd.org
Rhonda Nachtigall, Instructor, Business and Entrepreneurship
Copper Country ISD, CTE Center
rnachtigall@copperisd.org
Join Steve and Rhonda, business instructors from Michigan's northernmost region, as they share innovative, classroom-tested projects engaging students in authentic learning. Highlights include a digital exchange with Japan, AI integration, and Pike Tank, a student-led Shark Tank-style pitch competition. Participants will gain ideas as fresh as Lake Superior!

Friday, November 14

9:00-9:50AM BREAKOUT SESSION G

G.3
Danube

"From Classroom to Career: Certifications That Open Doors"
Katie Watchorn, Territory Manager
Pearson Career Read - Michigan
Discover how artificial intelligence can help business teachers create engaging, personalized, and standards-aligned lesson plans in a fraction of the time. This interactive session will explore practical AI tools and strategies for differentiating instruction, adapting content for diverse learners, generating activities and assessments, and increasing student engagement. Participants will see real-world examples of how AI can support business education classrooms while maintaining teacher expertise and creativity. Leave with ready-to-use prompts, resources, and ideas that can help you streamline lesson planning and enhance learning experiences for all students.

G.4
Mozart

"Collaboration Exchange—Personal Finance"
Coordinator: Andrea Hudson, Instructor
Gull Lake High School
ahudson@gulllakecs.org
In this session, you will collaborate with your colleagues expanding your professional network, share valuable resources, swap best practices, projects, and trade ideas you can actually use in your classroom. You'll leave with at least one concrete idea that you can put into practice next week, whether it's a new connection, a fresh tweak to your workflow, or a shared tool that saves time.

10:00-10:50AM BREAKOUT SESSION H

H.1
Mosel-Rhine

"From Classroom to Career: "Unlocking Student Success Through Industry-Based Certifications"
Tammy Hyatt, Michigan Territory Manager ICEV
Tammy.Hyatt@icevonline.com
In this session, explore proven strategies for integrating iCEV's online curriculum and certifications with hands-on learning experiences across business, marketing, finance, information technology, media, and IT. Learn how to connect classroom instruction to meaningful career opportunities while equipping students with the knowledge and skills employers' demand. Walk away with actionable strategies to boost student motivation, improve certification readiness, align curriculum with workforce expectations, and inspire the next generation of skilled professionals and business leaders.

H.2
Mozart

"Turning Learning into Games"
Kristin Sailors, Instructor
Mona Shores High School
sailorsk@monashores.net
In this session, I will demonstrate how to take some of your favorite games and newly created games into learning lessons for your students. You will get a chance to network with your colleagues to exchange any additional game/fun resources and swap best practices.

Friday, November 13

10:00-10:50AM — BREAKOUT SESSION H

H.3
Danube

"Using AI to Customize Lessons"
Heather Clark, Instructor
Johannesburg-Lewiston Area High School
clarkh@jlas.org
Discover how artificial intelligence can help business teachers create engaging, personalized, and standards-aligned lesson plans in a fraction of the time. This interactive session will explore practical AI tools and strategies for differentiating instruction, adapting content for diverse learners, generating activities and assessments, and increasing student engagement. Participants will see real-world examples of how AI can support business education classrooms while maintaining teacher expertise and creativity. Leave with ready-to-use prompts, resources, and ideas that can help you streamline lesson planning and enhance learning experiences for all students.

H.4
Mozart

"**Collaboration Exchange—AP Business"**
Coordinator: Andrea Hudson, Instructor
Gull Lake High School
ahudson@gulllakecs.org
In this session, you will collaborate with your colleagues expanding your professional network, share valuable resources, swap best practices, projects, and trade ideas you can actually use in your classroom. You'll leave with at least one concrete idea that you can put into practice next week, whether it's a new connection, a fresh tweak to your workflow, or a shared tool that saves time.

11:00-11:50AM — CLOSING

Bach Beethoven

Closing Session: Announcements & Door Prizes (Must be present to win)

What can Ferris do for You & Your Students?



Ferris Pledge

Covering the full cost of tuition and standard fees by combining federal and state scholarships and grants with Ferris nancial aid options.

Enroll your class in the 2027 Ferris State Auto-Owners Insurance Challenge

Operate a ctional insurance company as a class to learn business management skills and compete to win cash prizes and pizza parties. Space is limited so enroll your class(es) now!

Enroll your class(es) for the challenge now!

Ferris Business Programs

Visit our tables at the MBEA Convention to learn more about our Risk Management & Insurance and many other programs.

With nearly 200 programs FSU has a place for everyone.

- Master of Business Administration
- Risk Management & Insurance
- Small Business & Entrepreneurship
- Economics
- Project Management
- and dozens of other programs

Scan for more program information

For more program information, go to www.ferris.edu/business