

Colorado Business and Marketing Educators Fall Conference
Beaver Run Resort – Breckenridge, CO
September 15th-17th, 2022



SPONSORED BY:



College of Business



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KEYNOTE SPEAKERS



Kara Flynn

Kara brings 15+ years of experience rockin' it in corporate America in the realms of sales, marketing, and business with the last six years specializing in leadership, consulting, strategy and coaching positions including starting her own consulting business called Shift Advising. Kara loves bringing her masterful business skills and leadership, conscious and mindfulness-based

values and foundation, and 1000's of hours and 10+ years on mastering her own personal and business development. She is passionate about teaching people how to tap into the desires of their heart and passionately live their life's purpose every single day. Success in life starts with loving yourself first and having a thirst for continually becoming the best version of yourself. She also loves sharing practical and tangible tools that her audience and clients can use on a daily basis to enhance their wellbeing and live from a balanced place of gratitude in the present moment. She is excited to inspire you in igniting your light and living a life you love! Kara is a certified meditation instructor, a reiki master teacher, and the founder of a business called Empowering The Light Within. Kara is on the board for multiple charities, local and global, that promote education and empowerment. She previously was the head of community outreach, sponsorships and fundraising, so she has a diverse set of skills leading and empowering people to take action and be inspired by the life they live.



Tara Richardson, Dillon Richardson, Ellie Richardson

Tara is the creator and curriculum innovator behind Competition University, a digital platform that offers online courses for DECA and FBLA competition prep, high school marketing curriculum, and work-based learning programs. Dillon and Ellie Richardson have more than 15 years of combined experience in marketing, branding, and DECA competition! They're ready to talk about all the benefits of competition!



Mike Guanella

Mike Guanella is CEO of Brazi Bites, makers of Latin-inspired frozen snacks, owned by San Francisco Equity Partners (SFEP). Mike is also an Operating Partner with SFEP and sits on the board of directors for Rustic Bakery, another SFEP portfolio company. Mike is a 17-year veteran of the food industry with leadership roles in both sales and marketing. Prior to joining Brazi Bites, Mike was President of Justin's, a leader in natural nut spreads and confections based in Boulder, Colorado. Immediately before joining

Justin's, Mike led the Skippy Peanut Butter brand since its acquisition by Hormel Foods where Mike was also engaged in multiple M&A efforts. In addition to food industry experience, Mike had extensive background in technology and management consulting. Mike holds an MBA from Carlson School of Management at the University of Minnesota and BA in International Relations from Carleton College. He serves as an Alumni Admissions Representative and on the Alumni Annual Fund for Carleton College.



Sebastian Wolfgram

Sebastian Wolfgram is CEO of ShowCar, an automotive detailing brand focused on high end services and products. ShowCar consists of ShowCar Auto Spa (services) and ShowCar Care (products). Together they create an ecosystem like no other for ShowCar clients. Utilizing social media, Sebastian has scaled these businesses to 300k followers with 100+ million views in 11 months. Sebastian graduated in 2021 from Vista Ridge High School in Colorado Springs and

chose a different path of becoming an entrepreneur. He entered the concurrent enrollment program for business as a 15 year old, leading him to complete a year of college at Pikes Peak Community College by senior year of high school. Sebastian has been working with social media for eight years and has grown multiple pages to one million+ followers. Over the years, he has mastered social media organic marketing and applied that to successfully grow his businesses. Sebastian now helps other businesses scale by offering social media consulting for established businesses.

Reconnect with fellow educators and build new connections to collaborate for success
Renew your passion for business and marketing education
Recharge your program with innovative ideas from industry and fellow educators

CONFERENCE AGENDA

<u>THURSDAY, SEPTEMBER 15th</u>		<u>Location</u>
10:00-11:00	New Teacher Meeting	Peak 17
10:00-5:30	Exhibitors	Floor 1 Foyer
10:00-11:00	Check-In	Floor 1 Foyer
11:00-11:45	Lunch Sponsored by University of Wyoming College of Business	Summer Event Tent
11:45-12:00	Exhibitor / Networking Break	Floor 1 Foyer
12:00-12:30	Welcome, Introductions, and Icebreaker	Peak 17
12:30-1:15	Recharge your Passion for Teaching through Mind, Body, Spirit Kara Flynn <i>Kara is excited to share her experience of thriving 15+ years in corporate America in sales, business and marketing and will be sharing practical and tangible tools to live your daily life from a place of authenticity. She is passionate about helping educators be successful in their teaching career and in life, learning the mindset and strategy needed to be in alignment with who they are and live an abundant and successful life that you can live right now and beyond!</i>	Peak 17
1:15-1:30	CBAM Board Nominations	Peak 17
1:30-1:45	Exhibitor / Networking Break	Floor 1 Foyer
1:45-2:15	CTE Updates and Staff Introductions Dana Anderson, Program Director Business & Marketing Education, CCCS	Peak 17
2:15-2:30	CACTE Updates Jen Staley, CACTE President	Peak 17
2:30-3:00	Benefits of Having the Competitive Edge Tara Richardson, Dillon Richardson, and Ellie Richardson <i>The perks of having a competitive DECA and FBLA chapter exceed making it to State and even winning! The benefits overflow to all students who participate, and when you know these benefits, you can be unapologetically competitive and also steer clear of feeling overwhelmed and burnout.</i>	Peak 17
3:00-3:15	Exhibitor / Networking Break	Floor 1 Foyer
3:15-5:15	Roundtables <i>See Roundtable Descriptions and Schedule on pg. 7</i>	Peak 17

6:00-7:00	Networking Social Sponsored by ICEV	Base 9
7:00-9:00	Dinner, DJ, and Karaoke	Base 9

Friday September 16th

8:00-4:30	Exhibitors	Floor 1 Foyer
8:00-8:45	Breakfast Buffet	Peak 17
8:45-9:00	How to Start Your Day - Bell Ringers for the Classroom	Peak 17
9:00-9:30	Insights from a CEO: Timeliness vs Timelessness Mike Guanella <i>From floppy disks to iPhones and from broadcast TV commercials to TikTok, the methods of running an enterprise have evolved profoundly in the last few decades. And this evolution is likely to continue, if not accelerate, as current students eventually enter the workforce. How do we stay relevant with the tools of the day (being timely) while also supporting the underlying principles of successful commerce (being timeless)? We will discuss how to stay relevant in ever-changing conditions while also identifying which core skills and knowledge will continue to be applicable regardless of change.</i>	Peak 17
9:30-12:30	Breakout Sessions <i>See Breakout Descriptions and Schedule on pg. 10</i>	Peak 14, 15, 16, 17
12:30-1:15	Lunch Sponsored by Competition University	Summer Event Tent
1:15-1:30	Exhibitor / Networking Break	Floor 1 Foyer
1:30-2:00	CBAM Annual Meeting and Board Elections	Peak 17
2:00-2:30	Inside the Mind of a Gen Z Entrepreneur Sebastian Wolfgram <i>Sebastian is a recent high school graduate that has taken a non-traditional path as a teenage entrepreneur. To date, he has successfully launched two start-up businesses that he currently operates and is in the process of developing several additional business ideas. His insights will help you inspire the future Gen Z entrepreneurs sitting in your classroom!</i>	Peak 17
2:30-3:15	CTSO Updates Brad Peer, State DECA Advisor and Jen Staley, State FBLA Adviser	Peak 17

3:15-3:30	Exhibitor / Networking Break	Floor 1 Foyer
3:30-5:00	Industry Certification Panel and Breakouts	Peak 14, 15, 16, 17
6:00-7:00	Networking Reception Sponsored by College of Business at Metropolitan State University of Denver	Peak 5
7:00-9:30	Dinner & Scholarship Auction	Peak 5

Saturday, September 17th

Explore Breckenridge

On Your Own

Be sure to connect with our exhibitors/sponsors!

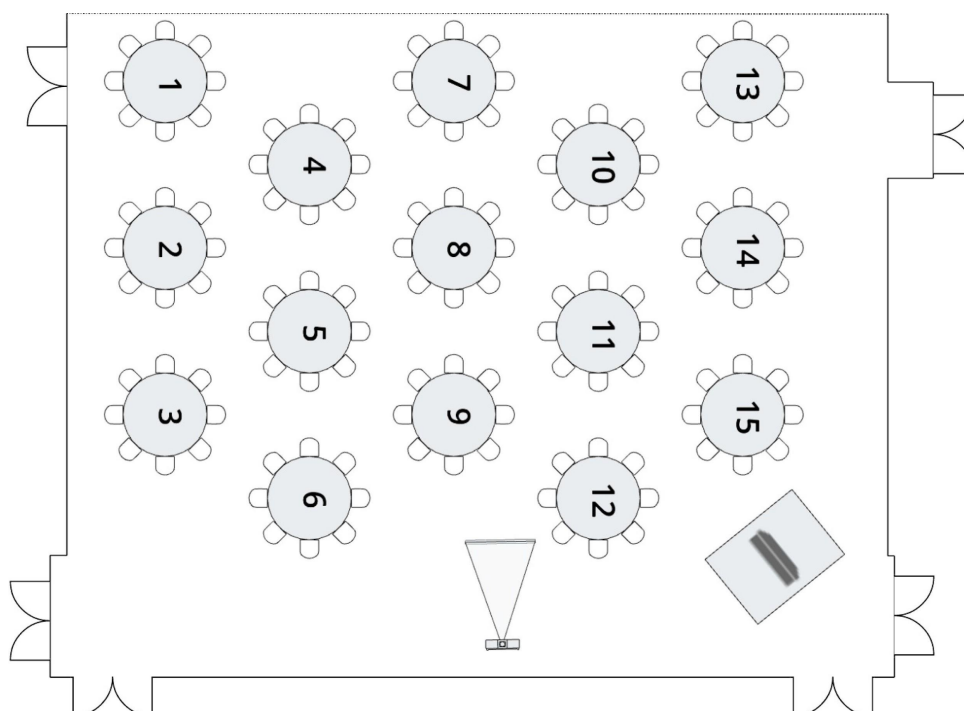
Competition University Contact: Tara Richardson, Owner Email: tara@customresources.com Website: https://www.competitionuniversity.com/	University of Wyoming School of Business Contact: Steve Russell, Assistant Dean Email: Steve.Russell@uwyo.edu Website: http://www.uwyo.edu/business/
MSU Denver College of Business Contact: Pamela Packer, Assistant Dean Email: ppacker@msudenver.edu Website: https://www.msudenver.edu/business/	iCEV Contact: Angela Daly, Territory Manager Email: Angela.Daly@cevmultimedia.com Website: https://www.icevonline.com/
CU Leeds School of Business Contact: Clark Harris Assistant Director of Recruitment & Scholarships Email: clark.harris@colorado.edu Website: https://www.colorado.edu/business/	Support Fund Contact: Jacob Kent, Owner Email: jacob@supportfund.com Website: https://supportfund.com/
EVERFI Contact: Chris O'Reilly K-12 Implementation Specialist Colorado Email: chrisoreilly@everfi.com Website: https://everfi.com/	National Geographic Learning - Cengage Contact: Leticia Ortiz, Regional Sales Consultant Email Contact: leti.ortiz@cengage.com Website: https://ngl.cengage.com/
CU Denver School of Business Contact: Vicki Alfieri Undergraduate Recruitment Coordinator Email: VICTORIA.ALFIERI@ucdenver.edu Website: https://business.ucdenver.edu/	<div style="text-align: center;"> <h1>THANK YOU SPONSORS!</h1> </div>

THURSDAY - ROUNDTABLES

Rounds will each be 15 minutes with a 5-minute break between each to move to a new table.
 Roundtable descriptions begin on page 8.

Table #	Topic/Presenter	ROUND 1	ROUND 2	ROUND 3	ROUND 4	ROUND 5
		3:30-3:45	3:50-4:05	4:10-4:25	4:30-4:45	4:50-5:05
1	Three Ah-Ha's for Competition Prep Tara Richardson, Competition University	x	x	x	x	x
2	Principles Based Ethics & Leadership Steve Russell, University of Wyoming College of Business	x	x	x	x	x
3	ICEV Angie Daly, Territory Manager	x	x	x	x	x
4	College of Business at Metropolitan State University Pamela Parker, Assistant Dean	x	x	x	x	x
5	Be Boulder in Business - CU Leeds School of Business Clark Harris, Assistant Director of Recruitment & Scholarships	x	x	x	x	x
6	Winning a Role Play - A Judge's Perspective Jacob Kent, SupportFund	x	x	x	x	x
7	The Role Play Template - BJ Kingsbaker	x	x	x		
	Tackling DECA Written Events - Mallory Cleveland				x	x
8	Tips and Tricks for Making your Classroom Come Alive - Jody Bennett	x	x	x		
9	Get Students ENGAGED! Empower Them! - Cindy Brandt			x	x	x
10	MBA Research - JoLynn Baral	x	x			
	DECA/FBLA Crosswalk - Janna Robinett			x	x	x
11	Embed Tech Tricks into your Lessons - Kaylyn Fergione	x		x	x	
12	Junior Achievement - Stephanie Murphy	x	x	x	x	x
13	Fostering Positive Relationships in the Workplace Kara Flynn	x	x	x		
	Organic Social Media Marketing Sebastian Wolfgram				x	x
14	Running and Managing a CTSO State Officer Sara Mossman and Jen Staley	x	x			
	FBLA in the Classroom - Jen Staley			x	x	x
15	First to a Million (Personal Finance) - Dan Sheeks	x	x	x	x	x

Roundtable Locations:



Three Ah-Ha's for Competition Prep - Tara Richardson, Competition University

Class and competition connections you don't want to miss! Help all your students and steer clear of being overwhelmed with key strategies connecting curriculum, preparation, competition and work-based learning! Immediate takeaways to use with students and other stakeholders.

Principles Based Ethics & Leadership - Steve Russell, University of Wyoming School of Business

This roundtable will discuss why principle-based leadership is unique. We will consider four key themes of understanding yourself, understanding others, understanding the organizations we are a part of, and finally understanding how to use that information to enact positive and ethical change.

iCEV - Angie Daly, Territory Manager

My session will be demonstrating how our online curriculum can enhance what a teacher is already doing in his or her program. We provide PowerPoints and videos with each lesson to demonstrate the important concepts and skills within the business industry. We also provide interviews with people within the business industry so that students know the skills necessary to be successful within the industry. There are also ideas for projects and activities as well as assessments to ensure that students pick up on the skills necessary to be successful.

College of Business at Metropolitan State University of Denver - Pamela Parker, Assistant Dean

Join the MSU-Denver College of Business roundtable discussion and find out how the College of Business can be more involved in supporting CTE pipelines from high school to higher education and into the workforce. Tell us what you think about our new pilot project: College of Business virtual speaker series and podcasts that are designed to supplement course content, and where classroom and student participation will be recognized through a certificate or badging program - interest sheets will be available. Also, College of Business faculty want to join your advisory committee, and this is an opportunity to share your ideas for their involvement.

Be Boulder in Business - CU Leeds School of Business - Clark Harris, Assistant Director of Recruitment & Scholarships

College is a time for personal and professional exploration. Learn how CU – Boulder's Leeds School of Business is focused on the holistic development of its students through academic opportunity, community engagement, and professional growth. Take this time to ask about the admission process, math readiness, applicant profiles, test optional advising, and other questions you as an advisor may be asked from aspiring business students!

Winning a Role Play - A Judge's Perspective - Jacob Kent, SupportFund

Advisors work hard to prepare students to be competition ready. One piece that students need to be prepared is understanding how judges are scoring their presentation. Having judged over 150 role plays, I can offer insight that will help students prepare for their role play and give you a peek from "the other side" of the table.

The Role Play Template - BJ Kingsbaker, Smoky Hill High School

Help your student make the stage with their role play event! Easily break role plays down for students using a simple process that's easy to teach.

Tackling DECA Written Events - Mallory Cleveland, Cherry Creek High School

Stop by to gain a few ideas for how to improve and manage the beast of DECA written events. We will be talking timelines, how to help students pick their event, and tips to improve the overall experience for both the student and the advisor.

Tips and Tricks for Making your Classroom Come Alive

Jody Bennett, Work Based Learning Coordinator, Boulder Valley School District

Looking for ideas on how to spice up your content and make your classroom come to life? Then this roundtable is for you. We will explore tips and tricks for how to engage, excite, and energize the classroom using games, resources, and fun!

Get Students ENGAGED! Empower Them! - Cindy Brandt, Coronado High School

Everyone talks about how important it is to get students engaged, but does it really work? Teach Empowered has created a 100% free curriculum designed to perfectly fit business classes that will engage every phone-addicted student in your class. In addition, they provide all the resources (funding!) you need – no strings attached! So if you are wondering how to try something different without reinventing the wheel then come to this roundtable session.

MBA Research - JoLynn Baral, Riverdale Ridge High School

Have you heard of High School of Business but wondering what it offers and how it can benefit your students? Would you love to learn how to access FREE resources to use in class including new digital marketing curriculum materials? Learn about the MBA Research State Connection and High School of Business program at this informative roundtable!

DECA/FBLA Crosswalk - Janna Robinett

Are you an adviser for both DECA and FBLA? Encourage students to participate in both CTSOs. We will take a look at the events from both CTSOs and how they align.

Embed Tech Tricks into your Lessons - Kaylyn Fergione, Cherokee Trail High School

Gather lesson plans to use in all business classes that utilize technology to increase student interaction and participation. All free resources you can use today including icebreaker ideas, sub days, reviews, and more!

Junior Achievement - Stephanie Murphy, Director of Middle/High School JA – Rocky Mountain, Inc.

Design Thinking, *IDEOLOGY*, Creation, and Start Up, available for your classroom today - Learn more at the Junior Achievement round table! Great ideas and curriculum for all teachers, especially our newest teachers including JAUSA teacher facilitated curriculum!

Fostering Positive Relationships in the Workplace - Kara Flynn

Kara will be sharing insights and tips on how to successfully navigate cultivating positive relationships in the workplace, even when challenging situations may arise. Kara will share how to feel authentic and empowered in your communication which will produce mutually beneficial outcomes.

Organic Social Media Marketing - Sebastian Wolfram, CEO of ShowCar

Building a brand in today's technology landscape without social media is a challenge. Sebastian has mastered the formula for leveraging social media to grow a business. He currently operates a successful business that has accumulated over 100 million views on social media in less than a year resulting in exponential growth. Learn some tricks of the trade!

Running and Managing a CTSO State Officer - Sara Mossman, Cherokee Trail High School and Jen Staley, FBLA State Adviser

Our DECA and FBLA CTSOs are led by an amazing team of student leaders. DECA/FBLA members are selected during the State Leadership Conferences to serve on the State Officer Team. Learn more about the process of running to be a State Officer, the students' responsibilities to serve as a State Officer, and the advisor/adviser's role in the process.

FBLA in the Classroom - Jen Staley, FBLA State Adviser

FBLA offers many amazing opportunities for ALL members! Learn more about how to integrate FBLA into your classroom. We will also discuss tips and tricks to completing the FBLA Peak Awards.

First to a Million - Dan Sheeks, Elevation High School

At this roundtable, we will talk about a fast-growing niche in the personal finance world called early financial independence (or early FI). Early FI is the idea that someone can reach financial freedom and thus be able to "retire" well before age 65. This topic is an engaging way to get teens interested in their financial futures.

FRIDAY - BREAKOUT SESSIONS

	SCHEDULE	Peak 17	Peak 16	Peak 15	Peak 14
Session 1	9:45-10:15	View from the C-Suite: An Early Assessment of Gen Z	Personal Branding	The Psychology of Sales	Integrating Project Management Into the Classroom
Session 2	10:25-10:55	View from the C-Suite: An Early Assessment of Gen Z	Entrepreneurship Marketplace Project	NEW! Digital Marketing Pathway	Engaging Your Students through Work-Based Learning
Session 3	11:05-11:35	Everything You Need to Know About Traveling with a CTSO	MBA Research: Integrating Ethics Education into the Classroom	Sports Marketing Academy	Industry Trends in Colorado - Colorado Department of Labor
Session 4	11:45-12:15	New Advisor/Adviser Q&A	School Based Enterprise 101	The Early Financial Independence Equation for Teens	Engaging Your Students through Work-Based Learning

SESSION 1 - 9:45-10:15

View from the C-Suite: An Early Assessment of Gen Z - Mike Guanella, CEO of Brazi Bites

The very first members of Generation Z are just now entering the workforce. While Millennials largely dominate the current workforce and certainly the conversations around work, it is Gen Z that could potentially disrupt our business norms and practices more than any generation before it. What are organizations seeing from Gen Z in terms of skill sets? Needs? General attitudes towards work? We will cover, free from judgment, the major dynamics of this generation as the emerging workforce.

Personal Branding - Elissa Jane Mastel, JFK High School

In today's technology landscape, it is crucial that we present ourselves in a way that is professional. High school students are quickly learning that their online presence matters. In this breakout session, I explain the importance of having a strong personal brand, and how to teach personal branding to our students. Attendees will have access to a set of slides to personalize for their classroom and instructions on using different multimedia tools like Canva to create a strong personal brand.

The Psychology of Sales - Kara Flynn

Most people don't know they want to be in sales early on in life, but Kara was an outlier. Kara will share her unique wisdom and cutting edge and innovative insights that allowed her to be in the top 2% of every sales job she has had starting early in her career. From launching her own sales and business strategy consulting firm to helping entrepreneurs and business owners scale to millions of dollars, she knows the tools it takes to succeed in sales. We are all in sales if you think about it. We sell ourselves, we market our friendships, and we create strong relationships by being authentic... almost everyday. Kara is excited to help transform the way you perceive the word sales and is confident you'll leave with newfound tips, tools, and strategies around sales.

Integrating Project Management into the Classroom - Dana Anderson, Program Director Business & Marketing Education, Janet Brophy, Idalia High School, and Chuck Knezevich, Project Management Institute

Would you like some tips on how to keep your students on task with projects? Join us for lessons on how to integrate and use project management in the classroom. We will first show you the new resources. We have two new courses built out on our CTE BMEF website that were designed by Kim Reiser. Janet Brophy will explain how she uses the resources in her classroom. We will end with some amazing opportunities for your students to connect to the PMI Mi High Chapter and possibly win a scholarship!

SESSION 2 - 10:25-10:55

View from the C-Suite: An Early Assessment of Gen Z - Mike Guanella, CEO of Brazi Bites

The very first members of Generation Z are just now entering the workforce. And while Millennials largely dominate the current workforce, and certainly the conversations around work, it's Gen Z that could potentially disrupt our business norms and practices more than any generation before it. What are organizations seeing from Gen Z in terms of skill sets? Needs? General attitudes towards work? We will cover, free from judgment, the major dynamics of this generation as the emerging workforce.

Entrepreneurship Marketplace Project - Elissa Jane Mastel, JFK High School

Teach your students that they can create a business with very few resources. In this project, students create businesses selling items they make in a marketplace as a final product. In this breakout, you'll see examples of successful student businesses, learn about how to coordinate this project, and how to design a truly engaging learning experience for your students. In this project, students learn cooperation, collaboration, ideation, branding, finance, production, sales, packaging, and so much more. Entrepreneurship is problem-solving, collaboration, learning to navigate different challenges, and working with others. This project delivers all of that and so much more, plus your kids make money!

NEW! Digital Marketing Pathway through CCCS - Adam Shelffo, Arapahoe Community College

Come and learn about our New Digital Marketing Pathway - the courses, layout, and how this can fit into your programs of study. This workshop will answer the question of what is beyond the 4 P's of marketing.

Engaging your Students through Work-Based Learning - Dana Anderson, Program Director Business & Marketing Education, CCCS

Whether you are brand new to the ideas of work-based learning or a veteran teacher, come join us to learn more about how to offer more opportunities in WBL. Learn how to structure your course to integrate an "Industry Sponsored Project", ways to start and build your School Based Enterprise, or even build your own internship course. If you have your own creative ideas, come and share your stories as well.

SESSION 3: 11:05-11:35

Everything You Need to Know About Traveling with a CTSO - Brad Peer, State DECA Advisor and Jen Staley, State FBLA Adviser

Traveling with high school students can be unnerving! In this session you will learn about managing participants while traveling to CTSO conferences and competitions - recommended for newer advisors!

MBA Research: Integrating Ethics Education into the Classroom - Kelly Isom, Boulder High School and Jennifer Cormier, Ponderosa High School

Materials for teaching principle-based ethics and ethical decision-making are available through MBA Research *at no cost* through the generous support of the Daniels Fund. This session will cover the free resources and curriculum for teachers to bring ethics into their classroom.

Sports Marketing Academy - Missie Schwartz, Cherokee Trail High School and Kelli Buffo, New Teacher Mentor

Whether your school offers a sports and entertainment specific marketing class or a general business class with this topic area as a medium for introducing the basic principles of marketing, we believe we have a few ideas for you to use! These ideas may enhance what you are currently doing, or they may give you new and fun ideas to begin in your sports marketing unit or class for you and your students.

Industry Trends in Colorado - Joseph Winter, CO Department of Labor

Joseph Winter is a Senior Economist with over 20 years of experience in Labor Market Information and is Program Manager for the Current Employment Statistics (CES) program at the CO Department of Labor. Mr. Winter will be discussing Colorado labor trends, occupation projections, and industry projections providing important data that can guide your classroom instruction.

SESSION 4: 11:45-12:15

New Advisor/Adviser Q&A - Brad Peer, State DECA Advisor, Jen Staley, State FBLA Adviser, Kelli Buffo, New Teacher Mentor

This breakout session will be dedicated to answering new advisor/adviser questions - no formal presentation - Q&A time.

School-Based Enterprise 101: How to Help your Students Help Themselves (and go insane in the process) - Aly Johnson, Air Academy High School and Rich McCarthy, Douglas County High School

Wondering how to start and maintain a School-Based Enterprise? Rich and Aly will be sharing their expertise - naturally stories of failure will be included, free of charge. Rich will focus on the retail aspect and Aly will focus on food operations. In addition to starting the shop, we will discuss how to achieve Gold Certification through DECA thus earning spots for your students to go to ICDC.

The Early FI (Financial Independence) Equation for Teens - Dan Sheeks, Elevation High School

This breakout session will cover the main components of early financial independence and how they fit into an easy-to-understand equation. We will then discuss how to present this topic in a personal finance classroom.

Engaging your Students through Work-Based Learning - Dana Anderson, Program Director Business & Marketing Education, CCCS

Whether you are brand new to the ideas of work-based learning or a veteran teacher, come join us to learn more about how to offer more opportunities in WBL. Learn how to structure your course to integrate an "Industry Sponsored Project", ways to start and build your School Based Enterprise, or even build your own internship course. If you have your own creative ideas, come and share your stories as well.

FRIDAY - INDUSTRY CERTIFICATION PANEL AND BREAKOUTS

Interested in offering an industry certification to your students, but don't know where to start? During this panel and breakout session, we will first introduce the CDIP (Career Development Incentive Program which could offer funding for your program) led by CDHE. We will then host a panel of educators and industry experts who will introduce four leading CDIP industry certifications including Certified Associate in Project Management (CAMP), Microsoft Office Specialist, Social Media certification (Hubspot), and High School of Business. Each subject matter expert will explain the certification and how it can benefit students. Afterward, you can choose to take a deeper dive into one of the certifications that sounds the most beneficial to your students. In the breakout sessions, educators, and industry experts will teach you how to get started and answer questions.

Breakouts	Peak 17	Peak 16	Peak 15	Peak 14
Industry Certifications	Project Management Institute - CAPM Certification	Microsoft Office Specialist	Social Media Hubspot	High School of Business
Educator/Industry Representatives	Chuck Knezevich - PMI Mile Hi Bob Kois - University of Colorado, Business School	Cindy Brandt - Coronado HS Leti Ortiz - Cengage	Malcolm Davis - Westminster Clay Lyell - Rocky Mountain	Jody Bennett - Boulder Valley Scott Neitenbach - Riverdale Ridge



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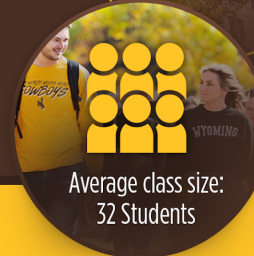
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- Economics
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- Professional Selling
- Marketing

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Beaver Run Conference Room Map



The majority of events will occur in Breckenridge Ballroom Peak 14-17 including breakfast on Friday.

Lunch on Thursday and Friday will be served in the Summer Conference Events Tent.

The Thursday evening networking reception, dinner and entertainment will be in Peak 9 on the Lobby Level.

The Friday evening networking reception, dinner, and scholarship auction will take place in the Colorado Ballroom Peak 5 on Level 3.