

# **WE NEED YOU!!!**



Do you have an innovative idea you would like to share?

Do you have a favorite classroom project or activity that is successful?



How about a DECA success story?



**\*Call for Workshop Presenters!\***

10<sup>th</sup> Annual **MEA**  
Marketing Education Association

## **Professional Development Conference**

**Friday, January 15 – Sunday, January 17, 2010**

**Hilton Garden Inn Phoenix Midtown**

4000 N. Central Avenue, Phoenix, Arizona, USA 85012  
Tel: +1-602-279-9811 Fax: +1-602-285-2932

**Deadline for Submitting Proposals: December 1, 2009**

We are looking for district, school, business and teacher leaders who have a success story to share! One of the best ways to learn new ideas and motivation is from our colleagues. Do you have a proven, well designed classroom or chapter project that is a great success? Are you teaching at higher levels and truly engaging students? If you have an idea for a workshop, we need you!

**Our list of conference presentation topics we plan to address at this conference:**

Math in Marketing  
Leadership Academies  
Employability Skills Portfolios  
Sports Marketing-- What are we teaching as a group?  
Branding- Super Brands  
Public Relations Strategies  
Community Partnerships  
Retailing- New Ideas and Concepts being used in the industry  
School Stores- ideas  
Dual Credit Courses  
High Impact Advisory Boards  
Global Entrepreneurship and Marketing (Cross Cultural Marketing)  
International Schools  
Co-Curricular Fundraising  
Issues and Ideas Presented by College Faculty  
Green Issues in Marketing  
Art Culture and Marketing Opportunities  
Human Resource- Safeway or others  
What is Cutting Edge in Marketing-?  
Ethics Session for Marketing, Advertising, and Business  
Service Marketing and Value Creation  
Entrepreneurship Week--what can we do to help as an organization to spread the word!  
Design Marketing  
Marketing and Society  
Advertising Agencies  
E-Commerce and E- Tourism or Tourism and Marketing  
Mentoring and Professional Development  
Community, College and University Relations  
Career Opportunities and Obligations  
Scholarships  
International Trends

If you can present on one or more of these topics **please complete the following information about your workshop presentation and mail it to:**

Ken Mattern  
Raymond S Kellis High School  
8990 W. Orangewood Ave.  
Glendale, AZ 85305

Email: [kmattern@peoriaud.k12.az.us](mailto:kmattern@peoriaud.k12.az.us)

**10<sup>th</sup> Annual MEA Professional Development Conference**  
**Workshop Presentation Form**

**Name:**

**Job Title:**

**School/Organization/Business Name:**

**Business Mailing Address:**

**Phone Numbers:**

Home –

Work –

Cell –

**Email Address:**

**Bio:**

(any information you would like included in your introduction that creates credibility)

**Presentation Title:**

(summarizes subject of your session & peaks interest, encouraging participants to attend)

**Three to Five Big Ideas:**

(list three to five big ideas that conference attendees can take back & implement)

1.

2.

3.

4.

5.

**Audio Visual Needs:**

(We will provide a laptop, speakers, power-strip and LCD data projector for presentations. Please list any additional audio-visual needs.)

**CONFERENCE CD**

**Our goal is to provide a CD with all presentation materials to each conference attendee.** This way, everyone will have the resources to return to their classrooms & immediately be able to implement new ideas! Therefore, PLEASE send any handouts, PowerPoint or MovieMaker presentations, etc. by December 1, 2008 to Ken Mattern (see below). All documents & presentations need to be done using Microsoft Products please. You may email them OR you may send them on a CD with this form.

Proposals must be submitted by **December 1, 2009.** Please include a hard copy of your handouts with this form. All forms & information should be mailed to:

Ken Mattern  
Raymond S Kellis High School  
8990 W. Oranewood Ave.  
Glendale, AZ 85305  
623-412-5456 School  
602-488-7240 Cell  
Email: [kmattern@peoriaud.k12.az.us](mailto:kmattern@peoriaud.k12.az.us)

**\*\* NOTE:**

- ✓ Provide your own flash drive with presentation media (MS Office products only please)
- ✓ Have copies of any handouts (50 copies please)
- ✓ Arrange and pay for personal travel and hotel accommodations.

**QUESTIONS???** Please call Ken at: **602-488-7240**