
CONFERENCE OVERVIEW

Business and Marketing Education is constantly strengthened and empowered by new and innovative ideas. This year's summer conference will focus on in-depth training and collaboration within four of the six pathways under the Business, Finance, and Marketing career clusters. **Middle school teachers**, we would like to remind you (since there are not middle school offerings) about the CCA conference and to watch for the new Digital Literacy workshop that is coming!

-  Accounting & Financial Operations
-  Entrepreneurship
-  Marketing & Sales
-  Office/Administrative Support

Come prepared to deepen your knowledge of pathways and share course resources! This year's conference will include:

- A more focused in-depth training into the foundation course strands and standards within each pathway. We will be sharing best practices, lesson plan ideas, and creating a canvas course full of resources.
- Tips, ideas, examples for advertising/communicating the business & marketing pathways to all stakeholders (students, parents, counselors, administration)
- Discussion on the opportunities pathways provide for your students through industry and post-secondary partnerships.
- Collaboration and networking with other amazing business & marketing educators statewide!

DISCLAIMER: Come ready to share!! In order for us **ALL** to come away with new and innovative curriculum materials/resources, we need **YOUR** help. Part of this year's homework assignment (in order to receive USBE credit) will include sharing resources. Please bring your laptop, flash drives, One Drives, file folders (electronic or paper) with your best stuff! And YES -your stuff is good enough to share.

Theme: Pump Up Your Pathway!

CONFERENCE SCHEDULE

Location: Farmington High School, 548 W Glovers Ln, Farmington, UT 84025

LODGING INFORMATION

The state rate for the Farmington Area is \$85.00 per night plus tax. If you are not offered this rate or less, please ask.



SCHEDULING

A general conference schedule will be provided through SCHED. Teachers will also have the opportunity to choose a pathway focus for the conference. In order to get the most out of your conference experience, it is highly recommended that you attend all sessions included within that specific pathway choice. **Be sure to bring your device with you for access to your schedule during the conference AND for the collaborative sessions on day 2.**

CREDIT OPTIONS

Two forms of credit will be offered: 1.) 1.0 USBE credit, **or** 2.) up to 16 relicensure points (1 point per hour). The only option for those who attend less than two full days will be relicensure points.

Per USBE Rule (R277-519-4-1b), those seeking USBE credit must “complete a 4-hour assigned learning task or reflection.” USBE credit will not be awarded until the assigned work is received.

CACTUS ID numbers are REQUIRED to obtain credit for the conference. *Helpful Hint:* Make a note or contact in your cell phone with your CACTUS ID number.

CONTACT INFORMATION

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