

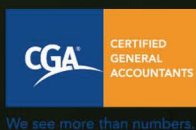
# Unearth Your Potential

... with Business Studies



**Annual Conference of the  
Ontario Business Educators' Association**  
**April 22 - 23, 2010**

Corporate Sponsors



# Unearth Your Potential . . . with Business Studies

As co-chairs of OBEA's 2010 PD Committee, we invite you to experience the many workshops, presentations, displays at the OBEA Spring Conference and interact with colleagues from across the province. With the new business curriculum implemented, we continue to bring you sessions that will provide a wealth of resources enabling you to effectively teach the revised curriculum. Open the cover to discover a wide variety of workshops targeting all of the specific areas of business studies. New this year is a number or workshops emphasizing Differentiated Instruction. These workshops are identified with DI inside a star. You will have the opportunity to gather classroom-ready resources designed by great teachers as well as learn what is new in technology and software! The keynote speakers we have arranged are both highly informative and entertaining. On Thursday, April 22, Tom Hamza, President, Investor Education Fund, will talk to us about Raising the Bar on Financial Literacy. On Friday, April 23, Melissa Schenk, Entrepreneur, TV personality, and professor, will speak to us about the Power of Social Media in Business. We have again acquired a diverse collection of publishers, hardware and software vendors, post-secondary institutions and other businesses and organizations to contribute to our displays. Come and experience OBEA's Annual Conference in 2010!

**KATHI BOQUE, DAN PASIC, Co-Chairs OBEA**  
**VP's PROFESSIONAL DEVELOPMENT - CONFERENCE COORDINATORS**

## Wine and Cheese Reception

**Thursday, April 22nd, 2010**  
**Roof Garden**  
**4:00 to 6:00 pm**

sponsored by

**OBEA**  
**Certified General Accountants**  
**Certified Management Accountants**  
**Insurance Institute**  
**Simply Accounting by Sage**  
**Investor Education Fund**

## 7<sup>th</sup> Annual Teachers Helping Teachers...

**Bring an ORIGINAL resource, get a CD of resources in return!**

To stimulate resource sharing, we are asking those attending the spring conference to bring an **ORIGINAL** classroom resource on a USB Stick or CD. OBEA will compile all of the resources and burn them on a CD which will be provided free of charge to anyone who contributed. The CD will be ready for pick-up before the end of each day of the conference.

**Sponsored by SIMPLY ACCOUNTING by SAGE**

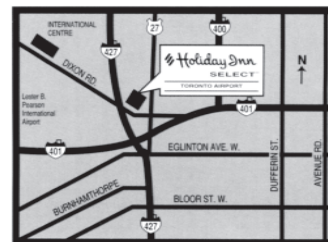
## Conference Hotel

The Holiday Inn Select Toronto Airport is located at 970 Dixon Road. The conference room rate is \$144.00 plus taxes (Single or Double) (Parking Included)

For reservations, call 416-798-5805 or 1-800-524-8436 and ask for the OBEA negotiated room rate.

**Directions:** Eastbound Hwy. #401: Exit Hwy. #427 North; Take Dixon Road Exit; follow to stop light; hotel is across the street  
From Westbound Hwy. #401: Exit Dixon Road/Martin Grove; stay on Dixon Road; hotel is located on the right side approximately 1.5 km

In order to get this rate, registrants must reserve a room by **March 26th, 2010**  
The room rate is not guaranteed after this date.



## *A Special Thank You*

**Mark Cuerden, First Place Winner of the OBEA Poster Contest, for the brochure cover concept**  
**FANSHAWE COLLEGE-SCHOOL OF BUSINESS & MANAGEMENT**  
for co-sponsoring the refreshment break on Friday  
**SIMPLY ACCOUNTING by SAGE** for sponsoring the Teachers' Resource CD  
**CGA, CMA, INSURANCE INSTITUTE, INVESTOR EDUCATION FUND, and SAGE SOFTWARE**  
for sponsoring the conference bags



# Raising the Bar on Financial Literacy



## *Changing the Learning Experience for Canadians*

### **TOM HAMZA**

*President, Investor Education Fund*

Tom Hamza will highlight how the Investor Education Fund (IEF) is helping Canadians improve their money management and investing skills. He will talk about the IEF's findings on national attitudes about finance and money management and how the IEF is using these findings to change the learning experience for Canadians. In addition, the IEF also looked at the financial habits and opinions of Ontario high school students and financial learning characteristics of young people aged 20-34. This research led the IEF to focus on social media such as Facebook and YouTube, and online advertising with edgier, engaging content to reach young people in a way that suits their learning needs.

Ontario high school students and financial learning characteristics of young people aged 20-34. This research led the IEF to focus on social media such as Facebook and YouTube, and online advertising with edgier, engaging content to reach young people in a way that suits their learning needs.

#### **Bio**

Tom Hamza has extensive experience in financial services strategy with Canadian and global financial institutions. He was Vice-President Financial for a Canadian loyalty program, and has an M.B.A. from the Richard Ivey School of Business at the University of Western Ontario. Tom is also co-chair of a working group to provide the Ministry of Education with a report on how to introduce financial literacy into Ontario's curriculum.

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## Media Shift



## *From Campaigns to Conversations*

### **MELISSA SCHENK**

*Entrepreneur, TV Personality, Professor*

You might remember her from Tourism Queensland's "Best Job in the World" Competition. She was in the TOP 50 out of more than 35,000 entries. Social Media has changed the face of marketing. Through tools such as Facebook, Twitter, Linked In and You Tube, Melissa will give you a better understanding of the world of social media and how to use it to your advantage when marketing yourself online. From campaigns to conversations, Melissa will have you rethinking the traditional, exploring the new, and experiencing the unknown. Listen - Engage - Experience.

Harness the power of Social Media and learn how to develop content that is engaging, sincere and relatable.

#### **Bio**

Melissa Schenk is a motivated, creative and successful entrepreneur, TV personality, and professor, who speaks from experience. Originally from Stratford, Melissa's career began in broadcasting at 1240 CJCS. A graduate of Fanshawe College's Television Broadcasting Program, Melissa interned with CNN in Uganda. A love of travel, lead her abroad working as a Port Lecturer on cruise ships. She later returned to Southwestern Ontario and began working as a Weather Announcer for CTV, as well as launching her own Production Company - MS2 Productions. Wearing many hats currently as a Business Owner, Weather Anchor on /A\ News in London and part-time professor at Conestoga College, Melissa will take you on a journey through Social Media and teach you how to make a name for yourself and will have you answering the question - How Will You be Remembered?

## Thursday, April 22, 2010

### CONFERENCE REGISTRATION NAME TAGS MUST BE WORN TO ALL EVENTS

8:00 - 4:30 p.m.	DISPLAYS OPEN	Trillium Ballroom
7:30 - 9:00 a.m.	Registration for Delegates	Foyer
7:45 - 8:30 a.m.	Buffet Breakfast	Trillium Ballroom
8:30 - 9:00 a.m.	Award of Merit Accounting Teacher of the Year Presentation	Trillium Ballroom
9:00 - 10:00 a.m.	Keynote Speaker - <b>Tom Hamza</b> President, Investor Education Fund	Trillium Ballroom
10:00 - 10:15 a.m.	Announcements	
10:15 - 11:30 a.m.	Workshop Session A	(See Centrefold Details)
11:30 - 12:45 p.m.	Lunch Provided/Draws	Trillium Ballroom
12:45 - 2:00 p.m.	Workshop Session B	(See Centrefold Details)
2:00 - 2:30 p.m.	Ice Cream Break sponsored by <b>OBEA</b>	Trillium Ballroom
2:30 - 3:45 p.m.	Workshop Session C	(See Centrefold Details)
3:45 - 4:30	Counsellors' and PD Chairs' Meeting	Suite 1146
4:00 - 6:00 p.m.	Wine and Cheese Reception EVERYONE WELCOME sponsored by <b>OBEA, Certified General Accountants, Certified Management Accountants, Insurance Institute, Simply Accounting by Sage, Investor Education Fund</b>	Roof Garden 12th floor

## Friday, April 23, 2010

### CONFERENCE REGISTRATION NAME TAGS MUST BE WORN TO ALL EVENTS

8:00 - 3:30 p.m.	DISPLAYS OPEN	Trillium Ballroom
7:30 - 9:00 a.m.	Registration for Delegates	Foyer
7:45 - 8:30 a.m.	Buffet Breakfast	Trillium Ballroom
8:30 - 9:00 a.m.	Hillmer Award Life Membership Presentation	Trillium Ballroom
9:00 - 10:00 a.m.	Keynote Speaker - <b>Melissa Schenk</b> Entrepreneur, TV Personality, Professor	Trillium Ballroom
10:00 - 11:15 a.m.	Workshop Session D	(See Centrefold Details)
11:15 - 11:45 a.m.	Refreshment Break co-sponsored by <b>OBEA AND FANSHAWE COLLEGE - BUSINESS AND MANAGEMENT</b> Visit Publishers' and Business Displays	Trillium Ballroom
11:45 - 1:00 p.m.	Workshop Session E	(See Centrefold Details)
1:00 - 2:00 p.m.	Lunch Provided/Draws	Trillium Ballroom
2:00 - 3:15 p.m.	Workshop Session F	(See Centrefold Details)
3:15 - 3:45 p.m.	Election of OBEA Executive 2010-2011 Presentation on Retiring Executive, GRAND PRIZE DRAW and CLOSING	Trillium Ballroom

PLEASE BE PUNCTUAL FOR ALL WORKSHOPS

Please register early! All paid registrations before  
March 26th will be placed in a special draw.

# Unearth Your Potential ... with Business Studies

**Thursday, April 22, 2010**  
**Session A (10:15-11:30 A.M.)**

**A1 A&E IN BBI/BOH/BBB**

**John Pownall, York Region DSB**

This presentation is focused on assessment and evaluation strategies in three business subjects: BBI, BOH and BBB with specific examples and exemplars. Participants will leave this session with copies of classroom-ready Business Studies evaluation strategies.

General Business

**A2 USING CBC VIDEOS IN THE CLASSROOM**

**Tom Metuzals, Laraine Bone, CBC**

Dragon's Den, Fortune Hunters, The Hour. CBC-TV has many programs ideal for energizing your Marketing, Entrepreneurship and General Business curriculum. Clips and tips on where to find some of Canada's best resources in a fast, fun and relevant session.

General Business

**A3 AMAZING RACE - BUSINESS STUDIES HIGH SKILLS MAJOR**

**Francine Bouchard, ES Catholique Algonquin,  
Louise Lowe, The Labour Market Group**

This presentation will highlight our Business Studies High Skills Major Amazing Race event. Pit stops, clues and all information along with footage from the event will be shared. Resources you can use in your Business Studies classes will also be presented.

General Business

**A4 WHAT'S THE B.I.G. IDEA?**

**James Biss, Peel DSB**

This exciting workshop returns on how to connect students to the hot topic of MicroLoans for entrepreneurs - especially in the developing world. Find out how to set up a Business Investment Group program for International Business, Entrepreneurship, Economics (or any business course) and get your students excited about changing the world!

General Business

**A5 BUSINESS ETHICS - ACTIVITIES AND CASES**

**Susan Young, Avon Maitland DSB**

Business ethics is found in all business curricula, but it can be difficult to find interesting, age/subject-appropriate activities, cases, and media related to this topic. Expect to come away from this workshop with some new activities, cases, and materials related to business ethics.

General Business

**A6 INTEGRATING INSURANCE & INTRODUCTION TO BUSINESS**

**Dana Rosenblatt, Tammye Daniels, Insurance Institute of Canada**

Although insurance is a complex topic, the Insurance Institute has developed educational resources that can aid you in meeting classroom expectations while introducing your students to the real world of insurance. We will demonstrate how our resources directly correspond with the expectations laid out in the curriculum.

Business Leadership

**A7 RETAIL SALES ASSOCIATE PROGRAM - NOW IN DI!**

**Kari Peters, Paula Novacco, Toronto DSB**

We have updated the Retail Sales Associate Program to engage all students through Differentiated Instruction. The new program addresses all types of multiple intelligences through varied activities that are designed to be fun and provide authentic learning experiences. These activities are great for the BMX curriculum and can be used for many other business courses!

DI Marketing

**A8 STATION TO STATION - DI IN YOUR BUSINESS STUDIES CLASSROOM**

**Gordon Claire Hainstock, York Region DSB**

See how the new Ministry initiatives will look in your Business Studies classroom through the DI lens. Using the concept of "Stations", this seminar will give the participant hands-on planning tools, real-life examples, and classroom strategies to implement Differentiated Instruction in a class.

General Business



**A9 NEW GOVENTURE BUSINESS AND PERSONAL FINANCE SIMULATIONS**

**Mathew Georghiou, Bill Faulkner, Mediaspark**

Learn about the exciting new GoVenture Big Business simulation that instructors can customize to create competitions involving any product, any industry, any market - yes it's that powerful! And, discover the many free and fee-based business and personal finance resources that you can start using in your classroom today. Receive a free IdeaBook CD and win prizes.

General Business

**A10 OK KIDS, TAKE OUT YOUR IPODS**

**Albert Gauthier, Near North DSB**

This hands-on workshop will demonstrate how the iPod Touch can be an effective teaching tool. Participants will get the opportunity to use an iPod Touch during the session and will learn about one school's successful iTouch project. Maximum of 15 participants.

General Business



**A11 IB: ABOVE AND BEYOND THE MODERN DAY CLASSROOM.**

**David Thairs, Bill Velos, Toronto DSB**

Teachers will be introduced to new ready-to-use experiential lessons using Information Communication Technology (ICT) in International Business. Great resources to take home with you. Are you ready?

International Business



**Session B (12:45-2:00 P.M.)**

**B1 MAKING THE CMA \$5000 CONTEST WORK IN YOUR CLASS**

**Christine Carlson, Deborah Clarke, CMA**

Learn about this innovative class project. Engage students and make money for your department and school!

General Business

**B2 FINANCIAL EDUCATION IN BUSINESS**

**Chris Allum, InvestorEd**

This workshop will teach you how to use InvestorEd's resources along with other interactive tools to help you teach financial literacy. This interactive workshop will help you to develop your student's financial skills and meet curriculum expectations.

General Business

**B3 DIFFERENTIATED INSTRUCTION:  
FROM THE HALL-WAY TO THE CLASS-WAY**

**Doreen Thompson, Dufferin-Peel Catholic DSB**

This workshop will demonstrate a variety of classroom tested resources to keep your business students (BBI, BAF, BMI) out of the hallway and in the classroom staying active, learning and having fun!

General Business



**B4 PLANNING FOR RETIREMENT?**

**Robin MacDonald, OTIP**

Do you want to retire with options? This workshop is for you if you are planning to retire within the next 5 years. Come and find out what your options are when it comes to your own retiree benefit coverage.

General Business

**B5 THE CITY: AN INTRODUCTION (DOUBLE SESSION)**

**Jeff Balch, Thames Valley DSB, Mary Charles Hills, Toronto Catholic DSB**

Do you have to teach financial education and have no idea where to start? Looking for a program that is interactive, engaging and meets curriculum expectations? "The City" is a comprehensive resource that provides teachers with information, lesson plans, activities and assessments needed for their classroom. Participants in this workshop will receive a full resource binder along with suggestions for best practices and helpful hints. (workshop will be limited to 30 and participants should bring their own laptop)

General Business



**B6 SIMPLY ACCOUNTING BY SAGE***Jennifer Warawa, Sage*

Simply Accounting Version 2010 will be demonstrated with practical examples including processing daily transactions, learning how to adjust transactions, and viewing the audit trail. There are many ways to bring Simply Accounting into your business and accounting classes that will truly engage your students. You will also learn about the benefits of joining the Simply Accounting Educational Partner Program, which provides licensed Simply Accounting software for your classroom for free, as well as a number of newly released student and teacher resources.

General Business

**B7 WHAT IF YOUR "PRODUCT" TALKS BACK AND HAS OPINIONS?***Alex Andronache, Metalworks Institute*

An overview of business models in the entertainment industry including discussions on intellectual property, performing rights, licensing creative content, royalties and copyright issues. Is peer to peer downloading truly endangering content creators? Is there consensus on digital delivery methods for the future? Are we in the middle of an entertainment industry paradigm shift? All this and more in a presentation that you won't want to miss if you have students with intentions of pursuing a career in the growing global entertainment industry.

DI Accounting

**B8 SMARTEN UP! GET ON BOARD!***Rosemary Bartlett, Natalie Gerster, Thames Valley DSB*

Whatever it takes to engage the business student of today - SMART BOARD, clickers, portable white boards, blogs. It's all here for you, including hands-on lessons for BAF3M and BTA30. (Session will be repeated in E12)

DI ICT

**B9 BTT10 - WHAT'S YOUR STORY? E-BOOK SUMMATIVE***Carol Ann Mascherin, Sonia Bachra, Peel DSB*

This activity has students presenting their course work using e-book application software which they then present to a potential book publisher through a Power Point presentation. This summative nicely supports the course curriculum requirements while allowing students to create their own unique e-book. Inspired by the "Diary of a Wimpy Kid", this e-book summative is sure to please students. Course resources will be provided.

DI ICT

**B10 THE POWER OF GADGETS***MJ Page, Halton DSB*

Web publishing sites come to life with the power of widgets and gadgets. Best of all it's free, easy and fun. We will explore educational tools that will allow you to "embed" a video, presentation or part of any website, even those that are interactive. Add Web 2.0 tools to your existing web publishing including: Videos, Presentations, iframe, Google books, Forms, Surveys, RSS feeds, Twitter, and Maps. Attend this workshop to explore the potential of widgets and gadgets.

International Business

**B11 NEW PRINT AND ELECTRONIC RESOURCES FOR INTERNATIONAL BUSINESS***Lorie Guest, David Notman, Thompson Educational Publishing, Inc.*

Looking for a new and exciting resource to use for International Business? Come and examine the new textbook Fundamentals of International Business: A Canadian Perspective. Written to accommodate the new Ministry Guidelines for International Business, this textbook has great up-to-date information about business around the globe including Canada's role, adapting to new cultures, the new economic realities, and marketing strategies. Discover great ideas on classroom activities, new lesson plans for use in your classroom, and receive a copy of the new text.

**Session C (2:30-3:45 P.M.)****C1 PLAN FOR LESS STRESS IN YOUR JOB***Tim Westhead*

Want to decrease your daily stress level on the job? Want to be a more effective and happier teaching life happier? Want to maintain more control? Take some useful planning tips and learn about dozens of excellent time-savers from a 30-year classroom veteran and former department head who's still smiling! Workshop includes ideas for new and experienced teachers of all high school subjects.

moved to  
**B12**

General Business

**C2 BUSINESS STUDIES PROMOTIONAL THINK TANK***Kari Peters, Toronto DSB*

This is your opportunity to share the great things you are doing at your school to promote Business Studies. Why re-invent the wheel when we have a wealth of knowledge right here at OBEA! Have something to share? Looking to raise your profile in your school? Collectively we can boost our enrolment through creative ideas!

General Business

**C3 RESOURCES FOR THE 21ST CENTURY CLASSROOM***Brian Raposo, William Schoenhardt, Sandra Itzkovitch, York Region DSB*

Share best practices from our Business Studies website. Receive a variety of technology-based resources, projects, lessons and ideas on Marketing, International Business, Accounting, Information Technology, Investment and Finance, and more. On line games/simulations, Google Sketchup, Facebook, Survey Monkey, SMART Ideas, Windows MovieMaker and more will be discussed.

Accounting

**C4 WHAT'S THIS HST !***Edward Panning, Peter Huang, Peel DSB*

This workshop will cover the changes necessary in Business and Math courses. The new HST tax will be described along with the required curriculum changes in Accounting, BBI and Business Finance courses. Specific application questions with answers will be provided to show how to adjust your courses to this change in the business environment.

General Business

**C5 THE CITY: TAKING IT ONLINE - A HANDS-ON WORKSHOP (DOUBLE SESSION)***Jeff Balch, Thames Valley DSB, Mary Charles Hills, Toronto Catholic DSB*

A continuation from B5. Participants in this workshop will focus on using the on line material associated with "The City". This interactive workshop will provide participants with an understanding of the on line material available, how to set up their classes as well as providing best practices and helpful hints for using this media. (workshop will be limited to 30 and participants should bring their own laptop)

DI Law and Economics

**C6 A DIFFERENTIATED APPROACH TO TEACHING LAW***Anne Hoffner, Thames Valley DSB*

Come and explore differentiated instruction strategies within the law classroom. Learn about simulations, role plays, and activities which encourage student interaction, critical thinking, and high level achievement.

Entrepreneurship

**C7 RESOURCES FOR THE ENTREPRENEURSHIP CLASSROOM!***Dan Humphries, Canada-Ontario Business Service Centre*

Find out how the Canada-Ontario Business Service Centre helps teachers and students access government business information free of charge. We can assist in bringing Entrepreneurship to life with information on topics such as business planning, financing, and market research.

General Business

**C8 SMART BOARD - REAL LESSONS AND ACTIVITIES FOR BUSINESS CLASSROOMS***Ed Hicken, Upper Grand DSB*

An overview of lessons, activities and pre-made SMART Notebook files being used in BBI, BBB, BMI and BDI. Lessons will be presented and files will be distributed to take home. Workshop will also offer hands-on opportunities to 'Play'.

General Business

**C9 INSTRUCTIONAL DELIVERY FOR THE LD BUSINESS STUDENT***William Kelly, Susan-Jane MacDonald, Ottawa-Carleton DSB*

Ever wonder — "what is...," but crashed in thought, before you could wonder what if...?" In this session teachers will explore instructional strategies to use in their Business Studies classes to address the learning needs and processing difficulties of the LD student. Instructional resources and key strategies for classroom implementation will be provided.

ICT

**C10 GOOGLE DOCS AND THE BTT CURRICULUM***Joseph Harrison, Peel DSB*

Learn how to incorporate Google's free online productivity software into the BTT curriculum. Google Docs features spreadsheets, word processing, and presentation applications that you can use to streamline assignments and aid in their collection. Your students will soon be able to work from anywhere there is an internet connection.



**C11 INTERNATIONAL BUSINESS COURSEPACK WITH ANSWER KEY!****Alyson Pownall, Karen Regan, York Region DSB**

This workshop will be sharing the brand new coursepack for International Business. It has over 250 pages of webquests, notes, organizers, reading and writing strategies, and activities for your BBB classes. Participants will receive a copy of the coursepack as well as an answer key.

## Friday, April 23, 2010

### Session D (10:00-11:15 A.M.)

**D1 USING THE SMARTBOARD TO CREATE INTERACTIVE AND ENGAGING LESSONS****Bruce White, Bill Schreiter, Thames Valley DSB**

Engaging ALL of your students is the key to their success in your classroom. Differentiated interactive whiteboards, clickers, docu-cameras, digital cameras, and video cameras are some of the new technology tools in the classroom. This hands-on session will allow you to begin to explore the interactive white board, the software plus the add-on tools that can be integrated into an interactive lesson. Bring your laptop with the SMART Notebook software loaded on the computer ([www.smarttech.com](http://www.smarttech.com) for download of the software).

Enrolment is limited to 30.

**D2 CASE STUDY METHOD****David Thairs, Toronto DSB**

Learn how to incorporate the Case Study Method into your lessons and make learning fun! This experiential teaching brings the world of business into your classroom! Resources are available for participating teachers.

**D3 IN THE MOVIES****Bill Schoenhardt, Brian Raposo, York Region DSB**

Discover where movies and videos fit into various business courses and receive accompanying student study questions and assignments. All DVDs presented are in common release and readily available. Learn how to use Real Player to capture streamed videos and make your own digital library, capture specific clips from mass-release video, and integrate them into your lessons.

**D4 BETTER PRESENTATIONS IN YOUR BUSINESS CLASS****Al Samsa, Halton DSB**

Tired of the same old PowerPoint presentations? This workshop will show you the current trends in effective presentation models, as well as how to easily upload and store them on the web, embed in Wikis, enhance collaboration using Voicethreads, and more.

**D5 SENIOR ACCOUNTING RESOURCES****Mike Atkins, York Region DSB**

Participants will receive resources and ideas to promote student engagement in BAT4M. Special emphasis is placed on the use of literacy strategies and graphic organizers.

**D6 QUICKBOOKS 2010****Gary Peacock, Queen's University**

This workshop will provide users with an opportunity to learn to use QuickBooks software in the high school curriculum.

**D7 SECRETS OF SUCCESSFUL STUDENT SELLING ACTIVITIES!****James Biss, Peel DSB, Francine Bouchard, ES Catholique Algonquin**

The runaway hit of OBEA's Fall Conference! Learn the secrets of how to run an easy, fun, and authentic selling activity for your business classes. Students plan, budget, manufacture, and market their own product! These dynamic tips can be used in many business courses.

**D8 FACEBOOK AND TWITTER AND WIKIS! OH, MY!****Ian Da Silva, Tina Chreppas, David Oppenheimer, OISE students**

Join us on our journey down the Yellow Brick Road where we'll calm your fears and demystify the land of social media. Participants will acquire tangible and web-based tools to effortlessly integrate social media into planning, instruction, and assessment and evaluation. Think you don't have the courage, knowledge, or passion to use social media in the classroom? Are you looking for a Wizard to solve all your problems? We will show you that the Wizard and Emerald City are not so far away after all.

**D9 BBI AND TEACHING TECHNOLOGY TIPS****Manisha Shenthur-Rajah, John Truong, Peel DSB**

Find out how to integrate Maslow's Hierarchy of Needs, S.M.A.R.T. Goals, Flow Charts, GLC Mind-Mapping and relevant web sites into a fresh new approach to teaching BBI.

**D10 BAF 3M - TECHNOLOGICAL TOOLS IN THE 'HYBRID' CLASSROOM****Edward Panning, Peel DSB**

This presentation is an overview of technology tools and features that can be used to enhance curriculum and delivery of the Grade 11 Accounting course. Specific application of enhanced course websites, on line marking, video presentations along with spreadsheets and Simply Accounting are examined using an actual 'hybrid' classroom environment. The presentation also details how these technology tools can be adapted to the BTT and BBI curriculum.

**D11 CULTURAL DIFFERENCES IN IB****Bill Velos, Toronto DSB**

Teaching cultural differences can be very difficult when planning your International Business Portfolio. Discover 10 interesting ways to teach cultural differences in a fun and meaningful way! Classroom ready resources available.

## Session E (11:45 - 1:00 P.M.)

**E1 GOOGLE TOOLS IN THE CLASSROOM - INTRO TO CLOUD COMPUTING (DOUBLE SESSION)****Bruce White, Bill Schreiter, Thames Valley DSB**

Learn how to get the most out of Google for yourself and your students. Google has a large number of free tools that will be explored in this workshop. If you do cooperative learning in the classroom, you need to see how these new tools are used to enhance research, collaborative writing, reading and publishing. This is a hands-on workshop. To get the most out of this workshop, participants are encouraged to bring their own laptops (laptops will not be provided). Enrolment limited to 30.

**E2 SHOW THEM WHAT YOU MEAN****Mary Jane Page, Halton DSB**

Explore image and video tools using Web 2.0 that will help students communicate and demonstrate easily and quickly. Create screencasts with Jing Project, cartoons with Go Animate, magazine covers with Big Huge Labs, and logos and images with Aviary. Students can also store and share photos on line with Picaso or Flickr, and add interactive images or video with Voicethreads.

**E3 CASE STUDIES FOR HIGH SCHOOL STUDENTS - EXAMPLES & SAMPLES****Bob Carpenter, Jessica Pratte, Nipissing University**

This workshop will offer several sets of case study materials and teaching notes on a variety of business topics. We will demonstrate the steps of case analysis by working through one of the cases provided. This workshop will provide guidance on proper questioning techniques in order to facilitate student discussion and involvement.

**E4 21ST CENTURY TEACHING TOOLS TO ASSESS AND ENGAGE YOUR STUDENTS**



**John Paul Copeland, eInstruction Canada**

This workshop will focus on using student response systems with digital content from the web, and digital question banks from publishers to simplify assessment and differentiated instruction. Constructing good questions that encourage peer-to-peer instruction and collaborative learning will also be discussed.

**General Business**

**E5 DISCOVER THE POWER OF ADOBE PHOTOSHOP**

**Vicki Horley, Thames Valley DSB**

Participants will learn about various techniques and tools for manipulating photos, graphic images, and text in Adobe Photoshop. You will leave the workshop with two lessons which will enable students to design and create various projects related to business courses. Ideas and handouts will be provided.

**Law**

**E6 TECHNOLOGY TO ENGAGE YOUR LAW CLASS**

**Norm Innocente, Windsor-Essex Catholic DSB**

Increase student engagement in your grade 11 and/or 12 Law class(es) through the use of technology. Internet, DVD's, and PowerPoint will be featured!

**General Business**

**E7 FINANCIAL LITERACY**

**Don Lawrence, Halton DSB**

Receive the new updated Financial Literacy "Choices and Decisions" kit which includes lesson plans, activities, overhead masters, tests, CD with interactive games, quizzes, and website resources for the BBI course. Help students to develop money smarts, avoid high debt levels and reckless personal spending habits. The instructional activities can be easily adapted across the curriculum.

**E8 MAKE YOUR CLASSES "CLICK"!**

**Jeff Balch, Thames Valley DSB**

Looking for more interaction and engagement in your classroom? Want to assess more and mark less? Clicker technology facilitates all of this and more. Participants will get hands-on experience during this fun, interactive workshop which is suitable for all business teachers.

**E9 MEDIA SHIFT: THE POWER OF VIDEO**

**Melissa Schenk, Media Specialist, Conestoga College**

WOW: Watching On line Works! Connect with your customers on line using less time and money. Learn how to tap into the power of new media! This WOW Workshop will teach you to communicate your unique message to prospects, and helps build the familiarity and confidence people need to make an informed and honest decision on where to spend their money. Discover how to spread the word around the corner or across the globe! Utilize new multimedia techniques to do more in less time.

**E10 EXPANDING YOUR ACCOUNTING ASSIGNMENT OPTIONS**

**Stephanie Sloan, CA, Jennifer Diebolt, The Institute of Chartered Accountants of Ontario**

Looking for some new assignment options for your accounting classes? Tired of the same case you've been using for 10 years? The ICAO has brand new Teacher Colleague Cases with source documents that your students will love! In addition to learning how to implement the assignments in your classroom, you'll walk away with a USB full of all of the files you need!

**E11 IB CAN BE MODERN AND FUN**

**Antonia Liapis, Helena Liapis, Peel DSB**

This workshop will focus on bringing fun into BBB to engage students through Differentiated Instruction (DI). Each participant will receive electronic resources including power point presentations, formative and summative evaluations.

**E12 SMARTEN UP! GET ON BOARD!**

**Rosemary Bartlett, Natalie Gerster, Thames Valley DSB**

Whatever it takes to engage the business student of today - SMART boards, clickers, portable whiteboards, blogs. It's all here for you including hands-on lessons for BAF3M and BTA30. (repeat of session B8)

**Session F (2:00 - 3:15 P.M.)**

**F1 GOOGLE TOOLS IN THE CLASSROOM - INTRO TO CLOUD COMPUTING (DOUBLE SESSION)**

**Bruce White, Bill Schreiter, Thames Valley DSB**  
See E1

**F2 SHOW ME THE BUSINESS!**

**Joseph Da Costa, Armando Simeone, Crisitna Kapipunan, Dufferin-Peel Catholic DSB**

Looking for new strategies to promote business studies? Join us for this interactive workshop where you will walk away with refreshing new ideas to enhance your program. Learn how to create student resource wikis, design fresh field trips, build a co-curricular club, and get an exclusive sneak peek at our new SHSM in Entrepreneurship & Innovation.

**F3 CHARACTER AND GLOBAL EDUCATION IN BUSINESS STUDIES!**

**Cathy Belanger, Ottawa-Carleton DSB**

Learn how to embed Character and Global Education in Business Studies classes and use real-world organizations to teach hands-on business skills to all students. Practical hands-on activities will be provided to all workshop participants.

**F4 FINANCIAL SECURITIES THINK TANK**

**Bilal Mirza, Michael Goldberg, Toronto DSB**

This workshop is focused on the new Financial Securities course (IDC4U). Several resources, including course outlines, lesson plans, assignments, projects, case studies and contests will be presented. Discussion will also take place on how to introduce this course to your school, expertise required to teach the course and how it will help increase business studies enrollment.

**F5 CREATIVE RESOURCES FOR TEACHING ECONOMICS**

**Brian Raposo, Mike Foundos, Isa Santorelli, York Region DSB**

YRDSB business teachers share their best practices for teaching Economics! Focus will be on engaging the student in the Economics classroom through video, comic strips, Facebook, Concept maps, Photostory and other technologies/activities. Attendants will gain access to presenter website/Moodle resources.

**F6 ENGAGING AT-RISK BBI BUSINESS STUDENTS**

**Kari Peters, Allan Thoms, Toronto DSB**

At Sir Robert L. Borden S.S., all students need to earn their BBI credit. Learn how we engage our students through differentiated instruction, character development, and cross-curricular approaches to create successful students who want to continue in their business studies!

**F7 BUILDING THE SPIRIT OF ENTREPRENEURSHIP WITHIN ONTARIO'S STUDENTS!**

**Rob Crabtree, Madge Linton, Ontario Ministry of Economic Development and Trade**

Ontario's Ministry of Economic Development and Trade offers a range of programs aimed at raising the awareness of entrepreneurship as a career option for Ontario high school students. Find out how these programs can benefit students and teachers at this session hosted by staff from the Youth division of the Ministry's Entrepreneurship Branch.

**F8 ENERGIZING THE "FUNCTIONS OF BUSINESS" IN BBI**

**Daniel Lustrinelli, Lisa Omeri, Halton DSB**

You will learn the secrets of putting fun into the Functions of Business unit in your BBI classes. Terrific, ready-to-use resources will be distributed!



*General Business*

**F9 INTERNATIONAL DEVELOPMENT**

**Martin Herbst, Eliot Scolnik, Monarch Park Collegiate TDSB**

Learn how to integrate such topics as Fair Trade, Ethics, MDG Goals throughout business studies curriculum. Assignments for Marketing, International Business, Business Leadership, Intro to Business and a practical project to create international awareness in the classroom will be presented.

*General Business*

**F10 CO-OPERATIVE BUSINESSES & THE SOCIAL ECONOMY**

**Sonja Carrière, Ontario Co-operative Association**

This workshop will provide an overview of the co-operative business model and introduce teachers to resources available on this topic for classroom use.

*Marketing*

**F11 THE MARKETING PLAN**

**Debbie Michailidis, Toronto DSB**

This workshop will show you how to teach the marketing plan and break it down so that it makes sense to students and is more manageable for teachers.

**Make sure you register  
by March 26th to be  
entered in a special  
draw!**



These workshops also include strategies for  
Differentiated Instruction

# OBEA 2010 Conference Planning Guide

(Register online at [www.OBEA.ca](http://www.OBEA.ca))

1. Plan your workshop choices using this brochure or by viewing the workshops online using the link on the Conferences page of the OBEA website.
2. When you are ready, click on the **Register Now!** button on the OBEA website's home page.

## **IF YOU ARE A MEMBER:**

3. Click on **Yes, login to register for the conference.**
4. Enter your **Member ID and Password and then** click on the **Submit** button.  
**NOTE:** Your Member ID and Password are contained in all OBEA emails sent by our VP Membership, Kara Hiltz.
5. Fill in and submit the Conference form.  
**NOTE:** If your membership will expire before the conference, a charge for membership will automatically be added to your total.
6. Upon submission, you will receive a confirmation e-mail.

## **IF YOU ARE NOT A MEMBER:**

3. Click on one of the **NO** options.
4. Fill in and submit the Conference form, which includes the additional personal information required for membership processing.
5. Upon submission, you will receive a confirmation e-mail.

Please indicate **FIRST** and **SECOND** choices of workshop sessions that you would like to attend.

### **Thursday, April 22nd, 2010**

- Workshop Session **A** (10:15 a.m. - 11:30 a.m.)  
First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_
- Workshop Session **B** (12:45 p.m. - 2:00 p.m.)  
First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_
- Workshop Session **C** (2:30 p.m. - 3:45 p.m.)  
First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_

### **Friday, April 23rd, 2010**

- Workshop Session **D** (10:00 a.m. - 11:15 a.m.)  
First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_
- Workshop Session **E** (11:45 a.m. - 1:00 p.m.)  
First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_
- Workshop Session **F** (2:00 p.m. - 3:15 p.m.)  
First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_

## **Registration Fees** - (please circle one)

### **Prices include GST**

- Full Conference April 22, 23 (parking included)
- Thursday April 22 (parking included)
- Friday April 23 (parking included)

	OBEA Member		Non Member		OBEA Student * <small>Must be OBEA Member to get this rate</small>	
	Before March 29	After March 29	Before March 29	After March 29	Before March 29	After March 29
Full Conference April 22, 23 (parking included)	\$360	\$400	\$410	\$450	\$150	\$170
Thursday April 22 (parking included)	\$215	\$235	\$265	\$285	\$100	\$120
Friday April 23 (parking included)	\$215	\$235	\$265	\$285	\$100	\$120

To Register and pay online, go to <http://www.obea.ca>

Total Conference Cost

For Conference Info email: Kathi Bogue at [k.bogue@tvdsb.on.ca](mailto:k.bogue@tvdsb.on.ca) or Dan Pasic at [d.pasic@tvdsb.on.ca](mailto:d.pasic@tvdsb.on.ca) 519-452-2700 ext 61022

\* **Non-OBEA student registrants are required to add a \$25 membership fee to their payment.**

### **Refund Policy**

Membership fees are non-refundable. Workshop fees less a \$25 administration fee will be refunded if written cancellation is received by March 31st, 2010.