

Annual Spring Conference of the  
Ontario Business Educators' Association



**April 24 - 25, 2008**



**Business**

**Studies**

*... the Pathway*

*to Success*

**Corporate Sponsors**



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## Thursday, April 24, 2008

### 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 - Rosita Hall	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>INTUIT CANADA</b>	Trillium Ballroom
2:30 - 3:45 p.m.	Workshop Session C	(See Centrefold Details)
3:45 - 4:15 p.m.	Counsellors' and PD Chairs' Meeting	Suite 1146
4:00 - 5:30 p.m.	Wine and Cheese Reception EVERYONE WELCOME - Sponsored by <b>NELSON EDUCATION</b>	Roof Garden 12th floor
6:30 - 8:30 p.m.	Learning Risk Management Dinner Meeting - <b>INSURANCE INSTITUTE</b>	Cabinet Room

Shuttle bus to shopping mall will leave from the lobby at 6:15 p.m.

## Friday, April 25, 2008

### 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 - Dianne Buckner	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>MCGRAW-HILL RYERSON 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 2008-2009 Presentation on Retiring Executive, GRAND DRAW and CLOSING	Trillium Ballroom

PLEASE BE PUNCTUAL FOR ALL WORKSHOPS

Please register early! All paid registrations before  
March 30th will be placed in a special draw.

## All Aboard the Change Train



*A Humorous Approach to Dealing With Professional and Personal Change*

### ROSITA HALL

*Professional Speaker; Trainer; Author; Coach*

During this lively and entertaining session Rosita will take participants on a thought provoking journey and reveal how to deal effectively with changes and challenges both on and off the job!

Her question to participants will be this, "Are you travelling via the Change Train or the Fuss Bus?" One route screams out LIVE and the other DIE....which mode of transportation will you choose? \*Get ready for the ride of a life time! This is a session that will be sure to fire you up and leave you with practical strategies to effectively deal with the realities of change in the 21st Century!

#### Bio

Rosita Hall is a Professional Speaker, Trainer, Author, Coach and a certified Laughter Leader. She believes in living life to the fullest and along the way leaving an imprint on the lives of those she is privileged enough to meet. She is a former Social Worker, Executive Director and a volunteer extraordinaire. She believes in giving back to her community unconditionally. She has won numerous awards for her generosity and her ability to lead organizations through change and leadership issues. Most importantly however, she is Josh and Chris' Mom and married to the man of her dreams!

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## Enterprising Canadians



*Entrepreneurial Challenges Facing Rookies to Millionaires*

### DIANNE BUCKNER

*Host of CBC's Television Shows; "Venture", "Dragons' Den" and "Fortune Hunters"*

First there was Venture, then came Dragons' Den, now CBC's Fortune Hunters is telling the exciting stories of enterprising Canadians, trying to build their own businesses. All three shows share a fascination with the ideas and activities of entrepreneurs, and Dianne Buckner has hosted all three shows. In this keynote presentation, Dianne will share some of the key lessons she has learned through her countless interviews with both business rookies and super-successful millionaires. The presentation will include video excerpts to illustrate what viewers of these programs can learn about the recurring challenges that face enterprising individuals in the world of commerce.

#### Bio

Dianne Buckner is somewhat of an expert on the entrepreneurial sub-set of the human species, having hosted three shows that specialize in telling the stories of enterprising Canadians ("Venture", "Dragons' Den" and "Fortune Hunters"). That expertise, along with her fascination with consumer and societal trends, led Dianne to create "Fortune Hunters" in 2006, an exciting new weekly program on Newsworld. Dianne has interviewed Warren Buffet, former prime minister, Paul Martin, and celebrity CEO, Jack Welch, as well as connecting with countless business people all over the country. Her work for CBC has taken her Japan, Australia, the Netherlands and Iceland.

## 5<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**

# Business Studies ... the Pathway to Success

As the chair of OBEA's 2008 PD Committee, I invite you to experience the many workshops, presentations, displays at the OBEA Spring Conference and interact with colleagues from across the province. With the business curriculum review process complete, we continue to bring you sessions that will provide a wealth of resources enabling you to effectively teach this new revised curriculum. Open the cover to discover a wide variety of workshops targeting all of the specific areas of business studies. 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 are both highly informative and entertaining. On Thursday, Rosita Hall will give us a humorous approach to dealing with professional and personal change. On Friday, Dianne Buckner will share some of the key lessons she has learned through her countless interviews with both business rookies and successful millionaires. 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 2008!

**Karen Bond**

**OBEA, VP Professional Development - Conference Coordinator**

## Wine and Cheese Reception

Thursday, April 24th, 2008

Roof Garden

4:00 to 5:30 pm

sponsored by

**Nelson Education**

Nelson Education is pleased to launch NEW resources for the BTT10/20 course. It is our pleasure to invite you to a wine and cheese launch of these new resources. Please stop by our booth for more information and we look forward to seeing you there.



Insurance Institute

## Learning Risk Management for the Real World

Hosted by the Insurance Institute of Canada, the education arm of the insurance industry

Thursday, April 24th, 2008

6:30 to 7:30 p.m. Complimentary Dinner with Wine & Prizes

7:30 to 8:30 p.m. Keynote Speaker

Cabinet Room

This is your opportunity to meet with industry professionals who can answer your questions in an informal dinner setting and presentation. Discussion topics may include: helping you understand your insurance policies better, introducing you to curriculum-ready resources for your students, helping you incorporate risk management themes into the classroom, and introducing you to our career materials and program.

**Limited Seating - Register by checking the box on the registration form if you wish to attend.**

## Conference Hotel

The Holiday Inn Select Toronto Airport is located at 970 Dixon Road. The conference room rate is \$139.00 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

Shuttle buses available to Sherway Gardens Shopping Mall.

**In order to get this rate, registrants must reserve a room by**  
**March 23rd, 2008**  
**The room rate is not guaranteed after this date.**



## *A Special Thank You*

**NELSON EDUCATION** for sponsoring the Wine and Cheese Reception on Thursday

**INTUIT CANADA** for sponsoring the ice cream break on Thursday

**MCGRAW-HILL RYERSON LTD. and FANSHAWE COLLEGE-SCHOOL OF BUSINESS & MANAGEMENT**

for co-sponsoring the refreshment break on Friday

**INSURANCE INSTITUTE OF CANADA** for sponsoring the Thursday Dinner Meeting

**SIMPLY ACCOUNTING by SAGE** for sponsoring the Teachers' Resource CD

# Business Studies ... the Pathway to Success

Friday, April 25, 2008  
Session D (10:00-11:15 A.M.)

Thursday, April 24, 2008  
Session A (10:15-11:30 A.M.)

## A1 ADOBE PHOTOSHOP ELEMENTS - TRICKS AND TOOLS

**Gail Shotlander, Peel DSB**

Use OSAPAC's Adobe Photoshop Elements to manipulate digital photos. Students can create unique graphics from their own photos. Learn how to isolate objects, blend layers, create an Orton Effect, and more. The use of this software applies to many business expectations (eg. advertising, electronic communications).

ICT

## A2 BTT RESOURCE BUNDLE

**Jarrod Ruston, Joe Piskovic, Greater Essex County DSB**

Ideas and resources will be presented to engage your students in BTT, including resources developed using differentiated instruction. Resources will include a variety of word processing, spreadsheet, presentation software, web design and Internet activities.

ICT

## A3 UNRAVEL THE MYSTERY OF "MY COMPUTER" - FILE MANAGEMENT BASICS

**Michael Goldberg, Toronto DSB**

Learn to save time with proper file management strategies that you can pass on to your students. This session will highlight how to deal with missing files, back-ups, uploading marks and other file management techniques you should know.

ICT

## A4 EXPERIENTIAL EDUCATION

**Amanda Sawyers, YMCA Cedar Glen Outdoor Discovery Campus**

Discover the importance of experiential education and using initiative tasks to enhance learning. Enjoy hands-on activities used to teach the importance of briefing, focusing and debriefing techniques. Leadership and team building skills are related to school and the classroom.

General Business

## A5 EVIDENCE-BASED ETHICS INSTRUCTION

**Laura Pinto, OISE**

With the increased emphasis on ethical and social issues in the new curriculum, many teachers are unsure how to effectively incorporate these topics into their classes. This workshop summarizes key research on effective ways to teach/learn business ethics subjects, and provides classroom-ready resources that can be used in a variety of business courses.

General Business

## A6 BUILDING BLOCKS FOR A SUCCESSFUL BUSINESS PROGRAM

**Lorie Guest, Nelson Education**

The purpose of this presentation is to provide ideas and suggestions to help retain students within the business discipline. Laying a solid foundation in Grades 9 and 10 will ensure effective retention and enrolment in senior business classes.

General Business

## A7 DAVID AND JACK'S LESSON MENU

**David Notman, Jack Wilson, Nelson Education**

Like a great pizza, your lessons should have a large selection of toppings to help create something unique and delicious. David and Jack provide the menu choices that will help make every one of your lessons incredibly tasty and will leave your students ordering more. A sumptuous offering delivered to you in 75 minutes or less.

General Business

## A8 SAVE THE TOUR!

**Marcia Cunningham, John Gregory, Deborah Clarke, Sponsored by CMA**

Show your students how thinking like a Certified Management Accountant can help them in their approach to business studies. Use scenarios taken from the real life music industry to demonstrate how a CMA uses the elements of strategy, management and accounting to help a touring rock band get back onto the road after their manager has unexpectedly quit. These activities are fun and engaging for students!

Accounting

## A9 BUSINESS CENTRAL: YOUR ONE-STOP ENTREPRENEURIAL CONNECTION

**Karen Jones, The Business Centre; Amy Hargrave, NearNorth DSB**

One-stop shopping for your entrepreneurial program! Participants will receive this comprehensive free resource binder and CD that includes a complete course pack of engaging activities, exercises, quizzes and an interactive student website for entrepreneurial classes.

Entrepreneurship

## A10 WORLD OF BUSINESS STUDENT WORKBOOK, 5TH EDITION

- THE DIRECTOR'S CUT

**John Pownall, Alyson Pownall, York Region DSB**

Ever wondered what didn't make it into the World of Business workbook? Hundreds of pages of assignments, exercises, activities, and other materials were left out in order to make the workbook page limit. Here's your chance to see what was excluded! Participants will receive a CD of director cuts for their BBI classes.

International Business

## A11 BUSINESS PLANS FOR INTERNATIONAL BUSINESS

**Bill Velos, Toronto DSB**

This interactive workshop allows teachers to learn how to prepare a business plan for either an international or domestic business. Teachers will be provided with classroom resources to guide students through the preparation of a professional Business Plan.

International Business

## A12 BUSINESS LEADERSHIP: CLASSROOM MODEL

**Marcello Lanni, York Region DSB**

Class organization, routines and activities and their implementation will be discussed in this session. In addition, Marcello will present the advantages of website creation and maintenance to support student learning. Resources will be provided.

Business Leadership

## A13 BAT RESOURCES FOR THE REVISED CURRICULUM

**Dan Pasic, Thames Valley DSB**

This session will provide participants with a compilation of accounting resources including tests, quizzes, assignments, and notes for BAT for the revised curriculum.

Accounting

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

## B1 SAMSA'S GREATEST HITS

**Al Samsa, Halton District DSB**

Al will highlight and distribute his absolute best lessons, ideas, and resources from over 20 years of teaching in BTT, Accounting, Economics, and more.

General Business

## B2 CREATING DIGITAL PORTFOLIOS USING WINDOWS MOVIE MAKER

**Albert Gauthier, NearNorth DSB**

Use movie maker to create exciting multimedia presentations in your business classes. Using BTT as an example, participants will leave the session with the ability to have their class create a digital portfolio using Windows Movie Maker. A resource CD will be provided for all participants. Movie maker is available on Microsoft 2000 and higher operating systems.

ICT

## B3 WEBPAGE DESIGN FOR DUMMIES

**Kathleen Moraghan, Simcoe County DSB**

A hands-on workshop (bring your own laptop) on how to create an informational website for BTT and an e-business website. Participants will walk away with worksheets and other materials to guide them through the dummy approach to teaching website creation.

ICT

## B4 YOU'RE MY HERO: BUILDING CHARACTER

**Karen Bond, NearNorth DSB, Barry Spilchuk, Author, Cup of Chicken Soup for the Soul**

Be a super hero and champion a "You're My Hero" story writing day in your school and community. Learn how you can facilitate the creation of a new book of inspiring stories of local heroes and earn significant funds for your educational community at the same time. Barry Spilchuk (co-author of Cup of Chicken Soup for the Soul) has developed a heartwarming new book series which honours local heroes and provides communities with the opportunity to recognize loved ones, while raising funds for organizations of choice. Karen and Barry will share their personal experience of this special "feel good" character-building project.

General Business

## B5 BUSINESS GAMES

**Rick Belisle, Nipissing-Parry Sound Catholic DSB**

Engage business students in your class by incorporating new reality type games such as "The Amazing Race" and "The Apprentice". Rick will share many activities he has developed to bring excitement to his business classes.

General Business

General Business

## B6 EFFECTIVE USE OF VIDEO IN THE CLASSROOM

**Ed Ponikvar, Dufferin-Peel Catholic DSB**

This session will include the do's and don'ts of how to effectively use video in the classroom. In addition, Ed will highlight strategies in knowing what viewing is available and when they are scheduled. A list of websites and links to weekly newsletters will be provided.

Entrepreneurship

## B7 COMMUNITY EVALUATED VENTURE PLAN

**Sean Pellow, Thames Valley DSB**

This session will teach you how to enhance the venture plan in BDI by involving entrepreneurs in your local community. Learn how their involvement engages students in the business plan process.

Accounting

## B8 ACHIEVE YOUR DREAMS

**Fred Burke, FCGA, CGA Ontario**

Learn about a new free textbook called Achieve Your Dreams by Setting Goals for the grade 10 career planning course. Authored by Fred Burke, CGA and test piloted with the help of the TDSB. The textbook follows the revised curriculum for the career planning course and provides new and innovative approaches for life and career planning.

Entrepreneurship

## B9 GUIDING THEIR ENTREPRENEURIAL SPIRIT

**Merri Macartney, Upper Grand DSB**

Some students know exactly what they want in terms of a future career, while others know exactly what they don't want, which is to work for someone else. Merri will share resources and strategies to help you guide your students' Entrepreneurial Spirit!

General Business

## B10 STUDENTS, TAXES AND THE UNDERGROUND ECONOMY

**Helen Fox, Canada Revenue Agency**

Learn from the experts about the Teaching Taxes Program and the how the underground economy affects us all!

International Business

## B11 INTERNATIONAL BUSINESS, TRADE, & ISSUES

**Matthew Lawford, Canadian Border Services Agency**

Find out the current issues on importing/exporting, NAFTA, customs specific issues in international trade and find out how "security trumps trade" and Canada must adapt to this new reality. All participants will receive a CBSA International Trade Information package.

Business Leadership

## B12 CONTROL THE PLANNING UNIT IN YOUR BOH COURSE

**Daniel Lustrinelli, Melina Spyropoulos, Halton DSB**

Take control of the Planning and Controlling unit of the BOH4M course. Daniel and Melina will present a unit of study that covers all the expectations of the BOH4M Planning and Controlling unit with numerous classroom-ready resources.

General Business

## B13 ONLINE CHARTS AND INDICATORS FOR SECURITIES MANAGEMENT

**Richard Bowering, Les Haydu, Halton DSB**

This session will outline the philosophies and information systems that are available on line for the securities management course. This will give your students insight into real life use of statistical securities information.

General Business

Session C (2:30-3:45 P.M.)

## C1 BTT: THE ONLY RESOURCE YOU NEED!

**Kara Hiltz, Doug Panasis, Laura Pinto, Nelson Education**

Laura and Kara will guide you through "Business Technology Today", Nelson's exciting new resource for BTT. You will get a chance to follow along in your own evaluation copy of the student book, explore the extensive teacher resource, and catch a sneak-peak of one of the video clips and lesson plans found in the ancillary CBC-DVD package. The authors will also demonstrate some of the great new technologies and activities that you can incorporate into your classroom.

ICT

## C2 E-PORTFOLIOS FOR ICT COURSES

**Liz Akano, Thames Valley DSB**

Learn how to meet the new expectations of ICT courses. This session will show you how to create E-portfolios using MS PowerPoint software. The session will include a step-by-step demonstration, along with teacher/student handouts.

General Business

## C3 CLICKERS IN THE CLASSROOM

**Peter Debrone, elstruction Canada**

This session will teach you how to integrate clicker technology into business classes. Engage and assess your students utilizing Examview questions supplied by publishers.

General Business

## C4 MEETING THE NEEDS OF STUDENTS IN AN OPEN-LEVEL CLASS

**Lucio Pavone, NearNorth DSB**

This session will provide classroom management strategies on surviving the challenges of today's open level business class. Teaching strategies will be shared on how to manage an open-level class and meet the needs of difficult students.

General Business

## C5 BUSINESS EDUCATION: BRINGING THE OUTSIDE IN

**David Notman, Author, World of Business, World of Marketing**

Learn how to use outside resources to make your business classroom more interesting, fun and connected to the real world of business. Case studies, resources, field trips, and decorating tips are all part of this workshop.

General Business

## C6 ENGAGING BUSINESS STUDENTS

**Toby Marr, DSB of Niagara**

Learn how you can use various teaching strategies to effectively engage our business students. You will explore how to tailor these structures to whatever business content you are teaching. Bring your creativity and share your ideas too!

Marketing

## C7 VALUES, TEAMWORK AND THE BUSINESS CLASS

**Halldan Kelly, Thames Valley DSB**

This workshop will provide an introduction to personal values, teamwork exercises and their applications to a business class. Halldan will illustrate how effective these techniques work in your marketing class.

Accounting

## C8 BRINGING THE CA ADVANTAGE INTO THE CLASSROOM

**Jennifer Diebolt, Karen Chcoski, Institute of Chartered Accountants of Ontario**

An overview and guide to the use of the ICAO's Teacher Colleague Program materials. This session will include best practices and idea sharing for use in accounting classes.

Entrepreneurship

## C9 DRAGONS' DEN ENTREPRENEUR

**Marc Forrat, La Chocolaterie Forrat**

Marc Forrat appeared on the first season of the Dragons' Den. Marc made a deal with the Dragons. Come listen to Marc's story on what happened after he appeared on the Dragons' Den.

Law

## C10 TEACHING CIVIL LIBERTIES: CONTROVERSY IN THE CLASSROOM

**Danielle McLaughlin, Canadian Civil Liberties**

When do freedoms go too far? What are "reasonable limits"? What are some key questions that help students learn the habits of democracy? Civil liberties resource materials will be distributed.

International Business

## C11 INTERNATIONAL BUSINESS: THE FLAT NEW WORLD

**George Baumann, Toronto DSB**

This session will take an insightful look on how to integrate the business trends, terms, globalization concepts, statistical and economic data based on "The World is Flat: A Brief History of the Twenty-First Century" (Thomas Freidman) into your BBB course.

Business Leadership

## C12 LEADING THE WAY IN BUSINESS LEADERSHIP

**Barry Wright, Lorie Guest, Lynda Anstett, John Wiley & Sons**

Our authors will present the new Schermerhorn, Management Fundamentals, Canadian Edition, Resources developed specifically to conform to the recently revised BOH4M curriculum. They will provide practical suggestions for a successful implementation the curriculum using our resources. An evaluation copy of the new text will be provided for participants.

General Business

## C13 FINANCIAL SECURITIES IN THE BUSINESS CLASSROOM

**Peter Belle, Toronto DSB**

Financial securities and their application in various business courses will be explored in this workshop. Peter's experience as a financial advisor with numerous designations (MBA, CFP, PFP, and CIM), will provide practical insight on this topic.

General Business

## D1 DREAMWEAVER FOR BTT

**Liz Akano, Thames Valley DSB**

Learn how to meet the new web-related expectations of the BTT course. This session will show you how to create web pages using Macromedia Dreamweaver 6 software. The session will include a step-by-step demonstration, along with teacher/student handouts.

ICT

## D2 BTT RESOURCE BUNDLE

**Jarrod Ruston, Joe Piskovic, Greater Essex County DSB**

Ideas and resources will be presented to engage your students in BTT, including resources developed using differentiated instruction. Resources will include a variety of word processing, spreadsheet, presentation software, web design and Internet activities.

ICT

## D3 LEARN TO EARN

**Gordon Claire Hainstock, York Region DSB**

This session will present practical tools that match adolescent approaches to learning with real world business skills.

General Business

## D4 ASSESSMENT AND EVALUATION FOR BUSINESS STUDIES

**Lucio Pavone, NearNorth DSB**

The primary purpose of Assessment & Evaluation is to improve student learning. Are we as business teachers teaching more and our students learning less? This workshop will support the business teacher in providing strategies to help you assess more and evaluate less! Participants will receive many practical assessment and evaluation tools (rubrics, checklists, portfolios, projects, presentations and tests) which could be tailored for use in any business class.

General Business

## D5 CBC IN THE CLASSROOM

**Tom Metzuzal, CBC**

Have you watched CBC lately? Attend this session to see how you can use and access CBC resources in many of your business classes.

General Business

## D6 VERBAL JUDO IN THE BUSINESS CLASSROOM

**Douglas Henrich, Halton DSB**

This session will provide an overview of verbal judo as a classroom management, teaching/learning strategy. What's in it for the teacher? What's in it for the kids? Verbal Judo teaches the philosophy of how to creatively deal with conflict, offering specific, powerful and useful strategies to resolve tense situations.

International Business

## D7 MARKETING THE SMART CAR - A COMPREHENSIVE SUMMATIVE

**Bill Schoenhardt, Carla Chiarotto, York Region DSB**

Be introduced to the Mercedes-Benz SMART car and receive a newly developed interactive case-study summative activity for your international business/marketing course. This culminating activity integrates all aspects of the marketing strategy including the marketing mix, SWOT, PEST, economic considerations, target markets, cultural/safety bias and more.

Entrepreneurship

## D8 ENTREPRENEURSHIP CHALLENGE

**Mary Jane Page, Halton DSB**

Resources, ideas and energy provide the diverse entrepreneur students with practical and engaging learning opportunities. Classic Toy Project challenges students to reinvent and market a Classic Toy. Learn about Fair Trade Week, Pizza Project and more ways to make curriculum meaningful and fun for student learning. Resources will be provided.

Entrepreneurship

## D9 DRAGONS' DEN ENTREPRENEUR

**Marc Forrat, La Chocolaterie Forrat**

Marc Forrat appeared on the first season of the Dragons' Den. Marc made a deal with the Dragons. Come listen to Marc's story on what happened after he appeared on the Dragons' Den.

General Business

## D10 INTRODUCTION TO BUSINESS PROJECTS, ACTIVITIES & RESOURCES

**Mark Tonin, Waterloo Region DSB**

Resources shared will include "something old, something new, something borrowed and ...". Attend this workshop and Mark will share his resources and ideas for engaging students in the BBI class.

International Business

## D11 INTERNATIONAL BUSINESS ACTIVITIES AND FITT RESOURCES

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

Exciting international business activities will be provided along with assessment and evaluation information. FITT resources will be provided that includes student and teacher handouts.

Business Leadership

## D12 BOH: PUTTING THE FUN IN MANAGEMENT FUNDAMENTALS

**James Biss, Paul Ford, Peel DSB**

For over five years, Erindale Secondary School in Peel has successfully run at least five sections of the BOH course. In fact, the course has a waiting list to join! The secret has been an experiential approach to the course which has led to success with a wide range of student abilities. In this workshop you'll learn how to replicate and lead this super hot senior business course - and have fun doing it!

Accounting

## D13 ETHICS AND ACCOUNTING

**Sally Gunz, University of Waterloo**

Professor Gunz will present and elaborate on the Cases in Accounting Ethics resource. She will focus on the use of the resources and the UW website to show how to integrate this topic into your accounting curriculum.

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

## E1 ELEARNING ONTARIO: TAKING CARE OF BUSINESS

**Rose Burton-Spohn, eLearning Ontario, Ministry of Education**

See a demonstration of the provincial learning management system and resource bank to discover what free materials the province has available for its business teachers. Then find out what new elearning courses will be available for the coming school year.

ICT

## E2 PHOTOSHOP MADE EASY

**Vicki Horley, Thames Valley DSB**

Learn the fundamentals of Photoshop in two lessons that you can use to learn the software yourself or teach it to your students. Abundant handouts and examples will be available that you will be able to use directly in courses such as BTT and BIX. Vicki will also show you several advanced techniques of Photoshop.

ICT

## E3 OPEN SOURCE SOFTWARE: THE FREE ALTERNATIVE

**Kara Hiltz, Peel DSB**

Do you want to introduce dynamic, new software applications to your classroom but have no budget? Welcome to the world of Open Source Software (OSS)! This presentation will introduce you to all of the amazing software available out there for free. You will get a chance to preview the applications, observe demonstrations, and find out how to introduce this exciting software in your class.

General Business

## E4 BOOTLE BAG OF BIZ ACTIVITIES

**Karen Bond, NearNorth DSB, Michelle Presotto, Halton Catholic DSB, Gail Trelford, Bluewater DSB**

This session will provide you with a variety of exciting ideas and practical classroom lessons to implement in your BBI, BMI, BDI, BAF and BBB classes. You will walk away with a bursting "Bootle Bag" of fun and engaging activities to enhance your classroom teaching!

General Business

## E5 ETHICS CONTEST, RESOURCES AND ACTIVITIES

**Margaret Parent, Ernest Ling, Insurance Institute of Canada**

This workshop will introduce the Insurance Institute's resource, "You're IN Business," and the new OBEA Ethics Contest. This session will incorporate the lesson plans on code of ethics, electronic communications, guiding principles and ethics in the workplace. An online quiz will be used at the end of the unit to test the students' knowledge and as entry to the contest.

General Business

## E6 HOW TO EFFECTIV

# OBEA 2008 Registration Form

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

Surname \_\_\_\_\_ First Name \_\_\_\_\_

Position \_\_\_\_\_ School Name / Affiliation \_\_\_\_\_

**School / Affiliation Address**

Street \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

**Home Address:**

Street \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Office Phone \_\_\_\_\_ Home Phone \_\_\_\_\_ Fax # \_\_\_\_\_ Email Address \_\_\_\_\_

Refer to workshop selections outlined in the Conference Program  
Please indicate FIRST and SECOND choices of workshop sessions that you would like to attend.

**Thursday, April 24th, 2008**

**Friday, April 25th, 2008**

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: \_\_\_\_\_

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: \_\_\_\_\_

Workshop Presenter:  no  yes  Thursday  Friday

Thursday Night Insurance Dinner - 6:30 - 8:30 p.m.

Registration Fees - (please circle one)	OBEA		Non		OBEA Student *	
	Member		Member		Must be OBEA Member to get this rate	
	Before March 30	After March 30	Before March 30	After March 30	Before March 30	After March 30
Full Conference April 24, 25 (parking included)	\$350	\$390	\$400	\$440	\$140	\$160
Thursday April 24 (parking included)	\$205	\$225	\$255	\$275	\$90	\$110
Friday April 25 (parking included)	\$205	\$225	\$255	\$275	\$90	\$110

Prices include GST

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

Total Conference Cost

Other Payment Options: Cheque  Visa  Mastercard

Credit Card No. \_\_\_\_\_ Expiry Date: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_

Please make cheque payable to: OBEA  
Your registration will NOT be processed until full payment is received.

Return manual registration selections and cheque to:  
Karen Bond c/o West Ferris SS  
60 Marshall Park Drive, North Bay, Ontario P1A 2P2  
Fax: 705-497-7945 email: [karenkbond@gmail.com](mailto:karenkbond@gmail.com)  
For Conference Information email: Karen Bond at [karenkbond@gmail.com](mailto:karenkbond@gmail.com)  
or 705-475-2333 ext 8552

**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, 2008.

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