



# Your Future is Our Business

The Road To  
**Success**  
NEXT EXIT 

- Accounting-ICT-Business Leadership 
- Marketing-Entrepreneurship-Law 
- International Business-Economics 

## Corporate Sponsors



**Business Studies**

Annual Conference of the  
Ontario Business Educators' Association

**April 19-20, 2012**

# Your Future is Our Business

Once again, it is our pleasure to invite you to join us at the annual OBEA Spring Conference held on April 19th and 20th at the Holiday Inn on Dixon Road, Toronto. The OBEA executive and PD committee have once again worked hard to provide an amazing selection of workshops and presentations covering all areas of business studies, with a focus on financial literacy, along with numerous vendor and corporate sponsor displays. This year our keynote speakers are **Gary Rabbior** and **Erin Bolger**.

Thursday's keynote is **Gary Rabbior**, who has served as President of the Canadian Foundation for Economic Education since 1981. Gary is heavily involved with provincial ministries of education promoting and improving economic and financial curricula in schools. He has authored numerous publications and has served as a director for a number of organizations including the Canadian Chamber of Commerce and the Canadian Bankers Association.

On Friday our keynote is **Erin Bolger**. Erin had already made a name for herself as a make-up artist, when she decided to follow her dream and publish a cheeky cookbook. "The Happy Baker-A Dater's Guide to Emotional Baking" has since been named one of the best cookbooks of 2010 by the New York Times. Erin has appeared on CBC's Dragons' Den and has her own web series on the Food Network. Come and hear this dynamic entrepreneur share the trials and tribulations she faced when taking her idea to the market.

Don't forget to register early and pass along this information to other business educators who might not be members. It is an outstanding PD experience for business educators in Ontario and a wonderful opportunity to learn, share and collaborate with fellow colleagues in Business Education.

*Kathi Bogue, Mike Atkins, Co-Chairs OBEA  
OBEA Vice-Presidents of Professional Development*

## Wine and Cheese Reception

Thursday, April 19, 2012  
Roof Garden  
4:00 to 6:00 pm

sponsored by  
**OBEA**

**Certified General Accountants  
Certified Management Accountants  
SAGE Software  
Investor Education Fund**

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

**Bring an ORIGINAL resource, get a DVD 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 DVD. OBEA will compile all of the resources and burn them on a DVD which will be provided free of charge to anyone who contributed. The DVD will be ready for pick-up before the end of each day of the conference.

**Sponsored by SAGE Software**

## Conference Hotel

The Holiday Inn Select Toronto Airport is located at 970 Dixon Road. The conference room rate is \$147.00 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.

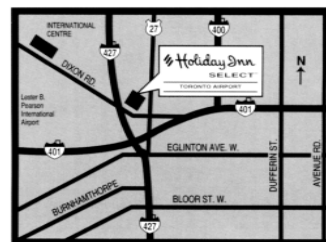
Directions:

**From #407:** Take Airport Exit; follow Airport Road; turn left at lights - hotel on left.

**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 31st, 2012**  
The room rate is not guaranteed after this date.



## A Special Thank You

**Raven Ellis, 1st Place Winner of the OBEA Poster Contest, for the brochure cover concept  
PEARSON EDUCATION and SENECA COLLEGE for co-sponsoring the ice cream break on Thursday  
FANSHAWE COLLEGE-SCHOOL OF BUSINESS & MANAGEMENT  
for co-sponsoring the refreshment break on Friday  
SAGE Software for sponsoring the Teachers' Resource DVD  
CGA, CMA, INVESTOR EDUCATION FUND, and SAGE SOFTWARE for sponsoring the conference bags**

# Financial Literacy: Working to Get It Right



***Some Things We Have Learned That Work  
- and Don't Work***

## **GARY RABBIOR**

*President, Canadian Foundation for Economic Education (CFEE)*

Gary Rabbior will share insights from experiences in the field of financial literacy from around the world – the lessons that have been learned so far and looking at things that appear to work - and others that don't. How can we best integrate financial education into the curriculum? What are the barriers – and the opportunities? What are some of the common mistakes? And what are some of the key things we need to consider – and do – if we are going to succeed and help students to build a successful financial future. Some think it can't be done. They're wrong!

### **Bio**

Gary Rabbior has been President of CFEE, a non-profit, non-partisan organization, since 1981. He works to improve economic and financial capability so Canadians are better equipped to undertake their economic decisions and actions with confidence and competence. Gary's activities extend to entrepreneurship and enterprise education and he has worked with the provinces to develop school curriculum, written a wide variety of learning resources, and coordinated development of education websites. Gary did work for the federal Task Force on Financial Literacy. He coordinates the Classroom Edition of The Globe and Mail and leads the Building Futures Project – a collaborative effort with provinces to integrate financial education. Gary was awarded the "Consumer Educator of the Year Award" by the Ontario Ministry of Consumer and Commercial Relations and the Outstanding Teacher Award by the University of Waterloo.

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## **For The Love Of Cake**



***The Journey from Emotional Baker to  
International Author***

## **ERIN BOLGER**

*Entrepreneur and Author of The Happy Baker*

Erin Bolger wrote her first cookbook while still in elementary school; and while she went on to pursue a career in make-up artistry, she continued to foster a love of all things flour, butter, and sugar. Throughout her twenties and early thirties Erin's precision work could be seen on the faces of television personalities at MuchMusic, CityTV, W Network, and So You Think You Can Dance Canada; however, she soon became notorious for the recipes she perfected while "emotional baking" as well as the humorous and sometimes torrid stories that spawned each new treat. It was then that Erin realized that she was most happy when baking. Erin will share her story of leaving behind a successful career to follow her dreams.

### **Bio**

Erin Bolger grew up in Blyth, Ontario and studied Fashion and Cosmetics at Humber College. She worked for MAC Cosmetics and as a make-up artist in print and television for nearly 17 years before dedicating herself to following her entrepreneurial dreams. Now an award-winning cookbook author, Erin has appeared on CBC's Dragons' Den and hosts her own Food Network web series. To find out more about Erin and find some of her fabulous recipes, please visit her website at <http://www.thehappybakerchick.com>.

# Thursday, April 19, 2012

## 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>Gary Rabbior</b> President, Canadian Foundation for Economic Education	Trillium Ballroom
10:00 - 10:15 a.m.	Announcements	
10:15 - 11:30 a.m.	<b>Workshop Session A</b>	(See Centrefold Details)
11:30 - 12:45 p.m.	Lunch Provided/Draws	Trillium Ballroom
12:45 - 2:00 p.m.	<b>Workshop Session B</b>	(See Centrefold Details)
2:00 - 2:30 p.m.	Ice Cream Break co-sponsored by <b>Pearson Education</b> and <b>Seneca College</b>	Trillium Ballroom
2:30 - 3:45 p.m.	<b>Workshop Session C</b>	(See Centrefold Details)
3:45 - 4:30 p.m.	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, SAGE Software, Investor Education Fund</b>	Roof Garden 12th floor

# Friday, April 20, 2012

## 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>Erin Bolger</b> Entrepreneur and Author of The Happy Baker	Trillium Ballroom
10:00 - 11:15 a.m.	<b>Workshop Session D</b>	(See Centrefold Details)
11:15 - 11:45 a.m.	Refreshment Break co-sponsored by <b>OBEA</b> <b>AND FANSHAWE COLLEGE - BUSINESS AND MANAGEMENT</b> Visit Publishers' and Business Displays	Trillium Ballroom
11:45 - 1:00 p.m.	<b>Workshop Session E</b>	(See Centrefold Details)
1:00 - 2:00 p.m.	Lunch Provided/Draws	Trillium Ballroom
2:00 - 3:15 p.m.	<b>Workshop Session F</b>	(See Centrefold Details)
3:15 - 3:45 p.m.	Election of OBEA Executive 2012-2013 Presentation to Retiring Executive, GRAND PRIZE DRAW and CLOSING	Trillium Ballroom

**PLEASE BE PUNCTUAL FOR ALL WORKSHOPS**

**All paid registrations as of March 31 will be entered in a draw  
for a 64G Blackberry Playbook!**

# Thursday, April 19, 2012

## Session A (10:15-11:30 A.M.)

Law and Economics

### A1 WHY PRIVACY MAKES GOOD BUSINESS SENSE

**Lonny Kates, Office of the Privacy Commissioner of Canada**

The Office of the Privacy Commissioner of Canada is committed to helping businesses fulfill their responsibilities under the Personal Information Protection and Electronic Documents Act (PIPEDA). PIPEDA is good news for both organizations and individuals. Individuals appreciate doing business with organizations that demonstrate a respect for their privacy rights, which can lead to a competitive advantage. This seminar is an opportunity to review/improve personal information handling practices.

General Business

### A2 ALL YOU WANTED TO KNOW ABOUT SPORTS, ENTERTAINMENT, AND FASHION MARKETING

**Emily Marotta-Kulcsar, York Region DSB**

The fields of sports, entertainment, and fashion play a huge role in our daily lives. In this workshop, participants will obtain an understanding of this Interdisciplinary course, as well as gain useful resources that I've developed over the years.

Marketing

International Business

### A3 USING BLOGS AND WIKIS IN THE BUSINESS CLASSROOM

**Catherine Gagnon, Ottawa-Carleton Catholic DSB**

I will present an activity that requires BBB4M students to create an itinerary and blog about a business trip to a foreign country. I will also demonstrate how we use a wiki to create a repository of information on corporate responsibility as it relates to environmental sustainability, a major global trend.

Information Technology

### A4 USING PHOTOSHOP AND MOVIE MAKER IN YOUR CLASS

**Laura Booth, Thames Valley DSB**

Attend this workshop to see how you can use Adobe Photoshop and Windows Moviemaker. This session will demonstrate how to design projects, and manipulate images and photos to produce effective graphic designs for various projects related to business courses. Bring a laptop to participate fully in this session.

General Business

### A5 GOOOOOOD MORNING OBEA

**John Graham, Trillium Lakelands DSB**

Streaming Radio has become very popular in recent years and has allowed broadcasters reach to go global. Join John in this session as he shares his students' experiences in running a school streaming radio station - Radio VLC ([www.radiovlc.com](http://www.radiovlc.com)). Learn how to get started in streaming radio and discuss the benefits, as related to student engagement, voice, and authentic learning in a problem based learning environment.

Accounting

### A6 WHY BUY TEXTBOOKS IN ACCOUNTING?

**Jeff Boulton, Halton DSB**

Tired of the same old questions? Concerned about integrity and too much cheating on accounting assignments? I have comprehensive assignments for most key concepts in Grade 12 accounting just like you do, with one difference: mine generate infinite versions with the corresponding answer key at the press of a button. Bring a laptop to learn how to use them, and you can have them for free!

General Business

### A7 BUSINESS LUNCH MARKET: A HANDS-ON ISU

**Tracy Dinn, Donna Ryan, Durham Catholic DSB**

Get a comprehensive ISU package which includes all the necessary handouts and teaching instructions/plans leading up to a one-day Lunch Market. Preparation for this ISU takes place over 6 weeks (1 class/week) which leads up to a selling day. This ISU currently combines students from BB120 and BOH4M or can be altered for either class. This semi-annual ISU has been a catalyst for increasing interest and enrollment in the senior Business classes.

Accounting

### A8 NEW RESOURCES FOR YOUR ACCOUNTING CURRICULUM:

**Vic D'Amico, Pearson Canada**

Resources to address International Financial Reporting Standards, HST, Business Ethics, career education, financial analysis and decision-making will be presented using a variety of tools. A website that includes accounting links, templates, Sage Simply Accounting and QuickBooks templates, and many other tools, will be demonstrated along with The Accounting Cycle software that can be used by teachers and students alike.



### A9 SIMULATIONS AND ACTIVITIES

**Alisa Rine, David Quan, York Region DSB**

This workshop will provide classroom-ready simulations and activities to engage students, and support the teaching of critical thinking skills, by equipping students with the tools for economic reasoning.

General Business

### A10 WAZ APP

**Amy Hargrave, Near North DSB**

Do you have an Apple or Android device? If so, this session is for you. Sign up so you can learn about all of the free, cool Apps that will enhance your teaching and take it to the next level!

General Business

### A11 FIELD OF DREAMS: FIELD TRIPS TO ENGAGE YOUR STUDENTS

**David Thairs, Toronto DSB**

Explore the fundamentals of planning and executing a business field trip to remember. The focus is on Toronto and other areas. Share your ideas and resources. Trip ideas with accompanying assignments and helpful tips for navigating the administrative requirements will be explored.

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

General Business

### B1 FINANCIAL LITERACY - WELCOME TO THE CITY

**Aly Hirji, Toronto DSB**



Financial Literacy at your fingertips!!! A very valuable resource called "The City" which is a financial literacy life skills resource will be demonstrated in this workshop. This package is an 11-module learning program that teaches students financial skills that they can carry with them throughout their lives. Learn how to incorporate the Ministry of Education's new Financial Literacy Scope and Sequence within your classroom to meet and cover the Curriculum Expectations. Resources, websites and materials will be provided during this session.

General Business

### B2 THE BEST KEPT SECRET IN BUSINESS: CO-OPERATIVES

**Kerr Smith, Ontario Co-operative Association**

Despite the economic crisis, Co-operatives & Credit Unions have not only sustained, but in some cases, thrived. Find out why the United Nations has designated 2012 to be the Year of Co-ops, with tons of free resources and information for you and your students on this unique and groundbreaking business model.

Information Technology

### B3 GOOGLE FOR BIZ

**Mary Jane Page, Halton DSB**

One free Google account opens the world of Google's interactive and collaborative tools for education. We will look at specific Business studies examples, lessons and activities that make use of Google tools: Advanced Search, Google sites, Gadgets, Docs, Picasa, Youtube, Maps, Trends, Reader, and more. This workshop will provide technology and digital literacy skills that your students can use in their future studies

General Business

### B4 THE ROLE OF ASSOCIATE TEACHERS IN BUSINESS EDUCATION

**Peter Huang, Peel DSB & Ivana Skobo**

This workshop will introduce participants to a variety of strategies that enhance the effectiveness of associate-student teacher learning experiences. Student teachers are the next generation of business educators and it is important to take the time to help them develop their professional growth.

Business Leadership

### B5 ENGAGING ASSESSMENT AND EVALUATION STRATEGIES FOR BOH4M

**Michael Pelc, York Region DSB**

Back by popular demand! Michael will be showcasing assignments and formative activities for Business Management Leadership -BOH4M. Teachers leave with classroom ready resources!

General Business

### B6 CREATING SAFE, STRONG AND FREE CLASSROOMS FOR ALL!

**Mohini Athia, Toronto DSB**

Interested in helping create safe, strong and free classroom environments for all, that effectively address bullying and equity & inclusion? Safe@School is an innovative province-wide initiative (by COPA and OTF) designed to create positive change. You will leave with COPA's tools, resources (teachers' guides, posters, buttons and DVDs) and practical strategies to foster equitable and inclusive schools from a unique empowerment based approach.

## General Business

### B7 HOW I MET A DRAGON AND OTHERS ON TWITTER

**Michael Goldberg, Toronto DSB**

"Why would I ever waste my time with Twitter?" At this workshop, you'll find out how to use Twitter productively, getting the latest information on any business topic in no time. You'll find out how students, parents and the greater community can benefit from your Tweeting. You'll also find out how to keep track of your courses using Twitter and an online calendar. "Follow me" and I'll show you how to make Twitter work for you and your classes.

## Marketing

### B8 SOCIAL MEDIA MARKETING AND SOCIAL SHOPPING NETWORKS

**Kari Peters, Toronto DSB**

Group on! Twitter! Facebook! You may love these and other forms of social media, or you may not. Either way, there is big business in Social Media. This workshop will explore the growing world of both Social Media Marketing and Social Shopping Networks. This session covers classroom activities that will get students up to speed on the business side of their social life!

## Information Technology

### B9 MAKING CURRICULUM INTO AN APPS = CAREERS REAL TIME

**David Oppenheimer, Ian Da Silva, Toronto DSB**

"Are you in the cloud?" "Is that an App?" Learn how to harness the power of Google Docs, converge in the cloud and embed ICT into a rich, real-time 'app-like' experience that will leave them wanting more. This workshop is ideal for SHSM teachers and cross-curricular programming. Challenge students to embrace emerging productivity tools, explore current issues and build sustainable careers for their future.

## Accounting

### B10 BLENDING LEARNING TOOLS FOR BAF AND BAT

**Edward Panning, Peel DSB**

This workshop is an overview of blended learning tools provided by textbook publishers that enhance your accounting teaching experience and provide improved outcomes for students with different learning styles. Blended learning tools such as onscreen presentations, streamed videos, customized readings and online assignments in the Grade 11 and 12 accounting classroom will be highlighted.

## Entrepreneurship

### B11 BUSINESS PLAN WIZARD AND FUTURE ENTREPRENEURS

**Madge Linton, Ministry of Economic Development and Trade**

Learn about resources that are designed to support teachers and the Business Studies curriculum, including Introduction to Business (BBI). Developed by the Ministry of Economic Development and Innovation in conjunction with the Ministry of Education, the Business Plan Wizard and Future Entrepreneurs meet the curriculum expectations of many Business courses in Grades 7 to 12 and have been approved by Curriculum Services Canada.

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

## Accounting

### C1 CMA GREEN CASE WORKSHOP

**Michael Klein, Deborah Clark, CMA Ontario**

"Green the Event" brings environmental education into Business Education classrooms. This case study provides an integrated approach that helps students develop skills and perspectives relevant to environmental issues in business. "Green the Event" supports the teaching and learning of environmental issues, which supports CMA Ontario's commitment to education and career development.

## Entrepreneurship

### C2 BUSINESS CENTRAL

**Krista Pedersen, The Business Centre Nipissing Parry Sound Inc., Amy Hargrave, Near North DSB**

Business Central is a one-stop online resource developed by The Business Centre Nipissing Parry Sound Inc. Attend the Business Central seminar to receive free copies of the Business Central curriculum, our new interactive Entrepreneurship online game, and the educator's tool kit. These

## 11 FREE OBEA FULL SPRING CONFERENCES!

(Sponsored by OABEC -Ontario Association of Business Education Coordinators)

Eleven Business Studies Classroom teachers

(no more than one per district) will have the opportunity to win a

**FULL 2012 OBEA SPRING CONFERENCE REGISTRATION.**

All you have to do is submit your name.

Full details can be found at [OBEA.ca](http://OBEA.ca).

Your name must be submitted by March 8.

tools and resources are meant to supplement your existing curriculum and provide you with ideas on how to actively involve your students in the learning process.

## Business Leadership

### C3 APPRENTICE CHALLENGES AND TEAMBUILDING

**Laura Booth, Thames Valley DSB**

This workshop is designed for teachers of any senior level business courses with specific references to BOH4M1. A Personality Profile & Marketing Package will focus on understanding and working with all personality types. Learning activities and competitions are based on the hit television show The Apprentice. Assessment and evaluation rubrics will be provided for each activity. Differentiated instruction strategies included in these activities will demonstrate enhancement activities, content modifications, product modifications and a variety of different group work approaches. Bring a laptop to participate fully in this session.

## General Business

### C4 FINANCIAL LITERACY: GETTING ENTHUSED ABOUT GETTING INFUSED

**Dan Pasic, Jeff Balch, Thames Valley DSB**

Learn how the Ministry's Financial Literacy initiative has impacted curriculum and learn what resources are available for your business courses. A variety of resources/strategies and how they can be implemented will be shared. To participate fully, please bring a USB and laptop to the session.

## Entrepreneurship

### C5 THE COMPLETE ENTREPRENEURSHIP VENTURE DRAGONS' DEN SUMMATIVE

**Mike Tarantino, Halton DSB**

This workshop will cover the complete entrepreneurship Dragons' Den summative with extra time spent on the "in the street project".

## Information Technology

### C6 RAVING ABOUT BTT101

**Kelvin Yip, Toronto DSB**

Do you have trouble engaging your students in the Gr.9/10 BTT course? This workshop is filled with ready-made lessons, activities, assignment outlines, rubrics, culminating exercises, etc. that are perfect for your classroom. Learn about the strategies that incorporate technology (e.g. Moodle, Video Cameras and cell phones) to enhance engagement and differentiate instruction. Your students will be raving about your BTT course so much that they will continue their studies in Business!

## General Business

### C7 OVERVIEW OF PAY EQUITY GENERAL REQUIREMENTS

**Veronique Soldini, Education Officer, Ministry of Labour - Pay Equity**

This workshop will give an overview on how to achieve pay equity and what are the minimum requirements under the Pay Equity Act.

## General Business

### C8 THE FUNCTIONS OF BUSINESS

**Lisa Weir, Daniel Lustrinelli, Halton DSB**

Add some FUN to the Functions on Business in your BBI class. Lisa and Daniel will present a unit of study that covers all of the expectations of the Functions of Business unit in the BBI curriculum with numerous classroom-ready resources.

## Law and Economics

### C9 CREATIVE RESOURCES FOR ECONOMICS

**Brian Raposo, York Region DSB**

See how you can creatively present key fundamental economic concepts and theories to increase student engagement. Edmodo, Gapminder, videos, cartoons, e-portfolios, Xtranormal, and web resources will be showcased.

## Accounting

### C10 TEACHING BAF3M1 WITHOUT A WORKBOOK

**Stewart Todd, York DSB**

Can you really teach Grade 11 Accounting without using a workbook or course pack? Yes you can! This session will provide you with a look at some of the technologies that can help you create your own paperless Accounting Classroom! Come and see some of the exciting things you can do to engage your students in an interactive class.

## International Business

### C11 GLOBALIZATION: SESAME STREET TO SPORTS

**Karen Bond, Near North DSB**

Whether it's Big Bird or Sidney Crosby, expanding a brand to a new foreign market can pose new challenges for businesses. Learn how the globalization of well known sport and entertainment brands reflect the internationalization process and walk away with a variety of differentiated, classroom-ready instructional resources that will excite your students in learning how localized sports and entertainment companies distinguish their products to become globally-recognized brands.

# Friday, April 20, 2012

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

### **D1 OLD WOMAN, NEW TRICKS...SURVIVAL TECHNIQUES WHEN TEACHING MARKETING**

Marketing

**Sheila Weidinger, Waterloo Region DSB**

A hands-on and creative workshop showing teachers (both young and old) how to survive teaching the marketing students of today. Strategies and creative exercises will be shared in this presentation based on over two decades in the classroom.

### **D2 GROWING (SUCCESS) PAINS?**

**Jeff Boulton, Halton DSB**

Frustrated? Another noble idea - but not being implemented properly? Looking for a way to make sense of this and make it work, with or without technology? Bring a laptop and you'll see how I've had AMAZING results with simple and easy to use techniques, and learn how you can too. I'll give away everything I use if you want it!

### **D3 PODCASTING 101**

**John Graham, Trillium Lakelands DSB**

John will discuss why every business studies classroom should be podcasting on a regular basis. Examine the pedagogical benefits associated with student podcasting and learn the basics to get your classes started. The use of Audacity, an open source audio recording and editing application, will be explored. Those attending John's Streaming Radio Thursday session will also benefit from this session.

### **D4 DEVELOPING CREATIVE THINKING**

**Diana Prior, Roy Parteno, Dufferin-Peel Catholic DSB**

This will be a hands-on audience participation workshop that will assist teachers in developing creative thinking skills in any business course. Why creative thinking? In 2009 Ontario released a report in conjunction with the Rotman School of Management that stated the creative thinking skill development is needed for the future success of business in the province. You will walk away with resources and ideas that you can use in your classroom.

### **D5 GLOBAL CITIZENRY AND SOCIAL ACTION IN THE BUSINESS CLASSROOM**

**Stephanie Busted, Halton DSB, Kristin Tracy, Kawartha Pineridge DSB**

This workshop will focus on teaching through the framework of ethics, social justice, and responsible citizenship. Numerous assignments, resources, and media will be provided to use in your business classroom in order to help promote ethical business practices and global citizenship.

### **D6 SAGE SIMPLY ACCOUNTING FOR BEGINNERS**

**Jennifer Warawa, Sage Software**

There are many ways to bring Sage Simply Accounting into your business and accounting classes that will truly engage your students. In this session, Sage Simply Accounting Version 2012 will be demonstrated using practical examples that teachers can put into practice in their classroom immediately, including processing daily transactions, various reports and viewing the audit trail. Attendees will also be provided with exercise and online exam information that they can use in the classroom. Note E6 will focus on more advanced features.

### **D7 "MOODLE" FOR THE MASSES**

**Jennifer Rashotte, Eric Dunbar, Toronto DSB**

What's a "Moodle" you ask? Have you been wondering how to create a blended learning environment for your business classes-a mix of technology and paper based learning? In this session we will introduce you to the free online learning management system called "Moodle", from both a student and teacher perspective. You can administer quizzes, create glossaries, collect work, communicate marks, open up a discussion forum and so much more. Bring your own laptop to try it out!

### **D8 GLOBAL ECONOMIC DATA - IT'S ALIVE!**

**Bryan Bailey, Hill Academy**

In an increasingly data-driven society, how can we bring global economic data into the classroom in a way that is accessible to students (and teachers!)? Introducing Gapminder World, an engaging, free online resource that demystifies the data with interactive, graphical animations. Strategies utilizing this resource will be explored, with a focus on International Business and Economics courses.

### **D9 FINANCIAL LITERACY, ETHICS, AND MARKETING: DRAGONS' DEN, DOC ZONE, MARKETPLACE**

**Kevin Chlebovec, CBC Learning, Susan Young, Avon-Maitland DSB**

This workshop will show you how you can use CBC video resources to enliven Business courses with Dragons' Den, Marketplace and Doc Zone. Help students take an ethical stand related to marketing, develop a clear understanding of how customer service affects the bottom line, and talk the talk of business (financial literacy).

### **D10 GLOBAL ENTREPRENEURSHIP WEEK**

**Amy Hargrave, Near North DSB**

Global Entrepreneurship Week (GEW) is an international movement designed to inspire millions of young people to embrace innovation, imagination and creativity through entrepreneurship. Attend this session to receive FREE resources that will help you and your students become involved!

### **D11 THE MOCK TRIAL SUMMATIVE**

**Debralee Lloyd-Graham, York Region DSB**

Learn how to implement a Mock Trial activity in your Law class. This is a perfect summative activity. Many ready-to-use classroom resources will be shared.

### **D12 SOCIAL NETWORKING IN BUSINESS EDUCATION CLASSROOMS USING EDMODO**

**Peter McAsh, Avon-Maitland DSB**

Edmodo is a FREE social networking system designed specifically for education. This session will focus on ways that you, as a Business Studies Educator, can use Edmodo. Current Edmodo users are encouraged to attend this session to share in the discussion.

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

### **E1 LEARN WHAT THE TECH SAVVY STUDENTS KNOW**

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

Our students live in a different world than what they experience in the classroom. Come learn about the digital tools that students have access to and see how you can put them to work in your classroom.

### **E2 SENIOR MARKETING TEAM TEACHING WITH BTT**

**Laura Booth, Thames Valley DSB**

This workshop outlines a culminating activity created to collaborate between Senior Marketing and BTT classes. Teachers will learn how to connect these two popular classes and engage all of their students. Classroom ready resources will be distributed.

### **E3 FINANCIAL LITERACY IN BUSINESS**

**Chris Allum, Investors Ed**

This workshop will provide teachers with curriculum-based financial literacy resources that are engaging, age appropriate, and provide financial information that is relevant to students. Strategies and classroom-ready resources to develop your students' financial skills are available. Bring a laptop to participate fully.

### **E4 WAVE ACCOUNTING: THE NEXT GENERATION OF ACCOUNTING SOFTWARE IN YOUR CLASSROOM**

**Rickesh Kotecha, Scott Zandbergen, Wave Accounting**

In this seminar, teachers will gain a better understanding of how Cloud Computing can be maximized in education. Using Wave Accounting, students are able to apply conventional accounting principles, but through a new and innovative approach. Participants will discover how this simple and effective platform can assist with the technology expectations of both the BAF3M and BAT4M courses. Wave Accounting is a free Canadian-based application and is compatible with MAC and PC platforms.

### **E5 BUSINESS 'LABS' - CLASS ACTIVITIES FOR BBI**

**Ed Hicken, Upper Grand DSB**

This workshop provides hands on, marking optional activities for BBI. Low tech, easy-to-organize 'lesson reinforcers' that kids enjoy and participate in without needing marks to motivate. Field tested many times.

General Business



Entrepreneurship

Law and Economics

General Business

Information Technology

Marketing

General Business

Accounting



Grades 9 & 10



**E6 - SAGE SIMPLY ACCOUNTING - ADVANCED****Jennifer Warawa, Sage Software**

There are many ways to bring Sage Simply Accounting into your business and accounting classes that will truly engage your students. In this double session, Sage Simply Accounting Version 2012 will be demonstrated using practical examples that teachers can put in to practice in their classroom immediately, including processing daily transactions, various reports and viewing the audit trail. Attendees will also be provided with exercise and online exam information that they can use in the classroom. This is a double session with the first session focused at a beginner level and the second session on more of the advanced features.

General Business

**E7 SHOW BIZ****Tom Nadasdi, York Region DSB**

If you need a movie to tie into your class, unit, or lesson, or you need an emergency lesson, Tom will showcase his collection of movies applicable to the Business Curriculum. Assignments to go with the movies will also be available.

Entrepreneurship

**E8 WEB 2.0 TOOLS FOR ENTREPRENEURSHIP****Mary Jane Page, Halton DSB**

This workshop will take a closer look at some of the free tools and resources that are available for your entrepreneurship courses. New assignments, with rubrics and exemplars along with new technologies (Google, You Tube, Jing, Picasa, Facebook, Twitter and more) will be shared. Improved student engagement is the goal here.

General Business

**E9 CLICKERS AND CELLPHONES IN THE CLASSROOM****Aly Hirji, Toronto DSB**

Technology will continue to be a part of your students' lives. It can be used productively as part of their learning. This workshop will teach you how to use clickers and cellphones in an engaging way in BBI classrooms and beyond. Classroom ready resources will be provided as part of this session.

General Business

**E10 WEB PAGES MADE EASY****Al Samsa, Halton DSB**

Tired of fighting with html, Dreamweaver or whatever to make your web page work? Learn the easy world of blogs, wikis and other platforms to create your web presence. Involve your students to make your web pages a dynamic and collaborative experience. Bring on the next TPA!

General Business

**E11 FINANCIAL SECURITIES THINK TANK****Michael A. Goldberg, Bilal Mirza, Toronto DSB**

Get ready to find out everything you need to know about the Financial Securities course. Whether you are a seasoned IDC4U veteran, or offering the course for the first time, you'll come away with plenty of classroom-ready resources and a network of like-minded teachers.

International Business

**E12 MAKING IT REAL****Amy Hargrave, Near North DSB**

Let's show students how important international business is in our local communities. This session will focus on a local project designed to demonstrate the importance of IB on a local level. Many resources will be shared to help you get started!!!

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

Information Technology

**F1 WEB BASED SOFTWARE THAT ADD CHOICE TO STUDENT PROJECTS****Bruce White, Bill Schreiter, Thames Valley DSB**

Differentiated Instruction and Multiple Intelligence present teachers with a challenge to engage students. There is an arsenal of free and web based tools that can interest students and encourage student buy-in.

General Business

**F2 INTRO TO DECA****Ruth Daly, Halton DSB**

What is DECA? Why get involved? How can your students benefit? DECA is a growing International Organization. DECA provides fun and engaging ways to challenge your students at all levels. Individual and team competitions, resource materials, leadership, presentation, and field trip opportunities can be used in the classroom or as an extra curricular group.

**F3 CHARITY IN THE COMMUNITY FOR BUSINESS STUDENTS****Shayne LaPlante, Halton DSB**

Grade 10 Business Students at Burlington Central High School have helped to generate over \$40,000 for a variety of Community Charities. The students take on roles and responsibilities in the areas of Operations, Marketing, Production, Communication, Accounting/Finance, and Ethics. In the end they host a charity event. Positive publicity is attained because of the partnerships we are able to form.

International Business

**F4 CASE STUDY METHOD FOR IB****David Thairs, Toronto DSB**

Students excel in the classroom when they are given a chance to apply their knowledge. Learn the step-by-step process to teach case studies. Resources provided!

General Business

**F5 CAREERS IN BANKING****Eric Appleyard, TD Bank**

This session will explore different career opportunities in the banking industry. It will provide insight into the knowledge, skills and abilities that banks look for in prospective employees. The presentation will conclude with an exercise that examines how a bank makes its lending decisions.

Accounting

**F6 - ACCOUNTING 1- NEW EDITION****Tim Ireland, Pearson Publishing**

Topics will be presented from the new edition of Accounting 1 by Syme, Ireland and Dodds. He will provide an overview of features in the 7th edition and show how new text materials guide students in creating their own exercises. Included in this "constructivist" activity that spans 3 chapters are strategies that enable students to share their work online using Web 2.0 applications. Tim will conclude by examining how online tools can help teachers implement Accounting 1 in their courses.

General Business

**F7 - FINANCIAL LITERACY****Robin Taub, ICAO**

"Author and Presenter, Robin Taub, CA delivers a session on Financial Literacy for teachers and parents. This session is applicable both in the classroom and provides resources for keeping your personal financial house in order. Session participants will receive a USB with ICAO resources and a copy of Robin's book."

International Business

**F8 USING BLOGS AND WIKIS IN THE BUSINESS CLASSROOM****Catherine Gagnon, Ottawa-Carleton Catholic DSB**

I will present an activity that requires BBB4M students to create an itinerary and blog about a business trip to a foreign country. I will also demonstrate how we use a wiki to create a repository of information on corporate responsibility as it relates to environmental sustainability, a major global trend.

Marketing

**F9 TWITTER IN THE BUSINESS CLASSROOM****Kari Peters, Toronto DSB**

Do you tweet? Businesses do! More and more businesses are turning to Twitter to connect with their customers. Learn how you can use Twitter in your business classroom to engage students, connect with businesses, teach students about this growing marketing trend and have some fun!

Entrepreneurship

**F10 ENGAGING ENTREPRENEURIAL STUDENTS TOWARD SUCCESSFUL BUSINESS PLANS.****Fern Lackenbauer, DSB of Niagara**

Teaching entrepreneurial students can be challenging. In this workshop, I will share many resources and strategies I have used to motivate and engage my students. I will also introduce contests and avenues in which students can win prizes and/or money by developing a successful business plan.

Information Technology

**F11 MICROSOFT IT ACADEMY PROGRAM****Steve Maric, Karen Truyens, CCI Learning**

This workshop will be a presentation and Q&A outlining the Microsoft ITA program highlighting its features and benefits. All who participate will receive a Value of Certification from CCI Learning.

General Business

**F12 BUILDING A PERSONAL LEARNING NETWORK.****Peter McAsh, Avon-Maitland DSB**

Each of us has a PLN (Personal Learning Network). This session will cover the elements of a PLN and the tools that we can use to develop, nurture, and utilize our PLN.

# OBEA 2012 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 19th, 2012

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 20th, 2012

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)

All Conference fees are subject to 13% HST. Membership must be current at the time of registration for membership rates.

	OBEA Member		Non Member		OBEA Student * <small>Must be OBEA Member to get this rate</small>	
	Before March 31	After March 31	Before March 31	After March 31	Before March 31	After March 31
Full Conference April 19 and 20 (parking included)	\$370	\$410	\$420	\$460	\$160	\$180
Thursday April 19 (parking included)	\$225	\$245	\$275	\$295	\$110	\$130
Friday April 20 (parking included)	\$225	\$245	\$275	\$295	\$110	\$130

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

HST 13%

Total Conference Cost

For Conference Info email: Kathi Bogue at [k.bogue@tvdsb.on.ca](mailto:k.bogue@tvdsb.on.ca)  
519-452-2700 ext 61022 or Mike Atkins at  
[michaelatkins67@gmail.com](mailto:michaelatkins67@gmail.com) 905-640-1433 ext 4100

\* 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 on or before March 31, 2012.