

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). 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.

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!

General Business

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.

General Business

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.

General Business

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.

General Business

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.

Accounting

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!

General Business

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.

International Business

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

General Business



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).

Entrepreneurship

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.

Law and Economics

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.

General Business

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.

Information Technology

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.

Marketing

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.

General Business

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.

Accounting



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.

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, YouTube, 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.