

Transform Your Future



Annual Conference of the Ontario Business Educators' Association

April 23-24, 2015

Corporate Sponsors:



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Business Studies: Transform Your Future

It is our pleasure to invite you to join us at the annual OBEA Spring Conference. The Conference will be held on April 23rd and 24th, 2015 at the Holiday Inn Express on Dixon Road in Toronto. The OBEA Executive and PD Committee have once again worked hard to provide an excellent selection of workshops and presentations along with vendor and corporate sponsor displays. Inside the brochure, you will see a wide variety of workshops covering all areas of business studies with a focus on financial literacy, SHSM, technology, teaching strategies and everything google. On Thursday, our keynote will be **RANDALL CRAIG**. On Friday, our keynote is **ROBIN TAUB**. Please be sure to register early and pass this information along to other business educators who may not be members. It is a wonderful PD experience for business educators in Ontario and a chance to learn, share and collaborate with your colleagues from across the province.

Amy Hargrave, Kevin Johnstone, Co-Chairs OBEA,
Vice-Presidents of Professional Development

Remember to Apply for PD Funds from your Administration and your Federation

Wine and Cheese Reception

Thursday, April 23rd, 2015
Roof Garden
4:00 to 6:00 pm

sponsored by
The University of Waterloo
School of Accounting and Finance

12th Annual Teachers Helping Teachers...

Bring an ORIGINAL Resource, get a DVD of resources in return!

To promote resource sharing, we are asking those attending the conference to bring an ORIGINAL classroom resource. 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.

Room rates are \$139.00 Standard, \$149.00 King plus taxes (Single or Double) (Parking Included)

For reservations, call 416-798-5805 or 1-866-568-0059 and ask for the OBEA room rate.

In order to get this rate, registrants must reserve a room by

April 7, 2015

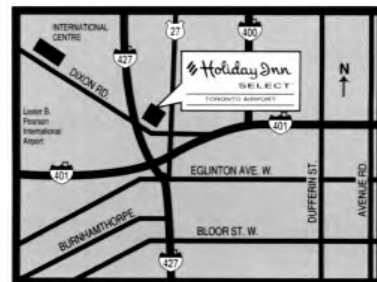
The room rate is not guaranteed after this date.

Directions:

From #407: Take the #427 south exit then 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



A Special Thank You

Holly George, 1st Place Winner of the OBEA Poster Contest for the brochure cover concept

SENECA COLLEGE for sponsoring the ice cream break on Thursday

LAWRENCE KINLIN SCHOOL OF BUSINESS - FANSHAW COLLEGE and OBEA

for co-sponsoring the refreshment break on Friday

SAGE Software for sponsoring the Teachers' Resource DVD

THE UNIVERSITY OF WATERLOO - SCHOOL OF ACCOUNTING AND FINANCE

for sponsoring the Thursday Wine and Cheese Reception

CPA and SAGE SOFTWARE for sponsoring the conference bags

SOCIAL MEDIA WITHOUT WASTING YOUR TIME OR LOSING YOUR IDENTITY



RANDALL CRAIG

Author and President, 108 ideaspace

It's all the rage to talk about LinkedIn, Facebook, and the 500+ other social networks that exist. In fact most organizations - and many people - already have a profile on at least one. But how do you use these tools personally and professionally, without wasting your time? And how can you avoid the "dark side" and protect against identity theft, privacy issues, and other threats? As business educators, you have a dual perspective: what is the underlying marketing models - beyond the 4Ps - and how might Social Media be used both personally and professionally to engage your students - and collaborate with colleagues. Based on the research in his books, Randall Craig provides practical advice and insight.

BIO

Randall Craig has founded several successful start-ups, held a long-time position at a "big-four" consulting firm, and is the president of 108 ideaspace. He has been intimately involved in Internet strategy since 1994, when he put the Toronto Star online, several major school boards, (as well as over 100 other major organizations since then.) Randall lectures at the Schulich School of Business, blogs for the Huffington Post, and hosts Professionally Speaking TV. He is the author of seven books including Online PR and Social Media and the Everything Guide to Starting an Online Business. Randall serves on the National Board of the Canadian Association of Professional Speakers, and has earned a CFA, MBA, CMC, and CSP. More at www.RandallCraig.com.

RAISING MONEY - SMART KIDS



ROBIN TAUB

Best Selling Author

Robin Taub is the best-selling author of *A Parent's Guide to Raising Money-Smart Kids*. In her presentation, Robin will talk about why it's important to teach kids about money as well as some of the challenges parents face. Robin will explain how to address age appropriate money-related topics with young kids, pre-teens, teenagers and emerging adults. She will provide specific tips and examples about saving, earning, budgeting, smart spending, allowance, credit & credit cards, family philanthropy and investing.

BIO

Robin Taub is a Chartered Professional Accountant, a financial literacy consultant, speaker, blogger and best-selling author. Robin has held professional positions in both audit and taxation at two of Canada's largest accounting firms, spent five years in the complex world of Derivatives Marketing at Citibank Canada and currently works with various organizations to create financial literacy information, programs and resources. Robin holds a Bachelor of Commerce degree from the Rotman School of Management at the University of Toronto. Robin is also passionate about improving opportunities for women CPAs to advance into positions of leadership and is Chair of the Chartered Professional Accountants of Canada's Women's Leadership Council. Robin is the mother of two teenage children. She lives in Toronto and enjoys an active family life including cycling, hiking, snowboarding, music, travel, and reading.

Thursday, April 23, 2015

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 - RANDALL CRAIG Author and President, 108 ideospace	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 Seneca College	Trillium Ballroom
2:30 - 3:45 p.m.	Workshop Session C	(See Centrefold Details)
3:45 - 4:30	Counsellors' and PD Chairs' Meeting	Suite 1146
4:00 - 6:00 p.m.	Wine and Cheese Reception EVERYONE WELCOME sponsored by The University of Waterloo - School of Accounting and Finance	Roof Garden 12th floor

Friday, April 24, 2015

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 - ROBIN TAUB Financial Literacy Consultant, best selling Author	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 Lawrence Kinlin School of Business - Fanshawe College and OBEA 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 2015-2016 Presentation to Retiring Executive, GRAND PRIZE DRAW and CLOSING	Trillium Ballroom

PLEASE BE PUNCTUAL FOR ALL WORKSHOPS

All paid registrations as of April 10, 2015 will be entered in a draw

OBEA 2015 Conference Planning Guide

(Register online at 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 23rd, 2015

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 24th, 2015

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 *	
	Before April 10	After April 10	Before April 10	After April 10	Before April 10	After April 10
Full Conference April 23 and 24th (parking included)	\$390	\$430	\$440	\$480	\$195	\$215
Thursday April 23rd (parking included)	\$230	\$250	\$280	\$300	\$115	\$135
Friday April 24th (parking included)	\$230	\$250	\$280	\$300	\$115	\$135

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

HST 13%

Total Conference Cost

For Conference Info email: Amy Hargrave at amyjhargrave@gmail.com or Kevin Johnstone at Kevijohn720@gmail.com 519-271-9740.

* 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 April 10th, 2015.