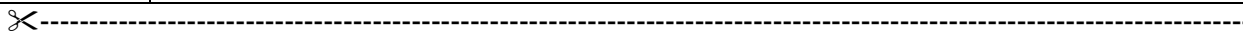




HBEA 2013 Fall Conference
Social Learning in the Classroom
 Remington College, Room 300A
 Saturday, September 21, 2013

Time	Event
8:00 a.m.	Registration and Coffee
8:30 a.m.	Keynote speaker: Monchalee Steiger, Senior Marketing Strategist, Anthology Marketing Group Monchalee has extensive experience in helping businesses reach their desired target audience, locally, domestically and internationally, and expand their digital footprint through development of integrated marketing strategies and solutions. She joined Anthology in March 2012 after two years in Japan where she worked with Japan's largest mobile game developer to aid in their expansion into the international game and platform markets. Prior to Monchalee's move to Japan, she was product and marketing specialist at <i>The Honolulu Advertiser</i> and she focused on digital solutions for advertising and marketing clients in the automotive, retail, financial, restaurant and telecommunications industries.
9:30 a.m.	Break
9:45 a.m.	Session #1 – <i>Social Media: A Tool to Increase Student Engagement</i> Warren Kawano, Business Technology Instructor, Leeward Community College Learn techniques to effectively increase student engagement using social media! This session provides teachers with techniques that incorporate social media into a class that increase student participation. Learn how to integrate social media platforms (blogs Facebook groups and Facebook pages, Twitter, and other social media platforms) to create a cohesive social learning environment.
10:45 a.m.	Break
11:00 a.m.	Session #2 – <i>Facebook for Beginners</i> Rhonda Barut, Business Technology Lecturer, University of Hawai'i – Maui College Facebook is the most popular social networking site on the Internet today that allows you to connect with family, friends, and acquaintances by posting status updates and sharing pictures, videos, and links. On a professional level, you may have read or heard of educators utilizing a Facebook Group or a Facebook Page to communicate and work with students. While we won't be covering how you may implement a Group or Page into your classroom, you will learn how to create a Facebook account which is the first requirement to diving into the realm of Facebook.
12:00 p.m.	Lunch and HBEA Meeting
1:30 p.m.	Adjourn (The HBEA Executive Board will meet following the conference.)



HBEA 2013 Fall Conference Registration

Name _____

School/Office _____

Amount Enclosed (pay no later than Sep. 16, 2013)

\$ _____

Refunds less \$5 processing fee up to Sept. 10.
No refunds after September 10.

HBEA Member

Other

Check

Regular \$45

Non-Member \$55

Online Payment at hbeafall13.eventbrite.com

Student \$20

Student \$25

Purchase Order No. _____

Check here for a vegan meal

Send checks and registration forms to:

Mark Langenbacher, Conference Co-chair
 Department Chair, Business & General Education
 Remington College
 1111 South Bishop Street, Ste. 400
 Honolulu, HI 96813

Note: Photos will be taken during the conference and may be used for HBEA publications and website.

Questions?

Please contact Mark Langenbacher at 808.791.9223 or mark.langenbacher@remingtoncollege.edu