



THURSDAY, NOVEMBER 19, 2026

4:00-7:00 pm	REGISTRATION in the LOBBY Survival Board - Choose Your Tribe
5:00-5:30 pm	AI Survivor Experience: Outprompt, Outcreate, Outreach Prompting Framework - Justin Hill Light Dinner
5:30 - 6:30 pm	AI Survival Challenge Round Table Style - Survivors Join Your Tribe
6:30 - 7:10 pm	Make & Take Workshop Denise Leigh
7:15-8:30 pm	VENDOR SHARK TANK 5-minute pitch for each Vendor/Sponsor
8:30-9:30 pm	Music Bingo - Last Tribe Standing Prizes donated by Business Education with Denise Leigh

FRIDAY, NOVEMBER 20, 2026

7:00am-10:00am	REGISTRATION in the LOBBY			
7:00-8:30 am	Continental Breakfast presented by: —MAJESTIC I, II, & III			
	GRANDE I AI & Innovation	GRANDE II Marketing & Entrepreneurship	GRANDE III Personal Finance	Majestic Engagement & Instruction
Breakout Sessions 8:00-8:50 am	Creating Authentic Assessments in the Age of AI Riley Brown, Director of Instructional Technology for the Pocono Mountain School District	Student-Run Social Media: Building Engagement, Creativity, and Career Skills <i>Brielle Berry & Justin Hill, Donegal High School</i>	Financial Literacy for 2026: Navigating the Digital Economy Doug Harmon, Chambersburg Area High School	Outwit, Outplay, Outlearn: Survivor Strategies for Student Engagement Denise Leigh

9:00-9:50	Building a Business Academy: Creating a Clear Pathway for Student Success Rob Donatelli, Dallastown Area High School	Building a Brand: Bringing Marketing to Life Through a Sports Branding Project Joseph Curry, Franklin Towne Charter High School	To Be Announced	The Coffee Cup Assessment: Sip Coffee, Watch 'Em Work, and Transform Paperwork into Meaningful Movement Denise Magasich M.Ed, School District of Philadelphia's Department of CTE
MAJESTIC I,II, & III				
10:00-10:50	College Board-Presentation on PA Business with Personal Finance			
11:00-12:00 pm	The Business Educator Design Lab (Final Tribal Council) <i>Build. Share. Take Back Your Survival Kit.</i> After exploring new ideas and strategies throughout the conference, educators will come together for a collaborative design lab focused on creating classroom-ready resources. Working with fellow business educators, participants will use AI tools and professional expertise to build, refine, and share lessons, projects, assessments, and activities. Bring a challenge, an idea, or a favorite lesson, and leave with practical resources you can take back to your classroom immediately.			
12:00-1:30 pm	 Awards Luncheon 			
	GRANDE I	GRANDE II	GRANDE III	Majestic
1:45-2:45 pm	Intentional: Small Steps to Big Results: deliver purposeful lessons, build meaningful relationships, and embrace positivity in challenging times. <i>Founder of Teach From DeHart Academy</i>	Empowering Student Innovators: Bringing Disruptus into the Classroom Cyndee Barkley, Marketing & Entrepreneurship Instructor and DECA Advisor at Lehigh Career & Technical Institute	From Failure to Fortune: Turning around student-led groups Krystal Boburchock, North Star High School	(Retail Federation Test CONTINUED)
Conference Follow Up:	Check your inbox for resources and updates from PBEA			