



## 2024 CTE Summer Swap Academy

*hosted by Maize Career Academy  
facilitated by Kansas Center for CTE*



2 days: June 3 & 4, 8:30 am to 3:30 pm  
Lunch (on your own) from 11:30 to 12:30 pm both days

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### Operating Student-Run Businesses in the CTE Pathways

Interested in starting or ramping up a school store as a fundraiser for your school/club? These sessions will provide an in-depth look into **FOUR** successful school store operations. Each session will delve into a different type of store and will discuss scheduling, merchandise, vendors, equipment, as well as start-up tips.

**Maize High Spirit Central**, *presented by Dan Loving*  
Maize High School, Room E9  
*Business Management and Entrepreneurship Pathway*

This session will provide an in-depth look into utilizing a school store as an Applied Business Development course in the Business Management and Entrepreneurship Pathway. Learn how we operate a successful school store operation, Maize High Spirit Central. We will discuss scheduling, regulations, merchandise, vendors, equipment, and security as well as touring our school store.

**The Landing Coffee Shop**, *presented by Shanna Zimmerman*  
Maize Career Academy, Room 120  
*Marketing Pathway*

This session will provide an overview of the school based enterprise operations at Wichita High School East. Marketing students at East run a coffee shop, The Landing, and also retail official school apparel both in the shop and online. We will discuss product selection and vendors for the coffee shop, student managers and managing students, strategies for selling apparel products, and certification opportunities through DECA.

**General Store at Reflection Ridge Retirement Home**, *presented by Michelle Hilliard*  
Maize Career Academy - Room 120  
*Business Management and Entrepreneurship Pathway*

This session will provide an overview of the start-up and funding process for the General Store at a local retirement home. Participants will learn about the day-to-day operations, from the operating system used to the involvement of students in the overall process. Students will be present and operating the store, giving participants an inside glimpse of how students open the store each day and their interaction with the residents of the home.



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**Campus HS Coffee Shop**, *presented by* Zac Kliewer  
Campus HS, Stompin' Grounds Coffee Shop  
*Business, Marketing, and Entrepreneurship Pathways*

This session will include a guide on how to start your own student-run business (coffee shop), the steps taken to get stakeholders on board, and how to run and operate the shop and class. Participants will take away a business plan, PowerPoint on how to create a business, barista knowledge and skills, and some always needed caffeine!

### Participants will need:

**Lesson Swap:** Time will be built in to share and trade your favorite lesson plan/activity relating to this pathway. You might not have anything if you are just starting up, and that's okay!

**Laptop & charger:** All participants are encouraged to bring their own laptop and note-taking tools.

### About the Presenters

**Dan Loving** has been teaching for 13 years, all of them at Maize High School. Although he specializes in teaching journalism and communications classes, he has been co-sponsor of the MHS Business Professionals of America since 2019. In that position, he helps manage Spirit Central, the school store.

**Shanna Zimmerman** just completed her 24th year of teaching marketing and business management at Wichita East High School. At East Shanna also advises the DECA club, oversees the school store, and is the Career and Technical Education department lead. Shanna has a BS in Business Education from Fort Hays State University and an MBA from Southwestern College.

**Michelle Hilliard** has been in education for 30 years. She was a Kansas Master Teacher in 2019. Michelle is currently the alternative school principal at Complete High School Maize. She has been an elementary and middle school teacher as well as a high school English and math teacher. Michelle started the store at Reflection Ridge Retirement Community with a group of students in 2018.

**Zac Kliewer** has been a teacher at Campus High School in Wichita since 2010. He was a nominee for Kansas Teacher of the Year in 2018. Zac currently teaches classes for the business pathway, the International Business Program, and has been the CHS Business Department Chair for over 10 years. Zac has started a school bank and coffee shop in his time at Campus High School.