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# REGIONALLY *Speaking* . . .

Volume 34, No. 3

North Central Business Education Association - A Region of the NBEA  
Illinois \* Indiana \* Iowa \* Michigan \* Minnesota \* Missouri \* Ohio \* Wisconsin

June, 2003 Issue

## NCBEA President's Message ... from Sue Reid

**A**s this year draws to a close, I want to say it has been an honor to serve as the President of the North Central Business Education Association. Filling the shoes of past presidents has been a rewarding challenge.



This year's NCBEA Administrative Board has been outstanding. They are dedicated, determined, and passionate regarding business education, and this has been evident throughout the year. I truly appreciate their support and devotion to making this a productive year for our association. Those leaving the Administrative Board on June 30 are **Joyce McGrath**, Past President; **Sara McCallister**, Student Representative; **Barbara Beadle**, Senior NBEA Representative; **Robert Murray**, Minnesota State Representative; **Laura Taylor**, Missouri State Representative; **Paula Neal**, Ohio State Representative; **Donna Weidman**, Wisconsin State Representative; and **Zinna Bland**, Missouri Membership Director. I want to thank these people, wish them the best, and encourage them to stay involved.

North Central Business Education Association members were honored at the National Business Education Association in Dallas. **Patricia Ryan King**, Blackhawk Technical College, Janesville, Wisconsin, received the NBEA Postsecondary Teacher of the Year Award; and **Judith Olson-Sutton**, Associate Dean of Business, Madison Area Technical College, Madison, Wisconsin, received the NBEA Distinguished Service Award. Congratulations to these deserving NCBEA members!

NCBEA members who hold offices on the NBEA Executive Board are **John Lightle**, Ivy Tech State College in Muncie, Indiana, our NBEA President-Elect; and **Marilyn Price**, Kirkwood Community College in Cedar Rapids, Iowa, our NBEA Secretary/

Treasurer. **Maurice Henderson**, BPA Project Director in Michigan, served as the Administration and Supervision Program Director; and **Sharon Kosek**, Hillyard Technical School, St. Joseph, Missouri, served as the Secondary Program Director for this 2003 NBEA Convention. We have to acknowledge the hard work and dedication of these members to our professional organizations.

NCBEA also had many members working at the Registration Desk and the Publications Table as well as serving as Coordinators, Assistant Coordinators, and Liaisons for workshops and sessions. Seven of our eight state presidents-elect attended the Presidents-Elect Training Session on Wednesday, April 16. Next year, we are aiming for all eight state presidents-elect to attend this important workshop. All in all, we can very proud of the participation of NCBEA members in professional activities at all levels.

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**Check the NBEA website:**

Please check the nbea website for information on **awards**. ([www.nbea.org/profopps.html](http://www.nbea.org/profopps.html))

**Award forms** are available on the website. ([www.nbea.org/profopps.html](http://www.nbea.org/profopps.html))



<-----Jan Treichel  
NBEA Director

Sharon Lund O'Neil  
NBEA President---->



**Upcoming Conventions:**

**See NBEA Website: [nbea.org](http://nbea.org)**

- Minnesota ..... October 2-3, 2003 - Fergus Falls
- Michigan ..... October 22-24, 2003 - Grand Rapids
- Iowa ..... October 17-18, 2003, Des Moines
- Indiana ..... November 14-15 , 2003 - Indianapolis
- Illinois ..... November 6-7, 2003, Springfield
- Ohio ..... October 16-18, 2003 - Toledo
- Missouri ..... Nov. 21-22, 2003 - Lake Ozark
- ..... July 21-24, 2003, Springfield, Missouri
- NCBEA/Iowa ..... October 15-16, 2004 - DesMoines, IA
- ISBE ..... July 28-Aug. 1, 2003, Stockholm, Sweden
- ACTE ..... December 10-14, 2003 - Orlando
- NBEA ..... April 7-10, 2004 - Chicago, IL
- SBEA ..... Oct. 22-25, 2003 - Gulfport, MS

**NCBEA Board 2002-2003**

- President ..... Sue Reid ([reidjs@msu.edu](mailto:reidjs@msu.edu))
- President-Elect ..... Matt Hankins  
([mhankins@greensburg.k12.in.us](mailto:mhankins@greensburg.k12.in.us))
- Past President ..... Joyce McGrath  
([jamcgrath@wrmgraphics.com](mailto:jamcgrath@wrmgraphics.com))
- Secretary ..... Glenda Kunar ([glenda@cis.ysu.edu](mailto:glenda@cis.ysu.edu))
- Treasurer ..... Ethel Holladay ([ehollada@midwest.net](mailto:ehollada@midwest.net))
- NBEA Sr. Rep. .. Barb Beadle ([bbeadle@doe.state.in.us](mailto:bbeadle@doe.state.in.us))
- NBEA Jr. Rep. .... Kimberly Schultz  
([kschult@kirkwood.cc.ia.us](mailto:kschult@kirkwood.cc.ia.us))
- Student Rep. .... Sara McCallister ([slmccallister@hotmail.com](mailto:slmccallister@hotmail.com))
- Illinois Rep. .... Margaret Erthal ([mjertha@ilstu.edu](mailto:mjertha@ilstu.edu))
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- Iowa Rep. .... Beth Sindt ([bsindt@hawkeye.cc.ia.us](mailto:bsindt@hawkeye.cc.ia.us))
- Michigan Rep. .... Larry Pagel ([lpagel@nmu.edu](mailto:lpagel@nmu.edu))
- Minnesota Rep. .. Robert Murray ([rmurray@rrcc.mnscu.edu](mailto:rmurray@rrcc.mnscu.edu))
- Missouri Rep. .... Laura Taylor ([taylor@sfcc.cc.mo.us](mailto:taylor@sfcc.cc.mo.us))
- Zinna Bland ([mbrship](mailto:mbrship)) ..... ([bland@cmsu1.cmsu.edu](mailto:bland@cmsu1.cmsu.edu))
- Ohio Rep. .... Paula Neal ([pneal@sinclair.edu](mailto:pneal@sinclair.edu))
- Wisconsin Rep. . Donna Weidman ([donna@wolfmark.com](mailto:donna@wolfmark.com))
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**Regionally Speaking** can be found as a link on the **NBEA ([www.nbea.org](http://www.nbea.org))** or

**NCBEA Website:** [www.nwmissouri.edu/~oisbe/ncbea/](http://www.nwmissouri.edu/~oisbe/ncbea/)

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*The next issue will have a deadline for information of **May 2**.*

*If you cannot access the newsletter on the website, please E-mail me.. You should be able to access it if you have Adobe Acrobat Reader 4.0 or higher. If not, I can tell you how to download it (Acrobat Reader) free from Adobe.com if you have prob-*



## NCBEA President's Report

continued from p. 1.

**T**his year's joint Wisconsin Business Education Association/North Central Business Education Association Convention held in Green Bay from April 24 through April 26 was a huge success. The workshops, speakers, sessions, and fun activities were well planned and well attended. **Janet Allison**, Convention Coordinator, and **Becky Dickson**, WBEA President, are to be commended for their work to make this conference such a success. **Mary Lou Donnelly, Mary Alice Eisch, Kathy Krueger, Mark Probst, Denise Roseland, Deb Runnoe, Bonnie Smith, Mary Sommers, Sandralee Thiele, and Jennifer Wegner**, Convention Committee members, are also to be recognized for their efforts.

As we reflect on this past year, we can ask ourselves if we made a positive influence on our students, schools, and professional organizations. We can improve our opportunities for professional growth through participation in conferences and workshops at the local, state, and national levels. Among other things, our continued membership in our state organization and NBEA enables us to network with others all across the world, to purchase high-quality publications from the national office, and to receive liability insurance, just to name a few benefits.

Please stay involved! Nominate colleagues (or run) for office, nominate people for awards, recruit peers to become participating members, write for our publications, present at conventions, or just attend! We need each other.

We'll see you at the National Business Education Association Convention in Chicago from April 7-10, 2004! Have a wonderful summer!

**Sue Reid, NCBEA President, from Michigan. Thanks for a great year and great leadership, Sue!**



## From Minnesota

by **Bob Murray, Representative**

**G**reetings from Minnesota!

Minnesota West Community & Technical College and Southwest Division of MBEI were our hosts for the "Spring Fling in Jackson, MN". The "Fling" was a one day conference filled with a variety of sessions and speakers.



Session topics included:

- Optimizing Computers for Speed and Efficiency
- Palm Handheld Computers in Education, Glimpsing the Possibilities
- Update from State Department of Education
- When Life Gives you Lemons
- Upgrading your Computer, Is it Time?
- Post Secondary Accounting Round Table
- Post Secondary Administrative Support/Medical Round Table
- Post Secondary Computer Careers Round Table
- K-12 Computer Courses Round Table
- K-12 Non-computer Courses Round Table

You are all invited to "Refresh, Recharge, & Recreate in Fabulous Fergus Falls" October 2 - 4, 2003. Western Division of MBEI invites all Business Educators to the MBEI statewide fall convention in Fergus Falls, MN at the Best Western Inn & Suites.

Sessions will be offered on:

- Technology
- Learning styles
- Professional development
- Curriculum frameworks
- Industry certifications
- Financial literacy
- Teaching tips & techniques
- Grad standards

For you early birds, you can reserve your hotel room NOW by calling the Best Western Inn & Suites at 1-800-293-2216 and indicate that you are with the MBEI group reservation. The room types range in price from \$65 - \$85 per night, plus tax.

Check out MBEI's web site at: <http://mbei.gen.mn.us>  
Have a great summer.

Robert Murray, President  
Minnesota Business Educators, Inc. &  
Minnesota NCBEA Representative

## Wisconsin President

Becky Dickson

### GREETINGS FROM WBEA

Wisconsin Business Education Association has had a very busy year, offering several professional opportunities to its members.



October found over 100 members gathering in Wausau at Northcentral Technical College for the Fall Seminar. Members took part in hands-on workshops and informative sectionals. The sessions ranged from voice recognition to photo-editing software to a roundtable on small business departments. Members left with a wealth of ideas to use in their classrooms.

Members were encouraged to submit ideas and information to share with colleagues through our journal. The *Wisconsin Business Education Journal* is published three times a year. It includes tips and resources from teachers around the state, organization information, and refereed articles.

The highlight of our year is our Spring Convention. This year, we had the honor of also hosting members of NCBEA at the convention. The convention took place on April 24-26 in Green Bay, Wisconsin. The theme of the convention was "Leading the Pack."

We had excellent participation, with over 280 members in attendance. We also were thrilled to have several representatives from the national level in attendance. Jan Triechel, NBEA Executive Director; Sharon Lund O'Neil, NBEA President; and John Lightle, NBEA President-Elect joined us for the three-day event.

Convention participants attended hands-on workshops, informative sectionals, business tours, and the NCBEA and WBEA Awards luncheons. They also had the opportunity to visit with business education-related vendors. Many members enjoyed the social activity Friday evening, which included a gathering at the Tiletown Brewery and a cruise aboard the Foxy Lady.

WBEA concluded the convention by honoring four members of the organization. Jodi Scott was recognized as the Lorraine Missling Award recipient. Judi Olson was honored with the Secondary Award. Pat Wissen received the Post-Secondary Award. Judith Olson Sutton was presented with the Russ Hossler Award in Business Education. All four members are most deserving recipient for their contributions to Business Education in Wisconsin.

Best wishes to all for a successful end to the school year. Enjoy your summer.

## OHIO REPORT - OBTA

An Association for Business Technology Educators  
by Stella Hull, President

As I go back and read my duties as OBTA –An Association for Business Technology Educators for about the fifth time, things are finally beginning to sink in. I needed to get to Wisconsin. Why? To represent Ohio at the joint WBEA/NCBEA convention. Preparations were made and anticipation set in. Despite illness, I did attend and I am so very glad I didn't miss it. One of our own, Darlene Sue Allen, was honored at the NCBEA awards luncheon. I thoroughly enjoyed my stay, made new acquaintances, renewed old ones, and attended great sessions. Congratulations to all involved on a wonderful convention.



It seems budget cuts are a hot topic, not only at the convention and in Ohio, but all over the North Central region. Some school districts in Ohio were given the information one week and cuts were effective the following week. We thought we had the "education" governor on our side, but I guess he couldn't make it work. I guess your platform is not always as stable as you might think. Because of these cuts, it seems that many business educators are also cutting back on membership in their professional organizations and professional development activities. Imagine my surprise upon submission of my expenses for the convention when I was only reimbursed for 75% of what had been originally approved. I've read that some school districts are using some creative financing to help them overcome the cuts. So I feel that all I can do is to encourage business educators to hang in there.

In Ohio, we are trying to increase membership and participation. I must admit that I was a bit jealous of the participation in Wisconsin, and they were complaining. To that end, one of the newest additions to our executive board is our student representative, Jessica Barga. She comes to us from Wright State University with a wealth of ideas to help with recruitment of younger members. I not only look forward to working with her, but also with the many dedicated members who give of their time to help this organization stay viable. I am always open to suggestions and welcome comments at [hully48@aol.com](mailto:hully48@aol.com) or [hully48@msn.com](mailto:hully48@msn.com). I invite you to join us for our 76th convention in Toledo, OH, October 16 – 17, 2003, at the downtown Toledo Radisson. For more information you may contact President Elect, Vicky Ryan, at [vryan@daviscollege.edu](mailto:vryan@daviscollege.edu).

## Step it up a Notch with MBEA

### Michigan Business Education Association

By Judith K. Berry, President

This year's annual theme, *Step It Up a Notch with MBEA*, is very appropriate given the MBEA Executive Board Committee priorities. The MBEA Executive Board has been busy revising its Executive Handbook to align with the policies and guidelines of the constitution and bylaws. The Board held its first officer training retreat in January since we have many new members of the Executive Board. Priorities for this year's Program of Work include a review of increasing the membership dues, implementing an on-line newsletter, recruiting business educators from all levels of education for membership in the Association, and improving the quality of the newsletter which would include having one theme per issue. Our April newsletter focus was, *Step It Up a Notch with MBEA: Curriculum and Program Review*.



During the Spring, each regional representative is holding a one-day Spring Event in their region and sessions for these events include an update from our state of Michigan consultant, Karen Pohja regarding the alignment of the state's vocationally funded Business, Management, Marketing, and Technology curriculum with the U.S. Department of Education's 16 career clusters. Technology sessions will focus on voice recognition and macromedia software. Non-technology sessions will focus on implementing core employability skills to assist students in sustaining employment such as dialog smart skills using crucial conversation tools and building a positive attitude using the FISH philosophy.

The MBEA State Convention will be held this fall at the Amway Grand Plaza Hotel in Grand Rapids Michigan from October 22 through 24, 2003. Maurice Henderson, our V.P. for Professional Development should be contacted for further information at [Maurice.henderson@emich.edu](mailto:Maurice.henderson@emich.edu). We are hoping to have at least 300 MBEA members attend the convention. This year, the Professional Development Committee is trying out some new ideas based on last year's evaluations. The Awards Program which is normally held during lunch will be the opening session on Thursday morning to add more excitement and importance to the awards. The Thursday Luncheon will be a time for networking and relaxation. Tim Cusack of *Laughter That Matters* will be the keynote speaker for this luncheon.

Should you want to contact any of the MBEA Executive Board Members, our contact information is available via our website at [mbeaonline.org](http://mbeaonline.org).

## INDIANA BUSINESS EDUCATION ASSOCIATION

Jennifer M. Petersen, President

During the past year, IBEA has accomplished several initiatives from our Program of Work. We have activated committees, started to send out our quarterly newsletter and other current issues through e-mail, filled almost all of our Regional Representative positions, prepared quarterly financial reports, and had an audit performed. Goals for 2003-2004 include promoting the importance of business education to administrators, superintendents, etc., cultivate support from business/industry and legislators, update or create a new marketing booklet for IBEA, increase membership numbers in both IBEA and NBEA, create notebooks structured around NCBEA and NBEA, and create a new budget.



There are some exciting things going on this summer with Business Education in Indiana. In June, IBEA's Executive Board will be having their second annual summer workshop at Ball State University. A number of awesome professional development opportunities are being offered throughout the summer including a Project-Based Learning Minibasket and In Basket Workshop, the Indiana Marketing Educators' Academy, the Indiana Business Foundations Academy, a Speech Recognition Workshop, Tech Camp 2003, and the Indiana Association of Career and Technical Education Summer Conference.

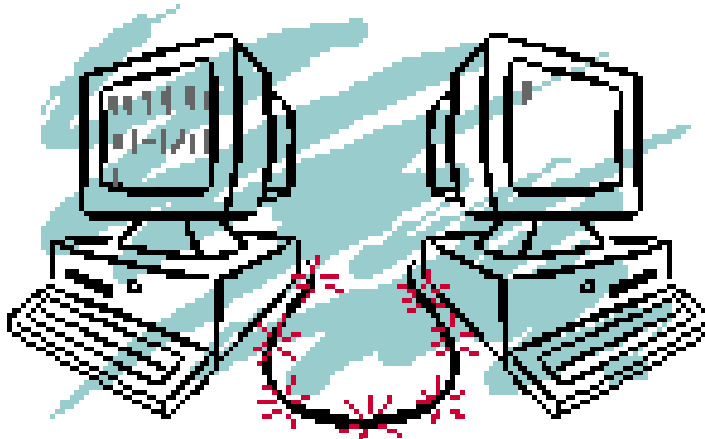
2003-2004 is going to be very exciting for IBEA as Matt Hankins will be President of NCBEA and John Lightle will be President of NBEA. We are very proud of these two and are looking forward to supporting them in Chicago.

Our Business and Marketing Education Conference will be held November 14-15, 2003. Attendees will be able to choose from over 40 sessions that will update them on current trends, curriculum, and initiatives in Business and Marketing Education.

## ***ON SALE NOW: Technology Activities Plus***

\*Includes old fashioned, pen & pencil activities, too!

2002-2003



The North Central Business Education Association (NCBEA) is comprised of National Business Education Association members from Illinois, Indiana, Iowa, Missouri, Michigan, Minnesota, Ohio, and Wisconsin. In 2000, NCBEA agreed to support special membership benefits for the members by providing perks during the year.

Two years ago NCBEA published its first *Technology Activities for Business Education* as a service to members and to provide additional funds for NCBEA. The publication was a success! And, to continue that success story, NCBEA is proud to announce its second publication, *Technology Activities for Business Education Plus! 2002-2003*. This publication has 55 activities submitted by teachers from the eight states as well as from our NBEA President, Sharon Lund-O'Neil. We added *Plus* to the title because this publication also includes some old fashioned, basic pen and paper activities.

If the activities are purchased **at a convention or conference site**, a printed booklet is \$10; a CD, \$5. If you wish to order either the printed copy or the CD and have it sent to you, please send \$14.25 for the printed booklet, and \$6.25 for the CD. **Make checks payable to North Central Business Education Association.**

**Send the form below to:**

Sharon Fisher-Larson  
3627 Briar Crest Drive  
Janesville, WI 53546.

Please send me \_\_\_ Printed Booklet(s) @ \$14.25 \_\_\_ CD(s) @ \$6.25 of *Technology Activities Plus for Business Educators*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## *Student Representative*

### *Sara McCallister*

**W**hat a wonderful NBEA Convention! There were many fantastic opportunities to meet and network with professionals involved with business education. I was fortunate enough to attend the Methods, Materials, and Strategies for New Teachers Seminar. It was wonderful to see new and experienced teachers working together to provide their students with the best education possible.



As my time on the NCBEA Executive Board comes to an end, there are a few things that need to be mentioned. Everyone on the Board was wonderful to work with, as a business education student, I feel fortunate to have had the opportunity to serve as student representative and learn from the best in the business. This semester has been busy, not only with keeping up with NCBEA, NBEA, and Phi Beta Lambda duties, but with student teaching as well. Special acknowledgement goes to my cooperating teachers, Janet Ludwig, Jackson Senior High School and Martha Mangels, Oak Ridge High School. Your dedication to the business education profession is to be commended.

Thanks for the memories!

#### **BEST WISHES!**

**We wish good luck to Sara on her endeavors in Business Education. It's been great having you serve on our board, Sara! You will do well in all you do! Congratulations!**

## **ILLINOIS REPORT**

### **Margaret Erthel, Representative**

NCBEA NEWS

**T**he North Central Business Education Association will hold its annual meeting on April 23-26 in Green Bay in conjunction with the Wisconsin Business Education Association. The program is filled with hands-on sessions, informative talks, tours, and exhibits. Our own Ethel Holladay is running for NCBEA president—please vote for her and give Illinois continued, high visibility again.



If you didn't have a chance to purchase the NCBEA Publication, "Technology Activities for Business Educators," you're missing a great opportunity to infuse proven activities into your technology classes. The booklet and/or CD, along with shipping, can be ordered from Sharon Fisher-Larson, 3627 Briar Crest Drive, Janesville, WI 563546. The booklet is \$14.25 and the CD is \$6.25.

The annual National Business Education Association Yearbook will focus on methodology and is entitled: "Effective Methods of Teaching Business Education in the 21<sup>st</sup> Century." Topics include Business Education Perspectives, Instructional Concepts for Business Education, Curriculum, and Organizational and Professional Responsibilities. The Curriculum section provides information on teaching: Input Technologies, Information Technology, Business Communications, Accounting, Basic Business, Economics and Personal Finance, Business Law, Entrepreneurship and E-Commerce, International Business, Marketing, and Work-Based Learning. The Yearbook is free along with your membership in NBEA.

## 2004 BERNARDI PRE-ISBE CONFERENCE TOUR

### Ray Bernardi

**A**n ISBE Pre-conference tour to destinations in Greece, Turkey, the Czech Republic and Poland is being offered by Dr. Ray Bernardi in conjunction with the 2004 ISBE Conference in **Krakow, Poland**.



The dates of the tour are July 14-25, and the dates of the 2004 ISBE Conference are July 25-30. Participants will leave the USA from the JFK Airport in New York City on the evening of Wed., July 14 for Athens, Greece, and the start of their 2004 tour. It will begin with a cruise of the Greek Isles which will include visits to the following Greek Islands: Mykonos, Patmos, Rhodes, Crete, and Santorini. It will also include the port of Kusadasi on Turkey's western coast from which we will visit the magnificent ruins of Ephesus. Following the cruise, you will have a city tour of Athens.

Your next destination will be Istanbul, Turkey, where you'll visit the Topkapi Palace (the residence of the former Sultan of the Ottoman Empire); the Blue Mosque; St. Sophia; the Ancient Byzantine Aqueduct; the Kapali Carsi (covered bazaar); and the Spice Bazaar. In the afternoon, you'll take a ferry boat across the Bosphorus to the Asian town of Uskudar, where you'll visit one of Turkey's famous Hamams (bath house) and see what an old, smaller Turkish town looks like. You'll conclude your visit to the magic city of Istanbul with a romantic dinner at a restaurant overlooking the Bosphorus. While you're eating, you might see ships from Russia passing through on their way to and from the Mediterranean Sea.

From Istanbul you will fly to Prague, the capital of the Czech Republic. Since the "Velvet Revolution," Prague has grown into one of the more fashionable, beautiful, and culturally exciting cities in Europe—so now you'll have the opportunity to visit this magnificent city on the banks of the Vltava River! Prague architecture represents a unique blend of Gothic, Renaissance, and Baroque styles. With a local guide you will see the 1,000 year old Hradcany Castle, majestic St. Vitus' Cathedral, and the Golden Lane, before you descend to the Old Town, where you will

conclude your tour at the fascinating Astronomical Clock. Later, there will be time for you to shop for fine Bohemian crystal, Carlsbad porcelain, or superb costume jewelry, treasures for which the Czech Republic is world-famous. You'll have dinner at a local restaurant in Prague tonight with local entertainment.

From Prague you'll motor to Krakow, passing through Czech town of Hradec Kralove, and drive into Poland at the Nachod border crossing. From Nachod, the motorcoach takes you to into Krakow. On your arrival in Krakow, you'll be taken to your ISBE Conference hotel where you will check in and pick up your 2004 ISBE Conference registration packet. This evening, you will be able to attend the opening reception of the 2004 ISBE Conference. (Tour participants do not have to attend the ISBE Conference).

A lot is packed into this trip to Greece, Turkey, and eastern Europe. However, the tour has been planned so that you will have ample time to shop and explore on your own in each place that you will be visiting.

To sign up for the tour, please send a deposit of \$200 (please make out your check payable to Ray Bernardi) and send it to: Dr. Ray Bernardi, 3109 Aylesbury Circle, Lexington, KY 40509, no later than March 31, 2004, to guarantee a place on the tour. If possible, please send your deposit earlier to help Dr. Bernardi in planning his tour. A complete itinerary and detailed information about other tour inclusions can be obtained by mail from: Dr. Ray Bernardi, 3109 Aylesbury Circle, Lexington, KY 40509; by e-mail at [rbern65454@aol.com](mailto:rbern65454@aol.com), by calling 859-263-3315; or by accessing his web page at: <http://www.geocities.com/rbern65454/index.html>

## IOWA NEWS

by R. Patrick Sheridan, President

**U**nited in 2002, the theme for the 2002 annual fall convention for the Iowa Business Education Association, did in fact unite approximately 200 business educators from the state of Iowa in Des Moines on October 18-19. The convention took a slight twist this year to lighten things up a bit during some pretty difficult times in our history, both on the political and economic fronts. The intent of the planning committee was to bring some fun, as well as education and camaraderie, to those attending the convention. If the smiles on the faces of the attendees were any indication, the convention was a resounding success. As a side note, the hotel staff observed that the decorations in the ballroom were the best they had ever seen. This was indicative of all the hard work each of the planning committee members put forth in preparing for this outstanding convention.



The keynote speaker, Chuck Offenburger, is an Iowa legend. Chuck was a longtime writer for the Des Moines Register and now writes for The Iowan Magazine. Chuck is also a free lance writer and performs many speaking engagements throughout the year. His presentation, *There's a 'New Iowa' and an 'Old Iowa' out there, and I like 'em both*, centered on his vision for what our state can become.

A tradition during the annual convention is recognizing the outstanding teachers in the field of business education. This year, Lois Roth, a business teacher at Danville High School, was honored as *Outstanding Secondary Business Educator*. Sue Elwood, a staff member at Northeast Iowa Community College, received the *Post-Secondary* award. Congratulations to these two individuals for well-deserved honors. Bonnie Wessels, just beginning her teaching career, received the *Outstanding New Secondary Business Educator of the Year* award. Bonnie has already proven to be an asset to our profession and we welcome her.

Three *Service to Business Education* awards were presented: Speed Herrig/Cookies Food Products, Dr. Mearl Kilmore of Des Moines University of Osteopathic Medicine, and Steve Vollstedt of Manilla Insurance. Business educators appreciate having people such as these in our communities who are willing to assist in our classes.

Elected to offices at the annual meeting were: President, R. Patrick Sheridan (Turkey Valley High School, Jackson Junction); President-Elect, Alethea Stubbe (Northwest Community College, Sheldon); Secretary, Lana Hoffman (New London High School, New London); Executive Secretary, Dianna Briggs (University of Northern Iowa, Cedar Falls); Treasurer, Marilee Smith (Kirkwood Community College, Cedar Rapids); Area 1A Rep, Tammy Vrzak (Turkey Valley High School, Jackson Junction); Area 7 Rep, Janie Herting (Waverly-Shellrock High School, Waverly); Area 9 Rep, Barbara Brown (Bettendorf High School, Bettendorf); Area 10 Rep, Norma Bowersox (Prairie High School, Cedar Rapids); Area 16 Rep, Lois Roth (Danville High School, Danville); and, Newsletter Editor/Webmaster, Sue Elwood (Northeast Iowa Community College, Calmar). Area Reps appointed to complete terms: Area 1B Rep, Vicki Spellerberg (Maquoketa High School, Delhi) and Area 11A Rep, Verlyn Noring (Des Moines Area Community College, Ankeny). Appointed to the position of IACTE and Legislative Rep, Helen Grattan (Des Moines Area Community College, Ankeny).

Summer classes are again being planned through IBEA Business & Technology Program Management Committee and the Department of Education. Watch our website (<http://www.angelfire.com/ia3/ibea/>) for details.

Join us in the fall for our annual get-together as convention planner Alethea Stubbe and her team present *Navigating the Possibilities with IBEA* on October 17-18, 2003, at the Des Moines Holiday Inn.

## Green Bay . . . NCBEA in April, 2003

NCBEA Executive Board Meeting in Green Bay



NCBEA Committee Meetings Go Late!



Treasurer Ethel Holladay and Incoming NCBEA President Matt Hankins--"Well, Matt?"



Ethel Holladay, newly-elected NCBEA President Elect.



Newly-elected NCBEA Treasurer Maurice Henderson, of Michigan



Newly-elected NCBEA NBEA Representative Sharon Fisher-Larson of Wisconsin, presents workshop.



Head Table, Opening Session



NCBEA President Sue Reid from Michigan passes the gavel to Incoming President Matt Hankins from Indiana.



NCBEA President Sue Reid, of Michigan, presents Past-President's plaque to Joyce McGrath, of Ohio.

**2003 NCBEA Keynote:**  
*Michael Perry - New Auburn, WI*  
Wisconsin Author shared humorous tales of growing up in rural America!



# NCBEA AWARDS

# NCBEA - Green Bay, in April, 2003



**Dale Best - Friend of Business Ed. Award**

**Laura Murphy, Missouri NCBEA Awards Chair**



**Darlene Sue Trussel Allen - Outstanding Secondary Business Educator Award**



**Jen Peterson, Outstanding Collegiate Award Winner**



**NCBEA President Sue Reid, NBEA President, Sharon Lund O'Neil, and NBEA Exec. Director Jan Treichel.**



**Paula Luft, Outstanding Postsecondary Business Educator Award**



**Lucky Lady Cruise Boat for a fun evening.**



**Marcia James, ISBE Representative to NCBEA Board**



**NBEA President Sharon Lund O'Neil shoots pool with Maurice Henderson at the brewery snack session prior to our cruise on the Lady Luck!**



**NCBEA BOARD**



**Janet Treichel, NBEA Executive Director, speaks at NCBEA Opening Session.**



**Janet Allison, Wisconsin's Convention Chair, ran a great program and convention!**



**Larry Pagel of Michigan, gave greetings as DPE President.**



**NBEA President Sharon Lund O'Neil, from Houston, spoke at the Opening Session.**

**Janet Allison, Convention Chair, John Lightle, Incoming NBEA President and a Past NCBEA president from our region, and Judith Olson-Sutton, Past NBEA and NCBEA President.**



## Missouri Report

### Karen Owen, President

**Y**ou are invited. . . . .

**Missouri Business Education Association 2003 Summer Conference!** Our summer conference is held in conjunction with Missouri ACTE Conference on **July 21-24, at University Plaza Hotel in Springfield, Missouri.**



We begin Monday, July 21 with a **New Business Teacher Seminar** from 1 to 5 p.m. at the University Plaza Hotel. New teachers with 0-3 years of experience are invited to register and attend. There will also be a number of **Hands-On Computer Workshops** and **Business Tours of Springfield** available that same day. **Exhibitors** will be available from 1-7 p.m. on Monday, July 21 and from 8 a.m. to 1 p.m. on Tuesday, July 22. A free **MBEA Leadership Seminar** entitled "*Turning Meetings into Doings*" is available on Tuesday, July 22, from 8-10 a.m. presented by Steve Eiffert of Rogersville, Missouri. Register early.

**Work is a Four-Letter Word** is our Opening Session speaker's topic for 2:30 p.m. on Tuesday, July 22. Dave Stone of Louisville, Kentucky is our keynote presenter. Many wonderful and timely workshops are available for secondary and postsecondary business educators all day Wednesday, July 23, and Thursday morning, July 24. Our closing session is Thursday, July 24, from 10-11:30 am.

Join us for four great days of excellent workshops, renewal of long-time friendships and the making of new friendships, many exchanges of great teaching ideas, good food, good fun, and that important boost of energy to start another school year! Check our website address for additional details:

<http://www.dese.state.mo.us/divvoted/business/mbea.htm>

## Matt Hankins

### NCBEA President Elect

**I** am just getting started planning for my year as president of the North Central Business Education Association. I want to thank you for electing me to serve you in this capacity. I hope my experience by being president of Indiana Business Education Association and Indiana ACTE a few years ago will help me lead our region. Sue Reid has been instrumental in preparing me for all the duties of the presidency this year. Also, I commend Sue Reid for the excellent job she did as president for the region. We had a great conference in Green Bay Wisconsin. WBEA did a great job of hosting the event this year.



We will not have another NCBEA conference until October 15-16 of 2004. The host state will be Iowa.

We will be the host region for the National Business Education Association Conference in April. The dates are April 7-10, 2004 in Chicago, Illinois. John Lightle is president of NBEA for the conference and we want to give John a lot of support during his term representing NBEA. We want to have a great turnout at the conference from our region. If you have never attended a conference, there are some stipends available if you qualify. Do not miss out on this great opportunity to network with other business teachers and hear exciting presenters at next year's conference.

Another item that I would like to mention is that the Executive Board for NCBEA will be meeting in Chicago on Saturday August 10-Monday August 12 at noon.

We hope to get committees and the agenda for the coming year in place for the goals we want to accomplish. More information on the agenda and location of the meeting will be coming at a later time. If you have any ideas to make NCBEA better, please give me an email or a phone call. Also, please give us any information on ways we can better serve you as members.

My email is [mhankins@greensburg.k12.in.us](mailto:mhankins@greensburg.k12.in.us) or phone me and leave a message at 765-342-4117.

## Minutes Recap - NCBEA Administrative Board Meeting - Regency Suites - Green Bay, Wisconsin April 23-24, 2003

President Sue Reid welcomed board members and guests to the annual Administrative Board meeting. The meetings were held on Wednesday evening and Thursday morning at the Wisconsin Business Education Association Convention. NBEA Executive Director, Jan Treichel, and NBEA President, Sharon Lund O'Neil, attended the Board meetings as guests and thanked everyone for their attendance in Dallas for NBEA.

Glenda Kunar, Secretary, distributed minutes from the August, 2002, board meeting and they were approved. Ethel Holladay, Treasurer, distributed the financial report and reported a balance of \$12,272.69 on July 1, 2002, with an ending balance on April 23, 2003, of \$14,186.80. The treasurer's report was filed for audit.

The NBEA representative, Barbara Beadle, was absent and Sharon Fisher-Larson who will become the new representative substituted and thanked all those who sold the NCBEA CD and accompanying booklet called "Technology Activities for Business Education—Plus—2002-2003." This publication has 55 activities submitted by teachers from the eight states as well as from our NBEA President, Sharon Lund O'Neil.

Two new publications are available from NBEA: "25+1 Communication Strategies for Business Education" and "Mentor Me," (possibly \$35--fee yet to be determined) each for members of NBEA and \$50 for nonmembers. Both publications are aligned to the NBEA Standards.

Laura Taylor, Awards Chairperson, announced the 2002 NCBEA awards:

**Jennifer Petersen, Indiana**, Emerging Professional of the Year

**Darlene Sue Trussell Allen, Ohio**, Secondary Teacher of the Year

**Paula Dea Luft, Illinois**, Post-secondary Teacher of the Year

**Lillian R. Greathouse, Illinois**, University Teacher of the Year

**Dale E. Best, Illinois**, Friend of Business Education

There were no nominations for the Administrator of the Year award.

Kimberly reported that new memberships are coming in from the on-line application as this method of joining becomes more and more popular. Kimberly Schultz, Membership Chairperson, added that getting new, young teachers to join is very important as she discussed methods of increasing membership. Bob Murray said he has learned that the "personal touch" is crucial to adding new members.

NCBEA opened nominations for the following three-year

term offices:

Treasurer

President Elect

NCBEA Representative to the NBEA Board

Matt Hankins will be the next president and the new president-elect is Ethel Holladay. Sharon Fisher-Larson is the next NCBEA Representative to the NBEA Board.

Joyce McGrath, Past President, reported that voting is taking place for the treasurer's position; ballots are counted by the NBEA board. The nominees were:

Maurice Henderson

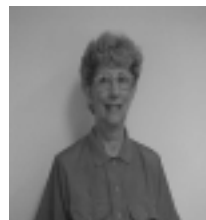
Donna DeFrain

Joyce also encouraged all board members to attend the Legislative session on Thursday afternoon. President-elect Matt Hankins discussed having another Board Retreat this summer because there will be no NCBEA meetings until NBEA in April, 2004. The board decided to meet in Chicago on August 9—11. The Program of Work developed by Matt will be reviewed in August.

Good news came from Margaret Erthal, Illinois representative, who said the enrollment is up in the business education program at her university. Another bit of good news came from Phyllis Rokicki, Indiana rep., who said that Indiana membership numbers continue to stay about the same. Iowa rep., Beth Sindt, reported how her state is raising funds through an auction with an auctioneer rather than with a silent auction. Laura Taylor reported for Zinna Bland, Missouri Membership rep., that their state sponsors a contest for high school students who design a cover for the convention program and that the winner receives \$50. Missouri also holds a new teacher conference each year. Donna Weidman, Wisconsin rep., announced that 270 are registered for their state convention. The Wisconsin teachers are pleased with their state's listserv.

Janet Allison, Wisconsin Convention Chairperson, and Becky Dickson, WBEA President stopped by and welcomed everyone to Green Bay.

Barbara Bielenberg, Newsletter Editor, asked the members to supply digital photos of their state presidents for the June newsletter. She also requested pictures of all the award winners for the newsletter. Laura Taylor will also place the pictures in local newspapers.



Respectfully submitted,

Glenda Kunar, Secretary

## NCBEA Report of the NBEA Board - by Barbara Beadle, NBEA Sr. Rep.

The National Business Education Association Executive Board meeting was held on April 14-16, 2003 at the Wyndham Anatole Hotel in Dallas, Texas. NCBEA representatives attending the meeting were Barbara Beadle and Kim Schultz and NCBEA President Sue Reid.

### Finance

The Financial Statements for the period ending February 28, 2003 and the 2003-2004 proposed budget were presented to the Board for approval. The following comments were presented by the Finance Committee and shared with the entire Board:

- Membership is critical to the growth of the organization.
- It has been necessary for NBEA to send out more promotional materials for memberships to meet current membership goals.
- Publication sales were very positive this past year based on the new NBEA Standards sales.
- Two new publications that will assist in generating revenue are: 25+ 1 Communication Strategies for Business Education and Mentor Me: A Guide To Being Your Own Best Advocate In The Workplace.
- The issue of a dues increase was discussed, but no decision was made at this time.

### Convention

The 2003 Convention in Dallas had 43 exhibitors contracted for 61 booth spaces. There were several new exhibitors this year. In addition, there were 5 Super Business in Action Packages contracted and one Business in Action Package. Approximately 22 computer workshops were offered as part of the pre-conference sessions. Sponsors continue to be important to the support of the convention. These sponsors supported various activities at the convention: Microsoft, Junior Achievement, South-Western/Thomson, Prentice Hall/DDC Publishing, SAP America, and Forest T. Jones. A wide array of topics were presented including the Teacher Café, which was new this year.

The following individuals received awards:

- John Robert Gregg Award **Robert Mitchell**
- NBEA Secondary Teacher of the Year **Gary Schepp**
- NBEA Postsecondary Teacher of the Year **Patricia Ryan King**
- NBEA Collegiate Teacher of the Year **Jim Rucker**
- NBEA Distinguished Service Award (Administrator or Supervisor) **Judith Olson Sutton**
- NBEA Distinguished Service Award (Businessperson or Organization)

Each year at the national convention, a State President/President Elect Leadership/Training Session is offered for state president-elects. This year 18 individuals participated in the training. Because this training is vital to the strength of our state, regional, and national NBEA associations, the Board encouraged each state to send representation to the 2004 convention in Chicago. Regions were also encouraged to recommend to states that they assist in the support of their presidents-elect attending to assist them in developing leadership skills for their presidential re-

sponsibilities. This also will provide opportunities for the presidents to network during their term with other state presidents throughout the country.

### Nominations

The Nominating Committee recommended the following individuals to serve for the 2005 Convention:

- Susan Jaderstrom, Santa Rosa Junior College, General Convention Program Director
- Susanne Sydow, Lyons-Decatur HS, Nebraska, Secondary Schools Convention Program Department Director
- Donna Anderson, Solano Community College, California, Postsecondary Schools Convention Program Department Director
- Barbara Bielenberg, Sioux City Community Schools, Iowa, State and Local Administration and Supervision Convention Program Department Director

Other nominations were:

- Cheryl Piening, Southeast Community College, Nebraska, Postsecondary Representative to the Policies Commission for Business and Economic Education
- Joan Belk, Charlotte-Mecklenburg Schools, North Carolina, 2003-2006 Secretary-Treasurer

Mary Ann Lammer, Linn-Benton Community College, Oregon, was elected the 2003-2004 President Elect from the Western Region.

### Personnel

The Personnel Committee recommended that Dr. Janet Treichel's contract be renewed through 2006. She was commended for her leadership, fiscal responsibility, and work effort on behalf of NBEA. Through Dr. Treichel's efforts, curriculum and new publications continue to be a strong area for NBEA.



### Future NBEA Convention Dates

**2004 Convention**  
**April 7-10, 2004**  
**Chicago Downtown Marriott**  
**Chicago, Illinois**

**2005 Convention**  
**March 23-26, 2005**  
**Anaheim Marriott**  
**Anaheim, California**

**2006 Convention**  
**April 12-15, 2006**  
**New Orleans Marriott**  
**New Orleans, Louisiana**

**2007 Convention**  
**April 4-7, 2007**  
**New York Marriott Marquis**  
**New York, New York**

## NCBEA MEMBERSHIP DIRECTOR REPORT

BY Kimberly Schultz, NBEA Representative

**“Momma don’t let your boys grow up to teach business. They’re never at home . . .”**

These words were part of the lyrics belted out by the first winner of the NBEA American Idol contest. The singing duo from Missouri brought down the house with their rendition of the standard, “Momma don’t let your boys grow up to be cowboys.” By the end of the act, the wife was convinced (and so were we) that teaching business wasn’t so bad, especially when Dallas, Texas, was the site of the 2003 NBEA convention.

The big “D” provided the perfect backdrop for stimulating sessions and motivational keynote speakers. Amidst all the “Yee Haws” and “Howdy Pardners,” the NBEA membership committee, chaired by Cynthia Green of the southern region, met for our spring meeting. The committee spent Tuesday morning piecing together a membership promotion slide show. The slide show consists of approximately 30 slides and can be adapted to fit the viewing audience as some slides are hidden and specific local or state slanted slides may be added.

Slide topics range from NBEA’s mission to the amount saved when possessing a NBEA membership card. A group of Georgia FBLA students will transform our basic slides to a polished product that we can use at our state membership booths and whenever else we are provided the opportunity to promote our organization. The show will be distributed on CD-ROM to state membership directors early this summer. In turn, the state membership directors will distribute the CD to interested NBEA members.

Other membership information discussed at the NBEA board meeting included the fact that 640 individuals used the online method for obtaining an NBEA membership. Of the 640, 400 were new members and 240 were renewals. NBEA’s student membership number is up by 100. It’s great to see that statistic rise as it means more young people are choosing to become professional business teachers.

The national office sent three special mailings this past year. The fall special mailing featured the 2002 yearbook; the winter mailing featured the *Class Acts* publication while the spring mailing provided *Person to Person* and the *Pointers* publications as incentives to join NBEA for the first time.

If your state treasurer collects NBEA membership fees, please remind this person to send in the membership forms and money as soon as possible. Until the form and check reaches the national office, the individual is not a member and insurance benefits are not available. We certainly don’t want memberships to unintentionally lapse or coverage not be provided, so round those forms and checks up and send them to the national office in a timely fashion.



At Friday’s membership director’s breakfast, Bob Murray from Minnesota was honored for achieving 100% of his membership goal. In addition, Bob was presented with a NBEA travel tote at the NCBEA membership director’s meeting held in Green Bay, Wisconsin on April 24. Larry Pagel, Michigan, and Zinna Bland, Missouri, were honored with NBEA CD holders for achieving at least 90% of their respective membership goal. Donna Weidman, Wisconsin, and Phyllis Rokicki, Indiana, earned NBEA luggage tags for their membership efforts which surpassed the 80% mark.

NCBEA convention goers were treated to Michael Perry’s vision of small town Wisconsin. Even though I live in Iowa, I could envision his dairy cow scenario and relate to his running tights story. For more information about this eloquent author’s book, *Population: 485*, visit [mike@sneezingcow.com](mailto:mike@sneezingcow.com). Many other relevant topics were highlighted as sessions, and Laura Taylor presented the NCBEA 2002 awards. Laura’s dash story will be a lasting reminder of that special day for not only the award winners, but the audience as well.

Next year’s NBEA and NCBEA conference will be in Chicago, Illinois. You aren’t going to want to miss out on the action, so begin making plans now to pack your zoot suit and/or flapper dress. Let’s show the rest of the nation that the north central business educators know how to host a convention. Volunteer to work on a committee, make a presentation, or assist with a session. Any way you participate at the conference ensures that you continue growing professionally so you can educate your students for success in business and life.

Enjoy your summer.

**A Statement by the Policies Commission for Business and Economic Education**  
Statement No. 72, 2003

*Policy Statement 72*

**This We Believe About Industry Certification**

Our nation's economy is dependent upon highly qualified and skilled workers. Preparing for current and emerging economic markets is a shared responsibility among all education, training, and workforce development systems. Employees must have a combination of academic knowledge, non-technical workplace skills, and technical competence. Industry certification is one approach to assessing and demonstrating the technical competence demanded by employers.

Industry certification requires passage of an exam or series of exams benchmarked to predetermined occupational or professional standards. Thus, industry certification validates a set of industry-based skills. This statement focuses on identifying the value of industry certification, defining the leadership role of the business educator, and clarifying procedures for integrating industry certification into the business education curriculum.

**VALUE OF INDUSTRY CERTIFICATION**

Industry certification provides value for multiple stakeholders: employers, students, business educators, and academic institutions. This value includes both tangible and intangible benefits.

**For employers, industry certification**

- provides documentation of employees' competencies in specific skill sets.
- aids in recruiting and screening applicants.
- reduces training time and expense.
- offers benchmarks for evaluating and compensating employees.
- enhances customer confidence.
- affords portability of skills across organizations.

**For students, industry certification**

- offers training and testing at a cost savings.
- increases work-based learning opportunities.
- provides advanced placement credits in some postsecondary degree programs.
- affords an alternative opportunity to meet state academic requirements and earn academic recognition.
- enhances knowledge of business expectations.
- improves job placement and career advancement opportunities.
- builds credibility in the workplace.
- boosts confidence in job performance.
- increases job security.
- encourages upgrading of skills to maintain certification.

**For business educators, industry certification**

- increases awareness of industry trends.
- sharpens focus on specific competencies required in the business world.
- provides guidance in developing learning objectives for curriculum.
- enhances respect for educators and business programs.

**For academic institutions, industry certification**

- meets competency requirements at many postsecondary institutions.
- provides secondary/postsecondary articulation opportunities.
- enhances cooperation between academic institutions and the business world.
- increases potential for partnering with certification vendors.
- builds community respect and support.

These benefits can be achieved only when industry certification is incorporated into a comprehensive business program. Industry certification may provide one dimension of expertise and not address other needed occupational knowledge and skills. Certification in isolation is neither a guarantee nor an assurance of occupational competence.

Thus, **We believe that** industry certification, when part of a comprehensive business program, has significant value for various stakeholders.

### **ROLE OF THE BUSINESS EDUCATOR**

The primary function of the business educator is to serve students by promoting lifelong learning, encouraging application of business principles to all aspects of their lives, and preparing them for employment. This function includes the challenge of integrating and facilitating student skill development and assessment in preparation for industry certification. Meeting this challenge requires business educators to assume a leadership role in preparing students for industry certification. To fulfill this leadership role, business educators must

- promote awareness of industry certification to students, teachers, administrators, parents, and community.
- advise students about the role of certification in career plans.
- develop a sequential curriculum which integrates the skill sets needed for industry certification.
- facilitate student learning of the needed skill sets.
- communicate the potential for industry certification to add value to student marketability and opportunity for advancement in the workplace.
- monitor occupational changes linked to industry certifications.

Business educators must assure that students continue their academic development and expand their business expertise. Academic development and business expertise are equally as important as the acquisition of a specific certification. Business educators must communicate realistic expectations of certification value to all stakeholders since all industry certifications are not created equal.

**We believe that** business educators must provide leadership in preparing students to earn industry certification.

### **INTEGRATION OF INDUSTRY CERTIFICATION**

The extent to which industry certification is offered as part of the business education curriculum depends on such factors as student employment opportunities, curriculum breadth and priorities, financial and technology resources, time, business program enrollment, faculty, administrative support, and partnerships with business. When industry certification is integrated into the business education curriculum, the business educator must align learning activities with certification requirements.

The business educator facilitates learning through instructional strategies that may include hands-on activities, textbooks and lab manuals, classroom instruction, independent study, computer-assisted learning, online instruction, postsecondary and business partnerships, and vendor support. The business educator must consider student learning styles when selecting instructional activities, delivery methods, and assessment procedures. Assessment procedures must address the learning objectives for the course as well as simulate the certification exam.

Administrative support is vital for business educators to gain the background knowledge and skills essential for integrating industry certification into the business education curriculum. Likewise, administrative commitment to the goals and objectives of certification integration is critical. Administrators must participate in the development of a well-planned curriculum that provides students with a balanced learning environment.

Integration is key; industry certification complements other components of the business education curriculum. **We believe that** successful integration of industry certification requires a commitment from business educators and administrators to develop curriculum that meets the needs of all stakeholders.

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**We believe that** industry certification is a tool—a means to an end rather than an end in itself. Therefore, business educators must help students use this tool in making wise decisions about career planning and continuing their education to be productive members of society.

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### **This We Believe About Computer-Input Technologies**

Trends in technology require business educators to provide opportunities for all students to learn the new technologies and techniques that are emerging in today's workplace. Current technologies include speech recognition; hand-writing recognition tools, such as Tablet PCs; Personal Digital Assistants (PDAs) and other handheld devices; and scanners. While touch keyboarding techniques remain a viable foundation for entering and manipulating text and data, other skills include composing, editing, enunciating, electronic handwriting, and scanning. Educators must provide instruction on a variety of input technologies for successful academic, professional, and personal applications.

**We believe that** business educators should take the lead in using, teaching, and integrating computer-input technologies into the curriculum. The 2001 NBEA National Standards for Business Education set the framework for business professionals to address change in the educational community as it relates to technology. Students need to "Develop proper input techniques..." in order to "Use a variety of input technologies" (p. 85)\*. Learning effective input techniques prepares students for a transition to dynamic technological environments.

**We believe that** competency in using computer-input technologies enhances certain communication skills. Computer-input technologies emphasize the need to improve penmanship, reading, speaking, and enunciation skills. Organization, composition, and editing must be integral parts of the instruction of computer-input technology. Combining activities in oral communication (i.e., reading aloud and pronouncing words clearly) and written communication (i.e., writing in cursive and printing letters) with technology is a strategy for teaching computer-input technology.

**We believe that** students' productivity increases when they use a variety of computer-input technologies. However, productivity is more than text and data entry. In addition to speed and accuracy, productivity is measured by effectiveness. Organization, composition, editing, and critical thinking are essential components in productivity. Business educators should incorporate these components into computer-input instruction methodology. Students must learn to select computer-input technology that is most effective for application based on the situation, task, and environment. Business educators who prepare students with computer-input skills for tomorrow's workplace will impact the tools and techniques used in the business environment.

Computer-input technologies instruction is for all students, including those who are physically challenged or learning disabled or use English as a second language. Business educators may need to make accommodations in instructional strategies and time required for skill acquisition when working with diverse student populations.

Opportunities for student motivation and learning can expand through the use of computer-input technologies. Using a variety of input technologies changes the way teachers teach and students learn. When business educators integrate computer-input technologies into the business curriculum, course content becomes more relevant and innovative. Student learning can be expanded as business educators, specialists in computer-input technologies, share their expertise through interdisciplinary approaches. **Thus, we believe that** through the use of computer-input technologies all students can become motivated learners, creative problem solvers, and enthusiastic and effective communicators.

**We believe that** students must be made aware of the health benefits of an integrated approach to text and data input. Research indicates that carpal tunnel syndrome and other repetitive strain injuries may be linked to occupations that require repetitive use of the hands (i.e., keyboarding and mouse operations). Varying the use of computer-input technologies reduces the risk of repetitive motion injuries.

**We believe that** business and industry partnerships must play a strategic role in the design and implementation of computer-input technologies instruction. Collaboration between business and education partners provides these benefits:

- Direction for curriculum design
- Strategies for curriculum implementation
- Training opportunities for students, educators, and business personnel
- Equipment and other resources

**We believe that** professional development for business educators is critical in the implementation for instruction in computer-input technologies. Because of constant change in technology, every business educator must take advantage of professional development opportunities. Furthermore, it is imperative that administrators support and encourage business educators to participate in professional development activities. The Policies Commission for Business and Economic Education Statement Number 60, "This We Believe About the Professional Development of Business Educators," provides additional strategies and resources for professional development opportunities.

Computer-input technologies should be a vital component of all business education programs. While computer-input technologies will be used in all occupations and curriculum areas, business educators must take the lead in teaching computer-input technologies as a communication tool. Business educators are able to provide relevant business applications and also must share their expertise through collaborative efforts and interdisciplinary approaches. When computer-input technologies are coupled with the teaching of oral and written communication skills, students become motivated, productive, efficient, and effective communicators.

\*National Business Education Association. (2001). *National Standards for Business Education: What America's Students Should Know and Be Able to Do in Business*. Reston, VA.

#### **MEMBERS OF POLICIES COMMISSION FOR BUSINESS AND ECONOMIC EDUCATION - 2002-2003**

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Annette O'Hern, Secretary  
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Larry Pagel, DPE President  
Northern Michigan University  
Marquette, MI 49855

Janet M. Treichel, NBEA Executive Director  
National Business Education Association  
Reston, VA 20191-1596

## NBEA Dallas Recap of Speakers and Awards

Jan Treichel and Dee Dee Myers (speaker and former Clinton White House Press



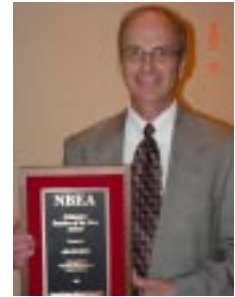
Mark Snyder, speaker & Fortune 500 consultant, Skills 2002 - Employer Expectations



NBEA President Sharon Lund O'Neil



Judith Olson Sutton, Distinguished Service Award (Wisconsin)



Jim Rucker, Collegiate Teacher of the Year.

Awards Chair Kathleen and Tom Cunningham from Glencoe present John Robert Gregg Award Winner Robert Mitchell.



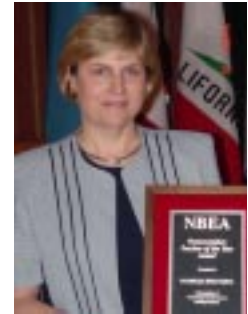
Above: Magician Craig Karges and Marilyn Price (Outgoing NBEA Treasurer from Iowa)



Robert Scherfield, speaker Southern Nevada Community College "Extraordinary"



Gary Schepp from Texas, Secondary Award Winner.



Patricia Ryan King, Outstanding Postsecondary Award Winner.



Lila visits with Swedish Hosts for ISBE in Stockholm.



Bob Murray sells tickets at Silent Auction



John Lightle, Incoming NBEA President



Sue Reid and Barb Beadle, NBEA Rep.

