



# REGIONALLY Speaking . . .

Volume 36, No. 1

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

September, 2004 Issue

NCBEA Website: <http://www.ncbea.net>

## NCBEA President's Message . . . from Ethel Holladay

**H**appy New Year—school year that is—new classes, students, student organization members, books, rooms, administrators, and bell schedules. Whatever the challenge, NCBEA is here to help. Your membership in NBEA/NCBEA provides you with many opportunities for technical assistance and professional support and growth.



“All Roads Lead to Business Education” at the Iowa Business Education Association/NCBEA Fall Convention October 15-16 at the Airport Holiday Inn in Des Moines. You won't want to miss the excitement as our NBEA president and executive director join members from the NCBEA states to help Iowa celebrate the great things going on in our profession. IBEA President Alethea Stubbe and Convention Chair Marcia Henke and their crew have an excellent program planned. For more details check the convention information in this newsletter or visit Iowa online at [www.iowatelecom.net/~elwoods](http://www.iowatelecom.net/~elwoods).

A special welcome to our new NCBEA board members—President-Elect Nancy Zeliff; Student Representative Monica Fine (Missouri); Illinois Representative Cathy Carruthers; Indiana Representative Donna Kimmerling; and Iowa Representative Jody Emerson. Our NCBEA board meetings this year will be at the Iowa and NBEA conventions. Please contact your state representative or any of the officers with your concerns, questions, or compliments. Emails for these individuals can be found in this newsletter.

NCBEA is proud to announce the third in a series of publications—**Activities for Student Success** *An NCBEA Publication Written by Teachers for Teachers 2004-2005*. Authors from all eight NCBEA states, and editor Sharon Fisher-Larson have been working very hard to bring you new activities for your classroom. You can purchase a

*Continued next column*

## President's Message, continued

CD for \$5 at your state's conference or the NCBEA conference in Iowa. If you are not able to attend you may order one using the form in this newsletter.

I am really excited about getting the chance to see so many of you at your state meetings this fall. I will be in Bemidji, Des Moines, Cincinnati, East Lansing, Springfield, and Indianapolis to join NCBEA members as we continue our professional

*continued on p. 4*

**Dr. Bill Murphy**, new Webmaster for NCBEA Website. Chairperson, Marketing Department  
College of Business  
Winona State University  
Winona, MN 55987  
Phone: 507-457-5698  
Fax: 507-457-5001  
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NCBEA Website:

<http://www.ncbea.net>

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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



Mary Ann Lammers (CA)  
NBEA President---->

### Upcoming Conventions:

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

- Minnesota ..... October 7-9, 2004 - Bemidji
- Michigan ..... October 21-23, 2004 - East Lansing
- Iowa ..... October 15-16, 2004, Des Moines
- Indiana ..... November 19-20 , 2004 - Indianapolis
- Illinois ..... November 4-5, 2004 - Springfield
- Ohio ..... October 21-23, 2004 - West Chester
- Missouri ..... November 19-20, 2004 - Lake Ozark, Missouri
- Wisconsin ..... October 2, 2004 - Menomonie
- NCBEA/Iowa ..... October 15-16, 2004 - DesMoines, IA
- EBEA ..... October 14-17, 2004, Braintree, MA
- WBITE ..... Feb. 18-21, 2005, Reno, NV
- ISBE ..... July 31-Aug. 5, 2005, Boston, MA
- ACTE ..... December 9-12, 2004 - Las Vegas
- NBEA ..... March 23-26, 2005 - Anaheim, CA

### NCBEA Board 2004-2005

- President ..... Ethel Holladay (ehollada@midwest.net)
- President-Elect ..... Nancy Zeliff  
(nzelifff@mail.nwmissouri.edu)
- Past President ..... Matt Hankins  
(mhankins@greensburg.k12.in.us; hnmada@earthlink.net)
- Secretary ..... Beth Sindt (bsindt@hawkeyecollege.edu)
- Treasurer ..... Maurice Henderson  
(maurice.henderson@emich.edu)
- NBEA Sr. Rep. .... Kimberly Schultz  
(kimberly.schultz@kirkwood.edu)
- NBEA Jr. Rep. .... Sharon Fisher-Larson  
(SATBFL@aol.com)
- Student Rep. .... Monica Fine  
(s253327@mail.nwmissouri.edu)
- Illinois Rep. .... Cathy Carruthers (ccarruth@lc.edu)
- Indiana Rep. .... Donna Kimmerling  
(donna.kimmerling@ibcschools.edu)
- Iowa Rep. .. Jody Emerson (jemerson@creston.k12.ia.us)
- Michigan Rep. .... Larry Pagel (lpagel@nmu.edu)
- Minnesota Rep. .... Jan Karjala (jkarjala@winona.edu)
- Missouri Rep. .... Donna DeFrain  
(donnadefrain@charter.net)
- Ohio Rep. . Darla Johannsen (djohannsen@owens.edu)
- Wisconsin Rep. .... Jacki McDugle  
(jmcdugle@blackhawk.edu)
- ISBE Rep. .... Marcia James (jamesm@uwv.edu)
- Newsletter Editor ..... Barb Bielenberg  
.. (bielenb46@yahoo.com) or (bielenb@sioux-city.k12.ia.us)
- Webmaster . J. William Murphy (jmurphy@winona.edu)

- NBEA Exec. Director ..... Jan Treichel  
(jtreichel@nbea.org)
- NBEA President ..... Mary Ann Lammers  
(mary.ann.lammers@linnbenton.edu)
- NBEA President-Elect ..... Cynthia Greene  
(greener1@aol.com)

**Regionally Speaking** can be found as a **link** on the NBEA ([www.nbea.org](http://www.nbea.org)) or **Website:** <http://www.ncbea.net>

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*The next issue will have a deadline for information of **November 5**, and State representatives, any others may submit articles. **State Presidents** submit articles for the **April 15, 2005, deadline.***

*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 [www.Adobe.com](http://www.Adobe.com) if you have problems.*



## INDIANA

By Donna Kimmerling

The Indiana Business Education Association Board ended its 2003-2004 year by attending a workshop at Anderson University to create its 2004-2005 Program of Work. Many ideas were shared and lots of goals were established to make business education stronger in Indiana.

Indiana business teachers had a lot of exciting opportunities for professional development this summer. The opportunities provided by Barb Beadle of the Indiana Department of Education included:

- ◆ Project-Based Learning Workshops
- ◆ Speech Recognition Workshops
- ◆ ICE Cooperative Education Coordinators Workshop
- ◆ Business Foundations Academy and Marketing Academy
- ◆ Tech Camp 2004

The program is now posted for the Thirty-Fifth Annual Business & Marketing Education Conference, which is sponsored by the Indiana Department of Education in Cooperation with IBEA and IMEA. Information may be accessed through IBEA's website at [www.ind-ibea.org](http://www.ind-ibea.org). This year's conference, which will be held Friday, November 19 and Saturday, November 20 at the Adams' Mark Hotel in Indianapolis, is titled, "Believe, Achieve, Succeed." The conference will include a wide selection of sessions for both secondary and postsecondary teachers. In addition to a variety of vendors, the conference attendees will be able to purchase selected books from Borders, receive a free massage, participate in "Trading Secrets," attend a pizza party, and help raise money by buying tickets for items in our second annual IBEA/NCBEA raffle. IBEA members will be invited to a breakfast meeting to be held on Saturday morning. To encourage students training to become business teachers to be actively involved in professional organizations, the IBEA board is sponsoring a lunch on Friday of the fall conference for its board, which includes the regional representative, and for students attending the conference who are currently studying to be business teachers.

Also this fall, Ball State University will hold its Eighty-First Annual Business and Marketing Education Conference on Friday, October 15 at the Ball State University Alumni Center in Muncie, Indiana. The theme of this year's conference is Teaching with Technology: What's New for You! Ms. Kim Rytzel from Course Technology will present sessions on the changing face of computer literacy and Microsoft Office 2003 updates. The day will end with the Delta Pi Epsilon, Pi Chapter meeting.

IBEA is getting creative in its professional development activities for its members. On Friday, October 29, a trip is planned to visit the Longaberger Factory in Ohio. The bus trip to Ohio will feature a guest speaker on attention deficit disorders in teenagers and adults. On the trip back to Indiana an inspiring movie with an education theme will be shown.

## WISCONSIN Happenings

by Jacki McDugle

Wisconsin is embarking on a new venture. With many commitments in the lives of business educators, WBEA has decided to move its convention from spring to fall.



Therefore, October 2 (Saturday) will be our final Fall Seminar. This year's Fall Seminar is being held at the University of Wisconsin-Stout in Menomonie with the theme of "Dig In." Workshops and presentations on Adobe InDesign, Photoshop Elements, and Photoshop as well as Microsoft Access and Dreamweaver will be offered. Visual literacy, international business, and IC3 Certification will also be presented.

April 22 – 23, 2005, will be our final spring convention where we will be "Experiencing the Magic of Business Education." The convention committee is busy putting all the pieces together.

September 2005 will mark the time for WBEA's first **Fall** Convention.

How exciting is that!? Change is often hard, and heaven only knows there have been many sticking points, but the Wisconsin Business Education Association is made up of a dedicated group of people. The convention committee has taken on a lot to plan two conventions in one transitional year. And the executive board is busy planning to make the transition smooth for all its members.

The conventions and the seminars are all looking to be exciting, informative, and full of innovative thinking.

WBEA will continue to work its magic this year! For more information, visit our Web site at [www.wbeaonline.org](http://www.wbeaonline.org). Join us!

## MICHIGAN REPORT

Larry G. Pagel, Michigan Representative

The Michigan Business Education Association will hold its 66<sup>th</sup> Annual Convention at the East Lansing Marriott in East Lansing, Michigan, on October 21-23, 2004. This year's theme is "Business: Connecting the Real World." This convention is Michigan's main event for business educators to learn about what's new in our programs and will be enjoyed by teachers, administrators, teacher educators, and students alike.



The opening session will include the "State of Business Education" address, recognition and service awards, and our annual business meeting. The awards luncheon will include a keynote speaker and student teacher awards, and the second general session will include a presentation entitled "A Resurgence of Entrepreneurship Education." Concurrent sessions will be held throughout the convention and will include such topics as learning styles, legislative action update, certification, program portfolios, financial education resources, handheld basics, setting up a school store, gender equity, E-mail etiquette, classroom integration, accounting, leadership, and digital cameras. Workshops on Dreamweaver, MOS certification, and IC3 certification will also be available.

Each of the five Michigan regions held regional workshops during the spring and early summer. Workshop participants went away from their meetings energized and ready to update their curriculum and start new classes in the fall.

In April 2004, the State Board of Education approved a new endorsement for the preparation of Business, Management, Marketing, and Technology teachers. This new endorsement will prepare business teachers to teach classes in accounting, introduction to marketing, introduction to business, general business, business law, technology literacy, business communications, and keyboarding.

These are exciting times in business education in Michigan. Please check our Web site <[www.mbea-online.org](http://www.mbea-online.org)> for more information about our convention or to find out what's happening with business education in Michigan.

## President Ethel Holladay's Message

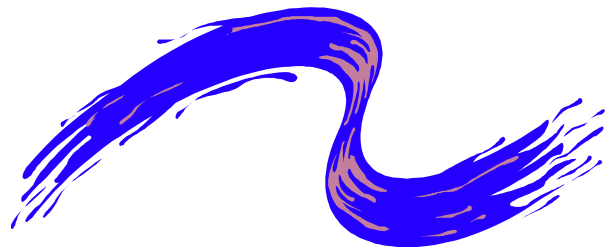
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growth and network with colleagues. Thanks to Sharon Fisher-Larson who brought greetings on behalf of NCBEA at the Missouri meeting this summer.

November is National Education for Business Month and provides an excellent opportunity for you to showcase your program. NBEA makes it easy for you to promote your program by obtaining copies of the NEBM poster and placing them in schools, Chamber of Commerce, and other community locations where it will attract the attention of students, parents, administrators, and business people. Posters are available from NBEA for only \$2.

The NBEA board will be meeting the first week in November as plans are finalized for this year's NBEA Convention to be held March 23-26, 2005, at the Anaheim Marriott Hotel. You won't want to miss a chance to learn about the latest trends in business education and be moments away from Disneyland, the Crystal Cathedral, Universal Studios, the Ronald Reagan Presidential Library, Edison Field, Knott's Berry Farm, and miles of beach. Don't forget that there are first time attendee stipends available. If you can't attend the meeting you have many other opportunities to grow professionally through NBEA publications—*Keying In*, *Business Ed Forum*, *NBEA Yearbook*, and the library of publications that NBEA offers to members. Visit NBEA online at [www.nbea.org](http://www.nbea.org).

Take advantage of these professional opportunities. Have a great school year and plan a trip to Iowa and Anaheim!



## From Minnesota

by Jeanette Karjala, President MBEI& NCBEA Representative

**T**he 2004-2005 academic year is in full swing pre-kindergarten through post-secondary levels in Minnesota. Many are expressing the feeling that the summer passed by much too quickly. As the school year continues, business teachers are among those who model seamless activity, moving from one activity to another with minimal break times.



“Half our time is spent trying to find something to do with the time we have rushed through life trying to save.”  
- Will Rogers

**Fall MBEI Convention.** Northern Region members are preparing for the 2004 Minnesota Business Educators Incorporated (MBEI) Fall Convention around the theme, “The ‘Northern Experience’—Adventures in Business and Technology.” The Convention is slated for October 7-9, 2004, in Bemidji, Minnesota, at the Northern Inn, which is offering rates of \$99 for up to four people in a room. The registration fee is \$75. For information about the convention, check the MBEI web site: <http://mbei.gen.mn.us>.

Among “Break-out” Session **topics** are E-Folio, E-Learning, Technology Integration and Applications in the Class Room, Articulation Agreements, Service Learning, Introduction to Website Development with Macromedia Dreamweaver, Tablet Computer Technology, E-BIZ, iMovie 4, Licensure Issues, Retirement Planning, Creative Teaching Ideas, and Round Table Networking by Subject Area. **Speakers** at the Convention a comedic, motivational presenter, **Larry Scheiderich**; Past Delta Pi Epsilon National President, **Dr. Marcia Anderson**; and an educator and a motivational speaker, **Larry Aitken**, from Bemidji, MN.

**National Tech Prep Network.** The National Tech Prep Network (NTPN) 2004 Conference is taking place at the Convention Center from October 13-16, 2004. Information is available at [www.ntpn.info](http://www.ntpn.info).

**Business Professionals of America.** Thirty-six Minnesota Secondary BPA Members placed in the top ten in their events at the 2004 BPA National Leadership Conference.

**TIES 2004 Education Technology Conference.** From December 4-7, 2004, at the Minneapolis Hyatt Regency Hotel, educators have an opportunity to access 40 hands-on technology workshops designed for the classroom, visit more than 100 technology vendors, and choose from over 100 sessions. Go to [www.ties.k12.mn.us](http://www.ties.k12.mn.us) for additional information.

**Minnesota Award Recipients in 2003.** Among award recipients in 2003 are the following individuals: **Jean Kyle**, MN State Director of Business Education, for Distinguished Service – MBEI Member; **William Richards**, a high school principal, for Distinguished Service – Other; **Mary Flesberg**, Outstanding Business Educator – Secondary; **Dr. Ann Peterson**, Outstanding Business Educator – Post-Secondary; **Kristin Cherveney**, University of Minnesota student, for Teaching Major Awards (Scholarships). Serving as student representative on the MBEI Executive Board is **Scott Wojtanowski**, Winona State University student - a business teaching major.

**Mark Your Calendar.** Mark calendars to make reservations for the fall 2004 MBEI Convention from October 7-9 in Bemidji at the Northern Inn. Minnesota welcomes you there!

Jeanette Karjala, Minnesota State Representative  
2004-2006 President, Minnesota Business Educators Incorporated

### By-Law Change

to be voted on Saturday, October 16 in  
Iowa

#### Current:

Article VI, Section 4:

The representative selected by each state association shall serve a two-year term.

#### Proposed:

Article VI, Section 4

The representative selected by each state association shall serve a three-year term.



## *Activities for Student Success*

*An NCBEA Publication Written by  
Teachers for Teachers 2004-2005*

*Correlated with NBEA Standards*

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. Four 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 was followed two years later by *Technology Activities for Business Education Plus! 2002-2003*. Now, two years later, NCBEA again offers a publication written by teachers for teachers, *Activities for Student Success*. This publication has over 40 classroom activities submitted by teachers from the eight states as well as from our NBEA Past President, Sharon Lund-O'Neil, and many of the NCBEA board members. Not only will you find activities for technology, but also good, old fashioned, pen & pencil activities. All these activities are on a CD which enable you to open files and modify as needed for your classroom.

If the activities are purchased at a state convention or conference site the CD is \$5. If you wish to order the CD and have it sent to you, please send \$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.

### **Conference/Convention Price! - CDs \$5**

Please send me \_\_\_\_\_ CDs at \$6.25 each.

*Meeting the Standards with NCBEA- Activities for Student Success 2004-2005*

*(Please Print all Information)*



Name \_\_\_\_\_

Address \_\_\_\_\_

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

## ILLINOIS REPORT

BY Cathy Carruthers

Illinois business educators are especially proud of two of our members:

**Dr. Marcia A. Anderson**, Southern Illinois University at Carbondale, received the John Robert Gregg Award at the NBEA Convention in Chicago in April. Dr. Anderson's long list of accomplishments can be found on IBEA's website at [www.ibea.org](http://www.ibea.org). We are so proud of you, Marcia!

Illinois is also proud of **Ethel Holladay**, DuQuoin High School, DuQuoin, Illinois, who is currently serving as NCBEA president. NCBEA will meet at the joint NCBEA/Iowa Business Education Association convention to be held in Des Moines on October 15-16 in conjunction with Iowa Business Education Association.

The Illinois Business Education Association's annual fall conference will be held on November 3-5 at the Crowne Plaza Hotel in Springfield, Illinois. Make plans to join us!! **Building the Future...Step by Step** is the theme of this year's conference. Sessions of interest will be available for college students, student teachers, new professionals, veteran teachers, retirees (and everyone else in between) who teach any business or computer classes at middle school, high school, community college, private business school, and university levels—both public and private schools. Marilyn Satterwhite, IBEA First Vice President, has put together a great program for attendees. Program details, registration form, and hotel information can be found at [www.ibea.org](http://www.ibea.org). Highlights of our upcoming conference include:

- **Pre-Conference Workshops** - two Wednesday evening workshops will be presented by Sharon Fisher-Larson and Roger Luft.
- **HOCS and DOCS sessions** - HOCS (hands-on computer sessions) and DOCS (demonstration-only computer sessions). Admittance to HOCS sessions is on a first-in, first-served registration basis.
- **Early-Bird Sessions** - Sessions for early-risers begin at 7:15 a.m.

- **Exhibits** - Exhibits will be open from 8 a.m. - 4 p.m. on Thursday and from 8 to 11 a.m. on Friday. Be sure to thank the exhibitors for supporting our conference.

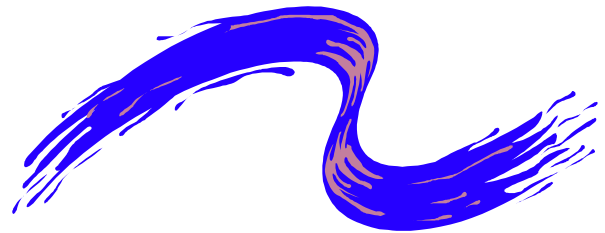
- **Silent Auction and Raffle items** will be displayed in the exhibit area on Thursday and Friday. **Distinguished Service Award winner, Teacher/Administrator of the Year winner, and New Professional winner** will be announced and honored at the Opening Session on Thursday.

- **IBEA Shirt Day is Friday!** Business casual attire is appropriate. If you don't have an IBEA shirt, be sure to place your order for one today!

- **Dinnerview**, a unique program providing instruction in how to handle a job interview that is conducted over dinner at a restaurant, will be offered Thursday evening from 6:30 – 8:30. Participants will learn how to handle interview questions as well as proper table etiquette. Be sure to reserve your place on the registration form. There is a \$20 fee for the meal to attend Dinnerview, but it will be well worth it.

- **IBEA Affiliate meetings** are scheduled from **4:45 – 5:30 p.m. on Thursday** with each affiliate meeting in a separate room.

The **President's reception** will provide an opportunity to kick back and relax a little. Come and play IBEA Bingo. Bea Abernathy and Linda Branch, our conference hostesses, will keep you entertained as they call the game. **Winners will receive cash prizes.** Don't miss the fun and refreshments!



# 2004 IBEA Fall Conference – "All Roads Lead to Business Education"

October 15 - 16, 2004, Airport Holiday Inn, Des Moines

Pre-registration Deadline – Postmarked by October 1, 2004

## Registration Information

- ✓ Save \$20 – Register on or before October 1, 2004
- ✓ Payment **must** accompany this form
- ✓ **Purchase orders are not accepted!**
- ✓ Convention registration will be refunded if notice is received 48 hours prior to convention

## Personal Information

Name \_\_\_\_\_

Name for Name Badge \_\_\_\_\_

Home Address \_\_\_\_\_

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

Phone \_\_\_\_\_

If an Iowan, what is your AEA Name/Number?

\_\_\_\_\_

\_\_\_\_ Check here if NBEA/NCBEA **Out-of-State** Member

E-mail \_\_\_\_\_

Local Newspaper \_\_\_\_\_

Years taught (including 2004-2005 school year) \_\_\_\_\_

**Please check all of the following that apply to you:**

- First time to attend IBEA convention
- Current NBEA Member
- IBEA Executive Board Member
- IBEA Planning Committee Member
- Presenter
- Student
- Area Representative
- Retired – Year Retired \_\_\_\_\_
- Past IBEA President



If yes, attending breakfast?  Yes  No

## School/Business Information

Name of School/Business: \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## Make checks payable to IBEA

Mail completed registration form and check to:

Joy Hall  
816 E. Spring  
New Hampton, IA 50659-1742

Questions? Send an e-mail to: [ajoy@iowatelecom.net](mailto:ajoy@iowatelecom.net)

## Convention Registration Options

(choose one)

**IBEA/NBEA Member registrations** include meals

- IBEA/NBEA Member – Both Days ..... \$125, **After Oct. 1** \$145
- IBEA/NBEA Member – Friday only .... \$110, **After Oct. 1** \$130
- IBEA/NBEA Member – Saturday only .. \$80, **After Oct. 1** \$100

**Other registrations do not** include meals.

Meals may be purchased separately (see below)

- Retiree – Both Days ..... \$30, After Oct. 1 \$30
- Student – Both Days ..... \$10, After Oct. 1 \$10
- Lifetime Member\* – Both Days ..... \$0, After Oct. 1 \$0

## Convention Registration – Cost Calculation

Convention Registration (see cost above)

Add meals for students, retirees, lifetime members, and guests of IBEA/NBEA attendee.

**(IBEA Member registrations already include meals)**

- \_\_\_\_\_ Friday Luncheon Ticket(s) ..... \$16.50
- \_\_\_\_\_ Friday Banquet Ticket(s) ..... \$32.00
- \_\_\_\_\_ Saturday Brunch Ticket(s) ..... \$16.50

**Total Cost** (Check payable to IBEA) .....

## Meal Choice

**You must indicate choice of meal for Friday Banquet(s).**

- \_\_\_\_\_ Pecan Chicken
- \_\_\_\_\_ Marinated Iowa Chop
- \_\_\_\_\_ Not Attending Banquet



\*Retired business instructors are eligible for Lifetime Membership. Pay a one-time membership fee to be a member for life.

## IOWA NEWS

by Beth Sindt

It has been another good year for members from Iowa. Several members were able to attend the NBEA Convention in Chicago and participate in many of the activities. I, especially, had a very fulfilling week participating on the NCBEA board as the Iowa representative and as the awards chairperson. I was Dianna Briggs' guest at the DPE breakfast and Barb Bielenberg's guest at the NASBE meeting (and decided to join that organization). Colleen Hunt received the NCBEA distinguished service by a supervisor award. Two of my co-workers, Sharon Buss and Bea Gobeski, received stipends from NCBEA and NBEA for first-time attendees. Indeed, it was a great convention.



Colleen Hunt from the Department of Education and IBEA joined together again in providing summer workshops for Iowa business educators. MOS certification tests were given, and there were a variety of workshop titles from which to choose. Participants were able to earn graduate credit through the University of Northern Iowa, thanks to Dianna Briggs.

I am looking forward to mentoring Jody Emerson of Creston as your new Iowa Representative on the Board, as I have been elected to the position of NCBEA Secretary. I know Jody will do an outstanding job as your representative.

I hope to see many of you at the fall convention in Des Moines. Iowa and NCBEA have a great lineup of sessions for you!

---

### NCBEA President-Elect Nancy Zeliff, Missouri



## Ohio Report

By Darla Johannsen

The 77<sup>th</sup> OBTA Professional Development Conference theme is "Planting Seeds for Success" and will be held in the Cincinnati/Dayton area October 21-23, 2004. We are using the term professional development to replace convention to emphasize the *professional development*. Marilyn Grismere is chairperson this year. Details regarding the conference are available @ [www.rwc.us.edu/obta](http://www.rwc.us.edu/obta).

At the conference this year, Dr. Kim Ventus-Darks (author, motivator, and personal development coach) and Dr. Susie VanHuss (author, educator, and authority in employer expectations) will be the keynote speakers.

The BIAC (Business and Industry Council) provides business educators in Ohio with a direct link to people in business and industry. We are very fortunate to have active participants on this council. This group will again be recognized and presenting at the conference this year.

The legislative committee is actively working with senators and representatives, as well as the State Board of Education, to require a unit of business for high school graduation.

There are ongoing efforts to increase membership in OBTA as well as other organizations and associations in the area of business education.



## The Business Education National Hall of Fame

Mary Margaret Hosler, Chair

**T**hree men, who in their lifetimes, made outstanding contributions to the field of business education will be inducted to the Business Education National Hall of Fame on **October 23**. They are **T. James Crawford, Russell J. Hosler, and Herbert A. Tonne**. The champagne-luncheon event will be held on the campus of the **University of Wisconsin-Whitewater** with tributes and remembrances shared by family members and friends of these three “greats” in business education.

The Business Education National Hall of Fame has been located at the University of Wisconsin-Whitewater since 1995. Prior to that time, the Hall of Fame was located at Rider College in Trenton, New Jersey, from 1977 to 1994. The primary purpose of the Hall of Fame is to pay tribute to those men and women who have made significant contributions to business education in the United States. Each person inducted to the Hall of Fame has in some way shaped business education to what it is today. An Administrative Committee and an independent Selection Committee are responsible for the operation of the Hall of Fame.

Elections to the Business Education National Hall of Fame are held every two years with the nomination deadline of May 1 of the even numbered years. More information on the program can be obtained by contacting Mary Margaret Hosler at [hoslerm@uww.edu](mailto:hoslerm@uww.edu).



## ISBE - KRAKOW, POLAND



### International Business Education Conference held in Krakow, Poland, was a success!

**O**ver 200 delegates and accompanying persons were hosted by Les Priesner, Professor, at the Institute of Science and Technology in Krakow. Stimulating keynote speakers and numerous presentations, seminars, and workshops made this conference one of the best. Both delegates and accompanying persons enjoyed a sightseeing tour, a dinner in the 700-year salt mine, an evening of Polish dance and song, and a closing banquet where young and old alike danced and sang from the SIEC songbook. Business visits included Phillip Morris, Motorola, and a steel plant.



**Marcia James  
ISBE Rep.**

Several NCBEA members traveled to the conference. Presentations were made by NCBEA members Richard and Marcia James of Wisconsin. The picture below is of Richard with longtime ISBE member and former ISBE president Floyd Crank.



## NBEA President Mary Ann Lammers Sends Greetings

Greetings! Hope this finds all of you well into your new school year and enjoying your current “crop” of students and responsibilities. Rest assured, your professional organizations and the many volunteers who make a contribution to our profession by giving freely of their time and energies are continuing the work of supporting and strengthening business education across our great country. As your president, I have already witnessed the dedication and resolve of leaders at all levels, who want to make a difference for students in their classrooms and places of work. These commitments come in the willingness to serve on committees and as officers in local, state, regional, and national associations as well as the classroom teachers and supervisors who are in the trenches on a daily basis. We are also fortunate to have a capable and willing staff at headquarters in Reston, Virginia, who are working diligently to provide membership benefits, timely publications, and an effective structure to manage the diversity of needs of all our members.



My travels throughout the nation have already begun with a wonderful experience in Tulsa, Oklahoma, at M-PBEA Convention, where I assisted Mona Schoenrock with their Leadership Development training. A highlight of the summer was accompanying our ISBE President, Sue Trautwein, on a 13-day tour of Poland. To see this beautiful country in transition from years of suppression to a democratic society and to spend time with university students in Krakow was a humbling, but rewarding, experience. We have so much to be thankful for in America, and our work to provide educational opportunities for ALL students is crucial for America to remain strong and free. (By the way, your region has some marathon shoppers—will withhold names to protect the innocent!)

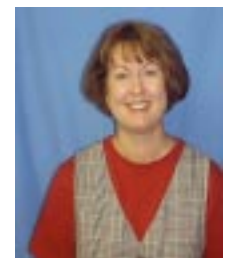
August brought NBEA’s Executive Committee and Strategic Planning Committee meetings in Reston, Virginia. Your region is represented by Barbara Beadle from the Indiana Department of Education

and, of course, NBEA’s Past President, Dr. John Lightle. The Strategic Plan is revisited every year and drives the Program of Work for NBEA, as well as the regions and STPs. If you are interested in either document, please let me know. Many of you will hear from me anyway, as your important positions are part of the big picture.

Many exciting visits and opportunities are awaiting me this year as I criss-cross the country to interact and provide a connection with all NBEA members. Your membership dues are well spent in providing you with a strong national association, who really wants to listen to your concerns and hear your stories of success. I am as close as a telephone call (541-753-5214) or e-mail ([malammers@comcast.net](mailto:malammers@comcast.net)) so please don’t hesitate to get in touch. FYI—I am faculty and department chair in Business Technology at Linn-Benton Community College in Albany, Oregon. I look forward to this opportunity to serve business education and all of you.

Finally, mark your calendars for a first-class NBEA Convention scheduled for March 22-26, 2005, at the Anaheim Marriott in Anaheim, California. The Program Committee has a first-class program shaping up; and, of course, southern California offers many exciting opportunities for fun and relaxation (Mickey’s house is right across the street!). Put the dates on your calendar and plan to bring your families. Please check the web site at [www.nbea.org](http://www.nbea.org) for continuing updates on Convention information. Have a great year!

**Mary Ann Lammers**  
NBEA President



**NBEA Representatives to NBEA Board**  
**Sharon Fisher-Larson & Kimberly Schultz**

## Missouri Report

Donna DeFrain

### GREETINGS FROM MISSOURI

**M**issouri Business Education Association met in Springfield, Missouri, for its annual summer conference on July 26-29. The theme for the conference was "Business Education: Achieving 'Hire' Quality." We had approximately 586 participants attending.

The featured speaker was Tim Border from Layton, Utah, whose keynote was "Take the Helm to Achieve 'Hire' Quality." Tim shared with us that "life is not always smooth sailing" and "the real test is defined by how we react in the middle of a storm." He indicated we had to take control of our future with three keys—taking ownership, being empowered to embrace challenges, and discovering possibilities for the future.

A reception was held to honor the MBEA Award Recipients following the opening session. The award winners this year were: **Heath Hawkins**, New Professional of the Year; **Donna Elliott**, Outstanding Secondary Business Educator of the Year; **Barbara Wommack**, Distinguished Service Award.

"Birds of a Feather" continental breakfasts were held on Wednesday and Thursday. This is a time provided for conference attendees to eat breakfast with other educators and share experiences and ideas on topics such as: Business Law, Business Technology, FBLA, Desktop Publishing, Keyboarding, PBL, etc.

We had 64 presentations available on various business education issues and 12 roundtable topics throughout the three-day conference.

Computer workshops were offered on Dreamweaver, PowerPoint 2003, Access 2003, QuickBooks, Beginner and Advanced Multimedia with Flash MX, and Desktop Publishing with Word 2003. These are held at Southwest Missouri State University and Ozark Technical College which are located not far from the conference hotel.

The closing session was presented by Paul Wootten who is a superintendent in Missouri on "Do People Know You're Achieving 'Hire' Quality." The pre-

sentation focused on the importance of letting all "customers" know in these times of financial challenges what a quality business education program your school has. Customers included the business community, the school board, the school administration, other faculty, the school counselors, parents, and students. Advisory committees, business and industry relationships, and promotion of your program and FBLA were critical.

Our officers were elected at the business meeting that followed. The officers for 2004-05 are:

- Laura Taylor, President
- Kelli Reese, President-Elect
- Tonya Skinner, Secretary
  
- Maureen Thoendel, Treasurer
- Nancy Zelif, Past President

All of the MBEA districts had the opportunity to participate in the Basket Raffle which is a way to raise money for district scholarships. Baskets were valued at a minimum of \$25. Each district could contribute as many baskets as they wished and the proceeds were divided by the number of baskets. More than \$1400 was raised this year.

The Charles Newman Scholarship was awarded this year to Rebecca Wissehr from Jackson High School. She was very active in FBLA serving as a chapter officer and chairing many committees. She competed at the district and state levels for three years. Rebecca is continuing her education at the University of Missouri-Columbia with a major in marketing and a minor in music. She hopes someday to combine her business and music degrees.

Our next conference is scheduled for November 19-20 at the Holiday Inn SunSpree in the Lake of the Ozarks. The keynote speaker will be Mary Kay Slowikowski who will tell us how to eliminate stress, avoid anger (or at least cool our hot buttons), and achieve harmony in the workplace.

Missouri Business Education Association is looking forward to attending the Iowa/ NCBEA Conference in Des Moines on October 14-15.

**NOMINATIONS FOR NCBEA PRESIDENT-ELECT AND  
NBEA BOARD REPRESENTATIVE**

We have a excellent leaders in all the states I visited while I was president of NCBEA. The other state that I did not visit I saw great leadership from Glenda Kunar, Stella Hull, and Joyce McGrath from Ohio. We need your help in nominating great people for the office of President-Elect for NCBEA and NBEA representative from NCBEA. Please send your nominations to Matt Hankins at 280 Whispering Pine Drive Martinsville, IN 46151 or email me at [mhankins@greensburg.k12.in.us](mailto:mhankins@greensburg.k12.in.us). Please put your name along with the nominated person so we may contact them to get bio information. Elections will take place in the spring with the term of office beginning July 1, 2005.

**NOMINEE:**

President-Elect \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

E-Mail: \_\_\_\_\_



NBEA Representative \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

E-Mail: \_\_\_\_\_



**NOMINATOR:**

Name of Nominator \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please send your nominations to: **Matt Hankins** at 280 Whispering Pine Drive Martinsville, IN 46151 or email me at [mhankins@greensburg.k12.in.us](mailto:mhankins@greensburg.k12.in.us).



**NBEA MEMBERSHIP RATES**

by Arlinda Carlson [ACarlson@nbea.org]

Dues are as follows:

- Professional dues are \$70.
- NBEA/ISBE dues are \$100.
- Student membership dues are \$40.
- Retired dues are \$45.
- ISBE/Retired dues are \$75.
- Student/ISBE dues are \$70.

**NCBEA Fundraiser  
at October Convention**

**A**re you ready for our exciting IBEA/NCBEA Convention? The dates are October 14-16.

We'll be at the Airport Holiday Inn in Des Moines, Iowa. The hotel is right across from the airport and offers a shuttle between the airport and hotel.

We will be holding a Chinese Auction with items coming from each of our 8 regional states.

We will be selling tickets on Friday for the itemson display in the atrium (by the exhibitors). The winners will be announced on Friday at 5:30 p.m.

Those bringing items can bring your item(s) to the NCBEA board meeting Thursday or to my (Larry Pagel) room before Friday morning. Set up will take place at 6:30 a.m. Friday morning, as the exhibit area opens for convention attendees at 7:30 a.m.

**Larry G. Pagel**  
**Marketing/Linkages Committee Chair**



**MEMBER SERVICES**

- Publications
- Business Education Forum: NBEA's Journal
- Keying In: NBEA's Newsletter
- NBEA Handbook
- Special Publications and Promotional Items
- Curriculum Standards and Resources
- \$250,000 Professional Liability Insurance
- Annual National Convention
- Regional Association Membership
- Regional Conventions
- Legislative Advocacy
- Business-Industry Link
- Professional Awards Program
- International Society for Business Education (ISBE)
- MasterCard Program

**NATIONAL BUSINESS EDUCATION ASSOCIATION**

**MEMBERSHIP APPLICATION**

**Join Today and Increase Your Professional Expertise!**

IMPORTANT... Please list both home and business addresses and telephone numbers indicate mailing preference:  Home  Business

Name	Title			
Organization		State	Zip	
Business Address		E-Mail		
City		Home Phone (Include Area Code)	Zip	
Business Phone (Include Area Code)		Home Address		
Home Address		City	State	Zip

**METHOD OF PAYMENT:**

Check Payable to NBEA

Visa # \_\_\_\_\_

MasterCard # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Signature required for all credit card charges

**MEMBERSHIP CLASSIFICATION:**

Professional \$70

Professional/ISBE \$100

(International Society for Business Education)

Membership dues include a \$20 subscription to Business Education Forum. Subscriptions are not available to nonmembers. NBEA dues are not tax deductible as a charitable contribution for federal income tax purposes. However, they may be deducted as a business expense under other provisions of the Internal Revenue Code.