



Regionally Speaking

A Publication of the North Central Business Education Association



A Message from the President

By Karen Drage, NCBEA President

Illinois, Indiana, Iowa, Michigan, Minnesota,
Missouri, Ohio, and Wisconsin Business Educators

Are You Fired Up?
Are You Ready to Go?

Councilwoman Edith Childs, the "little woman" from Greenwood, South Carolina, was the inspiration behind Barack Obama's "Fired up and Ready to Go" presidential campaign chant. The chant ignited enthusiasm and euphoria throughout the nation. As members of the North Central Business Education Association, I ask you, NCBEA members--are you fired up and ready to go?

NCBEA is leading the charge to bring back the enthusiasm and excitement for business education. Many of you may be thinking that given the state of our economy, it is difficult to get excited about anything. As with anything in our lives, we can choose to succumb to the negativism or embrace the enthusiasm. If you have ever worked or lived with someone that was always negative, you know that negativism can suck everyone around into a depressive mood. Emotions are contagious; and enthusiasm is invigorating. Our professional associations are the support system we need to keep us positive and invigorated in good times and bad. Yet, many business educators are pulling away from their state, regional, and national organizations. Instead of watching our valued business educators pull away, reach out and pull them in. We need each and every one of our business educators to keep our profession renewed and re-energized. NCBEA may be comprised of eight states and approximately 1,500 business educators but make no mistake—NCBEA is one TEAM.

If you are ready to share your passion with other business educators, you will want to register for the 2010 NCBEA conference which will be held in conjunction with the Minnesota Business Educators, Inc. conference in Bloomington, Minnesota, September 23 and 24. You will notice a few changes in the conference program this year. There are several NCBEA sessions included in this year's conference schedule. Corinne Hoisington and Rita Brodnax will be presenting three special NCBEA sessions on Thursday evening to kick off the conference. The session topics include:

Continued on Page 2...

Pictures throughout the newsletter are submitted by NBEA, SIEC/ISBE, and NCBEA members. NCBEA wishes to thank those who submitted images for publication. A special thank you to Barb Bielenberg for her contributions.

Session 1 (6 pm-7 pm)

Dr. Brodnax presents: Differentiated Instruction for Teaching 21st Century Skill Sets

Session 2 (7 pm-8 pm)

Dr. Brodnax presents: Brain Compatible Teaching: Be Sabotage Free

Session 3 (8 pm-9 pm)

Corinne Hoisington presents: Hot Technologies & Web 2.0

Space is limited for these sessions so please send in your registration forms early if you wish to attend. Friday's sessions include a variety of topics from presenters throughout the North Central region. Corrine Hoisington will be presenting three more session topics throughout the day. A few of the other NCBEA session topics include Teaching the New Green Marketing, Cloud Computing, IB Business, and Classroom Ideas. There are over twenty sessions throughout the day in which to choose. In addition, there will be tours to Target Field and the Mall of America. A reception will be held on Thursday evening recognizing DPE members, the NBEA President, regional presidents, state presidents, and NCBEA past-presidents. These social events as well as the awards luncheon are all included in your registration fee. You will have plenty of time to visit the exhibit area and also network with business educators from other states who are facing some of the same challenges and successes as your state. Promote the conference every chance you get. Include a slogan on your Facebook page, in the signature line in your email, on your state association's Web site---Ignite your passion for business education at the 2010 NCBEA Conference!

There are many more reasons to get excited about NCBEA this year. Our newly elected board members are already making a difference. Cathy Carruthers, NBEA representative and NCBEA legislative committee chairperson is gearing up to bring some much needed recognition to the North Central region. Margaret Erthal, NCBEA's President-elect is communicating with the state presidents in the region to form a stronger partnership with every state in the North Central region. Dena Irwin, NCBEA secretary, has hit the ground running with fresh ideas and contagious enthusiasm. Sue Elwood is spreading the word the NCBEA is here to stay with her duties as Webmaster and Newsletter editor. There are many more business educators in the North Central region that believe in NCBEA and are fired up and ready to go. I wish I could mention you all by name, but we know you are out there. You are the spark that ignites the passion in all of us.

In closing, I implore you to not be the dud in the pack, be the spark! Ignite your passion for business education.

Sincerely,

Karen Drage

NCBEA President

**Ignite your passion for business education at the
2010 NCBEA Conference!**

Bylaws Changes

The following Bylaws changes will be brought before the membership at the Annual Business Meeting in Minneapolis, Minnesota, September 24, 2010.

During the Administrative Board Meeting in Columbus, Ohio, on October 29, 2009, the Bylaws and Standing Rules Committee ***moved to, "change bylaw Article XI, Section 2. The bylaws shall be reviewed every year by the past president"***

During the Administrative Board Virtual Meeting on August 10, 2010, Cathy Carruthers ***moved that the NCBEA president appoint a regional membership director to serve as the designated person to provide regional membership promotion and information and leadership to the NCBEA member states.***

During the Administrative Board Virtual Meeting on August 10, 2010, Linda Harper ***moved that an Ad Hoc Conference Committee be appointed.***



Greetings from the NBEA President

**By Madge Gregg
NBEA President**

Here it is, that time of year again, the beginning of a new school year. Whether it is your first, tenth, or thirtieth year in teaching, it is time to ignite the passion that led you into education in the first place. It is important that you renew your passion so you can ensure that your students obtain the best educational experiences you can offer. One of the best ways to renew that passion is to attend NBEA's Annual Fall Conference. I look forward to seeing many of you in Bloomington, Minnesota on September 23-24 for MBEI-OPOLY! Your Fall Conference has everything needed for an outstanding meeting—an intriguing theme, a progressive keynote speaker and session topics that are thought-provoking and forward looking.

As a member of NBEA, you have a plethora of resources that will keep you up-to-date and informed about issues and trends in business education. You can update your curriculum, a little or a lot with lesson plans and instructional strategies using publications provided by NBEA. Publications such as *Keying In, Business Education Forum* and the *NBEA Yearbooks*, contain everything needed to help you in the development of a single classroom project to extensive curriculum writing. The recent release of *Creative Teaching Ideas* offers a wide variety of instructional plans for all business education content areas, written by classroom teachers from around the country. Share these resources with your colleagues who have not yet joined NBEA and encourage them to join, so they too, can reap the benefits of NBEA membership.

Take time to identify excellence in your state and region by nominating and submitting applications to the NBEA Awards Program. Each year NBEA accepts nominations for outstanding individuals for the following award categories: Middle School Teacher of the Year, Secondary Teacher of the Year, Postsecondary Teacher of the Year, Collegiate or University Teacher of the Year, Distinguished Service Award for an Administrator or

Supervisor, and a Distinguished Service Award. Award recipients are honored at the Awards Luncheon at the Annual NBEA Convention and applications are available on the NBEA website. We all know colleagues and friends who are dynamic business teachers and supervisors; take a moment to complete a nomination form.

And, for all high school teachers, charter a National Business Honor Society Chapter. The newest benefit to secondary business education teachers is the formation of the National Business Honor Society. This is a wonderful opportunity to recognize your students for their academic excellence while raising the status of your program. Our students are deserving of this recognition and need it to stay competitive while applying for jobs, college and scholarships. The criterion for student eligibility is the completion of three business courses and maintaining a 3.5 GPA in those courses, with an overall 3.0 GPA. There is a NBHS Start-up Kit on-line at nbea.org that makes it very easy to charter and establish a National Business Honor Society for your students.

Of course, I am going to take this opportunity to officially invite you to attend the NBEA Convention, April 19-23, 2011, in New Orleans at the New Orleans Marriott Hotel. The NBEA Convention Program Committee, under the leadership of Cynthia Greene, has planned an interesting, diverse, and dynamic convention. Concurrent sessions cover a variety of topics, such as Cloud Computing, Accommodating Students with Spectrum Disorders, Using Reality TV as an Instructional Tool, and Preparing Students for Careers in Gaming and Animation. NBEA has online registration but NBEA headquarters also accepts school purchase orders. And after a day of intriguing general sessions, cutting edge workshops and concurrent sessions, come and enjoy the food, music, entertainment and culture that are uniquely New Orleans.

And lastly, renew your commitment to business education. I am sure all of you have colleagues who are not NBEA members; take time to discuss with them the benefits of joining the premier organization for business education. Mentor a colleague and set the expectation that being an NBEA member is part of their responsibility as a business educator. We need to set the bar high to provide our students with the best business education has to offer.

NBEA Member Information can be found at
<http://www.nbea.org/newsite/member/join.html>

MBEI/NCBEA 2010 Fall Conference

MBEI-OPOLY!

Date: September 23-24

Location:
Sheraton Bloomington Hotel
Bloomington, MN

Pre-register by: September 15
Check out www.mbei-online.org
for more information

SESSIONS

Thursday Night

*Please indicate on
registration form if you will
be attending these sessions.*

Session 1 (6 pm-7 pm)
Dr. Brodnax presents:
Differentiated Instruction
for Teaching 21st
Century Skill Sets

Session 2 (7 pm-8 pm)
Dr. Brodnax presents:
Brain Compatible
Teaching: Be Sabotage
Free

Session 3 (8 pm-9 pm)
Corinne Hoisington
presents: Hot
Technologies & Web 2.0

Friday

Marketing Focus:

- Advertising Trends
- Sports Marketing

Technology Focus:

- Google
- Microsoft 2010
- Cloud Computing
- Web 2.0 Tools
- Online Learning
- Podcasting

Business Focus:

- Personal Finance
- IB Business
- Economics
- Classroom Ideas
- Differentiated Instruction



KEYNOTE:

Robert Stephens:
Founder and Chief Geek of
Geek Squad

TOURS

Mall of America

\$10 additional fee

Thursday Tour: This tour includes time for shopping and dinner on your own, along with the MOA presentation.

Friday Tour: This is the MOA presentation only.

MOA Presentation Details:

A tourism representative will speak on topics such as marketing history, development, retail success, architecture, management, day-to-day operations, economic impact to the local and state economies, and what makes Mall of America unique. The presentation will be conducted in a meeting room with a question and answer session.

The presentation will take approximately one hour. In addition, each guest will receive a 2010 Super Savings Coupon Book (\$9.95 value) and a map & directory.

Target Field

\$15 additional fee

Friday Only Tour: Experience the magnificence of Target Field while enjoying a unique behind-the-scenes look at one of Major League Baseball's best and newest ballparks.

All sessions, speakers, and tours are subject to change.



2010 MBEI/NCBEA Fall Conference September 23-24

NAME			
PREFERRED E-MAIL ADDRESS		SUMMER E-MAIL ADDRESS	
SCHOOL / ORGANIZATION NAME (Students: Please use college name.)			COUNTY
SCHOOL ADDRESS	CITY	STATE	ZIP
SCHOOL PHONE		NCBEA/NBEA membership number (if applicable)	
PRIMARY TEACHING LEVEL (mark only one with X) ☐ Elementary School ☐ Private Business School ☐ Middle School ☐ 4-Yr College/University ☐ Secondary School ☐ Student ☐ Retired ☐ Comm/Tech College ☐ Other (specify): _____		DIVISION (mark with X) (Students: Please check the division in which your college is located.) ☐ Central ☐ Metro ☐ Northeastern ☐ Northern ☐ Southeastern ☐ Southwestern ☐ Western ☐ Other State (specify): _____	

PRE-REGISTRATION—Due September 15, 2010 – Sorry, No Refunds!

This two-day conference includes all sessions and food (MOA and Target Field tours are extra). All teachers attending must either be 2010-2011 MBEI members or hold membership in a state business education organization that is affiliated with NBEA. You can pay your 2010-2011 MBEI dues on this registration form.

2-day Conference Registration Fee for Full 2010-11 MBEI/NCBEA Member	\$120	Thursday night Session 1 (7pm – 7pm) Differentiated Instruction for Teaching 21 st Century Skill Sets	Circle YES if you plan to attend YES
2-day Conference Registration Fee for Student/Retiree 2010-11 MBEI/NCBEA Member	\$ 50	Thursday night Session 2 (7pm – 7pm) Brain Compatible Teaching: Be Saboteur Free	YES
2010-11 MBEI Membership Fee— if not previously paid	\$ 35	Thursday night Session 3 (7pm – 7pm) Hot Technologies & Web 2.0	YES
2010-11 MBEI Membership Fee for MBEI Student/Retiree— if not previously paid	\$ 10	SPECIAL OPPORTUNITY: (Thurs. 5 – 8:30) Mall of America tour Space limited \$ 10	
ON-SITE Registration (An additional charge of \$30 applies to the above rates)	\$ 30	SPECIAL OPPORTUNITY: (Fri. 2 – 4) Mall of America tour Space limited \$ 10	
TOTAL FEE		SPECIAL OPPORTUNITY: (Fri. 2 – 4) Target Field tour Space limited \$ 15	

(Please make check payable to Metro MBEI; sorry, no purchase orders or refunds)
Send payment & form to: DJ Dahl, Hubbs Center, 1030 University Ave. W., St. Paul, MN 55104

YOUR TASTE TEMPTATIONS

For planning purposes, please indicate your attendance at the following food events (please circle YES or NO):

Past Presidents' Reception/Networking (open to everyone) Thursday, Sept 23, 8:00 p.m. – 10 p.m.	YES	NO
Continental Breakfast, Friday, Sept 24, 7:00 a.m. 8:15 a.m. **NCBEA/NBEA members are encouraged to attend the annual meeting from 7:15 – 8:00 a.m.	YES	NO
Awards Luncheon, Friday, 12:00 p.m. – 2:00 p.m. Please indicate dietary restrictions:	YES	NO

YOUR ACCOMMODATIONS

Please make your own reservation from the MBEI block of rooms that will be held until September 15

The Sheraton Bloomington Hotel is located off 494 and Hwy 100. Special room rates are \$129/double.
7800 Normandale Blvd - Minneapolis, MN 55439 - Phone: 952-835-7800

Ozark Technology Instructor

Michelle Lindsey

Named National Business Education Association Middle School Teacher of the Year



Mrs. Michelle Lindsey, a sixth grade technology instructor at Ozark Upper Elementary, was presented with the National Business Education Association Middle School Teacher of the Year Award in recognition for outstanding contributions in teaching business. The award was presented by Awards Chair, Dr. Robert Blair, at the awards

luncheon during the national convention in San Diego, California on Friday, April 2, 2010.

Mrs. Lindsey has been a technology instructor at Ozark Upper Elementary for 11 years and previously taught high school business for six years in Mountain Grove, Missouri. Her professional contributions include: representative on the North Central Business Education Association (NCBEA) Board and former President of the Missouri Business Education Association. Mrs. Lindsey has also been recognized as the Ozark Schools Elementary Teacher of the Year, NCBEA Middle School Teacher of the Year, Missouri Business Education Association Middle School Teacher of the Year, and Southwest Business Education Association Middle School Teacher of the Year. She has presented numerous workshops for her school and at local, state, and national conferences. In 2009, Mrs. Lindsey helped the district partner with Doug Pitt's Care To Learn Foundation to form the Care To Learn Ozark Chapter which provides for emergency health, hunger, and hygiene needs of students throughout the Ozark School District. Mrs. Lindsey oversees the district program, coordinating a volunteer staff and serving over 140 students weekly with food backpacks and providing over 200 pieces of new clothing and shoes annually.

Ozark Superintendent, Dr. Gordon Pace, commented, "Michelle is one of the foremost staff members in her building in regard to trying new

technology and working to engage students with the use of various technology methods. Michelle is an effective business educator who goes above and beyond in her dedication to her teaching and to the students she serves. She is a credit to Upper Elementary School and to the Ozark School District." Ozark Upper Elementary Principal, Chris Bauman, states Mrs. Lindsey's "unique melding of personal and professional qualities has enabled Mrs. Lindsey to lead her colleagues and students from the business classroom to many other areas of our school. It has allowed her to share with others her belief in the importance of business and its role in the school curriculum."

Mrs. Lindsey stated, "I am humbled and honored to be recognized among such an elite group. Our district motto is: Every Child, Every Day, Whatever It Takes. I am fortunate to work every day next to teachers that put that into practice. I'm a firm believer that you are only as good as the people around you and I have been blessed to be surrounded by outstanding people throughout my career, from my college professors to my wonderful friends and colleagues at Upper Elementary. None of what I do would be possible without the ongoing support of my husband, Duane, and my children who allow me to devote time to what I love. I am so very thankful to the Ozark School District administration and school board, who encourage ongoing professional growth and provide the resources and opportunities to use innovative teaching strategies so we may put the needs of students first."



Congratulations Michelle!



Upcoming Conference

Illinois

By Linda Harper
IL Representative

The Illinois Business Education Association's 2010 Conference is November 3-5, 2010, in Effingham, Illinois, at the Keller Convention Center. The conference features secondary teachers, community college instructors, university professors, and other educators who share innovative programs and strategies that have been successful in their classrooms. This year's conference theme is "Rethink, Revise, and Re-energize."

The Illinois Business Education Association's 2010 Conference:

- Offers 16 hands-on computer sessions
- Will have over 35 concurrent sessions
- Focuses on curriculum development and instructional methods
- Addresses the needs of business teachers and instructors at the secondary and post-secondary levels

Sessions will include topics such as:

- Innovative teaching strategies
- Office 2010
- Engaging learning activities
- International business
- Keyboarding
- Dual Credit
- Office 2007
- Personal finance
- Economics
- Digital photography
- Business tours

Visit our website at www.ibea.org



Keynote speaker, Jim "The Rookie" Morris' presented an inspirational and transformational message about following your dreams and having a game plan for success at the 2010 NBEA Convention in San Diego, California.

News from...

Indiana

By Jason
Hendrickson
IN Representative



Greetings from Indiana, the "Crossroads of America"! My name is Jason Hendrickson, and it is my pleasure to be serving as Indiana's newest NBEA/NCBEA Membership Director for the 339 Indiana Business Education Association members.

Indiana is proud to announce Amber Reed of Bremen, Indiana, as the president presiding for the 2010-2011 fiscal year. Indiana has followed tradition by offering some curriculum development for its middle and high school level educators this past summer. Our Annual Tech Camp this summer was again hosted by IUPUI's Technology and Engineering Department and Dr. Joy Starks. Four tracks were offered this year with record numbers in attendance. Our Annual November Conference will be held at the Wyndham Indianapolis West Hotel, November 19-20, 2010. Please find details on all of Indiana's professional development opportunities via our website at: www.ind-ibea.org.

Other news in Indiana includes the appointment of Eric Ogle, Program Specialist at the Indiana Department of Education for Business and Marketing Education. Eric is not new to the Department of Education as he was formerly a Licensing Processing Specialist within the Office of Educator Licensing and Development. He graduated from the University of New Orleans in 2008 with a Bachelor of Science in Entrepreneurship and a Bachelor of Science in Management. He is originally from Columbus, Indiana and graduated from Columbus North High School in 2003. He has a passion for business and strives to increase the amount of resources available to students and educators so future generations can help grow our global economy. Indiana Business Education Association (IBEA) would like to welcome Eric to the department and looks forward to our joint efforts in keeping business education thriving in Indiana.

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In final notes, Indiana is proud to announce Dena Irwin, Indiana's Past President, in her new adventure as our NCBEA incoming Secretary. Dena has served on the Indiana Business Education Association's Executive Board and other various educational leadership teams. Good Luck Dena on your term; we know you will be very successful! Questions in regards to Indiana Business Education Association and its membership can be directed to Jason Hendrickson, Indiana NBEA/NCBEA Membership Director at jhendrickson@danville.k12.in.us.

News from...

Iowa

By Lou Ann Knorr
IA Representative

Iowa Business Education Association (IBEA), together with Iowa Association for Career and Technical Education (IACTE), is sponsoring a Unified Conference this October at the Marriott in Cedar Rapids, Iowa. "A New Vision for CTE - Reflect, Transform and Lead" IACTE conference is from October 7-8; sessions include Leadership in CTE, Marketing CTE Programs, Workplace Connections, Technical Skill Attainment, and more. "Ride the Wave" IBEA conference is from October 8-9; sessions include Using Google Docs in the Classroom, Resources for Small Business, Practicing Good Assessment, Computer Security, Perkins 101, and much more! Presenters from business and education have been scheduled from across Iowa and beyond. IBEA members have the opportunity to obtain one graduate credit by attending sessions and participating in online coursework.

This Unified Conference offers exciting educational opportunities that will develop you professionally and personally. I encourage all of our Iowa business educators to share this conference information with their fellow CTE colleagues and register now to attend. For those of you who are outside of Iowa and find Cedar Rapids close to you, I cordially invite you to join us in Iowa. The conference fee is less if you register before September 20. You can find all the details for registration and lodging at www.ibeaonline.org.

Upcoming Conference...

Minnesota

By Robert Murray
MN Representative

Minnesota business educators are hard at work planning, preparing, and promoting the upcoming MBEI/NCBEA Convention, September 23-24 in Bloomington, Minnesota. The convention committee has put together an outstanding program.

The convention offers a variety of breakout sessions, designed to provide business educators with important information regarding business, technology, marketing, and of course, pedagogy. As always, this convention will provide time for networking with business education teachers from around the region.

Plus, being in the great state of Minnesota, convention attendees have an additional opportunity to tour the Mall of America or Target Field, and learn about operation of these two major Minnesota attractions.

The convention features some exciting presenters, such as Dr. Rita Brodnax and Corinne Hoisington. Robert Stevens, founder and Chief Geek of **Geek Squad**, will be delivering the can't miss keynote address.

All business educators from around the region are encouraged to attend. Mark your calendar and make plans now so you won't miss out. Stay the weekend if you have the time!

Conference Highlights...

Missouri

By Michelle Lindsay
MO Representative

Missouri held its state conference July 23-26 in Springfield, Missouri. Our attendance numbers were



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down for the conference. We felt like many factors contributed to this, but the two biggest factors were less assistance from our state department and the state's elimination of Career Ladder (a program of extra pay for extra duties, including professional development).

On a positive note, the NCBEA/NBEA booth was extremely busy. I implemented some new strategies and had good help from Twana Hulen, Becky Beydler, and Winter Owens. Winter was elected to be my replacement beginning July 1, 2011, and will be training with me at our Fall Conference as well. In addition, our state board (MBEA Board) voted to mentor the incoming NCBEA Representative for a period of 1 year following their official taking of the NCBEA position, so myself or another designated representative will be mentoring Winter until June 2012.

Booth strategies that were new for me at this conference included:

- Setting up 2 tables instead of 1 – this allowed folks to spread out and encouraged more individuals to stop by
- Offering a drawing for an office chair to all Missouri Business Educators – this brought more people to the table and gave us an opportunity to talk to them about NBEA/NCBEA
- Offering chocolate at the table on day 2 of the conference to encourage folks to stop by again
- Giving away the old versions of the Activities CDs
- Offering the 2008 and 2010 CDs free with a new NBEA/NCBEA membership (I had 6 new members – a personal record)
- Created a new display board with more color

Booth strategies I've used before and continued were:

- Handing out highlighters and a card "Highlighting the Benefits of NBEA" at our opening session
- Offering a small token to current members (post-it notes, sharpies, or little plastic storage boxes from Staples)
- Offering a \$50 Visa Gift Card drawing to current members
- Selling the 2010 Activities CD
- "Join NCBEA and NBEA Today!" banner on front of table

News From...

Ohio

By Christy Culver
OH Representative



OBTA—An Association for Business Technology Educators is gearing up for its 83rd OBTA Professional Development Conference, which will be held at The Hilton Hotel in Akron, Ohio, October 21-22, 2010. The keynote speaker is Ken Kaser, a professional educator, author, public speaker, and leader. He is the co-author of the *Sports and Entertainment Marketing* book by Cengage Publishing Company. The Awards Luncheon Speaker is Leslie Favors-Blackstone from Ohio JumpStart Coalition.

Attendees will be *Soaring Into "Emerging Technologies"* with session options that include Office 2010 and Windows 7--What's New?, Rock-N-Roll Hall of Fame--Hip Hop Technology from Turn Tables to Computers, and Electronic Career Portfolio using Adobe Acrobat. Professional Development credit is being arranged with a local university. The Thursday night out with the Executive Board will be at The Winery at Wolfcreek where we will enjoy a clambake and wine made in Ohio. Interested in participating at this conference, contact Conference Chair Felicia McMiller, Bedford High School, 440.439.4848 Ext. 7180 or fmcmliller@bedford.k12.oh.us

First time OBTA conference attendees are eligible to apply for a \$100 stipend, which will be presented during the 2010 OBTA Conference on Friday, October 22, 2010, in Akron, Ohio. The recipients must attend the conference and Awards Luncheon, where they will receive the stipend. The recipients will be notified by September 30, 2010. If you would like to apply or desire more conference information, just visit www.obta-ohio.org.

Make Plans now for the

NBEA 2011 Annual Convention

April 19 - 23

New Orleans, LA

Mark Your Calendar

Conference Highlights... Wisconsin

By Debbie Stanislawski
WI Representative



Summer 2010 was busy for business teachers in Wisconsin. One of the opportunities at the forefront was professional development for updating Information Technology skills. Cisco related courses were sponsored by the Department of Public Instruction and Technical Colleges in Wisconsin. An AP Accounting Pilot Workshop was also held in Wisconsin over the summer. It is clear Wisconsin business teachers are serious about updating their curriculum and offering students the best opportunities!

In Wisconsin we are looking forward to our 2010 Conference September 23-25 in Wisconsin Dells. Vast arrays of sectionals are scheduled, including Web 2.0 Tools, Careers in Accounting, and Earning National Board Certification. The conference will come to a close on Saturday with a host of round tables, which are always a hit! So little time, so many sectionals! More information can be found at <http://www.wbeaonline.org/>

One online resource you may want to check out is Webspiration at <http://mywebspiration.com/> This site offers a free trial of the beta version of their *mind mapping* software. Check it out!

News From... Student Rep

By Andrea Michetti
Student Representative



My name is Andrea Michetti. I am the student representative for the NCBEA, and I attend the University of Wisconsin-Whitewater where I am entering my 4th year of college.

I love using technology in the classroom, so becoming a major in both Business and Marketing seemed to be a good choice for me. My main goal is to teach the technology side of both majors in a High School setting.

I am very outgoing and willing to try anything new. My drive has earned me a place in Pi Omega Pi on my UW-Whitewater campus. Pi Omega Pi is the Business Honor Society. I am currently serving as Historian.

As the Student Rep, my goal is to keep you informed of what is going on at my campus with promoting the fall conference for the NCBEA. As soon as the campus begins a new season, I will be letting students know about this conference, starting with the Business organizations on campus. Posters will also be going up about the conference in our Business Building.

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Danielle Stiebs and Hollie Schouweiler – Two of the WBEA Student Scholarship Winners from 2009



UW-Stout Marketing and Business Education Majors attending WBEA Conference

Report from...

NBEA EXECUTIVE BOARD MEETING

MAURICE S. HENDERSON NBEA REPRESENTATIVE



The spring 2010 NBEA Executive Board meeting was held on March 29-31, 2010 at the San Diego Marriott Hotel and Marina, San Diego, California, prior to the start of the 2010 NBEA Annual Convention. The meeting began with welcoming remarks from NBEA President Karen S. Williams and NBEA Executive Director Janet M. Treichel. In addition, Jean Kyle, ACTE Business Education Division President (2007-2010) and Kay Orell, NASBE President (2009-2010) brought greetings on behalf of their respective organizations. Here are additional highlights from the meeting.

Written and Oral Reports: Written and oral reports including accomplishments related to the NBEA Program of Work, Strategic Plan, and committees were presented. The finance and program of work committees met during the meeting and presented updated reports to the board. A significant amount of time was spent in the membership committee, which is comprised of the entire NBEA Executive Board.

Regional Reports: The board reviewed and evaluated the regional reports submitted by each regional president. The first report submitted by each region was reviewed at the November board meeting. The NBEA President was charged with the responsibility of following up with each region to provide the annual evaluation for each respective region. The 2009-2010 school year completed the first year of the new regional improvement plan procedure. This evaluation process is a part of the regional improvement procedures.

New Technology: The technology task force committee provided detailed information regarding the use of technology during the NBEA convention and beyond. Check out NBEA's online community

on the **NEW** NBEA Web site at www.nbea.org. Click on "NBEA Community" in the bottom left portion of the home page. This link will take you to NBEA's Facebook, Twitter, and Ning pages.

Unfinished Business: Information regarding the following items was discussed: National Business Honor Society, future convention sites and dates, NBEA/DPE unification efforts, AP accounting course training, and more.

New Business: The board discussed ideas regarding NBEA exploring some financial education initiatives. It was decided that NBEA should begin to engage in dialogue and activities to assist teachers to be better prepared to teach financial courses (accounting, personal finance, etc.). In addition, the board approved additional funding towards the AP accounting project.

2010-2011 President-elect: Elections were held for the 2010-2011 NBEA President-elect position. Dr. John J. Olivo from Bloomsburg University in Bloomsburg, Pennsylvania was elected as president-elected. The 2010-2011 officers are as follows: President Madge Gregg, President-elect John Olivo, Past President Karen Williams, and Secretary/Treasurer Dennis Krejci.

The next NBEA Annual Convention will be held on April 19-23, 2011, in New Orleans, Louisiana.



Past President's Meeting

David, Judy, Sharon, Barb, and John



Greetings from...

ISBE

By **Barbara J. Bielenberg**
NCBEA Representative
ISBE Board

***International Society for Business Education,
United States Chapter (www.isbeusa.org; the
international website: www.siec-isbe.org)***

Greetings from ISBE! I'm happy to be onboard as your new North Central Representative on the ISBE Board as of July 1, and through June 30 of 2012.

I know many of you were in San Diego, and hope some had the opportunity to be in Australia for the ISBE conference July 18-23. What a great trip that must have been, and I wish I could have been there!

The 2011 Conference is in Basel, Switzerland July 25-29, and then July 29-Aug. 3, 2012 we will be meeting in Denver, Colorado, as the international conference comes back to the United States. That will be easier access for many of us, so we hope many will be able to attend. The 2013 conference is scheduled for Berlin, Germany. That will be a very historic setting, since the capitol has moved back there and there has been so much reconstruction. I was able to visit the Reichstag (Government building) there when they were totally gutting it to redo—you may have remembered seeing the picture in our papers back in 1996 when they wrapped it in plastic, and then I saw it when it was completed and the government had moved in. The 2014 conference will be in Finland.

As of March 21, 2010, here is the breakdown of ISBE members from our North Central region:

Illinois-72	Indiana-21
Iowa-16	Minnesota-28
Michigan-13	Missouri-22
Ohio-16	Wisconsin-25

If you have forgotten if you are part of that number, e-mail me at bielenb46@yahoo.com. We hope to increase that membership this year—so perhaps you can set some goals on raising our numbers! Cost is **only \$30** added to your NBEA dues, and the international publications—newsletters, Review, etc., are well worth the cost of dues to stay globally aware!

I attended the ISBE Executive Board Meeting and Business Meeting at NBEA in San Diego and can report a few items from those meetings. Judee Timm from Monterey, California, is going off as President, and our new president is Janice Bosman from Anderson, South Carolina. John Lightle was elected our new U.S. Vice President to the SIEC board. Judith Olson-Sutton presented the bylaw changes to clean up some items. Editor Donna Everett (from California) is looking for a co-editor for the Journal, as Heidi Perreault had to resign. Only 39 ballots were received for the elections that came out in the newsletter. Bob Livingston is our webmaster for the USA website.

SIEC-ISBE President Tamra Davis from Oklahoma was also present to give us some information from the international board. We will have a members-only section on the siec website, so check your Spring, 2010 Network newsletter for the login and password. There are some great lesson plans there, along with the newsletters, network activities, and Pedagogical Committee sessions from 2009. If you have not checked out the latest newsletter, it has a lot of great information. The SIEC Newsletter is issued four times a year. All the international chapters are listed there, and most have links to their websites. The SIEC General Secretary is our own North Central member Judith Olson-Sutton.

**Membership in the International
Society of Business Education (ISBE) is
only \$30 when you join NBEA.**

Live Life Fully with the Power of PLOD

Life Is Not a “Duress” Rehearsal:

Live Life Fully with the Power of PLOD
(Play, Love, Optimism and Drive)™

By Mark Towers, Speak Out Seminars, LLC



We’ve all heard the phrase . . . under duress. I looked up the word duress and it means forced restriction. I immediately thought of how many of us (me included) often live our existence with a sense of forced restriction . . . particularly during these topsy-turvy times! Indeed, we don’t live our lives with a sense of fullness and fervor. Instead we often embrace mediocrity and let the news of the day dictate our reality and bring us down. This short article will give you a code to live by. It is the Power of PLOD. Use this simple method daily to PLOD through your life with a sense of purpose.

PLAY:

The late Joseph Campbell, the fantastic teacher and mythologist, said, “What you do, you must do with play.” Here! Here! No truer words have ever been spoken. Masterful people see their lives as an ongoing work of art that gets painted and re-painted every 24 hours. They know there will be mishaps, setbacks and even tragedies. But they also know there will be joy, beauty and wonderment! As a mentor once told me, “Don’t ever let anyone deprive you of your joy.” Bring joy into your life through the power of play. Make cookies. Loudly sing “Respect” by Aretha Franklin . . . wherever you are. Go to the store and spend ten minutes reading funny greeting cards. Don’t follow anyone else’s lead . . . play in your own way and revel in it.

LOVE:

Some say love is too touchy, feely . . . too “gooey.” Let me “ungooey” it for you. In his terrific book, *Linchpin: Are You Indispensable?*, Seth Godin states:

Here are four of the major systems in your brain . . . As you go down the list, each system becomes more civilized but less powerful:

1. Brain Stem . . . breathing and other unconscious survival functions.
2. Limbic System . . . the lizard brain. Anger and revenge and sex and fear.
3. Cerebellum . . . coordination and motor control.
4. Cerebrum . . . the newest and most sophisticated part of our brain, and also the one that is always overruled by the other three parts.

The highest form of human emotion is gratitude and gratitude is a close first cousin of love. Praise others—give them a “faith lift.” Serve others. Be passionate. Don’t let your lizard brain become the dictator! As Gandhi said, “We must become the change we wish the world to see.” Get in touch with your emotions. Seek higher-order thoughts in your cerebrum, and, more importantly, express them.

OPTIMISM:

I love this line: “She’s so optimistic that she’d go after a great white shark in a rowboat and take the tartar sauce with her!” That creates a great visual in your head, doesn’t it? And it also makes this magnificent point . . . optimistic people are a little wacky. They don’t let circumstances dictate their actions. They transcend situations.

Continued on Page 14...

Your job (and mine) is to strive to become a paranoid optimist. A paranoid optimist gets out of bed each day and proceeds this way: "The world is out to do me good today . . . marvelous things are going to happen to me!" This is a wonderful challenge. Endeavor to get rid of all the negativity and outright junk that bombards, restricts and keeps you under duress. I once saw a piece of graffiti that read, "Walk with light." I never forgot it and I it's a simple mission for you and me to live out as paranoid optimists.

DRIVE:

The late Peter Drucker, the best management guru of all time, once remarked, "We don't know anything about human motivation. We just write books about it." Indeed, where drive/motivation comes from still remains a mystery. For centuries this notion has been debated . . . should you think yourself into a new way of acting or act yourself into a new way of thinking? I choose the latter thought. I believe it is best to get your body moving and your head will follow. As a friend once shared with me, "If you can't get out of it, get into it!" That little sentence always gets me moving in the proper direction.

Drive is the life force that makes you valuable, viable and vivacious. It makes you bigger than your job description. It helps you juggle and balance the only five things that matter in your life . . . faith, family, friends, health and productivity. Sir Winston Churchill once said, "The genius of life is to go from failure to failure with enthusiasm." Now that's real insight when discussing the importance of human drive!

In conclusion, life is not a duress rehearsal. Steve Jobs, the founder of Apple Computer, said, "We make what we want for ourselves." The Power of PLOD provides the fuel for you to make what you want for yourself. My best wishes to you for today, tomorrow and beyond!

© Mark "Tenacious" Towers

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Editor's Note: Mark Towers is a professional speaker, author and consultant. Mark was born, raised, and educated in Iowa and now lives in Texas. He has spoken at the Iowa Association of Career and Technical Educators Conference, the Iowa Business Education Association Convention, and throughout the United States, Europe, South Africa, Mexico, and Canada. Visit Mark's Website for more information, www.speakoutseminars.com

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NCBEA Web Site www.ncbea.com

NCBEA Officer Rotation

- July 1, 2011..... WI, MO, NBEA Rep, President Elect
- July 1, 2012... MN, OH, MI, Treasurer, President Elect
- July 1, 2013..... IL, IN, IA, Secretary, President Elect

2010 Upcoming

Conferences

Minnesota/NCBEA—September 23-24,
Bloomington (www.mbei-online.org)

Wisconsin—September 23-24, Wisconsin Dells
(www.wbeaonline.org)

Iowa—October 8-9, Cedar Rapids
(www.ibeaonline.org)

Ohio—October 21-22, Akron
(www.obta-ohio.org)

Illinois—November 3-5, Effingham
(www.ibea.org)

Indiana—November 19-20, Indianapolis
(<http://ind-ibea.org>)

Michigan—October 28-29, Frankenmuth
(www.mbea-online.org)

Vision of NCBEA

The North Central Business Education Association is the regional affiliate of NBEA which is the professional organization that represents education for and about business, supports instruction for preparing individuals to function effectively within the global and competitive economy, and provides leadership for the direction of business education.

Mission of NCBEA

The North Central Business Education Association serves individuals and groups involved in instruction, administration, research, and dissemination of information for and about business in the states of Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, and Wisconsin. NCBEA serves its members by providing leadership training, conferences, and publications to assist them to:

- Prepare individuals for successful careers in business and industry
- Prepare a competent workforce that will enable business and industry to be competitive in a global economy.
- Prepare individuals to manage personal business affairs so that they are successful and productive citizens.
- Provide support and reinforce basic skill instruction.
- Develop leadership qualities.



An NCBEA Resource

Compiled by Teachers for Teachers 2010-2011
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, 2002, 2004, 2006, and 2008 NCBEA published a CD with classroom activities as a service to members and to provide additional funds for NCBEA.

In 2010 the NCBEA Board is proud to offer ***Linked in to Learning***. This resource has over 200 links to Internet sources and tutorials related to business education. Also featured on the CD are 4 Photoshop tutorials by Tonya Skinner. The CD will be available for sale at your state convention for \$5.

If you wish to order the CD and have it sent to you, please send \$6.75 for each CD. **Make checks payable to North Central Business Education Association.** Send the form below to:

Michelle Lindsey
Ozark Upper Elementary
PO Box 166
Ozark, MO 65721

If you have any questions, her e-mail address is: michellelindsey@mail.ozark.k12.mo.us

Still Available: The 2008 CD, ***Reach for the STARS!*** is still available and can be ordered with the 2010 publication as a bundle for the low price of \$8 plus \$1.75 shipping (\$9.75).

Linked in to Learning

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