

**NORTH CENTRAL BUSINESS EDUCATION ASSOCIATION
ADMINISTRATIVE BOARD MEETING**

**Atlanta Marriott Marquis
Atlanta, Georgia**

**MINUTES (Unapproved)
April 17, 2013**

Members Present

Sue Elwood, President/Webmaster
Maurice Henderson, President-Elect
Margaret Erthal, Immediate Past President
Dena Irwin, Secretary
Stella Hull, Treasurer
Melissa Betzolt, Student Representative
Marcy Satterwhite, Illinois Membership Director
Jason Hendrickson, Indiana Membership Director
Beth Sindt, Iowa Membership Director
Larry Pagel, Michigan Membership Director
Karen Williamson, Minnesota Membership Director
John DeWeese, Missouri Membership Director
Tina Trumbower, Wisconsin Membership Director
Matthew White, Newsletter Editor (virtually)
H. Roger Fulk, ISBE Representative Ex-Officio

Members Absent

Mary Deloe, Ohio Membership Director
Linda Harper, Regional Membership Director
Janet Treichel, NBEA Executive Director Ex-officio
Ramona Schoenrock, NBEA President Ex-Officio
Cathy Carruthers, NCBEA Dir. on NBEA Board

Call to Order – Sue Elwood

President Sue Elwood called the Administrative Board meeting to order at 7:30 p.m.

Welcome and Introductions – Sue Elwood

Sue welcomed special guests: Colleen Webb, Michigan President and candidate for Secretary; Scott Truelove, Indiana President-Elect; and Debbie Stanislawski, the former Wisconsin representative and currently a candidate for the NCBEA Director on the NBEA board.

Remarks by Special Guests – Sue Elwood

Colleen Webb corresponded with Sue regarding the Michigan Business Education Convention for 2016, which will be in East Lansing, Michigan. Colleen will get that information to the board. Debbie Stanislawski is looking forward to learning more about the NCBEA role on the NBEA board and how to help the NCBEA region more.

Appointment of Parliamentarian – Sue Elwood

Maurice Henderson will serve as parliamentarian for this meeting. Maurice is a Professional Registered Parliamentarian through the National Association of Parliamentarians and is also a member of the American Institute of Parliamentarians.

Roll Call - Dena Irwin

Secretary Dena Irwin called the roll. Fifteen members answered role and a quorum was established.

Approval of Minutes – Sue Elwood

Dena Irwin distributed copies of the November, Indianapolis, Indiana minutes. Sue asked everyone to take a few minutes to review the minutes. Jason had a correction on Page 4. The minutes indicate that \$5 from the Indiana conference goes to the NCBEA board. The correction is that \$5 per registrant would go to NCBEA. Larry Pagel motioned to approve the minutes as presented. Marcy Satterwhite motioned seconded. The minutes were approved as corrected.

Treasurer's Report – Stella Hull

Appendix A. Stella distributed two documents. The report says "revised" because it was updated since the beginning of April. Stella went over the document since we had one member attending electronically (Matt White) and the file had not been posted on the web. Maurice is the second authorized signature for the NCBEA accounts. Sue thanked Stella for all her efforts in getting the transferred accounts established.

EXECUTIVE OFFICERS' REPORTS

President – Sue Elwood

Appendix B. Sue has been helping with the Iowa convention and working on the SWOT analysis.

Secretary – Dena

Dena had nothing to report.

President-Elect – Maurice Henderson

Maurice has been working with various officers on different activities since taking office. Maurice begins July 1 serving as the NBEA President-Elect, but he assured everyone his focus will be on the NCBEA presidency. Sue is willing to serve as the past-president for two years.

Past-President – Margaret Erthal

Margaret conveyed to Maurice her willingness to help represent NCBEA by attending some conferences if they conflict with Maurice's schedule.

OTHER OFFICERS' REPORTS

NCBEA Director to the NBEA Board – Cathy Carruthers

Appendix C. This report was given by Sue in Cathy's absence. Cathy asked that we please take donated school supplies to the booth in the exhibit hall for service project. Cathy wanted to thank states that donated \$200 for first-time attendees. June 1 is the new NBEA website launch. SWOT analysis was done in Indiana and another one will need to be done in Iowa. The national standards book that was created by NBEA is available at the NBEA booth. The cost is \$55 for members. The president-elect training was Wednesday morning. Scott Truelove attended from Indiana. Upcoming convention dates are available in Cathy's report. The Los Angeles convention responsibilities are to be provided by NCBEA, especially the President's Reception for Marlene Stout co-hosted with Indiana. There have been two major by-law changes. Please read Cathy's report in Appendix C for the exact details. Sue explained about the dues rebate and how it affects our budget. Cathy asked about our membership goals. She was told the

goal was updated based on each state's data. A lot of discussion ensued regarding this new information. The second motion that is going to into effect immediately, but won't affect us right now is that the NCBEA representative to the board will serve for the next 3 years, but then that position will no longer be elected by the region but rather will be selected by the NBEA board. Cathy's term ends June 30. She stated that it has been a pleasure serving on the board.

ISBE Representative – H. Roger Falk

Appendix D. The ISBE board will meet on Thursday. Denver was the location for the conference last year. This year it will be August 5-9, 2013, in Berlin, Germany. Roger passed out a membership brochure and conference program. Roger also mentioned the two ISBE website addresses: www.isbeusa.org and www.siecisbe.org to get more information.

Newsletter Editor – Matt White

Appendix E. The next edition will be published in June with a May 1 deadline for article submission. A reminder will be sent via Constant Contact to put highlights, pictures, and a brief summary from this Atlanta conference. Matt needs ballot from Margaret including picture, bio, and position they are being nominated. We have 1206 members in the Constant Contact database. Three Constant Contact emails have been sent this year and a 3% are opening email and 15% have been blocked. Matt will look for all board members to on the database and if their emails are getting bounced back.

Webmaster Report – Sue Elwood

Appendix F. Sue has updated the website since we met last time. Sue has updated awardees and conference dates. If you have additional information for Sue about your state's conference, please give to Sue for the website. We do not need to pay the fee for renewal since we did a two year renewal last year. John Dawson may be taking over as the new webmaster.

Student Representative – Melissa Betzolt

Appendix G. Melissa has sent emails to students enrolled in business education programs, visited campuses giving NCBEA presentations, and contacted high schools promoting business education.

STATE MEMBERSHIP DIRECTOR REPORTS

Illinois – Marcy Satterwhite

Appendix H. Marcy mentioned that the conference site selection process is being done. Career and Technical groups will go to state capitol to lobby for CTE and IBEA has been asked to support this position. Listserv messages to help promote business classes and willingness to share have gone out. NCBEA will be with Illinois in 2014 which will still be in Bloomington.

Indiana – Jason Hendrickson

Appendix I. Jason thanked everyone for attending Indiana's conference in November. Jason stated that he has asked NBEA 3 times for a membership roster. Additionally, Indiana had a by-law change developing an Executive Director position and Jason is the new Executive Director for Indiana.

Iowa – Beth Sindt

Appendix J. Beth stated that more information about the NCBEA/Iowa conference in July 23-24 will be coming. She also stated that membership is a struggle. Getting reports is nonexistent.

Michigan – Larry Pagel

Appendix K. Larry told us the Frankenmuth, Michigan dates are correct. Colleen Webb will send out information. Larry has not received the membership report for the 8 states.

Minnesota – Karen Williamson

Appendix L. Correct dates are on this agenda for the Mankato, Minnesota conference. Karen stated she has three new members! A report for current and lapsed members was received. The keynote speaker is Susan Hines with St. Mary's University in Minneapolis.

Missouri – John DeWeese

Appendix M. Dates are correct on agenda for the Missouri conference. John has requested membership reports and has not received any.

Ohio – Mary Deloe

No report.

Wisconsin – Tina Trumbower

Appendix N. Tina stated that due to state-wide changes in education her state is struggling. Tina has not received requested documents.

STANDING COMMITTEE REPORTS**Awards – John DeWeese/Beth Sindt**

Appendix O. No nominations have been received. The nominations are due April 30 and all the information and forms are available online. Beth will send out a reminder email to the board. This committee is also responsible for a couple plaques to be ordered and Beth used her supplier in Iowa.

By-Laws – Margaret Erthal

Margaret has nothing new until after this meeting then she will get the by-laws caught up.

Budget – Stella Hull

The budget cannot be presented until Stella talks to her committee due to the new developments from NBEA.

Legislative – Cathy Carruthers

There will be a legislative session in IOWA. Sue has more details.

Marketing/Linkages – Tina Trumbower

Tina has a committee member list and is asking for a meeting with those members during this conference. Marcy, Beth, Jason, Mary, Larry, Karen and John are on the committee and will be meeting during breakfast on Friday. Sue contacted Michele

Lindsey and she has agreed to continue the distribution for the fundraiser. Dual distribution method from drop box or a CD or flash drive could be mailed. Tina asked about an incentive program, review program, selection process, template, etc. They have several topics related to web based activities. The goal is to have the files ready by the Iowa and Missouri conferences this summer.

Membership – Linda Harper

Linda asked President Sue Elwood to remind everyone to submit reports by the 10th of the month.

Nominating – Margaret Erthal

Margaret's main focus has been locating qualified individuals to serve as an officer. Debbie Stanislawski (WI) will run for NCBEA rep to the NBEA board and Coleen Webb (MI) will run for secretary. Currently, there is no one running for president-elect. Margaret has contacted at least 10 people without any positive response.

Program of Work (2013-14) – Sue Elwood/Maurice Henderson

Maurice and Sue will be working on that along with his for next year to be presented in July.

Publications – Matt White

Matt stated that the committee met April 3 to come up with a plan for next year. The committee will solicit more articles from general members. The winter edition, which is typically published early in the year, will contain state reports and such. The other two issues will contain items from the membership. Matt will reach out to members for those submissions. Matt is hopeful that there can be new publications for the future and the committee discussed some options including electronic publications to state superintendents, boards, etc. Another document could be a "spotlight" of a program, teacher, etc. from each state that resembles the Forum from the national level that gets us publicity and fundraising.

Strategic Plan – Sue Elwood/Maurice Henderson

A virtual meeting is to be held in July.

Technology – Sue Elwood

Sue contacted the committee tasked to create video for invitation to LA conference. Marlene Stout, NBEA President-elect was helpful in getting materials and information for the video.

UNFINISHED BUSINESS

SWOT Action Plan update – Sue Elwood

Appendix P. Sue distributed a copy of the SWOT Action Plan to the board. Another SWOT may be developed at the July conference.

NEW BUSINESS

2013-14 NCBEA Officer Nominations – Margaret Erthal

Nominations closed on March 31. We can extend the deadline for the one position but Margaret has asked around 10 people with no luck at all. The election will be on Survey Monkey through Maurice for security purposes.

2013-14 Budget – Stella Hull

The budget committee will need to meet and discuss the latest motions from NBEA and how the budget will be affected.

Iowa/NCBEA Convention, July 23-24 - Beth Sindt/Maurice Henderson/Sue Elwood

Beth and Sue are co-chairs for the convention. The location is in Ankeny, Iowa at Des Moines FFA enrichment center on the campus Des Moines Area Community College. The hotel is still to be determined but we need one with a shuttle service. Registration will be \$200 with all meals covered. This is a joint convention. Sue is working on speakers. Beth is working on the program with the other groups. Certipoint will be there to give practice tests in MOS and IC³. There will be a 50/50 raffle. Our board meeting will be on Monday, July 22.

Fundraising for the President's Reception costs in L.A. and other NCBEA responsibilities for L.A. convention – Maurice Henderson

We haven't really been told what our responsibilities will be in L.A., but NCBEA hosts the president's reception. The Indiana association has donated \$1000 toward expenses. Chicago raised \$3,950 for Sharon's reception through donations. Maurice stated that more information needs to be gathered regarding hotel details, guidelines, etc. prior to July. Jason will talk to Mark Smith from Cengage for possible involvement/donation.

2014 Workshop - Margaret Erthal

There will not be a Chicago workshop with year because of the summer convention in Iowa. Margaret is willing to co-chair the 2014 conference. She is looking for someone she can train to take over after that. This is a one-day workshop with speakers, tour, lunch, etc. at the Federal Reserve which has free building usage. Jason suggested coming to Indianapolis and use the Indianapolis 500 track and a local university to host for free. Sue thanked Margaret for all her help in organizing this workshop.

Presentation of Awards – Sue Elwood

Melissa Betzolt – Student Membership Director 2012-2013. Sue said Melissa was “a wonderful addition to our board.” Melissa received a certificate, free membership for NBEA for next year, and a plaque. Melissa thanks everyone.

Dr. Margaret Erthal – Immediate Past President received a certificate for her dedication on the board and for her continued service.

Dena Irwin – Secretary received a certificate.

Cathy Carruthers – NCBEA Director on the NBEA Board will be given a certificate later.

Beth Sindt – Iowa Membership Director received a certificate since she fulfilled Iowa's membership director position when JoAnn Knorr retired.

Marcy Satterwhite – Illinois Membership Director filled in for Linda Harper as Illinois Membership Director and received a certificate.

Other

Everyone was reminded to give receipts to Stella for claims and expenses.

ANNOUNCEMENTS – Sue Elwood

2013 State Conference Schedule (chronologically presented)

1. Iowa/NCBEA – July 23-24, Ankeny (www.ibeaonline.org)
2. Missouri—July 23-25, Springfield (mbea.weebly.com)
3. Minnesota—October 10-11 (www.mbei-online.org)
4. Wisconsin— October 10-11, Madison (www.wbeaonline.org)
5. Illinois—November 13-15, Bloomington-Normal (www.ibea.org)
6. Indiana— November 8-9, Indianapolis (<http://ind-ibea.org>)
7. Michigan— November 13-15, 2013 (www.mbea-online.org)
8. Ohio – November 15-16, Columbus (www.obta-ohio.org)

Officer Rotation

1. July 1, 2013—Illinois, Indiana, Iowa, Secretary, President-elect, NCBEA
Rep. to the NBEA Board
2. July 1, 2014—Wisconsin, Missouri, President-elect
3. July 1, 2015—Minnesota, Ohio, & Michigan, Treasurer, President-elect

ADJOURNMENT

The meeting was adjourned by President Sue Elwood at 10:18 p.m.

Appendix A – Treasurer’s Report (2 pages)

North Central Business Education Association

Treasurer's Report

April 15, 2013 (Revised)

As of April 15, 2013 we have a checkbook/savings balance of \$17,018.52. Income for the 2012-13 fiscal year to date is \$7,147.37 and expenses are \$6,794.22 for a profit of \$353.15 for the first nine months of this fiscal year. I don't anticipate much more income, if any, in the next three months. Expenses include stipends and any other related expenses for the fall conference held in Indiana. We have not received a convention rebate from Indiana. All states, except one, have sent in their check for \$200.00 for the NBEA professional development stipend.

We have received a reimbursement for 616 members @ \$8.00 each for a total of \$4,928.00. However, this is \$1,572.00 less than the amount budgeted.

Our Special Publications category which is CD sales has only garnered \$19.50 to date. Fundraisers income however totals \$798.00. Both figures are below the budgeted amounts of \$2,000.00 and \$1,000.00 respectively for the fiscal year. Some of the fundraising income from CD sales may not have been separated when the amounts were reported.

At this point, 3/4 of the way through the fiscal year, we have generated 38% of our planned income and have spent 36% of our estimated expenses. Thus, the small profit of only \$353.15.

Because our expenses have been almost even with our income, we are not showing an overwhelming profit. However, we are also not working at a loss so far this year which is good.

Respectfully submitted,

Stella Hull

Stella Hull
NCBEA Treasurer

July 1, 2012 to April 15, 2013 Income and Expense Report

Beginning balance July 1, 2012	\$16,715.37
Income to April 15, 2013	<u>7,147.37</u>
Total funds available	\$23,862.74
Expenses to April 15, 2013	<u>6,794.22</u>
Ending balance April 15, 2013	\$17,068.52

NCBEA FINANCIAL STATEMENT							
July 1, 2012 to April 15, 2013							
Account	Account Title	Amount		Account	Account Title	Amount	
INCOME				EXPENSE			
410	Membership (616 Prof. @ 8.00)		4928.00	610	Adm. Board Meetings @ NBEA		2519.91
420	Fundraisers Income (Missouri)	200.00		615	Share of NBEA Board Expenses		1502.89
420	Fundraisers Income (M. Erthal)	150.00		621	Electronic Communications		297.00
420	Fundraisers Income (Ohio)	73.00		633	Awards/Recognition		130.80
420	Fundraisers Income (Illinois)	270.00		641	President's Travel Expense		
420	Fundraisers Income (Iowa)	105.00	798.00		per Margaret Erthal		205.66
422	Interest Income		1.87	643	Treasurer's Expense		
430	Special Publications (CD's)		19.50		Postage for transfers	28.96	
440	NBEA Prof. Dev. Partnership (Missouri)	200.00			Stamps	9.00	
440	NBEA Prof. Dev. Partnership (Iowa)	200.00			Liability Bonding Insurance	140.00	177.96
440	NBEA Prof. Dev. Partnership (Illinois)	200.00		660	Miscellaneous Exp.-Cashiers Ck.		10.00
440	NBEA Prof. Dev. Partnership (Ohio)	200.00		668	NCBEA Board Meeting at NBEA		150.00
440	NBEA Prof. Dev. Partnership (Indiana)	200.00		671	NBEA Prof. Dev. Partnership		1400.00
440	NBEA Prof. Dev. Partnership (Michigan)	200.00		672	NCBEA New Prof. Dev Stipend		400.00
440	NBEA Prof. Dev. Partnership (Minnesota)	200.00	1,400.00				
	TOTAL INCOME		<u>\$ 7,147.37</u>		TOTAL EXPENSES		<u>\$ 6,794.22</u>
					NET INCOME APRIL 15, 2013		\$ 353.15

Appendix B – President's Report

NCBEA President's Report

Sue Elwood

April 17, 2013 – Marriott Marquis—Atlanta, Georgia

Since our last board meeting in Indianapolis:

Maintaining communication with Past President Margaret Erthal, President-elect Maurice Henderson and NCBEA Director to the NBEA Executive Board Cathy Carruthers on a regular basis.

Maintaining communication with Treasurer Stella Hull regarding the NCBEA financial accounts and Secretary Dena Irwin in finalizing the meeting minutes.

Maintaining communication with Newsletter Editor to advertise NCBEA nominations and awards via Constant Contact.

Wrote and submitted an article for the NCBEA newsletter, *Regionally Speaking*.

Reviewing my POW (program of work) and the president's duties.

Working with Beth Sindt, Iowa Business Education Association convention planning committee, and Maurice Henderson on duties and arrangements for the upcoming joint conference with Iowa.

Corresponding with board members to remind them to submit copies of their reports to Google Drive to eliminate some of the paper and save time at the meetings. Essential information from the reports will be placed on the Website following our meeting.

Submitted the SWOT analysis action plan and progress report to NBEA President Ramona Schoenrock and Executive Director Janet Treichel.

Keeping in contact with the Marketing/Linkages Committee about activities CD fund raiser and with the Publications Committee in setting up newsletter publication dates for the coming year.

Prepared the agenda for the administrative board meeting.

Prepared the video invitation to the 2014 NBEA convention.

At the NBEA convention, will serve as session assistant coordinator, attend meetings for regional presidents/presidents-elect and membership directors.

Appendix C – NCBEA Director on the NBEA Board's Report

NCBEA Regional Director to NBEA Board
Cathy Carruthers – 4.17.2013

1. Please take school supplies to the NBEA booth in the Exhibit Hall on Wednesday and Thursday (prior to 2:30 p.m.) in support of the service project sponsored by the NBEA Board. These school supplies are for the Atlanta Food Bank "Kids in Need" program. This program allows teachers in low-income schools to stock their classroom with basic school supplies at no cost.
2. Thank you to each NCBEA state which contributed \$200 toward the NBEA Professional Development Partnership Program. This money provides stipends for first-time attendees from within NCBEA region.
3. A new, more interactive, NBEA website is scheduled to be launched with a target date of June 1.
4. The NBEA regions will be asked to complete an updated SWOT analysis during the 2013-14 year. NCBEA should plan to complete this in July during the NCBEA/Iowa Conference. This would probably be a review and update of the SWOT analysis we completed in November. Our action plan also should be reviewed to see what progress has been made since the initiatives indicate that action will be taken by June 30. We are asked to answer the question, "How can NCBEA promote business education at the regional level?"
5. The *National Standards for Business Education* 4th Edition is available for sale during the NBEA Convention. This edition will include a CD with the Standards for electronic and searchable use. The cost is \$55 for members and \$90 for nonmembers.
6. A reminder that S/T/P presidents-elect training was held on Wednesday during the Atlanta NBEA Convention, so please remind your State presidents-elect to attend the training. They should have received invitations from NBEA Headquarters.
7. Upcoming NBEA Convention dates and locations:

April 15-19, 2014	Los Angeles
March 31-April 4, 2015	Chicago
March 22-26, 2016	Las Vegas
April 11-15, 2017	Chicago
2018	TBD
April 16-20, 2019	Chicago
8. NCBEA will have some responsibilities during the 2014 Los Angeles NBEA Convention. Marlene Stout, from Indiana, will be President beginning July 1, 2013. One NCBEA responsibility will be to host the Friday night President's reception for Marlene – probably along with Indiana. (Mountain Plains and

Nebraska are hosting this years' reception for Mona Schoenrock, who is from Nebraska).

9. NCBEA's Maurice Henderson has been appointed NBEA President-Elect, and will serve as NBEA's president during 2014-2015.
10. Two bylaws changes were approved during the NBEA Board meeting this week. Both of these have a major impact on NCBEA. The first is a change in the way membership rebates are paid to each region. We are reminded that "dues sharing" means sharing the membership responsibility.

"All professional membership dues, except promotional members, shall be allocated to the regional association in accordance with the procedure outlined in the National Executive Board Procedures. One hundred percent of all promotional member dues shall be allocated to the National Association."

Currently, NCBEA receives \$8 (10%) of each professional membership dues paid (unless the renewal or new member dues are paid through a Headquarters' initiative promotion). The change in procedure is as follows:

Regions reaching the following percentages of the membership goal will receive rebates as follows:

50% will receive half the rebate (\$4)
51-60% - 6% rebate
61-70% - 7% rebate
71-80% - 8% rebate
81-90% - 9% rebate
91-100% - 10% rebate
Over 100% - 11% rebate

Unfortunately, NCBEA's percent reached as of March 31, 2013, is 48.24%. **This means that NCBEA will no longer receive membership rebates until our membership is at least 50% of our goal.** Currently membership rebates are disbursed from NBEA at the end of January (for July through December memberships) and at the end of July (for January through June memberships).

This means that NCBEA needs to increase membership in order to receive future membership rebates from NBEA. This also means that NCBEA will need to increase fundraising efforts in order to earn money to support our budgetary needs. Because of the impact this will have on our 2013-2014 budget, it may be best to postpone approval of the 2013-2014 budget until our July meeting now that we know our main source of income for next year will not remain as it has been.

I did question our membership goals and was told that these goals are reviewed periodically and were set following a review of databases of teachers in each state and membership in state associations.

11. The second bylaws change also takes effect immediately, but because Mountain Plains and NCBEA already have Regional Director candidates and our nominating and election processes are in place, we will continue with our election this year according to our current bylaws. After the three-year term of the next Regional Director ends (2013-2016), the next NCBEA Regional Director will be elected following the NBEA bylaw. This change is being made so that NBEA members have the opportunity to run for Regional Director positions even if they have not served on the regional board first. **This change in procedure will require that NCBEA (and the other regions) review our bylaws and make changes to align with how Regional Directors will be elected to the NBEA Board in the future.** The approved bylaws change reads,

“one director for each region. Regional directors are nominated and elected by three years (on a staggered basis) on the Executive Board. Eligible persons may not have previously served on the Executive Board for a total of three years or more (consecutive or non-consecutive) in any capacity. Eligibility also requires that a person have been an NBEA member in good standing for five consecutive years and must have attended at least three NBEA Conventions within the last seven years, immediately prior to running for office. An eligible member must have served on an executive board at the state, territory, province, or regional level or held a leadership position in an education setting. Nomination and election of regional directors will be conducted in accordance with the procedures outlined in the National Executive Board Procedures.”

The procedure will begin with NBEA contacting eligible members within each region to tell them they are eligible to run for Regional Director one year prior to the current Director’s term ending. Interested candidates will be asked to complete the nomination form and submit the form along with their resume/vita. If there are more than two candidates, NBEA will send ballots to NBEA members within the region to vote on two candidates to move forward. The two candidates will be asked to speak to the NBEA board during the Convention, and the NBEA Board will elect the Regional Director.

12. My term as NCBEA Regional Director to the NBEA Board ends June 30. It has been a pleasure to serve on the NCBEA Board and to work with each of you. I appreciate your dedication and commitment to business education and your friendship. Thank you.

Appendix D – ISBE Representative Report (4 pages)

The following two brochures were distributed to the attendees by H. Roger Fulk.

ISBE
INTERNATIONAL
SOCIETY FOR
BUSINESS EDUCATION

A Society for Everyone
Concerned with Global
Business Education

**ISBE-SIEC is the
organization for you
if you are...**

- A teacher in a secondary or post-secondary school
- A member of an academic or research staff at a college or university
- An individual responsible for Business Education programs
- An educational administrator
- A person interested in international business
- A representative of a business or corporation
- A business student

Did you know?
SIEC-ISBE was founded
in 1901 in Zurich, Switzerland.

ISBE
INTERNATIONAL
SOCIETY FOR
BUSINESS EDUCATION

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www.isbeusa.org
www.siecisbe.org

ISBE
INTERNATIONAL
SOCIETY FOR
BUSINESS
EDUCATION



CHAPTER OF
SIEC
SOCIÉTÉ INTERNATIONALE
POUR L'ENSEIGNEMENT
COMMERCIAL

MEMBERSHIP BENEFITS

- Opportunities to discuss international business topics at local, state, and national levels
- Participate at local, state, regional, national, and international levels
- Network with business and educational leaders worldwide
- Exchange educational strategies and operations
- Receive the SIEC *Review*
- Receive the SIEC and ISBE newsletters
- Opportunities to attend SIEC/ISBE International Business Education conferences
- Serve as business and education ambassadors of goodwill from the United States
- Receive the *Journal for Global Business Education*
- SIEC Members Only Web Site

ISBE (SIEC)

Mission: To form an interactive exchange network among individuals at the national and international levels to assist with the development of the globalization process as it applies to Business Education

Objective: To provide its members with a vital link between international business and education

MEMBERSHIP

Individual Member: Any teacher, student, or individual who is interested in connecting business and education at the local, state, national, and international levels may join ISBE. To become an ISBE member, one must be a member of NBEA.

Corporate Sponsor: A sponsor within the member organization who subscribes to the principles and the objectives of the International Society for Business Education.

Note: All members must join or be a member of the National Business Education Association (NBEA) before they are eligible to join ISBE.

**INTERNATIONAL SOCIETY
FOR BUSINESS EDUCATION**
Please accept my application
for membership in ISBE,
the United States Chapter of SIEC.

Name _____

Address _____

City _____ State _____ Zip _____

E-mail Address _____

MEMBERSHIP TYPE

- ☐ Add ISBE to NBEA Membership \$30
- ☐ Retired NBEA-ISBE \$80
- ☐ Full NBEA-ISBE \$110
- ☐ Corporate Sponsor \$500

METHOD OF PAYMENT

- ☐ Check Enclosed
- ☐ MasterCard
- ☐ Visa

Credit Card # _____ Exp. date _____

Signature _____

Please return this panel with payment to:

NBEA-ISBE
1914 Association Drive
Reston, VA 20191-1596



Accommodations:

Bonhoeffer Hotel 3*:

Single Room € 82.00,
Double Room € 115.00
including Breakfast Buffet,
Ziegelstraße 30, 10117 Berlin

University Guesthouse:

Single Room € 41.00 approx.,
Double Room € 70.00 approx., without Breakfast
2 Single Rooms with shared bathroom and kitchenette where
breakfast may be prepared,
Double Rooms with en suite bathroom, no kitchen,
Ziegelstraße 13a, 10117 Berlin

**University Guesthouse residents may have breakfast at
Baxpax Hostel**

Baxpax Hostel:

Single Room € 49.50 approx.,
Double Room € 72.00 approx.,
per person with 3-4 sharing a bedroom € 27.00 approx.,
all rooms with en suite bathroom,
Breakfast € 5.50,
Ziegelstraße 28, 10117 Berlin
Rates for the University Guesthouse and Baxpax Hostel are not final.
Exact rates be available in Spring 2013.

Conference Registration:

Delegates or Accompanying Persons conference fees: € 675.00.
Deadline June 30, 2013.
After June 30, conference fees will be € 750.00. Every registered
participant will get a ticket for public transportation in Berlin for the
duration of the conference.



85th International

Conference in Berlin

August 5-9, 2013



“Training for Societies in Change”





Tentative Program for Delegates

Sunday, August 4
First Timers' meeting
Get-together at the conference hotel

Monday, August 5
Opening Ceremony & Keynote Speakers
1st Assembly of Delegates
City Rallye together with accompanying persons - you will actively discover the heart of Berlin
Evening Reception

Tuesday, August 6
Workshops, Seminars & Presentations
Barbecue Evening

Wednesday, August 7
Company visits
School visits
Short Sightseeing Trips
Chapter meetings and free evening

Thursday, August 8
Workshops, Seminars & Presentations
Evening on Museum Island (Unesco World Heritage)

Friday, August 9
Closing Session & Keynote Speakers
2nd Assembly of Delegates
Free Afternoon
Boat Trip on the river Spree with Farewell Dinner

Register by June 30, 2013, for reduced registration fees.
Meetings will be held at the Humboldt University, Seminargebäude
Dorotheenstraße 24



Tentative Program for Accompanying Persons

Sunday, August 4
First Timers' meeting
Get-together at the conference hotel

Monday, August 5
Jewish Life in Berlin (if you prefer to attend the Opening Ceremony instead you are welcome), City Rallye together with the delegates
Evening Reception

Tuesday, August 6
Charlottenburg Palace (Unesco World Heritage)
In the afternoon you can choose which of the nearby museums you want to visit: Bröhan Museum (Art Nouveau, Art Deco) or Museum Berggruen (Modern Art - especially Picasso, Klee, Braque, Giacometti and Matisse)
Barbecue Evening

Wednesday, August 7
Company visits
Short Sightseeing Trips
Chapter meetings and free evening

Thursday, August 8
Tour to Wannsee:
Brücke Museum or Allied Museum, House of the Wannsee Conference or Liebermann Villa, Peacock Island (Unesco World Heritage)
Evening on Museum Island (Unesco World Heritage)

Friday, August 9
Tour to Berlin Kulturforum and Potsdamer Platz:
New National Gallery (Modern Art from Germany), Gemäldegalerie Old Master Paintings (Dürer, Raffael, Rembrandt, Rubens and many more), Panorama Point Potsdamer Platz (you are free to attend the Closing Session instead)
Free afternoon
Boat Trip on the river Spree with Farewell Dinner

Appendix E – Newsletter Editor’s Report

NEWSLETTER EDITOR / PUBLICATIONS COMMITTEE REPORT NORTH CENTRAL BUSINESS EDUCATION ASSOCIATION ADMINISTRATIVE BOARD MEETING APRIL 10, 2013

In March 2013, the Winter issue of *Regionally Speaking* was published. Thank you to those board members submitting articles for this edition. This issue also provided an update on Constant Contact, the new e-mail marketing tool NCBEA is using to stay in touch with its members.

As of April 8, 2013, we currently have 1,207 active contacts through our online mailing list in Constant Contact. Based on these active contacts, we have been averaging approximately a 15% bounce rate (invalid e-mail addresses) and approximately a 27% open rate (those recipients actively opening and viewing the e-mail) on the e-mail blasts sent thus far in 2013. I would like to actively begin working to improve our open rate and decrease the bounce rate as we look forward into the 2013-2014 year.

The Spring issue of *Regionally Speaking* will be published in June 2013. The article submission deadline will be Wednesday, May 1, 2013 in order to meet the publication deadline of June 1, 2013. I will be sending an e-mail blast to all active members via Constant Contact no later than April 15, 2013 as a reminder for articles. In addition to a recap of the 2013 NBEA Convention in Atlanta as well as providing 2013-2014 NCBEA Officer Election Information, I will be soliciting articles from members throughout the region on career-technical student organization (CTSO) recaps from each state as well as summer business education teacher activities.

A meeting of the NCBEA Publications Committee was held on Wednesday, April 3, 2013 from 7:00pm – 8:00pm via GoToMeeting. Participants in the call were Jason Hendrickson, IN State Membership Director, Melissa Betzolt, Student Membership Director, and Matt White, Newsletter Editor and Publications Committee Chair. Input for the meeting was also received from Dr. Margaret Erthal, Past President. Agenda items were 2013-2014 Newsletter Deadlines, 2013-2014 Newsletter Topics (Aside from standard content), and new publication ideas. The outcomes of these discussions were as follows:

2013-2014 Newsletter Deadlines

Fall 2013 Issue: Publication Deadline: September 30, 2013
Article Submission Deadline: September 1, 2013

Winter 2014 Issue: Publication Deadline: February 15, 2014
Article Submission Deadline: January 15, 2014

Spring 2014 Issue: Publication Deadline: June 1, 2014
Article Submission Deadline: May 1, 2014

2013-2014 Newsletter Topics (Aside from Standard Content)

Fall 2013 Issue: Iowa/NCBEA Convention Recap
Award Recipient Photos/Bios
Classroom/Teaching Tip Ideas from Members

Winter 2014 Issue: 2014 NBEA Convention Information
State Membership Directors from all 8 states: News and Recap of State Conferences
Information on NCBEA Summer Workshop

Spring 2014 Issue: 2014 NBEA Convention Recap
NCBEA Officer Election Information
State CTSO Recaps from throughout the Region from Members
The Summer Life of a Business Ed. Teacher from Members (i.e., teacher exchange details, sharing a favorite book, sharing a favorite vacation destination, how they get recharged for a new school year)

Two new publication ideas for NCBEA

1. A publication issued annually each fall that recaps legislative happenings as well as business education successes throughout the region and is sent electronically to state superintendents, state supervisors of business education, and legislative bodies responsible for educational decision-making (i.e., state house or senate members serving on the Education Committee in each state) – this ties publication efforts to our ongoing legislative efforts regionally and keeps our career field in the forefront of these individuals' minds.
2. A publication available at minimal cost each spring (similar to the NBEA Yearbook) that is a spotlight of a business education program, school, or business education teacher in each of the 8 states in our region (8 spotlights in total)—good publicity for our career field among members and can also be used as a selling point for business education programs – this ties publication efforts to two important objectives: 1) publicity, and 2) fund-raising/marketing (ability to bring in additional funds to support a continually dwindling organization budget)

It's been a great year so far and I am excited to move forward in 2013-2013 in my service to NCBEA as Newsletter Editor! My best wishes to the Administrative Board for a healthy and safe remainder of the school year.

Respectfully submitted,

Matt White
2012-2013 NCBEA Newsletter Editor

Appendix F – Webmaster's Report

NCBEA Webmasters Report

Sue Elwood

April 17, 2013 – Marriott Marquis—Atlanta, Georgia

Since our last board meeting in Indianapolis:

Kept in contact with Newsletter Editor Matt White on a regular basis

Posted 2012 NCBEA award winners

Added any revised forms (NCBEA stipend, officer nomination and awards forms)

Added the latest meeting minutes and newsletters

Posted the NBEA Convention information and save the date Iowa/NCBEA convention information.

Updated NCBEA and regional state convention dates

Reminder: Send Website updates to Sue Elwood at rselwood@mchsi.com

Appendix G - Student Representative's Report

Spring 2013

Reported by: Melissa Betzolt

Any activities that you personally have been involved in to promote your state, regional, or national association?

National conference and membership promotional email distribution to all students enrolled in Business Education programs within NCBEA affiliated states.

Traveled to various universities and community colleges giving NCBEA promotional presentations and distributing materials to students majoring in Business or Business Education programs.

Promotional email distribution to high schools within the state of MN regarding Business Education Honor Societies at their respective schools.

Appendix H – Illinois Report

Reported by:

Marcy Satterwhite

Date of Meeting Report Being Presented

April 17, 2013

Current Membership Number for State Association

320

Current NBEA Membership for State

204

Web Site Address:

www.ibea.org

List State Officers & Dates of Term (Please attach a board directory for your state association) *See directory attached.

Annual Convention Information (Dates, Location, any special events, workshops, etc.) If convention has already occurred, please give summary of attendance, program, etc.

- The 2013 Illinois Business Education Association Conference will be November 13, 14, 15, 2013 at the Marriott in Bloomington-Normal, Illinois.

Other activities that have occurred since the last board meeting

- The Illinois Business Education Association Board Meeting will be Saturday April 27 in Bloomington-Normal, Illinois.
- Our organization is currently going through a conference site selection process to determine our conference location for 2015, 2016, and 2017. Our committee will have a site location recommendation to vote on at the April board meeting.
- We are also looking into helping pay a CTE lobbyist at the state level. Other CTE organizations are already paying for one, so we hope to contribute a little bit and have her be sure to include us.

Ideas "to share" (If there is anything you believe your state has accomplished that can help other states, please describe below)

- Illinois has a listserv that our members can subscribe to so we can quickly notify our members of important legislative action that needs to be taken or other important information.
- We have a good officer "team" approach and have a chain of progression from 2nd VP to 1st VP to President to Past-President. Each position has specific duties and

responsibilities to help divide up the work. It is a long-term commitment, but it helps provide consistency within the organization.

Any activities that you personally have been involved in to promote your state, regional, or national association?

- I was recently awarded the Illinois Association of Career and Technical Education "Teacher of the Year" award. There were articles in several local newspapers about the award. --I think the more publicity we can all get about our business and computer programs, the better!
- I have created a brochure and some other "informational" items and put them on our IBEA website to help area business teachers have materials to "promote" their business programs at their schools.
- I have also sent out a list of suggestions to our members over our listserv on ideas for promoting their business programs. A copy of that email is below.
Hello IBEA listserv-

I have seen several items on our listserv and in the newspaper recently about schools eliminating teaching positions to save money and, unfortunately, business teachers are one of the areas being targeted. Illinois is a local control state which means except for the basic Math, English, and Science requirements that the State mandates, the local school boards are the ones making the decisions on what classes are required to keep and offer and which ones are expendable. These decisions are usually made with the recommendations of the school Principals and Superintendents and may be based on enrollment numbers depending on how the school wants to handle it.

It is more important now than ever, for each business teacher to be an advocate for your business programs. I know we are all busy learning new technology and trying to teach our classes, but if we do not EACH advocate for OUR business programs at OUR local schools, we soon will not have any classes to teach. Business teachers teach marketing in our basic business programs, but we must actually DO more marketing and advocacy of our programs to the school administration, to the students, to the guidance counselors, and to the school board in order to keep our business programs alive. Each business teacher must do what you can to show all of those people each day that business programs are valuable and NEEDED in the schools. Each business teacher must be proactive before the cuts are made. . . it is too late to do anything at that point.

Below are just a few suggestions on things each of you might try to help promote and save YOUR business programs at your schools. Also, On the Members Only section of the IBEA website are some "advocacy" items that I created that everyone is welcome to download and make copies of and use however you see fit to promote business education and show why it is needed for both College and Careers. <http://ibea.org/our-organization/advocacy-items>

IDEAS TO PROMOTE BUSINESS PROGRAMS AT YOUR SCHOOL

1. Get YOUR school to have a business/computer graduation requirement.
 - Our best bet for keeping business classes is to get local high school graduation requirements in place. Sell your program! Business and Computer classes are needed for College and Careers.

-Get on the school board meeting agenda. Have your students talk about what they have learned. If we don't speak out in support of our programs, they soon will not be there.

2. Work with your local community college to try to get a dual credit class and/or a pre-req computer class if possible. Parents love the idea of their child earning college credit, so this can really help save a class.

3. Market your classes every week somehow. Ideas include: show off student work in the hallways, have your classes create the school website or school calendar or board agenda that school administrators and parents and students might see and be sure your "class" gets credit for it by having something typed on the document. If your school has a student newspaper see about having an Ad for your classes in the newspaper. Right before "registration" time between semesters, put up advertisements in the hallways promoting your business classes. Consider spicing up the name of your courses like "Entertainment Marketing" instead of just Marketing. Anything you can do to bring attention to your program and raise awareness of how important business and computer classes are.

4. Let your voice be heard! Talk to your Principal, the Counselors, local businesses, and the School Board on a regular basis. Be an advocate for business education every week/month by telling them what skills your students are learning and how it will help them in both College and their future Career!

I hope this information is helpful and I wish us all good luck in the coming years with the State's financial situation.

Appendix I – Indiana Report

Reported by:	Jason Hendrickson
Date of Meeting Report Being Presented	April 16, 2013
Current Membership Number for State Association	275
Current NBEA Membership for State	151
Web Site Address:	www.ind-ibea.org

List State Officers & Dates of Term (Please attach a board directory for your state association)I will send this information in after our June meeting. We will have changes in place by then that will be more concrete.

Annual Convention Information (Dates, Location, any special events, workshops, etc.) If convention has already occurred, please give summary of attendance, program, etc.

November 8-9, 2013 Wyndham Hotel Indianapolis West, Indianapolis, IN

Other activities that have occurred since the last board meeting The Indiana Ex. Board has met to discuss and review this past year's conference. Also, since our last NCBEA board meeting, Indiana has proceeded to hire an Executive Director for the state association. A full detail on job description and responsibilities to come forth as I receive permission to share. I can say that the NCBEA/NBEA membership director responsibilities are now under the role of Executive Director. I have been offered the job and accepted the position at the February board meeting of this year. Therefore, I will continue my role as Membership Director for Indiana on a year to year contract basis under the new guidelines of Executive Director.

Ideas "to share" (If there is anything you believe your state has accomplished that can help other states, please describe below) I know some other states have an Executive Director already established; however, it seems that this might be a way to go. It provides consistency within each state and allows the state connection to the region and national levels remain constant.

Any activities that you personally have been involved in to promote your state, regional, or national association? Working on email and postcards mailed out to the state membership to drum up membership. I really would like some new resources to help with this project. It does not seem to be working as well as I would like it to.

In terms of special projects, I have assisted with three curriculum frameworks for our state, Personal Financial Responsibility, Entrepreneurship and New Ventures, and Preparing for College and Careers.

Anything we have forgotten!

N/A

Appendix J – Iowa Report

Reported by:	Beth Sindt (finishing Lou Ann Knorr's term)
Date of Meeting Report Being Presented	April 17, 2013
Current Membership Number for State Association	189
Current NBEA Membership for State	97
Web Site Address:	www.ibeaonline.org

List State Officers & Dates of Term (Please attach a board directory for your state association)

2012-2013 IBEA Executive Board

President	Patrick Geer
president@ibeaonline.org	
President-elect	Crystal Combs
president.elect@ibeaonline.org	
Secretary	Amanda Eberhart
secretary@ibeaonline.org	
Treasurer	Kristy Cleppe
treasurer@ibeaonline.org	
Past President	Kathy Larson
pastpresident@ibeaonline.org	
Area 1A	Sharon Keehner
area1arep@ibeaonline.org	
Area 1B	Roger Poling
area1brep@ibeaonline.org	
Area 2	Naomi Yaddof
area2rep@ibeaonline.org	
Area 3	Deb Jones
area3rep@ibeaonline.org	
Area 4	Amanda DeGroot
area4rep@ibeaonline.org	
Area 5	Pam Uhlenkamp

area5rep@ibeaonline.org	
Area 6	Open
Area 7	Todd Stabenow
area7rep@ibeaonline.org	
Area 9	Sarah Roeder
area9rep@ibeaonline.org	
Area 10	Sandy O'Brien
area10rep@ibeaonline.org	
Area 11A	Rhonda Schmaltz
area11arep@ibeaonline.org	
Area 11B	Jodine Smith
area11brep@ibeaonline.org	
Area 12	Open
Area 13	Kristy Courter
area13rep@ibeaonline.org	
Area 14	Shannon Smith
area14rep@ibeaonline.org	
Area 15	Susan Seuferer
area15rep@ibeaonline.org	
Area 16	Deb Matthews
area16rep@ibeaonline.org	
Webmaster	Sue Elwood
webmaster@ibeaonline.org	
Executive Secretary	Sandy Warning
executivesecretary@ibeaonline.org	
Historian	Barbara J. Bielenberg
historian@ibeaonline.org	
Dept. of Ed.	Kelli Diemer
kelli.diemer@iowa.gov	
Program Mgmt.	Sandy Warning
warning@netins.net	
IACTE/Legislative	Samra Olofson
iacte.legislative.rep@ibeaonline.org	
NCBEA	Beth Sindt
ncbearep@ibeaonline.org	
Awards	Lois Roth
awards@ibeaonline.org	
Public Relations	Rhonda Schmaltz
public.relations@ibeaonline.org	
Convention Site	Open
Student Rep.	Open

Annual Convention Information (Dates, Location, any special events, workshops, etc.) If convention has already occurred, please give summary of attendance, program, etc.

The 2013 convention will be held July 22-24 at the FFA Enrichment Center in Ankeny. NCBEA and IBEA will be joined with IACTE (many of IACTE activities will be on the 22nd and business education sessions on the 23rd and 24th)
 "IBEA.....Supercharging Business Education"

2013 IACTE/IBEA/NCBEA Joint Convention
July 23-24
FFA Enrichment Center
DMACC Campus
Ankeny, Iowa

(fly into Des Moines International Airport—Ankeny is about 15 minutes north of the airport)

The IBEA convention planning committee, including Sue Elwood and me as co-program chairs, has met a couple times. Since I am the “liaison” for NCBEA on the planning committee and Sue the current NCBEA president, we thought it would be a good idea to volunteer for positions on the planning committee. This helps ensure that NCBEA has input into the convention. Sue has been busy getting the speakers and setting up the tours; I will prepare the booklet in conjunction with IACTE.

Appendix K– Michigan Report

Larry G. Pagel
Michigan Membership Director to NCBEA
Northern Michigan University
707 Craig Street
Marquette, MI 49855-5030
906.227.2977 (W); 906.228.6896 (H)
lpagel@nmu.edu

NCBEA ADMINISTRATIVE BOARD MEETING
Wednesday, April 17, 2013
Atlanta, Georgia

As the Michigan Membership Director to NCBEA, I have done the following:

- Communicated with MBEA Officers about NBEA membership and attended MBEA Board meetings as the Michigan Membership Director to NCBEA
- Contacted lapsed NBEA members from Michigan and encouraged them to continue their NBEA membership
- Worked with Michigan Business Education Association board in planning 2013 Fall Convention (November 13-15, 2013, Frankenmuth, Michigan)
- Worked with MBEA President and NCBEA President to determine rotation when NCBEA will be held in Michigan
- Chaired NCBEA Minutes Approval Committee (Annual Business Meeting Minutes, 2012)
- Wrote an article for the MBEA Newsletter promoting membership in NBEA/NCBEA
- Communicated with NBEA about various membership issues/questions

Future Convention Dates
November 13-15, 2013, Frankenmuth, Michigan
MBEA Convention

Appendix L – Minnesota Report

Reported by: Karen Williamson
Date of Meeting Report Being Presented: April, 2013
Current Membership Number for State Association: 250
Current NBEA Membership for State 96
Web Site Address: Mbei-online.org
List State Officers & Dates of Term (Please attach a board directory for your state association) Supplied at the November 2012 meeting.

Annual Convention Information MBEI fall 2012 conference was held at the Microsoft Technology Center October 5, 2012. Microsoft provided a number of sessions on their product and introduced the group to their new hardware device, the Surface. Attendees were enthusiastic about the new Surface and the preview of Office 2013.

Other activities that have occurred since the last board meeting
SEMBEI held a technology workshop on April 8, 2013. The workshop was sponsored by MBEI and MNSCU. Approximately 50 secondary and post-secondary instructors attended the conference. Workshops were held on Using the Cloud in Education and Changes in Microsoft Office 2013. The keynote speaker talked about the flipped classroom (Susan Hines from St. Mary's University, Minneapolis). Evaluations from the workshop were very favorable.

Ideas "to share" (If there is anything you believe your state has accomplished that can help other states, please describe below)

Any activities that you personally have been involved in to promote your state, regional, or national association? The Southeast Division of MBEI and Minnesota State Colleges and Universities (MNSCU) held a one day technology conference at Rochester Community and Technical College April 8, 2013. I had a display board promoting NBEA.

Appendix M – Missouri Report

Reported by: John DeWeese
Date of Meeting Report Being Presented: April 17, 2013
Current Membership Number for State Association: 340
Current NBEA Membership for State: 207
Web Site Address: <http://mbea.weebly.com/>

List State Officers & Dates of Term (Please attach a board directory for your state association): Please see attached Board Directory.

Annual Convention Information (Dates, Location, any special events, workshops, etc.) If convention has already occurred, please give summary of attendance, program, etc.:

Please see attached Program of Work for information.

Summer Conf attendance: 235 with 17 no-shows

Fall Conf attendance: 82

Other activities that have occurred since the last board meeting

Ideas "to share" (If there is anything you believe your state has accomplished that can help other states, please describe below)

Any activities that you personally have been involved in to promote your state, regional, or national association?

So far this year I have sent out 45 emails to active and lapsed members as well as new business teachers using the Missouri Business Ed Listserv which has 1170 subscribers. My emails promote NBEA with information about services they provide, conferences they offer, and many other types of promotional information.

At both our Summer and Fall conferences, I have had a booth set up close to our Marketing Linkage and registration tables. My booth has registration cards, NBEA informational pamphlets, copies of our publication, and much more. Also at these conferences I have spoken at the opening session, and handed out a prize for anyone that signed up for NBEA during the conference at closing session.

Appendix N – Wisconsin Report

Reported by: Tina Trumbower

Date of Meeting Report Being Presented: April 2013

Web Site Address: wbeaonline.org

List State Officers & Dates of Term (Please attach a board directory for your state association) You can find an up to date list of all officers and board members and their email addresses on this page of the wbea website:

http://wbeaonline.org/index.php?option=com_content&view=article&id=76&Itemid=94

Annual Convention Information (Dates, Location, any special events, workshops, etc.)
The 2013 Wisconsin Business Education Association Convention will be held October 10 & 11 downtown Madison, WI.

Other activities that have occurred since the last board meeting

Our winter WBEA Board meeting took place in Waunakee, WI in January.

Six Spring Updates took place around the state in February and March.

Ideas "to share" (If there is anything you believe your state has accomplished that can help other states, please describe below)

1. This has been reported before, but continues to be one of the best ways for WBEA to keep a presence throughout the winter/spring months. We have six Spring Updates around the state. These are one-day events that are inexpensive for the attendees at just \$25. WBEA takes the lead, but the event is cosponsored with WMEA (marketing), DPI, and WTCS (Technical college system). Attendees do not need to be a WBEA member to attend, but this is a great opportunity to put WBEA out in front.
2. The first year of trying to videotape sectionals at the conference to put on the website had some issues with sound and batteries, but we believe this will continue to be a value add for our members.

Any activities that you personally have been involved in to promote your state, regional, or national association?

E-mails were sent to members as their membership dues were about to expire.

I have used the Wisconsin list serv to send reminders of the NCBEA conference, the liability benefit that comes with the membership, and the National Business Honor Society opportunities.

Appendix O – Awards Report by Beth Sindt Co-chair

Even though we call these the 2013 awards (because they are awarded at our NCBEA convention either in the summer or the fall **after** the school year is over), they are for the academic year 2012-2013.

The deadline for nominating deserving people for these awards is **April 30, 2013**. They are to be sent to me (Beth) at my home address. Since John has his Missouri convention at the same time as our joint convention with Iowa, I agreed to take care of the awards for this year (my term really ends June 30, 2013).

So far I have not received any nominations! ***Please encourage nominations by NBEA members in your state (or you can help by nominating someone).*** The deadline will be here soon. Soon after the deadline, I will contact the Awards Committee (membership directors) to help review and rank the nominees; the awards will be presented at our July joint convention in Iowa.

Last fall after our conference in Indiana, I contacted our 2012 award winners to see if I could forward their materials to NBEA for its awards. Michael Cee Woods agreed to have me do that. I believe our other winners had other nominators do this for them—good luck to Michael, Marcy, and Barbara.

At the NCBEA spring meeting at NBEA, the current NCBEA president recognizes members going off the board. For the Student Membership Director, a plaque is ordered and is presented at the spring meeting. I ordered a plaque from The Trophy Shop in Creston, Iowa, where I had done past NCBEA business. Thankfully, Gary (from The Trophy Shop) still had NCBEA items on file—i.e. our 8-state logo and images of plaques he had prepared in the past; and he was able to prepare the student plaque in a very timely manner. (Side note: I asked Jody Emerson, former NCBEA Iowa Membership Director, to be my proofreader as she lives in Creston.)

Appendix P – SWOT Action Plan Update by Sue Elwood

Table on the next page.

Progress Report of NCBEA Action Plan April 2013			
Goal	Person/Committee Responsible	Action taken as of April 1, 2013	Action that will be taken by June 30
Professional Development: Increase promotion of NCBEA convention first-timer stipend.	Past-President NCBEA Newsletter editor State Membership Directors	The NCBEA Convention will be held in Iowa this summer (July 23-24). Notices have been posted on the home page of the NCBEA Website and the Iowa (IBEA) Website. Each membership director has been asked to disseminate this information to their state.	Notices will be included in the upcoming newsletter, through Constant Contact, and through messages sent out by state membership directors.
Professional Development: Increase promotion of NCBEA convention	President State Membership Director from host state Newsletter Editor	Notices have been posted in the last issue of the NCBEA newsletter and on the home page of the NCBEA Website and the Iowa (IBEA) Website. Each membership director has been asked to disseminate this information to their state.	Notices will be included in the upcoming newsletter issues, through Constant Contact, and through messages sent out by state membership directors.
Marketing: Increase awareness of what is happening in NCBEA.	President NCBEA Newsletter editor	The president has been in contact with the newsletter editor about establishing publication deadlines for a year at a time and suggested content for each newsletter.	The newsletter editor will include publication deadlines and suggested content in his report for the NCBEA board meeting at the NBEA for the next fiscal year. This information shall be published in each issue of the newsletter and on the Website.
Membership: Grow and maintain diversified sources of revenue with membership dues, fundraising, and member services. (Publicize the benefits of joining NBEA to potential, returning, and lapsed members through special mailings (electronic or paper)).	Membership Committee and State Membership Directors	Since November, focus has been on contacting lapsed members. In the fall, benefits of membership had been emphasized at all of the state conventions through the state membership directors and the president (or designee), through newsletters, Constant Contact, and on the Website.	Efforts to grow membership are ongoing. Focus will continue on: First-timer stipend, professional development, leadership opportunities, getting younger members involved, determining how to engage and mentor new teachers, increasing use of "social media," and Constant Contact.
Membership: Grow and maintain diversified sources of revenue with membership dues, fundraising, and member services (identify fundraising sources).	Marketing/linkages Committee One-day workshop committee	In November, the Marketing/linkages Committee met to determine focus of a new NCBEA activities/lessons plans CD. Contact and updates have been continued through e-mail. It was determined that a committee would be formed for a Chicago one-day workshop to be held in June/July 2014.	The Marketing/linkages Committee plans to roll out the new activities CD in time for the summer state conventions (July) so CDs can be promoted at the eight state conventions. Ongoing publication of the CD will be through newsletters, Constant Contact, and Website. Margaret Erthal has volunteered to act as co-chair of the Chicago Workshop Committee.