



Regionally Speaking

A Publication of the North Central Business Education Association

A Message from the

President

By Sue Elwood,
NCBEA President



Find out the many ways to be part of the NBEA family from NBEA President Ramona Schoenrock... (see page 4 for full story)

H

"TRANSITION AND CHANGE ARE A WAY OF LIFE"

Happy New Year! For centuries, people have been observing the end of one year and the beginning of another. Many think of the New Year as a time to start fresh; clean out the old and start with the new. Some of us think of it as a day to watch the Rose Parade and college bowl games on TV while celebrating with family and friends. Others think of the New Year as a time for resolutions. I like to examine what I have accomplished in the year past and what I want to accomplish in the New Year. One thing is certain, the past year seems to have flown by and it is a good time to make changes with spring, the season of renewal, just around the corner!

Business educators know that transition and change are a way of life. Since the invention of the typewriter in 1868, the business education curriculum has gone through tremendous changes. When we think of change and how it affects us, many times the question utmost in our minds is how can we stay on top and continue to offer our students the best education by giving them the edge when they go out into the workforce.

When I visit with business educators across the region, I'm continually impressed with the dedication, professionalism and motivation these educators possess. How do they manage so effectively? What enables them to keep on the cutting edge? These successful business educators realize the importance of joining and becoming active members in professional organizations. Our profession is changing at a very rapid rate and your professional organizations are in a position to help you meet those changes and challenges that you face every day in your job.

Your state and regional organizations, along with NBEA, our national affiliate, provide literature, training, and much more that will help educators prepare students to be successful in the workplace and ever-changing global economy. There is no better way to stay on top than to tap into an association's body of knowledge for professional growth and development which helps to keep you at the forefront of your profession.

Continued on p. 2

INSIDE THIS ISSUE...

Better Teamwork Produces Better Results! by Maurice S. Henderson	3
An Update on Our Constant Contact Communication Tool by Matt White	3
Be a Part of the NBEA Family! by Ramona Schoenrock	4
85th Annual International Conference—August 5 through August 9, 2013—ISBE 2013	5
A Welcome from the NCBEA Treasurer by Stella Hull	6
2012 NCBEA Distinguished Service Award Winners	6
News from Missouri by John DeWeese	7
News from Michigan by Larry Pagel	7
2013 NBEA Annual Convention and Trade Show Flyer	8
NCBEA Past President Message by Dr. Margaret Erthal	9
NCBEA Business: Mission and Vision, Membership and Board Information	9-11

Education seems to be synonymous with change. There are times when we adjust to change because we have to and then other times where we invite and welcome change. We know that change is imminent and your professional organizations can help you tackle the changes with enthusiasm. How we approach change will determine the impact we will have on the education of our future leaders. I encourage you to explore the many opportunities available to you. Stay active and get involved in your state business education association. In 2013, renew your membership or join NBEA, and you will get two organizations for the price of one for a mere 22 cents a day.

One New Year's resolution I encourage all of you to consider for 2013 is to attend the National Business Education Association Annual Convention held in Atlanta, Georgia April 16 – 20. Experience Atlanta's southern hospitality and be inspired by all that the convention has to offer. Information about the convention can be found on the NBEA Website at nbea.org. The New Year is a time for rejuvenation and you can be sure attending the convention will be rejuvenating. It is never too late to set a resolution for change—renewal awaits you in Atlanta!

I am excited about the opportunity to serve NCBEA as your president and eager to see everyone in Atlanta. Best wishes for a successful and productive year!

With warmest regards,

Sue Elwood

NCBEA President

Ignite your passion for business education!

Atlanta, Georgia – Host City of the 2013 NBEA Annual Convention and Trade Show **Some Fun Trivia**

1. Do you know how many streets in the Atlanta area contain the word "Peachtree"?
2. Can you name the two Georgia natives, both of whom have popular visitor attractions in Atlanta, who have received the Nobel Peace Prize?
3. In what war was Atlanta destroyed by fire, making it the only city in North American to have been destroyed by fire as an act of war?
4. Name the Atlanta neighborhood credited as being one of the city's most affluent neighborhoods and also having been home to one Sir Elton John?
5. What is the official name of Atlanta's airport, the busiest airport in North America based on the number of inbound/outbound daily flights?
6. Name the Atlanta pharmacist who developed the syrup for Coca-Cola in 1886?

Check out the answers on page 5 – see if you're ready to experience NBEA in Atlanta!



**MAKE YOUR
PLANS TO ATTEND
TODAY! – WE LOOK
FORWARD TO
SEEING YOU IN
ATLANTA!**



A Message from the *President-Elect*

By Maurice S. Henderson, NCBEA President-Elect

BETTER TEAMWORK PRODUCES BETTER RESULTS!

Thank you for the opportunity to serve as NCBEA President-Elect and eventually NCBEA President. Throughout these past months, once President Sue Elwood took office, she immediately opened the doors of communication between the NCBEA administrative board members. One quote that she put at the end of her welcome message to the 2012-2013 board stood out to me. Simply stated, "Better Teamwork Produces Better Results!" This quote can be viewed from many different viewpoints.

First, it can be viewed from the fact that the NCBEA Administrative Board will work together as one cohesive unit to ensure that the work of the North Central Business Education Association is accomplished. The board is charged with the responsibility of ensuring that the region is moving forward. What can we do to promote business education? What can we do to produce capable, qualified individuals to enter the workforce? What can we do to guarantee the continuation of business education programs? These questions, and many others, will be addressed by the NCBEA Administrative Board during our upcoming strategic planning sessions.

Second, it can be viewed from the stand point that all of us should be working together to accomplish the goals and objectives of educating our students for success in business and life. Business teachers, college professors, school administrators, NCBEA Administrative Board members, state association/territory leaders, as well as business education students—we are all on the same team to promote business education. Let's be honest and direct—business education programs are indeed the programs that prepare individuals to walk into a job with skills that are useful to their employers. We are one team to make everyone aware of what we do and how good we are at preparing students. We are academics about business!

Please join the NCBEA Administrative Board during the upcoming NBEA Annual Convention and Trade Show to be held on April 16-20, 2013 in Atlanta, Georgia. Details about the convention are located in this issue of our newsletter as well as online at <http://www.nbea.org/newsite/conferences/convention/convention.html>. Furthermore, make sure you sign up for our NCBEA communication via Constant Contact by visiting our website at <http://ncbea.com/>. We need you to stay informed with what is happening in NCBEA and the best way for us to share information with you is through our Constant Contact messages.

Remember, we are on the same team! A team producing better results for business education!



An Update on our Constant Contact Communication Tool
from Matt White, Brown Mackie College, Cincinnati, OH
2012-2013 NCBEA Newsletter Editor and Constant Contact "Guru"
matwhite@brownmackie.edu

You may remember in early 2012, NCBEA invested in a new communication tool to stay in more regular contact with members. Since then, I have spent a considerable amount of time developing this tool and using it on behalf of the NCBEA Administrative Board to keep members abreast of NCBEA and NBEA news around the region. I am happy to report that we currently have over 1,200 members of our Constant Contact mailing list. Thanks to the NBEA Headquarters Staff for their assistance in helping us to build this mailing list based on e-mail addresses provided!

Be sure you remain on the lookout for more future communications from NCBEA via Constant Contact and remember to add whitemc@prodigy.net (the base e-mail from which all NCBEA Constant Contact message are sent—don't worry, this is my personal e-mail address, so you won't be receiving any spam!) to your e-mail favorites to ensure you receive all the latest updates!

A Message from the

NBEA President

By Ramona Schoenrock, NBEA President



BE A PART OF THE NBEA FAMILY!

Greetings and welcome to 2013! With each new semester, relationships develop between teachers and students. A community or family is created in the classroom. We want our students to succeed in the workplace and in their personal lives. The same is true of NBEA and each region. We are a family--working together because we are about "educating for success in business and life."

How can you be a part of the "NBEA family?"

Join the NBEA Online Community – that's NBEA's Facebook, Twitter, and Ning. With Ning, you can post/read discussions, share teaching strategies, and watch live or recorded webinars. Check this out now on the NBEA Web site (www.nbea.org) if you are not a NING member.

Start a National Business Honor Society chapter at your high school. The National Business Honor Society is the perfect way to bring greater recognition to your students AND your business education program.

Use the NBEA publications – The Forum, Keying In, and the Yearbook. The 4th edition of the National Standards for Business Education was made available for purchase last fall. This must-have publication is the foundation of what our students should know and be able to do in business.

Be an advocate for business education. The "Ten Facts" sheets for students, counselors, administrators, parents, legislators, and businesses have been updated and can be downloaded at www.nbea.org. Every fact sheet presents how business education is valued by each of the target audiences.

Attend the NBEA Annual Convention and Trade Show April 16 to 20 in Atlanta, GA. You will not want to miss this fantastic opportunity to "add" to your professional family by networking with other business education colleagues. New this year will be Friday afternoon sessions titled "Bring Your Own Laptop and Bring Your Own I-Pad." If you have never attended a national convention, please apply for one of the professional development stipends. Visit the NBEA Web site for more details regarding the convention and stipend.

Be active in our organization. Say "yes" when someone asks you to serve as a committee member or officer. We need you to help grow our NBEA family. Contact your state, regional, and national officers to let them know you want to be a "part of the family" and make a positive contribution to business education.

Encourage others to join. Remember, dues are only 22 cents a day! Your membership dues provide you with a strong national association. And, I thank you for your membership! If you have celebrations or concerns, please email me at mona.schoenrock@cps-ne.org.

I look forward to meeting all of my NBEA family and the opportunity to serve business education. I hope many of you will join me in Atlanta next month!

Atlanta is a great host city – be sure to plan to see some of the memorable historic sites and world-famous attractions while attending the 2013 NBEA Annual Convention and Trade Show!

INTERNATIONAL SOCIETY FOR BUSINESS EDUCATION
2013 – 85th Annual International Conference – Berlin, Germany
“Training for Societies in Change”
August 5 through August 9, 2013

Have you ever wanted to travel to Germany? Do you have the desire to network with other business educators from across the world? Would you like to see other school and college business education program? If so, now is your opportunity!

The 85th International Conference of SIEC-ISBE will take place in Berlin from August 5-9, 2013. From the conference hotel, Dietrich Bonhoeffer, we will be within walking distance of the Museum Island which includes the Pergamon Museum, the National Gallery, Bode Museum, and the Altes Museum. These museums contain artifacts from the ancient Middle East, paintings and sculpture, Egyptian finds (including the famous bust of Queen Nefertiti), and much more. We will spend an evening on the Museum Island. The hotel is also near Unter der Linden, one of the most famous streets in Berlin. Nearby is the Friedrichstrasse, an avenue of many shops and restaurants.

The Conference will be held in conjunction with Humboldt University; therefore, many of the meetings and pedagogical presentations will take place there. The university is a short walk from the hotel. There are also two less expensive hotels in the area of the university that will be made available to us.

In addition to pedagogical presentations, seminars, and workshops, there will be an opportunity to see the heart of Berlin, to visit companies and schools, to hear keynote speakers, and to take a boat trip on the River Spree with a farewell dinner.

The complete brochure for the conference will be available on the SIEC-ISBE website. This is a rare opportunity to see Berlin and the rebuilding that has taken place since the German reunification. Additionally, Dr. Fritz Peege, one of the conference organizers, has assured us the dollar will strengthen against the euro by next summer.

Sehen Sie in Berlin! (See you in Berlin!) Check out full details at www.siecisbe.org.

H. Roger Fulk, NCBEA Representative
roger.fulk@wright.edu

Lee Kantin, US Chapter President
kantin@charter.net



From Page 2—Atlanta Trivia Answers

1. 65; 2. Reverend Dr. Martin Luther King, Jr. and President Jimmy Carter; 3. The Civil War; 4. Buckhead; 5. Atlanta Hartsfield-Jackson International Airport; Dr. John Stith Pemberton



A Welcome from the

NCBEA Treasurer

By Stella Hull, NCBEA Treasurer

MONEY, MONEY, MONEY...

Stella Hull comes to NCBEA in the position of Treasurer as a retired high school teacher. After teaching for 31 years in schools in and around the Cleveland, Ohio area, she took a year off and is now an adjunct faculty member at Cuyahoga Community College's main campus. She has been there since 2008. Over the years Stella has taught students a variety of business subjects. She taught typing on a typewriter and now teaches keyboarding on a microcomputer. Sometimes she may utter old terminology like carriage return, keypunch card, and floppy disk.

Over the years Stella has held various positions in professional organizations. She was a Tech Prep Liaison and a Business Professionals of America Advisor during her tenure as a high school teacher. She was a past president of Delta Zeta Chapter of Delta Pi Epsilon. Her business association affiliations include; Cleveland Area Business Teachers Association, OBTA-An Association for Business Technology Educators (current treasurer), NCBEA and, of course, NBEA. As a retiree, she is president of the Greater Cleveland Chapter of Ohio Retired Teachers Association as well as the District X Director for ORTA. She is also actively involved in the Federal Credit Union at her church as a teller.

Stella holds a bachelor's degree in Comprehensive Business Education from Cleveland State University and a master's degree in Instructional Computing from Kent State University. She is the mother of two and grandmother of one. She enjoys being with her family. Stella has visited all but one of the states in the North Central Business Education Association region. Hopefully, with her new position she will indeed get the last state in. As you can see, Stella does tend to keep busy. She looks forward to working with NCBEA.

2012 NCBEA Distinguished Service Award Winners

Presented at the 2012 IBEA/NCBEA Conference – Indianapolis, IN

November 16-17, 2012



Michael Cee Woods
Emerging Professional
Hutsonville High School
Hutsonville, Illinois



Marcy L. Satterwhite
Outstanding Contributions to
Business Education by a
Postsecondary Business
Teacher
Lake Land College
Mattoon, Illinois



Barbara Elizabeth Hagler
Outstanding Contributions
to Business Education by a
Senior College or University
Business Teacher
Southern Illinois University
Carbondale, Illinois



News from... Missouri

By John DeWeese
MO Representative

Missouri Business Education Association (MBEA) is up and running with the completion of our annual Fall Conference on October 8th, 2012. This year it was held at the Inn of the Grand Glaize in beautiful Osage Beach, MO. With plenty of room and technology available, MBEA was proud to offer professional development sessions such as: Accounting Made Easy, Business Law, Edmodo, LifeSmarts, Math in CTE, Personal Finance Challenge, Photoshop, Stock Market Game, Top 10 Apps for Business Education, and more! Our keynote speaker, David Pearce, Missouri State Senator, discussed how career and technical education is an important part of a child's education. Overall it was an informing and educational conference with great networking and enlightening ideas.

Business education in Missouri is off to a great start and looking forward to a finishing out the year strong!

If you have any questions about membership or other information regarding MBEA, please contact John DeWeese, Missouri NCBEA Membership Director at john.deweese@maryville.k12.mo.us or Theresa Bynum, Missouri Business Education association President at tbynum@midwayk12.net. Visit our website at <http://mbea.weebly.com>.



Missouri Business Education Association was also happy to welcome Dr. Margaret Erthal, NCBEA Past President, who brought greetings on behalf of NCBEA at our fall conference on October 8th, 2012! Thanks, Margaret!

News from... Michigan

By Larry Pagel
MI Representative

The Michigan Business Education Association held its 76th Annual Convention on November 7-9, 2012, at the East Lansing Marriott Hotel, East Lansing, Michigan. This year's theme was "Challenge of Change." This is Michigan's premier business education conference and allows business teachers, administrators, students, and business educators the opportunity to network and learn more about the programs offered at the various schools.

The keynote speaker for the MBEA Convention was Michal Lorenc, Head of Industry – Ticketing and Live Events, Ann Arbor, Michigan. The luncheon on Thursday included awards and recognition of past presidents. Concurrent sessions were held throughout the convention on such topics as the right way to invest, teaching risk management and insurance, marketing your CTE program, professional learning networks, technology, and engaging students in the real world experience. While at the convention, teachers were able to learn about the latest technology, network with others, and discuss curriculum ideas. The MBEA Executive Board put together an excellent conference.

The MBEA Executive Board has met several times this year, and several changes to the MBEA Constitution and Bylaws were voted on at the annual business meeting. Proposed Constitutional changes included reducing the number of officers and regional representatives to the Executive Board and reducing the number of standing committees.

These are exciting times in business education in Michigan. Please check the MBEA Website at <http://www.mbea-online.org/> for more information about our convention or to find out what is happening with business education in Michigan.

Join [NBEAconnect!](http://nbeaconnect.ning.com/)
Connecting Business Educators Around the Globe
<http://nbeaconnect.ning.com/>



NBEA 2013 Convention Registration Fees

Professional Member	\$240
Student Member	\$155
Retired Member	\$185
Nonmember	\$400
Spouse	\$75

NBEA 2013 Annual Convention & Trade Show

April 16-20, 2013

Atlanta Marriott Marquis | Atlanta, GA

The NBEA 2013 Annual Convention will be held in Atlanta, Georgia, at the Atlanta Marriott Marquis, April 16-20. Members of the General Convention Committee and Convention Program Committee have created a program with more than 70 educational sessions that meet the varied and common goals of business educators, over 20 technology workshops to expand specific skills and introduce additional technology, and three general sessions where prominent speakers will be featured. Don't miss this fantastic opportunity to learn and network at the largest convention solely dedicated to business education!

Concurrent sessions will address the following topics: Reality TV in the Business Classroom, e-Tailing, Security Challenges in Technology, Psychology of Dress, Accounting Careers, Personal Finance, Social Media Marketing Strategies, Employability Skills, Global Cultural Communication, Classroom Management Strategies, Current Issues & Trends Impacting e-Commerce, National Honor Society, What Global Marketers Wish Students Knew, Changing Middle School Curriculum, Integrating Mac Products into Business Courses, Strategies for Assessing Student Learning, Incorporating Sales Presentation Models

in Business Classrooms, Preparing Students for College, Common Core Standards, Ethics & Etiquette in Digital Communications, 2012 *National Standards for Business Education*, Creative Projects in Entrepreneurship, Curriculum Resources for Economic Education, Creating Online Secondary Business Education Classes, Creating Industry Partners, and many more. Bring Your Own Laptop and Bring Your Own iPad sessions will be held on Friday afternoon, in addition to repeat concurrent sessions.

The NBEA 2013 Annual Convention & Trade Show will be held at the Atlanta Marriott Marquis. Located in Peachtree Center, this contemporary hotel is just steps away from the Georgia Aquarium, World of Coca-Cola, and few blocks from CNN Center, Georgia World Congress Center, Philips Arena, Turner Field, and the Georgia Dome.

Atlanta is a world-class, modern city with a rich, passionate history. Home to the civil rights movement and the 1996 Olympics, Atlanta has shown its rich diversity. Atlanta is also home to some of the nation's most successful businesses and entrepreneurs. Come and experience for yourself the exciting city of Atlanta!

NCBEA Past President Message

By Dr. Margaret Erthal
NCBEA Past President

Spring is nearly upon us and it is a time of new beginnings for students and teachers. There are many issues facing business education teachers, as well as all career and technical education teachers. As the Common Core Standards are implemented in your district, step up and ask to serve on the district's CCS committee in some capacity. A great resource is the *Common Core State Standards & Career and Technical Education: Bridging the Divide between College and Career Readiness* (<http://www.achieve.org/files/CCSS-CTE-BridgingtheDivide.pdf>). Other issues facing business education continue to be funding and course offerings.

On October 8th, 2012, I had the privilege of bringing greetings to the fall Missouri Business Education Association Conference in Osage Beach, Missouri. There were over 100 people in attendance for this one-day event. What a great bunch of energetic, friendly, and forward-looking business education teachers. John DeWeese has done an outstanding job of spreading the word about NCBEA and NBEA—thank you John!

The spring is an especially busy time for everyone, especially as we prepare to wind down another school in just a few short months. But don't forget to encourage your colleagues to join their professional organizations. Remember, NBEA/NCBEA costs only 22 cents a day, and offers professional liability insurance of \$250,000.



Atlanta Skyline – View from Piedmont Park

NCBEA Vision and Mission

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.



<http://www.facebook.com/NCBEA>

Articles **NEEDED!**

Regionally Speaking can be found as a
Link on the NCBEA Website:

www.ncbea.com

Submit articles to Matt White, Newsletter

Editor at:

whitemc@prodigy.net

NATIONAL BUSINESS EDUCATION ASSOCIATION MEMBERSHIP APPLICATION

Join Today and Increase Your Professional Expertise!

IMPORTANT: List both home and business contact information. Please indicate your mailing preference.

☐ Home ☐ Business

Name

Home Address

City

State

Zip

Telephone

E-mail

Institution/Organization

Address

City

State

Zip

Telephone

E-mail

MEMBERSHIP SERVICES

- Professional journals and publications:
 - NBEA's journal, *Business Education Forum*
 - NBEA's newsletter, *Keying In*
 - NBEA Yearbook
 - Special publications and promotional items
 - Curriculum standards and resources
- \$250,000 professional liability insurance
- Annual national convention
- Regional association membership
- Regional conventions
- Online Jobs Forum
- Legislative advocacy
- Business-industry link
- Insurance programs
- Professional awards program
- International Society for Business Education (ISBE)
- Delta Pi Epsilon Honorary Society (DPE)

MEMBERSHIP CLASSIFICATION

- ☐ Professional \$ 80
- ☐ Professional / International Society for Business Education (ISBE) \$110
- ☐ Professional / Delta Pi Epsilon (DPE) \$140
- ☐ Professional / ISBE / Delta Pi Epsilon (DPE) \$170

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

METHOD OF PAYMENT

- ☐ Check Payable to NBEA ☐ VISA ☐ MasterCard

Card Number

Expiration Date

3-Digit Card Code

Signature (required for all charges)

RETURN THIS FORM WITH PAYMENT TO

National Business Education Association
1914 Association Drive
Reston, VA 20191-1596

Educating for Success in Business and Life!

1914 Association Drive, Reston, VA 20191-1596 • (703) 860-8500 • Fax (703) 620-4483
www.nbea.org • E-mail: nbea@nbea.org

NBEA National Business Education Association

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

NCBEA Board

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NBEA Executive Director..... Janet M. Treichel
NBEA, Reston, VA
NBEA President..... Ramona Schoenrock
Columbus High School, Columbus, NE

NCBEA Web Site..... www.ncbea.com

NCBEA Officer Rotation

- July 1, 2013....IL, IN, IA, Secretary, NCBEA Dir. to the NBEA Exec. Board, President Elect
- July 1, 2014WI, MO, President Elect
- July 1, 2015 .. MI, MN, OH, Treasurer, President Elect

NCBEA Convention Rotation

- Summer/Fall 2013 Iowa
- Spring 2014..NBEA/NCBEA Region-Los Angeles, CA
- Summer/Fall 2014 Illinois
- Summer/Fall 2015 Missouri
- Summer/Fall 2016 Michigan
- Summer/Fall 2017 Ohio
- Summer/Fall 2018 Minnesota
- Spring 2019..... NBEA/NCBEA Region-Chicago, IL
- Summer/Fall 2019 Wisconsin

Conferences

PLAN NOW TO ATTEND THE NBEA 2013 ANNUAL CONVENTION & TRADE SHOW!

Educating for Success in Business and Life

To be held April 16-20, 2013, Atlanta

For all the convention details, visit

www.nbea.org

2013 IOWA/NCBEA CONVENTION

ANKNEY, IOWA

JULY 23-24, 2013

More information available at

www.ncbea.com

International Society for Business Education

85th International SIEC-ISBE Conference

Berlin, Germany ♦ August 5 – August 9, 2013

<http://www.isbeusa.org/conferences/upcoming.html>

Would you like more from NCBEA in terms of publications?

How can NCBEA be more effective in reaching its members with publication opportunities?

Share your publications ideas and suggestions today!

Send your ideas and suggestions to: Matt White, Publications Committee

Chair – whitemc@prodigy.net