

NORTH CENTRAL BUSINESS EDUCATION ASSOCIATION
ADMINISTRATIVE BOARD MEETING
APPROVED MINUTES
Wednesday, November 12, 2014
Bloomington-Normal Marriott Hotel and Conference Center
Redbird G

The Administrative Board meeting was called to order by President Cathy Carruthers at 7:31 p.m.

Welcome and Introductions

Cathy Carruthers

Roll Call

Colleen Webb

PR	Cathy Carruthers	President
PR	Robert Murray	President-elect
SKYPE	Sue Elwood	Past President, Webmaster, ISBE Representative
		Student Representative
PR	Debbie Stanislawski	NCBEA Director on the NBEA Board
PR	Colleen Webb	Secretary
PR	Stella Hull	Treasurer
AB	Sharon Fisher-Larson	Regional Membership Director
PR	Kathy Mountjoy	Illinois Membership Director
PR	Jason Hendrickson	Indiana Membership Director
PR	Rhonda Schmaltz	Iowa Membership Director
PR	Larry Pagel	Michigan Membership Director
PR	Karen Williamson	Minnesota Membership Director
AB	Lindsay Highley	Missouri Membership Director
PR	Roger Fulk	Ohio Membership Director
AB	Tina Trumbower	Wisconsin Membership Director
PR	Matthew White	Newsletter Editor
PR	Janet Treichel	NBEA Executive Director
PR	Maurice S.Henderson	NBEA President

A quorum is present.

Appointment of Parliamentarian/Determination of
Maurice Henderson was appointed as the Parliamentarian for this meeting.

Cathy Carruthers

Voting Privileges-- All present except Maurice Henderson and Janet Treichel have voting privileges.

Approval of April Administrative Board Minutes (April 15, 2014) Cathy Carruthers
 Spelling corrections to be made in the April 2014 Minutes:
 H. Roger Fulk and Debbie Stanislawski

MOTION: Jason Hendrickson, Second: Rhonda Schmaltz, to approve the minutes as corrected.
 Motion Carried.

Correspondence: A thank you note...for a \$100 gift card that was won by a teacher from Missouri whose school had burned and she used the gift card to purchase equipment for her classroom.

Treasurer's Report: Filed for Audit
 See Appendix A

Officer Reports

President	Cathy Carruthers
See Appendix B	
President-elect	Bob Murray
See Appendix C	
Past President	Sue Elwood
See Appendix D	
NCBEA Director on the NBEA Board	Debbie Stanislawski
See Appendix E	
ISBE Representative	Sue Elwood
See Appendix F	
Treasurer's Report	Stella Hull
See Appendix A	
Regional Membership Director	Sharon Fisher-Larson
See Appendix G	

Membership Director Reports

Illinois	Kathy Mountjoy
See Appendix H	
Indiana	Jason Hendrickson
See Appendix I	
Iowa	Rhonda Schmaltz
See Appendix J	
Michigan	Larry Pagel
See Appendix K	
Minnesota	Karen Williamson
See Appendix L	
Missouri	Lindsay Highley

No Report	
Ohio	Roger Fulk
See Appendix M	
Wisconsin	Tina Trumbower
No Report	

Standing Committee Reports

Awards	Larry Pagel
See Appendix N	
Bylaws & Standing Rules	Sue Elwood
No Report	
Legislative	Colleen Webb
See Appendix O	
Marketing/Linkages	Tina Trumbower
No Report	
Membership	Sharon Fisher-Larson
No Report	
Nominating	Sue Elwood
No Report	
Program of Work	Cathy Carruthers
No Report	
Publications	Matt White
See Appendix P	
Strategic Planning	Cathy Carruthers
See Appendix Q	

Motion: Larry Pagel, Second: Jason Hendrickson, to adopt the Strategic Plan as presented:
Motion carried, Strategic Plan Adopted

Technology Committee	Sue Elwood
See Appendix R	

Old Business	
Webmaster Appointment	Cathy Carruthers

Sue Elwood was appointed as the Webmaster to complete the term ending June 30, 2016

Approval of 2014-15 Budget	Stella Hull/Cathy Carruthers
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Motion: Larry Pagel, Second: Bob Murray, to approve the 2014-15 budget as presented.
Motion carried and the budget is adopted

New Business	
NCBEA Business Meeting	Cathy Carruthers

Since there wasn't an allocated time or available space for NCBEA to have a business meeting during the 2014 NCBEA/IBEA Fall Conference, the next business meeting will be held in July 2015 at the NCBEA/Missouri Fall Conference.

NCBEA Board Meeting at NBEA Cathy Carruthers
 NCBEA Board Meeting will be held on Tuesday or Wednesday night after Presidents reception.
 An electronic vote will be taken at a later date.

NBEA Dues Increase and Dues Sharing Maurice Henderson and Jan Treichel
 Dues will increase \$5 effective December 1, 2014 for a total of \$85. Members can renew now
 at the \$80 price point.

Announcements Cathy Carruthers
 Deadline for Awards March 15, 2015 the forms will be updated and out to the states as soon as
 possible.

Adjournment Cathy Carruthers

The meeting was adjourned at 8:53 pm

Upcoming Professional Meetings

- NBEA Chicago, Illinois March 31-April 4, 2015
- NCBEA Springfield, Missouri July 20-23, 2015
- IBEA Normal, Illinois... November 11-13, 2015

Appendix A: Treasurer's Report...Stella Hull
North Central Business Education Association

Treasurer's Report

October 31, 2014

There is not much activity to report at this time as you can see from the cash flow statement. I continue to hold my breath waiting for the bills to start flowing. I believe we will have to begin to transfer funds from the savings shortly. Unless there is a huge influx of cash, our survival looks bleak. My concerns about cash flow stem from the decrease of funds from NBEA and the NBEA Professional Development Partnership. I'm not really seeing a partnership.

I recently requested the NBEA Professional Development Stipend contribution from the eight states in our region. I also included an invoice, just in case. I received a small fundraiser amount (about \$100) just this week to be added to the account. Part of the funds below are earmarked for the NCBEA Professional Development Stipend. Those funds will be decreased by \$400 during this conference (Illinois Business Education Association). There are no outstanding checks as I type this report. There is a promise of income from one of the states to be delivered at the conference.

The income/expense report for 2014-2015 to date is shown below.

Respectfully submitted,

Stella Hull

Stella Hull
NCBEA Treasurer

July 1, 2014 to October 31, 2014
Income and Expense Report

Beginning balance, July 1, 2014	\$15,236.51
Income to October 31, 2014	<u>1,361.97</u>
Available funds	\$16,598.48
Expenses to October 31, 2014	<u>1,478.52</u>
Checkbook/Savings balance, October 31, 2014	\$15,119.96

Appendix B: President...Cathy Carruthers
North Central Business Education Association

Report of the President

Cathy Carruthers

November 12, 2014

Since beginning my term as 2014-2015 NCBEA President, the following items have been completed since our previous meeting:

- Communicated several times with each member of the NCBEA Board via email or by phone about their duties and offered to assist, if requested
- Conducted a phone conference meeting with the Executive Committee
- Conducted a phone conference regarding NCBEA's budget with Sue Elwood and Treasurer Stella Hull
- Attended the Missouri Conference in Springfield, Missouri, in July and brought greetings. The new Missouri state membership director resigned the weekend before the conference, so I set up an NCBEA/NBEA booth. I also encouraged the Missouri board to appoint a new rep, which they did.
- Prepared the NCBEA President's Report for distribution to the NBEA Executive Board
- Communicated with Matt White about making use of Constant Contact
- Reviewed Policies and Procedures with Past President Sue Elwood
- Communicated with Sue Elwood about website updates
- Been in communication with the presidents of WBEA, SBEA, and M-PBEA
- Prepared and sent flash drives to the state membership directors for their state conferences.
- Served on the IBEA program planning committee and coordinated the NCBEA activities to be held during IBEA/NCBEA.
- Coordinated the bringing of greetings by other NCBEA Board members for all states but Illinois, Missouri, and Indiana. I will be bringing greetings in Indiana next week.
- Communicated with NBEA to get list of NCBEA members so we can make every effort to get email addresses for those for whom we do not have email addresses.

Appendix C: President-elect...Bob Murray
President-Elect Report

November 12, 2014

I will be hosting the President's breakfast meeting at the IBEA/NCBEA Conference. I emailed all the state Presidents and President-elects and invited them to the meeting.

I brought greetings from the NCBEA Board to the Minnesota convention on November 7. One item of note from the MBEI Convention was that they voted to officially change the organization's name from Minnesota Business Educators Inc. to Minnesota Marketing Business and Information Technology Educators. The acronym will be MN BITE. The rationale given for the name change was to attract a wider membership base.

Bob Murray
NCBEA President-elect

Appendix D: Past president...Sue Elwood

Appendix E: NCBEA Director on the NBEA Board...Debbie Stanislawski

<p>NCBEA Director Report</p> <p>November 3, 2014</p> <p>Prepared by Debbie Stanislawski</p>

Major activities:

- 1) Attended Fall NBEA Executive Board Meeting 10/31/2014-11/2/2014 (Chicago)
- 2) Supported NBEA/NCBEA Membership Recruitment
 - a. E-mailed and wrote personal notes to approximately 20 NBEA members with lapsed membership – November 2, 2014.
 - b. Wrote personal notes to 15 Wisconsin business educators on behalf of NCBEA Wisconsin Rep Tina Trumbower to promote membership in NBEA and the NBEA National Honor Society.
 - c. Attended NBEA National Honor Society presentation at WBEA to support NCBEA Rep, Tina Trumbower, in promoting the NBEA National Honor Society.

Notes for Consideration of NCBEA from NBEA Board Meeting 10/31/2014-11/2/2014

- 1) Membership Recruitment Initiatives for NCBEA. The goal is to have 1 membership initiative per quarter for each region with all state membership directors focusing on the same goal. Reports due to NCBEA Past President, Marlene Stout: August 1, November 1, February 1, and May 1.
- 2) Dues. The NBEA Board passed a motion to raise NBEA Dues \$5 effective December 1, 2014 for all membership options. Please change forms, request new forms, and ensure materials reflect this change. This recommendation came as a result of the finance audit report, the decreases in membership, and the goal to retain the level

of services for members. The audit report for NBEA was a clean report; yet, it revealed that with current income/expense levels NBEA is relying heavily on appreciation of investments to sustain operations. Over the long term this is not a sustainable practice.

- 3) Regional First Time Attendee Stipends. Please encourage applications for the first time attendee stipends from your state. NBEA held the \$ from 2014 and will follow-up if states should submit additional \$ for 2015. Jan relayed that there might be enough money held from the prior year for the NCBEA Region to not have to submit for 2015. There have been very few applications for the stipends over the last few years. If applications for this do not increase the NBEA Executive Committee will review the program in the next year to determine the future of this program.

- 4) NBEA Membership Recruitment and Updates. Jan shared the following updates:
 - a. New members will have the opportunity to have \$40,000 in life insurance for 2 years if they are 57 and younger. They will receive a notice about this after they fill out their membership form.
 - b. Encouragement not to rely on lapsed members. We are encouraged to seek new target markets for membership.
 - c. Membership reports were not provided at the NBEA Board Meeting due to technical issues at headquarters the week prior to the meeting.

- 5) Upcoming Conferences:

NBEA 2015 Annual Convention
March 31-April 4, 2015
Chicago Marriott Downtown Magnificent Mile
Chicago, Illinois

NBEA 2016 Annual Convention
March 22-26, 2016
The Cosmopolitan Hotel
Las Vegas, Nevada

NBEA 2017 Annual Convention
April 11-15, 2017
Chicago Marriott Downtown Magnificent Mile
Chicago, Illinois

NBEA 2018: Potentially Baltimore. The NBEA Board supported this site; yet, ultimately the site will be dependent on Jan's ability to negotiate with the site.

NBEA 2019 Annual Convention

April 16-20, 2019

Chicago Marriott Downtown Magnificent Mile

Chicago, Illinois

NCBEA Report to NBEA Executive Board

July - October 2014

Cathy Carruthers, NCBEA President

1. Leadership

Beginning July 1, phone conferences were held with members of the Executive Committee and with the State Membership Directors. We initially focused on preparing the proposed budget for 2014-15 and the POW. Since then ongoing communication with each State Membership Director have focused on offering assistance for and explaining expectations resulting from State Conferences.

To date, Missouri, Ohio, Wisconsin, and Iowa have held their 2014 conferences/conventions. Michigan, Minnesota, Illinois, and Indiana state conferences/conventions will be held in November.

A Board training will be conducted during the NCBEA/Illinois BEA fall conference, and Maurice Henderson will present a session during the conference on leadership.

The Missouri rep resigned during the first month of her term, and the Missouri Board appointed another member. Jan Treichel shared NBEA's policy for appointing State Membership Directors. A review of each state's policy regarding appointment/election to the NCBEA Board will be done.

"A. Standards for Appointing and Removing NBEA Regional and State, Territory, and Province (S/T/P) Membership Directors

1. Qualifications for Appointment or Election

- a. Must be an active member of S/T/P, regional, and national associations for a minimum of one year (preferably two) immediately prior to assuming office.
- b. Demonstrated evidence of leadership at S/T/P, regional, or national level -- officer, board member, committee chair, or membership director.
- c. Must have attended at least one regional or national convention during the past three years (Regional Membership Director).

d. Must have attended at least one S/T/P association meeting and preferably one regional or national convention during the past three years (S/T/P Membership Director).”

2. Membership

Sharon Fisher-Larson graciously agreed to fill the one-year NCBEA Regional Membership Director term. She began work in September by contacting each state director and revisited the expectations of each State Membership Director. She has made suggestions, offered encouragement, and updated sample documents on her website.

Sharon will conduct membership training on Wednesday, November 12, at the NCBEA/IBEA Conference. Hopefully, we will receive NCBEA membership numbers from NBEA prior to the membership training.

3. Advocacy

Julie Ewart will be presenting during the NCBEA/IBEA fall conference. She will be a keynote speaker during the Michigan State Conference. Legislative advocacy materials will be made available in each NCBEA/IBEA registration bag.

4. Attached is the annotated NBEA Program of Work objectives listing those objectives already completed, those which will be completed during our fall state conferences, and those which will be completed during our NCBEA/IBEA conference in November.

Appendix F: ISBE Representative...Sue Elwood

Appendix G: Regional Membership Director...Sharon Fisher-Larson

To: NCBEA Board

From: Sharon Fisher-Larson, Regional Membership Director

Date: November 12, 2015

Subject: Fall Report of Membership Activities

My report is short and to the point. I began working with Directors in September with the attached E-mail. At that time, I only had a response from three of the directors.

Later in October, I followed up with the second E-mail that is attached. By then I had updated all of the marketing materials on SATBFL.com. This time I did hear from a couple more Directors.

Hopefully, after Directors' Training at the NCBEA/IBEA Convention, we will form a bond, and I will begin to hear from them more. And, hopefully, we will have a plan in place for them to proceed. Each Director will be receiving a notebook of the various marketing materials. I am thinking that some of them may have not even looked at the web site as yet. This will hopefully engage them in the membership process. Strategies will be discussed as well as where we are going next with membership. I have also attached the agenda for November 12 Training Session.

September E-Mail

Welcome to the 2014-2015 NCBEA year! I apologize for not welcoming you immediately after July 1. When I agreed to serve as Regional Membership Director, I indicated I would not be able to jump in until after July 1. However, projects I thought would be done by July 1 are not yet finished. But I am happy to say I just finished one this week. There is light at the end of the tunnel!

So.....let's talk about membership. Some of you are veteran directors while others are just getting started. And, some of you are returning Directors! Regardless, we all need to dig in and make a difference in our membership numbers. I promise I will work as hard as I ask you to work. As you know, our numbers are down a hundred plus since last year. We can change that! This is a great year to increase membership with NBEA in Chicago but it will take considerable effort from all of us. **AND, WE NEED TO START NOW!** Please let me know that you are committed to making a difference. I really do expect a reply to each & every e-mail I send you. Even if you only reply that you received it.

First, start now by getting ready for your state conference/convention. I believe Cathy sent you forms to fill out to request materials from headquarters. **PLEASE DO IT RIGHT NOW BEFORE YOU FORGET!** I realize Missouri's major convention is over. However, think about doing something special at your November conference. Use your allocated monies from NCBEA to purchase prizes or simple gifts for stopping at your booth. **AND, OF COURSE, DON'T FORGET TO HAVE A BOOTH AT YOUR STATE CONFERENCE/CONVENTION.** Try giving a prize to a new member and also a renewing member. It does get people to your booth. And, be sure to have NCBEA/NBEA ribbons for all members to wear on their name tags. Just a few reminders:

Have a booth at your conference/convention

Have prizes for renewing as well as new members. Use your \$300 wisely to purchase gifts and promotional materials.

Try to do a 50/50 raffle with half the proceeds going to NCBEA. Our treasury is hurting.

We need to work with lapsed members and find out why they are not renewing. If they have left business education or have retired from business education, we need to know so we do not waste energy trying to get them back. However, we need to concentrate on new members; especially this year with the convention in Chicago. Try to find out who the new teachers are in your state and contact them about NBEA. By doing this right away we can hopefully get them before another organization gets their membership.

I believe Cathy Carruthers started a practice of getting lapsed and current membership lists from headquarters and forwarding them to you. I will do the same. I have them ready to go but I want to hear from you first.

As I said before, we have a wonderful opportunity to increase membership this year with the NBEA Convention being held in Chicago. I am in the process of updating the marketing materials to reflect the 2015 Chicago convention. I realize that very few of you use snail mail to send out postcards, etc. Therefore, I am editing and saving the materials as pdf's so that you can just copy them into an e-mail. This way you can still use the message and not have to send out postcards or letters. These materials either be on my web site or the NCBEA web site.

I know you are all busy. Who isn't these days? In fact, I am busier now than when I worked full time. But.....let's each make a commitment to spend a minimum of four (or more if you can) hours each week on membership recruiting. If four is beyond, communicate with me. Tell me what you can do and let's stick to it. It doesn't have to be a four-hour block but just 20 minutes here and a half hour there to work on membership recruitment. Activities might include:

1. Calling, mailing, or e-mailing lapsed members
2. Choosing a school and contacting faculty that are not members of NBEA
3. Sending a group e-mail marketing the Chicago convention.

First priority? I need to know what you have done recently and what you intend to do in the next month or two. We all need to plan ahead. Teachers make decisions to attend NBEA in April now. So NOW is when we should be marketing the convention and securing their membership. There are a considerable number of convention marketing items that you will be able to use in e-mails.

Second, if you have created any marketing materials (cards, e-mails, flyers, etc.), please forward them to me, and I will group them for the web site for you to access and use.

Please let me know that you received this e-mail and whether or not you will go the extra mile this year to increase our NCBEA membership.

October E-Mail

Hello Again! I hope all is going well for everyone. I must admit that after my last E-Mail to “get you on board,” I was somewhat disappointed. I only heard from three of the eight directors.

I am hoping when you agreed to work on membership, you really meant it. I really do need to hear from ALL of you as to what you are doing to increase membership.

Please take time to request materials from headquarters for your convention booth. There are also posters, business cards, etc. on my web site that you can use at your booth.

As of today, the web site satbfl.com is officially updated. On it are JPEG files that you can easily insert into an E-mail. I created these because I know you know longer will send out post cards. I also created all the flyers as PDFs so that you can attach them to E-mails. I am trying to make it as easy as possible for you to stay in contact with current as well as lapsed members. Please take a moment to look at the materials on the web site. They really can be beneficial to you.

I am attaching two files from headquarters. I have broken them down into worksheets for each of the states and I have made all the E-mail addresses links so that you can just click on them to send an E-Mail.

Please respond and let me know what you are doing. Remember, I asked for a few hours a week. Please make a commitment to make membership a priority.

Membership Director’s Training

NCBEA/IBEA Conference

November 12, 2015

Welcome & Purpose (Sharon)

Welcome (Jan Treichel)

Welcome (Maurice Henderson)

State Status Reports (Directors)

Illinois

Indiana

Iowa

Michigan

Minnesota

Missouri

Ohio

Wisconsin

SFL's web page: comments, concerns, suggestions (everyone)

Future Activities (everyone)

Fall conferences (just a few)

Related Business Education Meetings

Targeting Specific Groups: suggestions?

Promoting NBEA Convention

Each month choosing a school and contacting teachers

??

After this meeting?

What happens?

Who does what next?

Appendix H: Membership Director Report--Illinois...Kathy Mountjoy

NCBEA Representative Report

Kathy Mountjoy

This fall the North Central Business Education Association (NCBEA) conference will be held in conjunction with IBEA at the Marriott Hotel and Conference Center in Normal, Illinois. The theme is IBEA—Building the Bridge. The keynote speaker will be Nancy Bizal, Coordinator of External Relations for the College of Business at the University of Southern Indiana. There will be tours of local businesses and education, hands-on computer sessions, commercial exhibitors, and several networking opportunities.

The NCBEA booth will be located in the Exhibit Hall. By renewing an existing membership or joining NCBEA/NBEA, conference attendees have an opportunity to win a 7" Dell Tablet. There will also be a 50/50 drawing. In addition, members will be able to purchase the NCBEA Electronic Toolkit that contains 99 classroom activities.

Appendix I: Membership Director Report--Indiana...Jason Hendrickson

NCBEA-NBEA Membership Director Report
 Indiana Membership Director
 Jason Hendrickson
 Submitted: November 9, 2014

Membership Activities: Email communication was sent earlier October with a jpeg image of a post-card (utilized from Sharon Fischer-Larson's website) to encourage renewals and new memberships. The email was sent on October 3, 2014.

Preparing for our Indiana Business Education Association to be held at the Wyndham Indianapolis West Hotel the following activities have been planned:

- Email was sent to Cathy Carruthers, NCBEA President to request her leadership and presence from NCBEA at our state convention.
- Approval from Board to "comp" Cathy's registration for the conference.
- NCBEA-NBEA Membership table was requested for the exhibit hall space for this year.
- Will ask board members to provide customer service at the membership table during November board meeting.
- Requested membership materials from NBEA for my booth space and for our current members.
- Will complete a 50/50 drawing during Luncheon on Friday, November 21, 2014 of the conference.
- Included NBEA Membership and NCBEA Flash Drive sales as part of the registration process for the conference.
- To encourage membership, I am going to offer a drawing for those who renew or join. Each new or renewal membership will allow an entry into a drawing. We will give the four names we draw a \$25.00 gift card to a local restaurant. The grand prize to the fifth name we draw will be a one year extension of their NBEA membership.

Other activities:

- Promote NBEA and NCBEA membership in weekly Thursday's Thought. This is a weekly email that is sent through our Indiana Learning Connection to all Business, Marketing, and Information Technology teachers across the state.
- Promotion of NBEA is promoted in our IBEA E-Blast. This is a bi-weekly blast that goes out to membership of IBEA.
- Promoted NBEA membership at the Ball State University Business Education Clinic this past October 3, 2014.
- Completed and served on Awards Committee for NCBEA Awards.
- Registered and made travel arrangements to attend NCBEA conference in Illinois this November 12-14, 2014.
- Worked with NBEA Convention program directors to finalize presentation for the NBEA Convention in Chicago 2015.

NCBEA Report - Iowa Membership

Things done this year to increase enrollment in NBEA and NCBEA:

1. Iowa Business Education Conference - held October 12-13, 2014 at Stoney Creek Inn, Johnston, Iowa. Over 130 business and marketing teachers from across Iowa attended this fall, up 39% from the 2013 conference, in part due to moving our conference from summer back to fall.
 - a. Eight new memberships were received during the conference.
 - b. Thirteen renewed memberships during the conference.
 - c. Drawings were held for new and renewal members, with one from each group receiving a \$100 Amazon gift card.
 - d. The 50/50 was conducted during our noon luncheon on Monday, October 13. A total of \$270 was collected from attendees, with \$135 given to one of our attendees through a drawing.
 - e. I had a booth of information on NBEA and NCBEA at our conference.
 - f. Four electronic toolbox kits were sold (\$8.00 each, on their own flash drives)
2. An email was sent out to all business and marketing teachers in the state with information about joining or renewing membership to NBEA, NCBEA, and IBEA (Iowa Business Education Association).
3. Several collaboration workshops and classes were held throughout the state for business and marketing teachers. At each workshop or class, forms for membership were available and attendees were encouraged to join.

Things to do yet this calendar year:

1. I will be sending an email or letter out to lapsed membership teachers encouraging them to join.
 - a. I will emphasize the location of the Spring 2015 NBEA convention in Chicago.
 - b. I will also encourage them to join before the end of the calendar year to take advantage of the professional organization tax deduction.
2. We have two collaboration workshop days (one in the winter, one in the spring). Membership forms will be available for attendees. I will work to hold a break-out session on the benefits of joining NBEA and NCBEA.

Respectfully submitted,

Rhonda Schmaltz

Iowa Membership Chair

Appendix K: Membership Director Report—Michigan...Larry Page



Larry G. Pagel

Michigan Membership Director to NCBEA

707 Craig Street

Marquette, MI 49855-5030

906.228.6896 (H)

Superior47@att.net

NCBEA ADMINISTRATIVE BOARD MEETING

Wednesday, November 12, 2014

Normal, Illinois

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

- 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 2014 Fall Convention (November 5-7, 2014, East Lansing, Michigan)
- Contacted NBEA to request ribbons, handouts, publications, and other information for the NCBEA/MBEA booth at MBEA Fall Convention

State Report for: Minnesota

State Report for: Minnesota

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- on behalf of NCBEA President Carruthers to MBEA Convention (November 6, 2014)
- Chaired NCBEA Awards Committee for 2014
- Communicated with NCBEA state membership directors to select recipients of the NCBEA Distinguished Service Awards; communicated with recipients and secured their photographs for the awards program; designed awards program
- Provided information for the MBEA Newsletter promoting membership in NBEA/NCBEA
- Communicated with NBEA about various membership issues/questions

NBEA Membership Information

86 NBEA Members (82 professional, 3 retired, and 1 student) as of October 15, 2014

Future Convention Dates

November 11-13, 2015, Frankenmuth, Michigan

MBEA Convention

Larry G. Pagel

Larry G. Pagel

Michigan Membership Director to NCBEA

Appendix L: Membership Director Report—Minnesota...Karen Williamson

Reported by: Karen Williamson

Date of Meeting Report Being Presented November 8, 2014

Current Membership Number for State Association

Current NBEA Membership for State 85

Web Site Address: Mbei-online.org

Annual Convention Information MBEI fall 2014 conference was hosted by the Metro Division of MBEI in Bloomington, Minnesota. The conference "Forward" was held November 6 and 7. The attendance at the conference was close to 100. I had a booth for NBEA at the conference to promote NBEA membership.

Other activities that have occurred since the last board meeting

MBEI hosted an Emerging Teacher Workshop in Roseville, Minnesota in June, 2014. The workshop was open to new Business/Marketing teachers with three years or less experience. MBEI also hosted a Veteran Teachers Workshop in Roseville, Minnesota in June, 2014. The MBEI Executive Board decided this would be an annual event and would be sponsored by MBEI. The next emerging workshop and the veteran teacher workshop will be held on the same day June 17, 2015. The hope of having both workshops on the same day is that mentoring will be provided by the veteran teachers to the emerging teaching.

SEMBEI held a technology workshop on April 7, 2014. The workshop was sponsored by MBEI and MNSCU. Approximately 30 secondary and post-secondary instructors attended the conference. The topic of the workshop was social media in the classroom. Evaluations from the workshop were very favorable.

Ideas "to share"

MBEI held an Emerging Teacher Workshop that was geared towards preparing the new teacher to be successful. Professional organizations were discussed at this one day workshop. Many of the new teachers did not realize there was a national professional

organization to join. The attendees were encouraged to join MBEI and NBEA.

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 7, 2014. I had a display board promoting NBEA.

I attended the Southeast Division of MBEI fall meeting. I promoted the NCBEA conference in Illinois in November and had a display board promoting NBEA.

I attended the MBEI state conference in November, 2014 in Bloomington, Minnesota. I had a booth at the conference and had seven people renew or join NBEA.

A comprehensive list of business educators in Southeast Minnesota was compiled this fall. I plan to cross check the list against current and lapsed members to come up with a list of people not involved in NBEA. Once the list is complete, I will send them an email promoting NBEA.

Anything we have forgotten!

ort—Ohio...Roger Fulk



Ohio Report to NCBEA

November 1, 2014

Ohio held its annual Professional Development Conference on Friday, October 3, 2014 at the R. G. Drage Conference Center in Massillon, Ohio, with the theme: *"Building Tomorrow Today."* Approximately 35 persons attended the one-day event. Session topics included Finance,

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Business Etiquette, State Department Update, Online Education, Google, and other related topics.

Stephen Lewis - stlewis@uaschools.org was elected as the 2014-15 President. Also members votes to rename the OBTA scholarship to the Dr. Mearl R. Guthrie Scholarship in honor of Dr. Guthrie's service to business education in Ohio.

Plans are now underway for the 2015 Professional Development Conference to be held in the Dayton/Cincinnati area.

Other Information:

Current Membership: 35

Teacher Toolkits Sold: 4 Sold = 3 Flashdrives and 1 Download

NBEA Renewals: 2

50/50 Drawing Profits: \$47.50

Submitted by:
H. Roger Fulk
Ohio NCBEA Representative

NO REPORT: Membership Director Report—Wisconsin...Tina Trumbower

Standing Committee Reports:

Appendix N: Awards...Larry Pagel

NCBEA AWARDS COMMITTEE REPORT

2013 – 2014

The NCBEA Awards Committee is responsible for recognizing NCBEA members through an awards program, including the recognition of the NCBEA teacher of the year awards.

During 2013-2014, the Awards Committee completed the following:

- The past committee chair posted the deadline for individual nominations for Outstanding Contributions to Business Education awards on the NCBEA Web site.
- The deadline for nominations was extended to August 15, 2014, as no nominations were received by the deadline.
- Nominations were received for the following awards:
Outstanding Contributions to Business Education by a Secondary Business Teacher
Outstanding Contributions to Business Education by a Postsecondary Business Teacher
Outstanding Contributions to Business Education by a Senior College or University Business Teacher
- Awards Committee Members were sent nomination packets by first-class mail
- Awards Committee Members read through the nomination packets, assigned points for the five categories, and electronically sent the assigned points to the committee chair
- Awards Committee Chair sent the names of the award winners to the NCBEA President to ordered plaques for each recipient
- Awards Committee Chair designed the awards program to be distributed at the luncheon recognizing the award winners

Larry G. Pagel

Larry G. Pagel, Chair
NCBEA Awards Committee

No Report: Bylaws & Standing Rules...Sue Elwood

Appendix O: Legislative...Colleen Webb

Revised NCBEA Legislative Report
November 7, 2014

As Legislative Chair for NCBEA, I have joined numerous political websites so that I get news on what is happening in Education/CTE/Business Education. I have also read the NBEA Legislative booklet.

I registered for and attended the 2014 NBEA Convention. While attending the convention, I attended all Legislative sessions. I also worked the Legislative Round-Table Discussion.

I have worked to bring Julie Ewart to the Michigan Business Education Association Convention November 7, 2014, and she had to Skype in for budgetary reasons. After a few technical difficulties, the session went well and MI teachers had an opportunity to ask Julie questions. They had some really good questions and I was most pleased with the outcome to the session.

Even though a technology-based Legislative Update is more difficult to pull off, I will be encouraging our NCBEA Member states to reach out to Julie and work out some way to get at Legislative Update into their conference program.

I look forward to meeting with Julie in Bloomington during the IBEA/NCBEA Convention. I am also anxious to meet with the Legislative Committee to brainstorm ways that we can bring Legislative news to our member states.

Respectfully submitted,

Colleen L. B. Webb

Colleen L. B. Webb
NCBEA Legislative Chair

No Report: Marketing and Linkages...Tina Trumbower

No Report: Membership...Sharon Fischer-Larson conducted a training session from 1-3 pm. A discussion on membership recruitment was also held during the Executive Board Meeting.

No Report: Nominating...Sue Elwood

No Report: Program of Work...Cathy Carruthers

Appendix P: Publications...Matt White

**NEWSLETTER EDITOR / PUBLICATIONS COMMITTEE REPORT
NORTH CENTRAL BUSINESS EDUCATION ASSOCIATION
ADMINISTRATIVE BOARD MEETING
NOVEMBER 12, 2014**

Regionally Speaking, the official newsletter of North Central Business Education Association, has experienced a hiatus, of sorts, since early 2013. However, I have been actively working with NCBEA President Cathy Carruthers since August of this year to disseminate important member information via Constant Contact, the association's electronic e-mail marketing tool. Further discussion about the newsletter publication will be discussed during the Publications Committee Meeting that will be held during the IBEA/NCBEA Conference in Bloomington, Illinois. Details will be distributed to the Administrative Board accordingly following that meeting.

As of November 9, 2014, we currently have 765 active contacts through our online mailing list in Constant Contact. Member e-mail addresses were updated in Constant Contact based on updated region membership information received from Cathy Carruthers in July 2014. Our active contacts in the database are down approximately 11% from the summer of 2013. The good news, however, is that our open rate on communications disseminated via Constant Contact has averaged at or above 30% since July 1, 2014, a substantial improvement from the 2013-2014 membership year.

The Winter issue of *Regionally Speaking* will be published in January 2015. The article submission deadline will be Monday, December 1, 2014 in order to meet the publication deadline of January 1, 2015. I will be sending an e-mail blast to all active members via Constant Contact no later than November 15, 2014 as a reminder for articles. In addition to a recap of the 2014 IBEA/NCBEA Convention in Bloomington, Illinois, I will be including the 2014 NCBEA Award recipients' photos and bios as well as soliciting articles from members throughout the region on classroom teaching tips and ideas.

It's been an exciting year so far and I am excited to move forward in 2014-2015 in my service to NCBEA as Newsletter Editor! My best wishes to the Administrative Board for a healthy and safe holiday season.

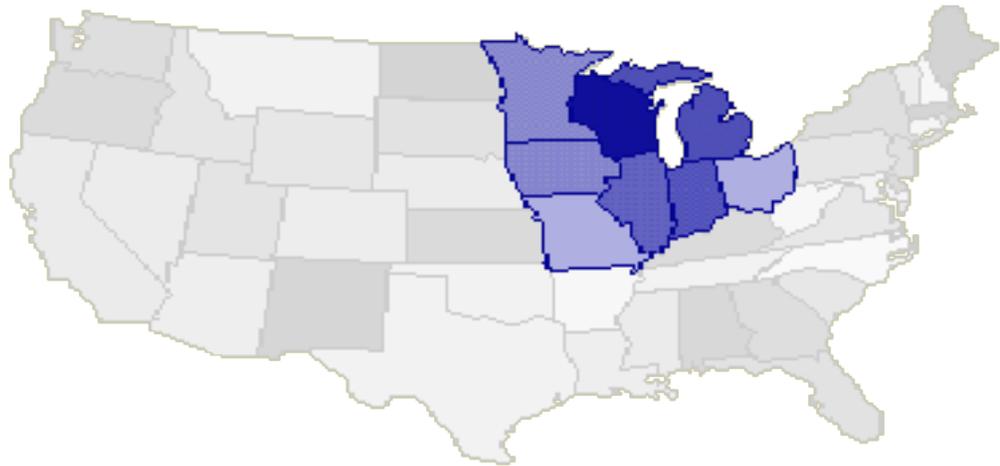
Respectfully submitted,

Matt White
2014-2015 NCBEA Newsletter Editor

Appendix Q: Strategic Planning...Cathy Carruthers
North Central Business Education Association

Strategic Plan

2014-2015



Submitted by

Cathy Carruthers, President

2014-2015

NCBEA STRATEGIC PLAN FOR 2014-2015

Purpose

According to the NCBEA Bylaws, a strategic plan should be in place for a minimum of a two year period. The strategic plan should be used as a primary document to prepare the annual Program of Work. Both the strategic plan and the program of work should be reviewed on an annual basis. The program of work should be updated with new dates and timelines as needed. However, the strategic plan may not require a multitude of updates since the primary focus of the strategic plan is to set the initiatives for the association.

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.

Communication

Communication is an integral component for the success of the NCBEA Strategic Plan. We value effective communication with all members in NCBEA. It is the responsibility of all members in leadership positions to communicate effectively with their respective constituents.

Accountability

The NCBEA Strategic Plan provides direction to NCBEA for accomplishing its mission. The plan outlines the actions, the responsible person/group for each action, and the completion date. It is important to the success of the organization that all responsibilities be fulfilled and all deadlines met.

Initiatives

To fulfill this vision and mission, NCBEA will accomplish the following initiatives:

INITIATIVE 1: PROFESSIONAL DEVELOPMENT AND LEADERSHIP

Develop and nurture professionalism and leadership in business education.

INITIATIVE 2: MARKETING AND MEMBERSHIP

Increase awareness of and membership in NCBEA

INITIATIVE 3: ORGANIZATIONAL STRUCTURE AND HEALTH

Make every effort to provide a strong organizational structure and financial stability for NCBEA.

INITIATIVE 1: PROFESSIONAL DEVELOPMENT AND LEADERSHIP

Develop and nurture professionalism and leadership in business education.

Objective

A. Promote leadership excellence and commitment.

Action	Person/Group	Completion Date
1. Promote NCBEA convention first-timer stipend in order to secure an applicant from each state in the region	Past President Membership Directors	Annually, no less than six months prior to the NCBEA Convention
2. Increase the number of members from the states within the region who attend the NCBEA Convention	NCBEA Administrative Board President State Membership Directors Newsletter Editor	Annually
3. Conduct professional development workshop in addition to the NCBEA Convention	Ad Hoc Committee (appointed by President)	Annually

INITIATIVE 2: MARKETING AND MEMBERSHIP

Increase awareness of and membership in NCBEA

Objectives

- A. Increase membership, advocacy for business education, leadership opportunities, and attendance at NCBEA events
- B. Increase communication from the region to the state levels (to ultimately strengthen the communication from the state level to their members)

Action	Person/Group	Completion Date
<p>1. Disseminate quarterly updates to each state president regarding what is happening in NCBEA and NCBEA events, programs, and services</p>	<p>President (cc: to all NCBEA Board Members) (contact NBEA committees and leaders for updates) (send to state presidents, state supervisor at departments of education, state membership directors)</p>	<p>Quarterly basis</p>

INITIATIVE 3: ORGANIZATIONAL STRUCTURE AND HEALTH

Make every effort to provide a strong organizational structure and financial stability for NCBEA.

Objective

A. Grow and maintain diversified sources of revenue

Action	Person/Group	Completion Date
1. Develop and implement NBEA/NCBEA membership campaigns to maintain current membership by recruiting new members, increasing membership renewal, and reinstating lapsed members	Membership Committee	Ongoing
2. Develop sources of outside funding from partnerships, corporate sponsors, private and public sectors, and organization sales projects	Marketing/Linkages President-elect	Ongoing
3. Strengthen member services through stronger communication in areas such as legislation advocacy, leadership, and technology	Legislative Chair Technology Committee Chair	Ongoing

Appendix R: Technology Committee...Sue Elwood