



A Publication of the North Central Business Education Association

January 2019 Issue

A Message from the NCBEA

President

TINA TRUMBOWER

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

HOW WILL YOU MOVE FORWARD IN 2019?



At one of my Wisconsin state business education conferences, I attended a session where attendees were encouraged to ask themselves the question, "How am I moving forward?"

We reflected on and discussed how we were moving forward personally, spiritually, and professionally. This message has stuck with me. One of my colleague friends sat next to me that day. For many years after that, he and I would ask each other that very question whenever we saw each other. He has since moved out of the classroom, so I don't see him at business education conferences anymore, but I still ask myself that question. It is not always easy to keep moving forward in all areas of your life at once, but perhaps you could ask yourself, "How will I move forward professionally in 2019?"

We encourage students to make connections and learn skills by becoming members of FBLA, BPA, or DECA. I encourage you to be an example. Take your professional involvement to the next level. Join or increase your

involvement in both your state organization and NBEA.

I invite and encourage you to continue your professional development by attending our NBEA 2019 Annual Convention, April 16-20, at the Chicago Marriott Downtown Magnificent Mile. Chicago is always a great time and quite accessible for those of us in the north central region. When you connect with old friends and new acquaintances, have a conversation about how each of you is moving forward.

I look forward to connecting with you in Chicago.

*Sincerely,
Tina Trumbower*

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Meeting New Board Members



Ms. Dena Irwin
Business, Marketing, Information Technology and Entrepreneurship (BMITE)
Teacher
Career and Technical Education Instructor
INDIANA

After finishing high school, Dena began a nine-year career in the banking industry before going to Indiana State University to become a K-12 grade licensed teacher. Dena has taught since 1994 in three high schools representing rural, suburban, and urban settings. She has also taught adult education at Vincennes University and Ivy Tech State College.

Dena worked for the Indiana Department of Education as a program specialist for BMITE teachers throughout the state of Indiana. In her professional career, Dena has served on various local, regional, state, and national organizations. She previously served on the Board as Secretary. Dena has developed curriculum, presented at numerous conferences, and worked on national projects during her tenure.

Dena has two grown sons. Cory was a commercial captain for Republic Airways, but changed occupations in July to work for the Federal Aviation Administration in Cleveland, Ohio. Lance is a biomedical engineer working for Beckman Coulter in Indianapolis, Indiana.

Ms. Irwin is our new NCBEA Representative to the NBEA Board.



Brian Wolfe
Digital Communications Instructor
Lost River Career Cooperative
INDIANA

Brian Wolfe's bright, sunny face with a business demeanor is also familiar to NBEA. Brian recently served as the Indiana Membership Director. He is now the new Treasurer. He has hit the ground running, so to speak.

Brian has taught a variety of media courses at Lost River CC/West Washington High School for six years. Those courses include Interactive Media, Radio/TV, Design Fundamentals, and Introduction to Communication. He shared some of his great innovative teaching ideas in Digital Communications with us at the recent joint NCBEA/Indiana Business Education Conference.

Brian serves as a local chapter advisor for Business Professionals of America. He is also President-Elect of Indiana Business Education Association (IBEA).

Meeting New Board Members cont.



Heidi Eaton
Professor I
Digital Technologies
Elgin Community College
ILLINOIS

After finishing high school, Heidi attended Western Illinois University to achieve her B.S. in Business Education. Upon graduation Heidi entered the business workforce before teaching. She worked as a *Technology Trainer* for the Law Office of Altheimer & Gray (5 years), was *Manager of Instructional Technology* at Waubensee Community College (5 years), became a *Technical Writer* for Lucent Technologies (2 years); and opened her own office as an *Investment Representative* for Edward Jones (2 years), before landing her desired career. A *Digital Technologies Professor* at Elgin Community College—where she has been teaching for the past 14 years.

In her professional career, Heidi has served on various local, regional, and state organizations. Heidi is the Digital Technologies Department Coordinator and has worked closely with colleagues to develop curriculum. She has also presented at numerous conferences (sometimes presenting alongside her daughter), mostly on active learning and team collaboration in the classroom.

Family says it all! Heidi is the proud mother of three beautiful, successful, and loving children. Her daughter, Kylie, is an *English Instructor* at Larkin High School. As a girl's basketball coach, Heidi has had the opportunity to have her daughter as her assistant coach. Her son, Austin, is a full-time *firefighter paramedic* at Murrel's Inlet/Garden City, South Carolina and experienced his first two hurricanes this year (Florence and Michael). Her son, Weston, is a junior at Aurora University studying history and looking forward to working in land management. Heidi is proud of the accomplishments her children have made and continue to make in their lives. Heidi's husband, Paul, has supported all of them and works as a truck driver for XPO Logistics after stepping down as a flooring business owner.

During her free time Heidi acquired a love for running and frequently participates in 5k and 10k runs. Her family has joined her and some of them kind of love running as well! In 2012, she finished the Chicago Marathon; and in 2013 she finished the Milwaukee Marathon. Heidi is looking forward to running another marathon this year in California!

Heidi feels education is about teaching and learning, both in and out of the classroom. She learns by working with others and, looks forward to working with everyone on the NCBEA Board.



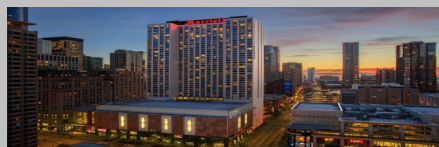
NBEA 2019 Annual Convention

Chicago Marriott Downtown Magnificent Mile

April 16-20, 2019

(312)836-0100

Visit <https://www.nbea.org> for a listing of sessions and registration. This is the only convention solely dedicated to the profession and advancement of business education. Please plan to join us!



Chicago Marriott Downtown Magnificent Mile—Call for reservations.

Meeting New Board Members cont.



Michelle Gibson Herman
Adjunct Instructor
University of Wisconsin, Stout
WISCONSIN

Michelle has been an active member of NBEA for the last 22 years with 18 of those years being a member of the International Society for Business Education (ISBE). She is the current Convention Coordinator and NCBEA membership director for Wisconsin's business education professional organization, Wisconsin Educators of Business & Information Technology. This summer Michelle became the North Central Representative for ISBE.

Michelle has been a business education educator for the last 22 years, teaching at the elementary, secondary, and post-secondary levels. Michelle is currently an adjunct instructor at the University of Wisconsin-Stout.

We welcome Michelle as the Wisconsin Membership Director and ISBE Representative.



Ms. Rhonda Schmaltz
President-Elect, NCBEA
Business & CTE Instructor
Ames High School
IOWA

Rhonda's road to becoming a teacher began at the University of Northern Iowa in Cedar Falls. She initially majored in interior design and minored in business. After three semesters, she realized her heart was really for teaching, in part due to the influence of her high school business teacher and her parents. Her mom had been an English teacher for 35 years and her dad was a preacher. She graduated in 1980 with a BA degree in business education. She taught part-time at Hawkeye Community College in Waterloo, Iowa for four years. She and her husband, Kirk, then moved to Ames. Rhonda was unable to find a teaching job, so went to work at Iowa State University. It was during this time that computers began to infest all departments on campus and Rhonda spent some of her time teaching professors programs like Word Perfect! She continued working at Iowa State until October 1989, when a teaching job opened in Urbandale, a suburb of Des Moines. She got the job, and commuted for ten years from Ames to Urbandale. She taught many different business classes. A business teaching position opened in 1999 at Ames High School, and she was hired! She has been at Ames for 20 years now, and will be retiring at the end of this school year after 30 years of teaching.

Rhonda will be continuing her work with NCBEA, currently serving as president-elect. She has served as Iowa Membership Chair for the past several years. She is very excited in her new role this year and looks forward to helping NCBEA grow in membership and provide important information about business education!

Rhonda has been married for 38 years to her husband, Kirk. They have two grown daughters, Steph and Katie (and son-in-law Jonny).

State Conference Updates

IOWA held its fall conference September 30-October 1 in Urbandale, Iowa. There were close to 100 attendees. The theme this year was “Putting the Pieces Together”. Attendees were able to attend breakout sessions on a variety of topics, including: project-based learning, PERKINS updates, AICPA Accounting Program, Future Ready Iowa initiative, school-based enterprises, MBA Research resources, curriculum content sharing and so much more. Highlights of the convention included two keynote speakers and the award presentations. Receiving awards this year were Kyle VanAusdall for Secondary Teacher of the Year and Dianna Briggs for Distinguished Service to Business Education. We also presented Service to Business awards to five businesses throughout the state that have supported business education programs.

Current Iowa Past President Andrew Thonstad will be serving as the Iowa Membership Chair for NCBEA, replacing Rhonda Schmaltz, who now is serving as this year’s President Elect. IBEA member Sue Elwood continues to serve on the NCBEA board as Webmaster and Regional Membership Director. Iowa feels very fortunate to have three IBEA members serving on the NCBEA board at this time!

Submitted by Rhonda Schmaltz

OHIO held its 2018 Professional Development Conference on Friday, September 28, 2018, at Glen Oak High School in Canton, Ohio. Approximately 30 attendees were welcomed at this conference and participated in five concurrent sessions throughout the day. Those attendees arriving the night before the conference were invited to a dinner at Gervasi Vineyards in North Canton, Ohio. It was a great conference with plenty of time for networking with fellow members and educators.

Two important association updates for Ohio were voted on at the Annual Meeting held at the 2018 Professional Development Conference. These changes were as follows: 1) elimination of the position of Executive Secretary to allow for future development of an Executive Director Role, and 2) official name change of the organization from OBTA--An Association for Business Technology Educators to Ohio Business Educators Association. These updates were the result of approved constitution and bylaws changes.

A final important note, House Bill 108 was passed by the Ohio House of Representatives in May 2018 and is currently in the process of being introduced in the Ohio Senate. The house bill would require a one semester Financial Literacy course for all Ohio high school students as a requirement for graduation. This is definitely a huge step forward with this legislative effort and we hope this issue moves forward successfully in the coming months.

Submitted by Matt White

State Conference Updates cont.

Illinois held their 2018 Fall conference at the President Abraham Lincoln Springfield—A DoubleTree by Hilton Hotel. The conference was held from Wednesday, November 7, through Friday, November 9. There were 150 people in attendance.

Attendees had a total of forty-seven sessions to choose from, as well as eight Certiport Certification sessions to test for Microsoft Office, ESB, IC3, Adobe, or MTA certifications. The conference theme was “Agents of Change!”

The Thursday Luncheon featured speaker, Cheri Burcham, spoke about Resilience in the Classroom. She is the Family Life Educator for University of Illinois Extension serving the counties of Coles, Cumberland, Douglas, Moultrie, Shelby and other parts of east central Illinois as needed. In the area of family life, Burcham emphasizes healthy lifestyles throughout the life span. This includes programming in family relationships, communication, caregiving, and human development including early childhood and healthy aging. She received her bachelor's degree in sociology and her master's degree in gerontology both from Eastern Illinois University. Having joined Extension in 1998 as a Unit Assistant in family and consumer sciences, she has been educating local residents for almost 20 years. Prior to working for Extension, Burcham served as a case manager for the Illinois Community Care Program and for Adult Protective Services.

The Friday Luncheon featured speaker, Corinne Hoisington, spoke on Future Proofing the Career Pathway to Employability. She is a full-time Professor of Information Systems Technology at Central Virginia Community College in Lynchburg, VA with over 25 years of teaching experience. Corinne also travels over 200,000 miles a year keynoting to college & university professors and K-12 venues in over 70 worldwide cities a year for such customers as the Microsoft Corporation, Microsoft's Camp 21 International Events, Cengage Learning, Capital One International Bank, London's Executive LIVE 2017, and the International South by Southwest event. Professor Hoisington is the recipient of the Microsoft Most Valuable Professional in Computer Programming. Corinne presently has authored over twenty textbooks with Cengage Learning/National Geographic such as the Android Studio Boot Camp, Dreamweaver Creative Cloud, Outlook 2016, Office 2016, Microsoft Windows, Technology Now for SAM, and Visual Basic 15 with App Development.

Each conference attendee received an IBEA charging kit that will work in the car or wall. It will service Apple products, Samsung products and others that use Micro or Mini USB. Professional Development (PDs) credits were provided for all sessions except business meetings. Attendees were able to earn up to 13 PD's for the conference.

Submitted by Heidi Eaton

If you are interested in joining NCBEA or renewing your membership. The process is simple. If you live in one of the North Central regions, join NBEA. When you join NBEA, you are automatically a member of NCBEA as well. There is a form available at <https://www.nbea.org/newsite/member/join.html>. Or you may use the form on page 12.



National Business Education Association
Educating for Success in Business and Life



NCBEA

State Conference Updates cont.

WISCONSIN held its convention on October 3-5, 2018, in La Crosse, Wisconsin. It was the second joint convention of Wisconsin Educators of Business & Information Technology (WEBIT) and Wisconsin Marketing Educators Association (WMEA). The atmosphere was filled with excitement as the kickoff to the convention started with a social Wednesday evening at the Radisson Inn.

The opening session on Thursday included comments from WMEA President, Heidi Warren; WEBIT President, Stacey Ryan; and to welcome our attendees to La Crosse, Executive Director of Explore! La Crosse, A. J. Frels. Our Keynote speaker, Dr. Darin Eich, founder of InnovationLearning.org started off the day with his key points on, *The 3Cs of Innovation in Action: Creativity, Collaboration, and Communication*, focusing on ways to be a creative as well as an engaged leader. Audience members were active participants! Along with his keynote, Dr. Eich conducted a workshop session titled, "Facilitation Tools and Techniques" where everyone participated in a quick "think tank".

Friday morning was the awards breakfast. WEBIT & WMEA presented numerous awards to very deserving members of their respective organizations. WEBIT Award Winners included: Outstanding Educator-Kristine Labbus, Winneconne HS; Scholarship winners-Austin Kassner, UWW and Hannah Becke, UW-Stout; Early Educator-Sara Sturm, Hartford Union HS; Russell Hosler Award-Jan Imhoff, Portage High School.

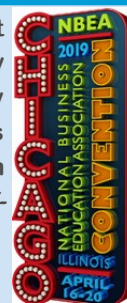
Andrea Gribble was Friday morning's keynote speaker. Social Media was her topic and the attendees loved her message and the reason she created her company, [#So-ciaSchool4EDU](https://www.sociaSchool4EDU.com). She highlighted ways to get schools more fans, more shares, and more hearts (not likes). Along with her keynote address, Andrea also presented at two breakout sessions; "*Promotion through Social Media*" and "*Building Her Business: Women in the Tech World*".

Sessions concluded by 12:30 after three breakout sessions focusing on; presentation skills, financial literacy, Accounting standards, InsertLearning—a web app for immediate feedback, mindfulness, work-based learning, being a servant leader, and the opportunity to take the ASK exam.

WEBIT & WMEA will be in Fond du Lac, Wisconsin, October 23-25, 2019, for their third joint convention. Please join us starting October 23, 2019 at the Radisson Inn (formerly Holiday Inn) for an evening reception and social followed by two fast paced days of workshops, sessions, and keynotes at the Lake Winnebago Conference Center located within the Radisson Inn.

Submitted by Michelle Gibson Herman

If you are planning to attend the NBEA 2019 Annual Convention, you must be a member! Make sure your membership is up-to-date. If you do not pay your membership dues before you register for the convention, you may pay them with your convention registration form. That registration form is available on line at <https://www.nbea.org>. There is also a membership form in your copy of the *Business Education Forum*. You will receive the *Business Education Forum* if you are a member in good standing.



State Conference Updates cont.

INDIANA had the opportunity to host the North Central Business Education Association (NCBEA) this past year. This year's conference was a great success. There were several concurrent sessions and Early Bird sessions to attend. Topics were widely available to accommodate any professional development need. At the conference, NCBEA hosted their administrative board training, board meeting, and membership director training. All to be successful in giving NCBEA the opportunity to focus on the needs of its membership.



During the Opening session we had the privilege to recognize an outstanding Middle Level teacher from Hamilton Heights Middle School. Jennifer Sexton is an outstanding Middle Level instructor and advisor for Business Professionals of America. Her talents in the classroom and through her BPA chapter completely highlight the exact reason she should be awarded with such honor. Indiana Business Educators Association (IBEA) congratulates Mrs. Jennifer Sexton on her award!

There are so many new things to consider keeping your eye on in Indiana for the upcoming school year. Graduation pathways, adjustments to licensing codes, and so much more. Be sure to keep yourself in the loop by following IBEA on Facebook and Twitter. In addition, follow the Indiana Department of Education on social media. Several new bills to be introduced could have an impact on Business Education in Indiana.

Indiana will also begin a candidate search for a new Executive Director. Recently, I have accepted a new position as the Indiana Business Professionals of America State Advisor. With this new position, I will need to concentrate on my new role in Indiana BPA, which means, I will not be able to continue service in the current position as Executive Director. I have submitted my resignation and will be stepping down from my post come June 2019. The Executive Board will be conducting a candidate search, I am sure this spring, to find my replacement. For more information, be sure to check out our website at www.in-ibea.org.

These past years have been a blast. I am so proud to have had the opportunity to serve in this leadership role and to get to know so many wonderful teachers, educators, and friends from all over the state of Indiana. Looking forward to my new role this coming summer and will see you all at the next IBEA conference this coming November 2019.

Submitted by Jason Hendrickson

The **International Society of Business Education (ISBE)** is nationally aligned with NBEA. The international organization was formed in Zurich, Switzerland in 1901 and, today, is a global network of business educators working together with businesses and educational institutions to provide outstanding business education opportunities for its students. Any teacher, student, or individual who is interested in connecting business and education at the local, state, national, and international levels may join ISBE as an Individual Member. To become an ISBE member, one must be a member of NBEA. *(See membership form on page 12.)*

The Mission of ISBE is 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. The Objective is to provide its members with a vital link between international business and education. More information is available at <http://www.siec-isbe.org>.



Other Information

Missouri Business Educators...

With over 16,000 Future Business Leaders of America (FBLA) members strong. Missouri Business Educators have been busy helping their students prepare for their FBLA 2018-2019 competitive events. Those advisors and their top awarded students will advance to the National event this summer in San Antonio, Texas. Many chapters have also been volunteering their time toward various community service projects, like Adopt a Soldier and Harvesters! The Missouri Business Education Association members are very vested in their students' success.



Adopt a Soldier—Packing the Goodies!



Midway R-I FBLA-Volunteer at Harvesters



**Missouri Business Education Association 2018-2019 Officer Team
Theresa Bynum, NCBEA Missouri Membership Director, is at the left.**

Submitted by Theresa Bynum

Other Information cont.

NCBEA Business Meeting Update

In November 2018 at the annual NCBEA convention held in conjunction with our friends in Indiana, we held our annual business meeting for the year 2018-2019. At the meeting, several agenda items were discussed and distributed to our membership. For a complete copy of meeting minutes, please feel free to contact our board secretary Cathy Carruthers at cathy.curruthers@outlook.com.

I encourage you all to review documents found on our website at www.ncbea.com. Soon, on the website you will find the new bylaw document sections as reviewed, presented, and passed at the annual business meeting. The most important outcome was the act of suspending a rotating NCBEA convention held in conjunction with a state within our region.

With ongoing costs and travel restrictions, it has become hard to continue to support such a venture. At this time, our organization can no longer financially support the investment. However, with the amended bylaw, each year the board will continue to look three years ahead to gauge the feasibility of holding the convention. With the direction and leadership of the board and the continual push for increased membership, the board feels that at some point in the future, the conference could be held.

Finally, the organization board member submitted reports can be requested by any member of NCBEA. For copies of those reports you may also reach out via the email given above to our board secretary, Cathy Carruthers.

Thank you for your continued membership and we look forward to seeing everyone in Chicago at the NBEA annual convention, April 16-20, 2019!

Submitted by Jason Hendrickson, NCBEA Immediate Past President

BECOME PART OF AN ELITE GROUP OF ACCOUNTING EDUCATORS

The registration for the APBP: Accounting Program for Building the Profession training is now open for eleven locations throughout the United States. As in past years, the AICPA has partnered with state CPA societies and/or state departments of education throughout the country to bring you training sessions to equip you with higher order accounting curriculum that will increase your students' engagement. This year, the AICPA has added an APBP conference in Chicago from June 17-19.

Becoming a part of APBP will enable you to level up your accounting class with more engaging advanced content. Even better, registration is provided for FREE, courtesy of the AICPA Foundation.

More than 1,200 high school teachers in 48 states have attended the training, received their free materials and been provided ongoing support. Are you interested? Head over to the APBP website to find a training near you! Keep an eye out—even more trainings are being added soon!

The event list and details may be found at [Start Here Go Places](#) event page. Not interested in attending an event this year, browse the [Start Here Go Places](#) website to see the resources available to you.

Submitted by Tina Trumbower with information from the AICPA

Hotel Registration for the National Business Education Association Convention, April 16-20, 2019 can be found in the most recent *Business Education Forum* as well as online at nbea.org. You must specify the NBEA room block. Reservations must be made by March 27, 2019. Room rates at the Chicago Marriott Downtown Magnificent Mile are \$165 for Single/Double and \$20 for each additional person in the room. Taxes will be added to the rates. A credit card will hold your room reservation until 6:00 p.m. the day of arrival. Information for the hotel: 540 N. Michigan Avenue * Chicago, IL 60611 * Telephone (877-303-0104) * Fax (312)245-6929. Check in time is 4:00 p.m. Check out time is 12:00 noon.

NCBEA Board

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Immediate Past President	Jason Hendrickson
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Wisconsin Membership Director	Michelle Gibson-Herman
Newsletter Editor	Stella Hull
Webmaster.....	Sue Elwood
ISBE Representative	Michelle Gibson-Herman
NBEA Executive Director	Janet M. Treichel
NBEA President	Margaret Blue
NCBEA Web Site	www.ncbea.com

Officer Rotations

July 1, 2019—President Elect, Secretary, IL, IN, IA Membership Directors, and Newsletter Editor

July 1, 2020—President Elect, MO and WI Membership Directors, and Webmaster

Vision & Mission

The North Central Business Education Association (NCBEA) is an affiliate of the **National Business Education Association (NBEA)**, the nation's largest professional organization devoted exclusively to serving individuals and groups engaged in instruction, administration, research, and dissemination of information for and about business. This region includes the states of Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, and Wisconsin; and the Canadian provinces adjacent to the North Central Region.

The objectives of this Association are to improve the relationship in business education at the state, regional, and national levels; to promote the professional growth of those in business education; to promote better business education through whatever means seem desirable; and to offer assistance and service to state associations within the region.

A Note from the Editor

First to all NBEA Members, I apologize for the delay in this publication. I've tried to cover as much as possible. I realize I may have left some things out. But I am still trying to get my bearings about me in this new position. If there are any items you feel should have been covered, please let me know. You may email me at hully48@msn.com. Use this email address for articles, comments, and other communications. Information not given here may be found on the NCBEA website at www.ncbea.com. The next scheduled publication should be May 2019, but is subject to change.

Stella Hull

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.

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Name

Institution/Organization

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State

State

Zip

Zip

Telephone

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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
 - Natl Standards for Business Education
- \$250,000 professional liability insurance
- Annual national convention
- Regional association membership
- Regional conventions
- Legislative advocacy
- Business-industry link
- Insurance programs
- Professional awards program
- International Society for Business Education (ISBE)
- Association for Research in Business Education (ARBE)

MEMBERSHIP CLASSIFICATION

- ☐ Professional \$ 100
- ☐ Professional / International Society for Business Education (ISBE).. \$135
- ☐ Professional / Assn for Research in Business Educ (ARBE) \$160
- ☐ Professional / ISBE / ARBE \$195

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

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