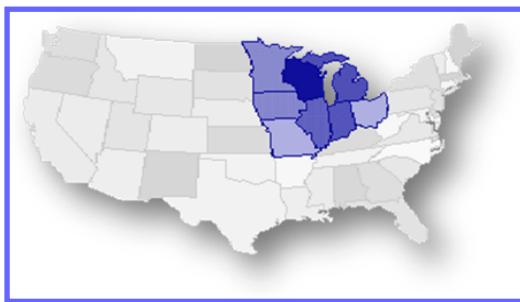




Regionally Speaking

A publication of the
**NORTH CENTRAL
BUSINESS EDUCATION
ASSOCIATION**

Volume 53, Issue 4

September 2021



**Colleen Webb
PRESIDENT**

PRESIDENT'S MESSAGE to

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

From the President's Desk:

I am incredibly excited to have officially begun my term as President of the North Central Business Education Association as of July 1. I am, however, no stranger to NCBEA having also served as your secretary, and your NCBEA Director to the NBEA Executive Board just a few years ago. Most recently, I just rotated off the NBEA Executive Board. I served as your 2018-2019 NBEA President Elect, the 2019-2020 President, and most recently, the NBEA Immediate Past President.

The last twenty months have been full of challenges, learning experiences and new adventures for all of us. But we, as business educators, are used to change, make that rapid change, and we quickly adapt to any situation and carry forward. I hope that everyone has taken time over the summer to refresh, recharge, and renew your enthusiasm for teaching Business Education courses to the workforce of tomorrow. It is my hope that you all have a safe and productive school year.

Education today comes with new opportunities as well as new challenges. We have all chosen a profession that plays an increasingly vital role in our global business society. With each day that passes, the need for business educators who play such an important role in making our students college and career ready becomes even more vital. I wish each of you success in your professional and personal growth in the months to come. Please connect with your NBEA Executive team on LinkedIn and grow your professional network of business educators.

Visit the NBEA library for and take the time to view the many webinars that have been recorded to expand your knowledge base. Be sure to mark your calendars and plan to attend the NBEA 2022 Convention in Chicago, IL, April 15-20, 2022. Visit the NBEA website, at nbea.org for more convention information.

We are a 100% volunteer driven organization and we rely on these dedicated volunteer teams to help us achieve our goals. To that end, we are always looking for volunteers at all levels. Please feel free to contact your state and regional leadership to get involved. I look forward to working with all of you as we move forward. I am eager to get to know you, your interests, passions, and concerns. When you see me at the convention in Chicago, please stop me and introduce yourself.

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President's Message *continued* & Meetings

(Continued from page 1)

Let me introduce you to the 2021-2022 NCBEA Administrative Board:

Name	Office	Home State
Colleen Webb	President	Michigan
Andrew Stout	President-Elect/NCBEA Dir to the NBEA Exec Bd	Illinois
Michelle Gibson-Herman	Immediate Past President	Wisconsin
Debbie Stanislawski	Secretary	Wisconsin
Sue Elwood	Regional Membership Director/Webmaster	Iowa
Stella Hull	Newsletter Editor	Ohio
Cathy Carruthers	Illinois State Membership Director	Illinois
Karen Hirschy	Indiana State Membership Director	Indiana
Andrew Thonstadt	Iowa State Membership Director	Iowa
Patricia Pearson	Michigan State Membership Director	Michigan
Justin Wittrock	Minnesota State Membership Director	Minnesota
Tonya Skinner	Missouri State Membership Director	Missouri
Tom Mays	Ohio State Membership Director	Ohio
Stacey Ryan	Wisconsin State Membership Director	Wisconsin

On behalf of the NCBEA Administrative Board, thank you for your membership in our organization. We are all looking forward to a successful and productive year. We ask that you share your passion for business education and help us recruit new members in NBEA/NCBEA and help us retain our seasoned members to continue the strong NBEA/NCBEA tradition.

Thanks for your camaraderie, hard work, dedications and contributions to NBEA/NCBEA. It is a great honor and privilege for me to have been elected by you to serve as your President for 2021-2022. Please, if there is anything I can do to help you succeed or to connect you with new resources, please feel free to reach out to me at webb6164@gmail.com or call/text me at (810) 247-0133.

Best wishes for a productive year and thank you for the opportunity to serve you in NCBEA!

Colleen Webb, President
North Central Business Education Association

NCBEA Administrative Board Meetings

The NCBEA Administrative Board meets several times a year in order to plan and implement a program of work for members throughout the region. Minutes from the Administrative Board meetings are available to all members on the NCBEA Website. For the last year or so meetings have been virtual; yet, planning has continued to ensure the organization continues to add value to members. You can check out the minutes at:

<https://www.ncbea.com/minutes>

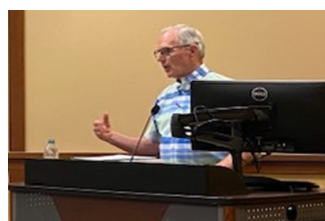
NCBEA Summer Summit Highlights



July 21-23, 2021, members from the North Central Business Education Association region met at the Lunda Center at Western Technical College in LaCrosse, Wisconsin, for two days of networking, collaboration, and learning.

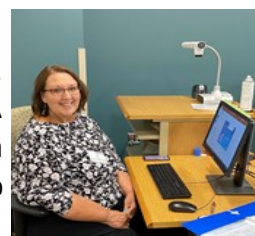
Wednesday evening attendees had the opportunity to meet and socialize with one another before the summit kicked off. Drinks, snacks, and seeing old and new friends were much needed after so many months apart.

Thursday morning was kicked off at the Lunda Center with round table discussions. Topics highlighted were: Office 2019, Curriculum Resources, and ways to recruit future business education educators. The morning ended with a Leadership Workshop facilitated by Dr. Debbie Stanislawski. Attendees discussed concepts from Brene Brown's *Dare to Lead* and the relationships between leaders and followers. Conversations on who we trust, those we find in our square squad, what qualities make a leader and the importance of empathy made for some great thoughts and ideas to carry with us as we move into a new school year.



The lunch keynote speaker, Dave Skogen, presented *Building a Winning Culture*. Dave founded Festival Foods, a grocery store chain with locations mostly in Wisconsin. Changing the culture of the employees at Festival and the importance of character, accountability, and change were discussed and how, we as educators, can use these principles in our classrooms, schools, and districts. A HUGE Thank You to Certiport/Pearson VUE for their contribution to sponsorship for our Thursday's lunch.

The afternoon allowed attendees to take certification tests that were complimentary through Certiport. Testing was facilitated by Sue Elwood. Attendees loved the ability to take a variety of assessments. A second opportunity of the afternoon was a tour and explanation of how a partnership between Western Technical College and the School District of LaCrosse created a program for 11th and 12th graders to achieve college credit focusing on various engineering opportunities.



To cap off Thursday's day full of networking and sharing ideas; food, conversations, laughter and entertainment were just what was needed to rejuvenate for the next day's sessions. Pearl Street Brewery and catering by Big Boar BBQ were gracious hosts for the evening.

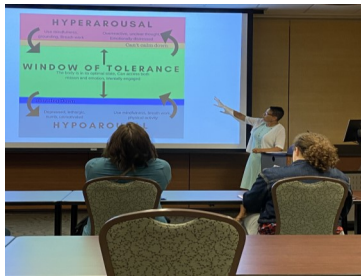


Friday morning was fast paced, filled with virtual welcomes from Joe McClary, Executive Director of NBEA, and Keith Hannah, President of NBEA. Both shared with attendees the various opportunities members will have this year both virtually and in Chicago at the annual convention.

Breakout sessions were the focus of our Friday morning and were wrapped up by 12:30. Sessions were on: Quality Matters, Mental Health Strategies, International Business Strategies, Entrepreneurship Gone Wrong, Cheating with Technology, Student Engagement and Differentiation Techniques, Transitional Services, and BizInnovator Startup.

NCBEA Summer Summit Highlights *continued*

A huge thank you to all our session presenters: William Betthausen, Bishop O'Connell High School; Dawn Bowlus, Jacobson Institute-University of Iowa; Ann Brandau, Director of Counseling and Case Management Services-Western Technical College; Sue Elwood, Northeast Iowa Community College; Samina Grimes, West Salem High School; Thomas Mays, Miami University; Tonya Skinner, Jackson High School; Molly Wickham, Bethel University; and Carrie Wilson-Smith, West Salem High School.



Awards were presented to Brandan Oates as NCBEA's Emerging Educator and Jennifer Schultz as NCBEA's Secondary Business Educator. Congratulations were given to these two very deserving individuals (See more on pages 8 and 9). Drawings for door prizes capped the event.



NCBEA State Updates



Please consider joining IBEA for our Virtual 2021 IBEA Fall Conference on November 4-5. Conference registration information, schedule, and other details are available at www.ibea.org. We welcome NCBEA members from all states—especially since our conference is virtual this year.

The events of the past few years have shone a light on the need for more inclusivity, belongingness, equity, and accessibility both in business and the educational institutions that prepare students for careers and life! We realize that our business education professionals should be equipped with the knowledge and tools they can use to help students overcome obstacles and barriers.

It is our responsibility as business educators to facilitate student success. Thus, the 2021 IBEA Fall Conference on November 4-5 is focused on Adding Cultural Fluency to Your Briefcase to provide resources and information for our teachers to move forward with increased awareness.

With the still uncertain COVID protocols that might be in place for this fall, the IBEA Board determined that a virtual conference format is best. **We will be using Zoom as our platform.**

To bring lively and relevant workshops related to Inclusivity, Belongingness, Equity, and Accessibility as well as our traditional business subjects, we have partnered with experts across Illinois and beyond.

The two-day program is structured to include a full day on Thursday, November 4, and a half-day on Friday, November 5. IBEA will offer five spotlight speakers, six break-out sessions, and interactive workshops aimed at our traditional business-related tracks—Accounting/Finance, Marketing, Entrepreneurship, Technology, Management, and Professional Development

New this year is the *Professional Development* track for workshops related to teaching and learning, especially in relation to the conference theme.

The 83rd Michigan Fall Conference will be held in Frankenmuth, Michigan on November 10-12, 2021. We have chosen “The Heat is On...Illuminating the Pathway” as the theme this year. Konnie Kuston, Technology and Professional Services Management; Women’s and Gender Studies Eastern Michigan University, Ypsilanti, MI and Kimberly Kuston, Specialty Pharmaceutical Sales Management with CSL Behring, King Prussia, PA will be our guest speakers.

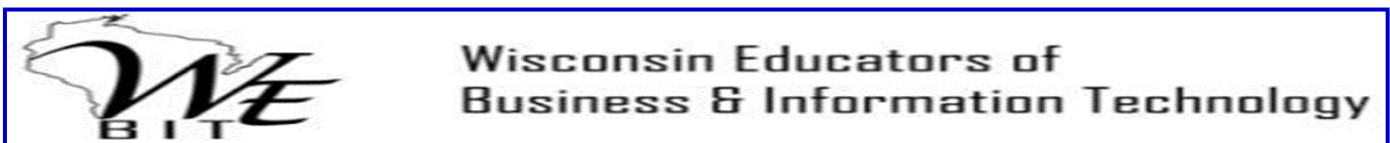
We would like to extend an invitation to all NBEA/NCBEA members to attend. Look forward to seeing you! Further information can be found on the MBEA.org website.



NCBEA State Updates



The Ohio Business Educators Association will hold its 94th annual Professional Development Conference on October 29, 2021, from 9 am to 2 pm at the South-Western Career Academy in Grove City, Ohio. Additional details will be posted at obea-ohio.org.



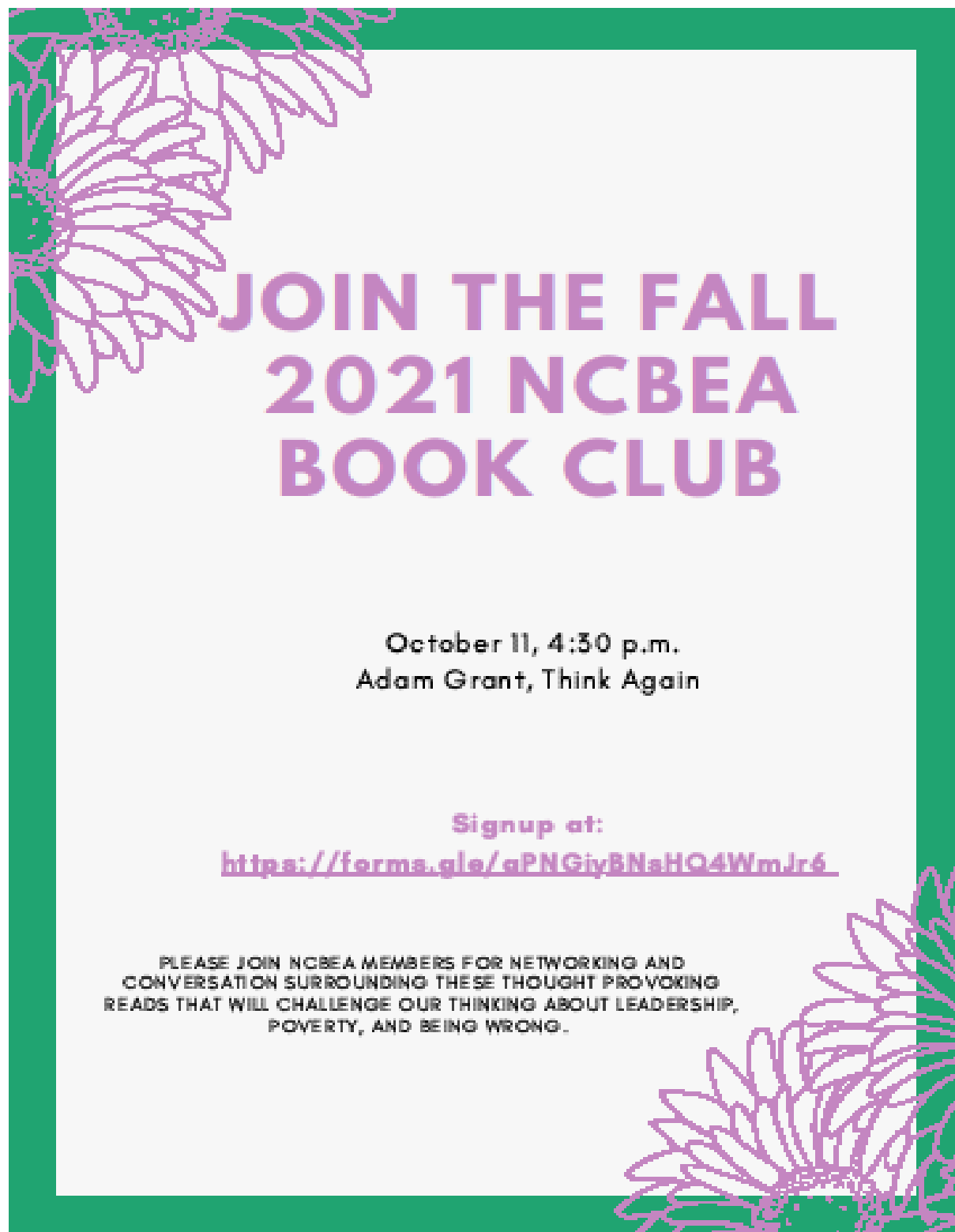
Wisconsin Educators of Business and Information Technology (WEBIT) works very closely with Wisconsin Marketing Education Association (WMEA) and Wisconsin Business World to provide professional development opportunities related to business, marketing, and information technology education. Our Summer Academy, held August 2-3, offered in-person opportunities in the areas of school business enterprise and business in the classroom. Guests brought in for this event included CEO's from Kwik Trip, First Supply, and BMO Harris. For fun, all attendees were able to attend the Milwaukee Brewers vs. Pittsburgh Pirates game at American Family Stadium. Coming up, these three groups will be working together again to provide Wisconsin's annual fall conference in Manitowoc, WI. This in-person event will be held October 20-22 at the Holiday Inn. Sessions will include all areas of business, marketing, and information technology education. This is a great opportunity for all BM&IT educators to grow in their profession and to collaborate with other great educators from across the state. For registration information, please visit our website.

Throughout this past year, WEBIT offered opportunities for educators to share and learn through some Facebook Live sessions. One opportunity called COVID Collab is a chance to talk with other educators about how things are going at your school. This may be particularly nice for those who are the only BM&IT teacher at their school. Any teacher is invited to attend and "Collab's" last one hour. Four COVID Collab's were held throughout the 2020-21 school year. Another opportunity was an evening with Amanda Zieba called Communication, Technology, and the use of Canva. Amanda has been working with WEBIT and NCBEA throughout the past few years to offer insight in many areas of education. A former teacher herself, she knows the kind of professional development teachers may be looking for.

To learn more about Amanda, please visit her website. To connect with our WEBIT Facebook page, search @webitcommunications and join our page. Questions about business, marketing, or information technology education in the State of Wisconsin? Please let us know what they are and we will try to help. For a more personal connection, please email Stacey Ryan, WEBIT Membership Liaison, at smfsryan@gmail.com.

NCBEA Book Club 2021

Our new Wisconsin Membership Director, Stacey Ryan, will lead the discussion for the fall book club meeting.



**JOIN THE FALL
2021 NCBEA
BOOK CLUB**

October 11, 4:30 p.m.
Adam Grant, *Think Again*

Signup at:
<https://forms.gle/gPNGiyBNaHQ4WmJr6>

PLEASE JOIN NCBEA MEMBERS FOR NETWORKING AND
CONVERSATION SURROUNDING THESE THOUGHT PROVOKING
READS THAT WILL CHALLENGE OUR THINKING ABOUT LEADERSHIP,
POVERTY, AND BEING WRONG.

NCBEA 2021 Award Winner

Jennifer Schultz

Ben Davis High School, Indiana

NCBEA Secondary Business Teacher of the Year Award



Jennifer Schultz started her business education career by earning her business education degree from Indiana State University and teaching at Chesterton High School. She currently teaches business education at Ben Davis High School. She teaches courses that include accounting, Spirit Shop, Computer Applications, Business Math and Personal Finance. In addition, she is an active Business Professional of America Advisor.

Jennifer is involved in numerous professional organizations and has received numerous forms of recognition for her teaching accomplishments. Professional involvement includes membership in Indiana Business Education Association, North Central Business Education Association, and National Business Education Association. In addition to these memberships, she has served in various roles within these organizations, including Indiana Business Education Association President and National Business Education Association Conference Hospitality Chair. Jennifer has been recognized as the Indiana Teacher of the Year and Ben Davis High School Teacher of the year. She has completed numerous presentations on personal finance, information technology, project-based learning, and accounting regionally and nationally.

One of her letters of support noted, “Jen Schultz is a teacher that ensures every single student in her class receives the attention and education deserved.” Another letter of support noted, “Jen puts her heart and soul into teaching with a passion and enthusiasm that is hard to be matched. In the crazy year that we have had, Jen continues to be a bright, shining star.” Lastly, a recommender stated, “Mrs. Schultz is an exemplary leader, teacher, and mentor in the Business Education community across the state of Indiana.”

Please congratulate the 2021 NCBEA Outstanding Contributions to Business Education by a Secondary Business Teacher, Jennifer Schultz from Ben Davis High School, Indiana.

NCBEA 2021 Award Winner

Brandan Oates

Kingsley Junior High School, Illinois
NCBEA Emerging Professional Award



Brandan Oates started his business education career by earning his business education degree from Illinois State University and teaching at Kingsley Junior High School. He teaches courses such as Computer Applications, Keyboarding, and BELT (Business, Entrepreneurship, Leadership Training). In addition, as part of BELT, he has implemented the Cav Cash Store as a school-based enterprise, and he is the co-adviser for the STEM Club at his school.

Brandan is involved in numerous professional organizations and is currently advancing his career through completing a master's degree. Professional involvement includes membership in Illinois Business Education Association, North Central Business Education Association, and National Business Education Association. In addition to these memberships, he has served in numerous roles within these organizations, including student representative for the Illinois Business Education Association and member of the Early Career Committee and Committee to Advance Public Education. His cumulative research project for his master's program is focused on analyzing how the incorporation of the Cav Cash Store (i.e., school store) into the 8th Grade BELT course influences student engagement.

One of his letters of support noted, "Mr. Oates has established himself as a force for business education in our learning community." Another letter of support talked about Brandan's leadership within the school implementing a Global Cardboard Challenge with his students and leading his students to develop a token economy through the Cav Cash Store as part of the PBIS support system in the school. The recommender also stated "Mr. Oates has united his colleagues district-wide during P.L.C. and hosted P.L.C.s in his classroom."

Please congratulate Brandan Oates of Kingsley Junior High School as the 2021 NCBEA Emerging Professional Award recipient.

NBEA 2022 Conference

The National Business Education Association 2022 Annual Convention and Tradeshow will be held in Chicago, Illinois.



Chicago Marriott Downtown Magnificent Mile

Registration and Hotel Reservation information coming soon.

For more immediate information, call (703) 860-8300.

2022 NBEA Hybrid Convention

Attend In-Person or Virtually!

April 12-15, 2022

We look forward to “mixing it up” with traditional events along with some new convention features. There will be a streamlined convention schedule with an abundance of concurrent sessions that guarantee something for everyone, keynote speakers to spark your passion and drive, and new networking opportunities.



CERTIPORT

Certiport is sharing the following opportunity with NCBEA members as a result of our Summer Summit event.

DEMO SLAM BE THERE

Wednesday, September 29, 2021

6:30-7:15 p.m. (cst)

Zoom Link: <https://nicc.zoom.us/j/88272708624>



- Meet with Regional Directors
- Just 20 minutes out of your time w/ Q & A following
- Quick preview of new options available for educators

NCBEA Board

President	Colleen Webb
.....	webb6164@gmail.com
President Elect.....	Andrew R. Stout
.....	stouta@zbths.org
Immediate Past President.....	Michelle Gibson Herman
.....	gibsonhermanm@gmail.com
Secretary	Debbie Stanislawski
.....	stanislawskid@uwstout.edu
Treasurer	Vacant
NCBEA Rep to the NBEA Board	Andrew R. Stout
.....	stouta@zbths.org
Regional Membership Director &	Sue Elwood
Webmaster.....	elwoods@nicc.edu
Illinois Membership Director	Cathy Carruthers
.....	cathy.carruthers@outlook.com
Indiana Membership Director	Karen Hirschy
.....	karen.hirschy@gmail.com
Iowa Membership Director	Andrew Thonstad
.....	andrew.thonstad@gmail.com
Michigan Membership Director	Patricia Pearson
.....	ppearson66@comcast.net
Minnesota Membership Director	Justin Wittrock
.....	jwittrock@isd465.org
Missouri Membership Director.....	Tonya Skinner
.....	tskinner@jackson.k12.mo.us
Ohio Membership Director.....	Thomas Mays
.....	maysta@miamioh.edu
Wisconsin Membership Director	Stacey Ryan
.....	smfsryan@gmail.com
Newsletter Editor	Stella Hull
.....	hully48@msn.com
NBEA Executive Director.....	Joe McClary
.....	jmcclary@nbea.org
NBEA President	Keith Hannah
NBEA Web Site.....	www.nbea.org
NCBEA Web Site	www.ncbea.com

Officer Rotations

July 1, 2022—President Elect, Secretary, NCBEA Director to the NBEA Board, Webmaster, and Illinois, Iowa, and Indiana Membership Directors

July 1, 2023—President Elect, Newsletter Editor, and Wisconsin and Missouri Membership Directors

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 Call for Articles

Regionally Speaking and other information about your organization can be found at the NCBEA website,

www.ncbea.com

If you have anything to add to the newsletter, please let me know. You may email me at hully48@msn.com. Use this email address for articles, comments, and other communications.

The next scheduled deadline for submissions is **January 7, 2022**.

Stella Hull

NBEA Membership Form

More information on Membership can be found at <https://nbea.org/default.aspx>, then click the Membership tab. You may rejoin or join online or download a hard copy of the form shown below. Membership benefits can also be found at the Membership tab.

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** Retirees and students can indicate on this form and the applicable discount will be applied.

This application is for: _____ A NEW MEMBERSHIP _____ RENEWAL

Name _____ Home Address _____ City _____ State _____ Zip _____ Telephone _____ E-mail _____	Institution/Organization _____ Address _____ City _____ State _____ Zip _____ Telephone _____ E-mail _____
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MEMBERSHIP SERVICES

- Professional journals and publications:
 - NBEA's journal, *Business Education Forum*
 - NBEA's newsletter, *Keying In*
 - Special publications and promotional items
 - Nat'l 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
- Council for International Business Education (CIBE)
- Council for Business Teaching and Research (CBTR)

MEMBERSHIP CLASSIFICATION

- ☐ Professional (Bronze). \$149
- ☐ Professional / Council for International Business Education (CIBE) (Silver). \$184
- ☐ Professional / Council for Business Teaching and Research (CBTR) (Gold). \$209
- ☐ Professional / CIBE / CBTR (Platinum). \$244

Membership dues include subscription to Business Education Forum. Subscriptions are 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.
Note: pay your membership dues more securely and instantly at NBEA.org.

METHOD OF PAYMENT

- ☐ Check Payable to NBEA ☐ VISA ☐ MasterCard or AMEX

Card Number _____

Expiration Date _____ 3-Digit Card Code _____

Signature (required for all charges) _____

RETURN THIS FORM WITH PAYMENT TO

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