

WISCONSIN BUSINESS EDUCATION JOURNAL

CONVENTION WRAP-UP 2007

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CONVENTION
WRAP-UP

WBEA

**Don't Just Dream It
BE IT!**

Eau Claire 2007

NOTES FROM THE EDITOR

In this issue you'll get a chance to relive some memories from the fall convention in Eau Claire – or if you missed it this year, find out what happened – and read about the award winners.

Do you have a classroom tip you'd like to share with others? Submit it to the *WBE Journal*. The deadline for the spring issue is March 15.

Articles may be submitted as *Word, Publisher*, or Rich Text Format files. If you are including a photo, set the resolution at 300 dpi.

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WBEA CONVENTION 2007

DON'T JUST DREAM IT—BE IT!

by Janet Allison

Why do we print a wrap of the fall convention? Well, if you were unable to attend, you might get an idea of what we do and then you'll plan to come next year. If those who attended are like me, you might have forgotten some details, and this will jog your memory. It's not too late to check the Web site for the topics discussed.

The dates of the convention were September 27-29, but for some of us it began earlier. The Hosler Run/Walk T-shirts were finished and picked up at 4 p.m. on Wednesday, the plaques, personal luggage, door prizes, all the things I'm turning over to Cindy Kratky, and much more were loaded in my car. Then I went off to Eau Claire to unload. Sandralee Thiele also came on Wednesday and unloaded a car full of things for sectionals, round tables, and more. Not much later Mark and Cathy Probst arrived to unload exhibit things—power strips, extension cords, etc. At least this year Cathy didn't have to bring her own piano. After that we were too tired to tear around! For us convention had begun.

Thursday morning Mary Alice Eisch and Kathy Krueger arrived to set up registration. The registration bags were on site—packed by the



Chippewa Valley Convention and Tourism bureau volunteers, but they had to be hauled to the registration area. Not long after Mary Alice and Kathy had the registration desk organized, the speaker gifts arrived—90 baskets of treats from The Goat Coffee House. Then



convention participants began arriving, and we were in full swing. The participants were excited about the tours and workshops. It's interesting that about half the registered guests arrived on Thursday.

Thursday's activities included tours of Nestlé Corporation and Banbury Place. The workshops included Movie Maker and Building a Blog. Then the sectionals began. On one of the evaluations a participant wrote, "This is the best offering ever."

At Thursday's pizza party, sponsored by Mary Sommers, we had special guests—some of Bloomer's Speed Rope Jumpers. You do know that Bloomer is the Rope Jumping Capital of the World, don't you? The jumpers showed some of their tricks and then they showed us their speed jumping—jumping from 49-64 jumps in **10 seconds!** Paul Morning, World Champion Speed Jumper came to demonstrate championship speed jumping. His world record is 72 jumps in 10 seconds. This IS something you can try at home.

Friday morning's keynoter, Marilyn Levin, got everyone involved in cooperation activities. No one was able to sleep during her presentation! We were all energized after her address. You know, teachers are really fortunate to have so many opportunities for uplifting presentations—WBEA, FBLA, NBEA, etc. Not all employees have this opportunity.

Marcia James was honored with the Russell J. Hosler Award at Friday's lunch. A list of her accomplishments was announced, and she certainly is deserving. Dr. Mary Margaret Hosler presented the award in person. (Be sure to look around and make nominations for next year.)



The afternoon continued with election of officers at the Annual Business Meeting, cookies in the exhibit hall (sponsored by UW Stout), and more sectionals. Two more workshops, Digital Scrapbooking and MoneySKILL™ took place at Memorial High School.

When our work was done, people gathered for the Annual Russell J. Hosler Fun Run/Walk (sponsored by Glencoe McGraw-Hill). Dr. Mary Margaret Hosler was again on hand to draw for three \$50 bills. Winners of the big money were Cindy Loos, Susan Maus, and Allie Soetenga. We were happy for them—we could have been happier if we had won the money ourselves!



Have you ever heard of Cabin Ridge Rides? Well, that's where we went for Friday night's entertainment. We drove east of Eau Claire to a place about four miles west of Cadott. Our bus, followed by four cars, made a turn around at an intersection, decided we were going the wrong way, made another turn around in a private u-shaped drive—followed by four cars. We finally arrived at the right spot and were met by teams of horses and wagons to take us back into the woods for a meal and dancing. Music was provided by a Bloomer polka band, Amy and the Boys.



(One of those "boys" was a former student of mine who has *retired from teaching!*) I was presented with a TROPHY for promoting business education all over the world, and it doesn't have a gun or a music emblem on it—like the rest of the trophies in our house. (I've never had a trophy before, so this one is VERY special.) Thank you to whoever was responsible for that very special award. All too soon it was time to board those horse-drawn wagons to go back to the bus. People told me they wished we had gotten there early enough to tour the trails in the woods.

Saturday morning was awesome. Pat King and crew (sponsored by DPE) presented the show, "Are You Smarter than a Business Ed Student?" You know, Pat would make a good MC for a television show. She is SO funny. That certainly energized us and made us laugh. Laughter is SO good for us.



Following that show, the Round Tables began. Twenty-four topics were addressed at these tables, and the attendance was awesome.

(Yes, Saturday morning's attendance was very good.)



WBEA honored its special members at the WBEA Awards Luncheon

on Saturday. Kyla Burich received the Lorraine Missling Award for special achievement with five or less years of service. (I believe Missile would have been proud of this young teacher.) Jennifer Wegner, Mishicot High School, received the Outstanding Business Educator for Secondary Education; and Debbie Stanislawski, UW Stout, received the Outstanding Business Educator for Post-Secondary Education. Janet Allison, retired from Bloomer High School, received the Friend of WBEA Award.

It is certainly with great appreciation that I thank the Convention Committee for all their work to make the convention go like a "well-oiled machine." Those people are: Mary Alice Eisch and Kathy Krueger who handled registration; Kelly Ostrander—workshops; Mark Probst—exhibits; Debbie Stanislawski—tours; Sandralee Thiele—sectionals and facilitators; Jennifer Larrabee—helped with workshops and planned the Fun Run/Walk route; Donna Weidman—Eau Claire native who helped with ideas and door prizes; Mary Sommers—always good ideas, lots of gifts, and much more; Sheila Piunti, WBEA President—on hand for ideas and suggestions; and Cindy Kratky—your new Convention Coordinator who was "learning," but offering very good ideas and did a lot of "leg work" during convention.

Yes, Cindy Kratky will be Convention Coordinator next year. She already has her committee selected and is planning a meeting in October! **Next year's convention will be in Appleton at the Paper Valley Hotel September 25-27 (2008).** Plan now to attend. Cindy and crew will do a very good job of planning. In 2009 the convention will be in Stevens Point at the Holiday Inn.

There you have it. I have retired from the position of Convention Coordinator. **Sandralee Thiele and Mark Probst** are also retiring from their positions on the committee—after many years of good service (and I thank them over and over). People at the convention complimented me over and over when it is really ALL OF YOU WHO HAVE SERVED on this year's committee and others. I got the compliments when YOU really did the work. (Hmm, that's good.) I thank you for all the help, work, ideas, etc. that made this and past conventions go well.



WBEA
*Don't Just Dream It
BE IT!*
Eau Claire 2007



Outstanding Business Educator Post-Secondary



Debbie Stanislawski UW-Stout

Debbie Stanislawski began her work at UW-Stout in 2001. She serves as an assistant professor of Marketing and Business Education in the School of Education at the

University. Her responsibilities include teaching courses in the supervision of career and technical student organizations, business methods and curriculum, and foundations of education. Additional responsibilities include student teacher supervision, co-advising the UW-Stout Marketing and Business Education Association (MBEA), and student advising. Debbie received her Master of Science in Instructional Technology and Telecommunications from UW-Stout and is currently working on the completion of her Ph.D. in Education at Capella University.

Debbie's involvement in professional organizations includes both the Wisconsin Business Education Association and the National Business Education Association. She is also a member of the Association for Supervision and Curriculum Development and Phi Delta Kappa International. Her outstanding work as an instructor as well as her involvement with these organizations has garnered her recognition at the local, state, and national levels.

According to her students at UW-Stout, Debbie is a role model and a mentor. She challenges them to strive to do their best and is always there to offer advice. Her colleagues view Debbie as the epitome of a professional educator. She displays an enthusiasm for teaching and demonstrates a sound philosophy of business education that results in well-prepared teachers.

It is obvious why the Wisconsin Business Education Association is pleased to recognize Debbie Stanislawski as the Outstanding Business Educator – Postsecondary Award winner!

Outstanding Business Educator Secondary



Jennifer Wegner Mishicot High School

Mishicot School District has been the professional home of Jennifer Wegner since 2000. During the last seven years Jen has successfully built a Business Education Department from

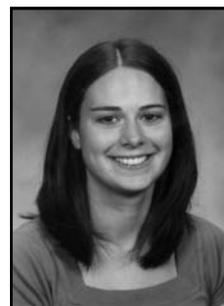
scratch and is very proud of the department and her students. The courses she has taught are too numerous to mention, but suffice it to say they cover the gamut of business education offerings from accounting to video production. Jen also serves as an adjunct faculty member for UW-Green Bay and Lakeshore Technical College.

Jen built her leadership and organizational skills by accepting the role as the Vocational Department chair as well as by serving on several school committees. Her work with student organizations includes advising the Future Business Leaders of America chapter and the Academic Decathlon Team. Some of the professional associations listed in Jen's credentials are the Wisconsin Business Education Association, the National Business Education Association, Delta Kappa Gamma, and the Wisconsin Association for Career & Technical Education. She has held offices in several of these associations. Jen is always looking for ways to help our profession keep pace with changing technology and educational initiatives.

Students and colleagues recognize Jennifer's tireless dedication to the area of business education which has resulted in a program at Mishicot High School that they feel ranks among the best of the best.

Congratulations to Jennifer for all her accomplishments and being recognized as WBEA's 2007 recipient of the Secondary Outstanding Business Educator Award.

Lorraine Missling Award Winner



Kyla Burich Oshkosh West High School

Kyla Burich is a 2004 graduate of UW-Whitewater and has been a fulltime Business Education instructor for two years at Oshkosh West High School. Kyla is already

recognized by her colleagues as someone who rises to challenges with enthusiasm and determination. According to her department chair, "She goes above and beyond the call of duty; her devotion to the profession and tenacity is to be admired!" High praise comes from her assistant principal as well. He says that Kyla has established herself as a truly outstanding teacher in a short period of time.

In just two years, Kyla has started a Future Business Leaders of America chapter, has been an active member of the restructuring effort at Oshkosh West, and has become involved with the Business Challenge, Excellence in Ethics, and serves as a volunteer softball coach.

Her involvement goes beyond the activities at Oshkosh West. She has been an active member of the Wisconsin Business Education Association and is also a

member of the National Business Education Association. Kyla is currently working on a Master's Degree in Educational Technology from Marian College.

Congratulations to Kyla Burich on the impressive start to her teaching career and for receiving the Lorraine Missling Outstanding Achievement Award.

Friend of WBEA



Janet Allison Retired – Bloomer High School

Janet Allison served as a business educator for Bloomer High School for 35 years. Though she retired from her teaching position, it was fortunate for the

Wisconsin Business Education Association that she continued her work with our organization.

Even Janet is not sure how many years she served on the WBEA Executive Board. We do know, however, that during her tenure with WBEA, Janet served on the Executive Board for many years in the following capacities: district representative, president-elect, president, past president, and North Central Business Education Association representative. She served on numerous convention committees and served as chair one

time before taking on the convention coordinator position for the last 7 years.

According to Janet, her dedication to WBEA has been motivated by the willingness of our members to help. Though she says she just makes lists of things to do and those who volunteer take care of the rest, anyone who has worked with her knows better. A former student and now fellow business educator sees Janet as someone who makes time to support others in their pursuits and is considered by many to be indispensable.

It is obvious why Janet has been chosen as the 2007 Friend of WBEA. Congratulations, Janet, and thank

WBEA Members Recognized with Regional Awards

Congratulations to the following Wisconsin Business Education Association members who received Distinguished Service Awards from the North Central Business Education Association:

Kathy Kiger, Secondary
Hortonville High School (retired)

Jacki McDugle, Post-Secondary
Blackhawk Technical College

Mary Sommers, Friend of Business Education
Cengage

WBEA Annual Meeting

The Plaza, Eau Claire
September 28, 2007

Call to Order

Sheila Piunti called the meeting to order at 1:30.

Appointment of Parliamentarian

Sheila appointed Mike Tokheim as parliamentarian.

Minutes of Annual meeting

Motion by Mike Carpenter/Jen Wegner to approve minutes as printed.

Approved

Treasurer's Report

Mary Lou Donnelly explained the breakdowns on the budget report.

Report will be placed on file.

The proposed 2007-2008 budget was also presented.

Membership Report

Cindee Loos explained the breakdown of the membership report. Membership has been similar in numbers for the past several years.

NCBEA Report

Jen Wegner explained the NCBEA report. Jen encouraged WBEA members to check their membership status in NBEA.

Legislative Report

Mike Carpenter reported that we do not have a state budget. It will affect school funding. Mike encouraged WBEA members to e-mail state representatives to encourage them to settle the budget.

Mike explained Carl Perkins IV. This year is a transition year. The grant application will be due the end of October. There will

need to be “programs of work” identified in order to receive money through Carl Perkins. More types of data will need to be collected including vocational student organization data.

Check status of your legislative listserv address. Mike entertained suggestions for working with legislative e-mail. Mike will be ending his term in November.

September 2007 Convention Report

Janet Allison reported that 191 attended the 2007-2008 Convention.

Unfinished Business

Bonnie Smith reported on the 2006-2007 speaker, and the WBEA Board’s choice to deal with the speaker through writing a letter to the company that provided the speaker for the 2006-2007 convention. Bonnie and a subcommittee also wrote a letter to other organizations explaining the negative experience that WBEA had with this company.

New Business

Spring Seminar

Sandy Giuliani reported that 2007 Seminar went well. She encouraged people to host the seminar.

2008 Convention

Cindy Kratky reported that the 2008-2009 convention will be in Appleton, September 25-27, 2008.

Spring Seminar 2008

Amy Bires reported that Waunakee will host the spring seminar on April 26, 2008.

Board Member Recognitions

Sheila Piunti recognized the outgoing board members.

Membership Management Software

Bonnie Smith reported on C-VENT software. The software will enable people to complete their registration on-line and WBEA will be able to collect information to hopefully be better able to make choices for registrants and the WBEA organization.

Election of Officers for 2007-2008

Secretary Elect is Katie Grassel

President Elect is Gloria Meyer

Adjournment at 2:05

Trisha Sabel/Sandy Giuliani

WBEA Executive Board Meeting

The Plaza, Eau Claire
September 29, 2007

Call to Order

Sheila Piunti called the meeting to order at 1:40.

Present: Lila Waldman, Mary Trautschold, Tina Trumbower, Christine Paaske, Jen Wegner, Amy Bires, Sandy Giuliani, Mike Carpenter, Jason Kienbaum, Rose Stipek, Nancy Van Lanen, Cindy Kratky, Deb Stanislawski, Lisa Perry, Mary Lou Donnelly, Janet Allison, Chuck Catt, Sheila Piunti

Absent: Cindee Loos, Kathy Kiger, Lori Mathias, Tricia Banwart, Mike Tokheim

Appointment of Parliamentarian

Sheila appointed Mike Carpenter as Parliamentarian.

Secretary’s Minutes of June 15, 2007

Motion by Sandy Giuliani/Rose Stipek to approve minutes. Approved as printed.

Convention Report

Janet Allison and Cindy Kratky reported that 192 people registered for convention. Round tables were very well received.

Cindy volunteered to create the convention portion pages for the Web site. To be discussed in New Business.

Committee Reports

Mike Carpenter reported that the Legislative Chair needs to be part of the board, but it doesn’t need to meet as a committee at WBEA meetings. This issue needs to be researched as it stands as a result of prior meetings and by-laws.

Unfinished Business

C-VENT Proposal: Bonnie Smith reported on the proposal she e-mailed the board members. It is a budgetary item/issue.

Someone will need to be responsible for inputting information on the Web site. The structure will need to be addressed. This program will have the ability to put e-mails for all members into this program. The current cost is \$3 for a registration event.

Maybe we need to make a one-time membership drive that would include regular mailings and C-VENT. Talk to the people that we don't have to try to get more members.

Billing issues will need to be addressed. Billing takes place with a credit card. How can we make sure that we can cover the cost? Discussion ensued regarding dues and how to deal with billing.

Motion by Sandy Giuliani/Mary Lou Donnelly to use C-VENT as WBEA's online management system for a four-year contract. Motioned carried.

A credit card will need to be established, and the business manager will need to sign the contract. The time frame will take place around November.

Motion by Mike Carpenter/Sandy Giuliani to raise WBEA dues \$5 to cover the C-VENT costs for the 2008-2009 year. Discussion ensued. Motioned carried.

Update on Speaker 2006

Bonnie reported at the Annual Meeting the outcome of letter writing.

Other Unfinished Business

Transition from PayPal to C-VENT: Discussion ensued regarding PayPal transition to C-VENT.

Sheila reported on behalf of Tricia Banwart that Pi Omega Pi would not be able to work on the service project proposed to them by WBEA.

Jen Wegner will be contacting Gloria Meyer regarding her election to the WBEA Board as President.

New Business

Convention Reimbursement: Mary Lou Donnelly explained the convention stipends and handed them out. Get any reimbursable expenses with receipts to Mary Lou as soon as possible.

By-Laws: Discussion ensued regarding the Journal's publication and some of the time frames for by-law changes. Journal by-law proposals need to be published 60 days prior to the convention. Job descriptions will need to be updated. Discussion of timelines of publications for WBEA ensued. Sheila will be working on by-law changes.

NCBEA: Jen Wegner discussed the timeline of the NCBEA representation for WBEA. NCBEA would like to have the representative start date from WBEA to change to start on July 1. Discussion of election of officers in NCBEA and other state organizations regarding election of officers ensued. Jen agreed to research this subject further and bring back results to the board.

Russ Hosler Committee: Sheila reported on Russ Hosler committee meeting of Saturday; it was suggested for the president to become part of the administrative committee.

Jen Wegner discussed the Russ Hosler finances. It isn't WBEA money, yet falls under the WBEA umbrella. The topic of who sits on the committee arose.

Motion by Mary Lou Donnelly/Christine Paaske that the WBEA president serve on the administrative committee for the Russ Hosler award. The question was called. Motion failed.

Scholarship Deadlines: Lila Waldman would like deadlines for scholarships. Amy Bires addressed the topic. March 15 is the deadline for scholarships.

Russ Hosler Fun Run/Walk: Mike Carpenter discussed the \$5 t-shirt money. Discussion ensued. It was suggested to discuss this in Convention Committee.

Web Site Registration for Convention: Cindy Kratky discussed the Web site registration materials. What changes would have to be made to the Web site? The application and job description for the convention coordinator and Web master would have to change to clarify duties. This does fall under the general duties of the Web master to decide who can assist in duties.

WBEA Apparel: Cindy Kratky discussed WBEA apparel options regarding on-line ordering options. Cindy sought suggestions. She will check out options and bring it back to the board.

Announcements

Next Board meeting will be January 12, 2008, tentatively at the Holiday Inn in Stevens Point. Tentative time will be 9:00 – 3:00.

Mary Trautschold reminded district reps 2, 4, and 6 to submit articles.

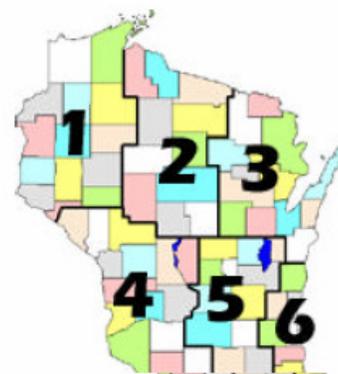
Meeting adjourned at 2:50.

2007-2008 WBEA Membership Application

Membership year runs from July 1–June 30. Please read your label.

P06-07 Professional dues paid for 2006-2007
S06-07 Student dues paid for 2006-2007
L** Last time LIFE member directory was updated

Please complete **all information** listed below.
Place a check mark in front of your preferred mailing address.



For more information about WBEA, visit www.wbeaonline.org.

Name _____ Date _____

School or Campus _____

Address _____

City, State, ZIP _____

Phone Number _____ Fax _____

E-mail Address _____

Home or Permanent Address _____

City, State, ZIP _____

Phone Number _____ Fax _____

E-mail Address _____

Using your preferred address from above, indicate the county and WBEA District in which your school/home is located.

County _____ WBEA District _____ (see map above; same as FBLA)

WISCONSIN BUSINESS EDUCATION ASSOCIATION

\$40—Professional \$15—Retired \$10—Student (must be full-time)

NATIONAL BUSINESS EDUCATION ASSOCIATION

Expected grad yr. _____

\$75—Professional \$105—Professional & ISBE \$40—Student \$50—Retired*

To expedite your membership to NBEA, you may pay NBEA directly.

Total amount enclosed _____

*Must have been a continuous member for past 10 years.

Check No. _____ Check Date _____

Please make check payable to **WBEA**. Send application and dues to:

Cindee Loos, Membership Officer, Loyal High School, 514 West Central Street, Loyal, WI 54446

Note: Purchase orders can no longer be processed for payment of dues.

Duplicate this form and share it with potential WBEA members in your department or community!

Do you know a current WBEA member who

- Excels in business education?
- Willingly gives of themselves to assist in the development of business education?
- Serves as a mentor or role model for others?
- Shares their love for teaching and children?

Then consider nominating that teacher for one of these awards:

Lorraine Missling Outstanding Achievement Award

Eligibility: This recipient must be a business educator currently teaching business subjects (K-12 or post-secondary) who is a current WBEA member. Candidates cannot have more than FIVE years of teaching experience. Candidates are eligible from their first year of teaching through their fifth year.

K-12 Outstanding Business Education Award

Eligibility: This recipient must be a business educator currently teaching business subjects in a K-12 setting in the state of Wisconsin. Eligible candidates must be a member of WBEA for the nomination year and have been a member of WBEA the previous school year.

Post-Secondary Business Educator Award

Eligibility: This recipient must be a business educator currently teaching business subjects in a post-secondary setting. Eligible candidates must be a current member of WBEA and have been a member of WBEA the previous school year.

OUTSTANDING BUSINESS EDUCATOR AWARDS NOMINATION FORM

This nomination is for the:

- _____ Lorraine Missling Outstanding Achievement Award
 _____ K-12 Outstanding Business Educator Award
 _____ Post-Secondary Outstanding Business Educator Award

Name of Nominee _____

Present Position _____ **No. of Years Teaching Experience** _____

Home Address _____ **City** _____ **ZIP** _____

School _____

School Address _____ **City** _____ **ZIP** _____

Phone Number _____ **E-mail** _____

.....
Name of Nominator _____ **Position** _____

Mailing Address: _____ **City** _____ **ZIP** _____

Phone Number _____ **E-mail** _____

Return completed form by **December 15, 2007** to: Sheila Piunti, Chairperson / WBEA Awards Committee / Winneconne High School / 100 Wolf Run, PO Box 5000 / Winneconne, WI 54986 / piuntis@winneconne.k12.wi.us

Official application forms and guidelines will be mailed to the nominee after the nomination deadline. The recipient of these awards must be a current WBEA member in addition to being a member during the previous school year.

A FRIEND OF WBEA is someone who. . .

- supports business education or business educators but is not an instructor
- contributes to the advancement of business education
- shares their knowledge of business education
- promotes business education
- makes the time to support others in their pursuits
- is considered by many to be indispensable!

WBEA is asking for your help in finding and making nominations of those people in your life who support you as a business educator! We would like to honor them! The nominee does not need to be a WBEA member or a business education teacher.

WBEA honors one FRIEND OF WBEA each year at its annual convention. Don't you know someone like that? If so, please nominate that person.

FRIEND OF WBEA NOMINATION FORM

Name of Nominee _____

Present Title/Position _____

Mailing Address _____

Phone Number _____ E-mail _____

Name of Nominator _____ Position _____

Mailing Address _____

Phone Number _____ E-mail _____

On a separate sheet of paper, please indicate the nominee's contributions to business education. Be sure to include support for the bulleted criteria at the beginning of the nomination form and the number of years of contributions. Information should be limited to one single-spaced page.

Return completed form by **February 15, 2008** to: Sheila Piunti, Chairperson / WBEA Awards Committee / Winneconne High School / 100 Wolf Run, PO Box 5000 / Winneconne, WI 54986 / piuntis@winneconne.k12.wi.us

BIT Tips and Tricks—Web-based Word Processing and Spreadsheet Applications

Have you thought about alternatives to Microsoft Office and how to prepare your students to problem solve using emerging technologies? Alternative options to Microsoft Office continue to be developed. Google now has both web-based word processing and spreadsheet applications available for free called Google Docs and Spreadsheets. The software allows others to view and collaborate on documents in real time; although users are required to sign up for a free Google account. The software does not have the power of Microsoft Office, but it is free and the collaboration option is worth checking out.

To experience the software for yourself, follow the directions at right:

- Go to the Google homepage at <http://www.google.com>
- Select the business solutions link
- Select the share documents and spreadsheets online link
- Sign up for your free account or take a tour to learn more about the Google Docs and Spreadsheets
- Explore away!
If you are looking to compare and contrast other web-based applications, explore the following:
- Zoho Office Suite at <http://www.zoho.com>
- ThinkFree Office Suite at <http://www.thinkfree.com>

submitted by Debbie Stanislowski

International Society for Business Education Scholarship Opportunity

The Herbert A. Tonne Memorial Scholarship, sponsored by the International Society for Business Education (SIEC/ISBE), is available for a senior or graduate student attending a college or university seeking certification to teach business courses OR a teacher of business education with ten or fewer years of teaching.

A \$500 scholarship is available for attendance at a USA conference, and a \$1,000 scholarship is available for attendance at an international conference. A maximum of \$3,000 is awarded in any one year. Scholarship funds must be used to defray expenses for attendance at an NBEA conference, an SIEC/ISBE international conference, or a regional NBEA conference with some international sessions.

Obtain application guidelines and an application form from the ISBE website (www.isbeusa.org) or the fall ISBE newsletter. Applicants will develop an international project idea and summarize it on the application form. Completed application forms are due by December 1. Scholarship Committee members will evaluate the proposed projects and make recommendations to the ISBE Board for awarding the scholarship(s). Scholarship awardees will be notified by February 1.



80th International SIEC-ISBE Conference Waterford, Ireland



July 27 to August 1, 2008

Theme: Global Changes - Local Challenges

Conference Site: Waterford Institute of Technology

Accommodations: Tower Hotel and WIT



**Waterford is a beautiful city on the south-east coast
of Ireland – 2½ hours by train from Dublin**

**1-2-3 August is Bank Holiday in Ireland and there will be an
international festival in Waterford – called a “SPRAOI”**

More information and brochures will be available soon

Websites:

Waterford Institute of Technology - www.wit.ie
Tower Hotel - www.towerhotelwaterford.com
Waterford Tourist Information - www.waterfordtourism.org
Spraoi - www.spraoi.com

SIEC-ISBE 2008 Conference Planning Committee
Mona Engberg, Chair (Denmark)
Helmut Hamming (Austria)
Marty McFarland (California)



**SOCIETE INTERNATIONALE POUR L'ENSEIGNEMENT COMMERCIAL
INTERNATIONAL SOCIETY FOR BUSINESS EDUCATION
PEDAGOGICAL COMMITTEE (PedCom)**

From SIEC-ISBE-members for SIEC-ISBE-members

Workshops, seminars, and presentations are designed to exchange experiences and learn from one another.

**Call for Workshops, Seminars, and Presentations
to be given at the 80th International Conference in Waterford, Ireland
July 28 to August 1, 2008**

The theme for the 2008 conference is Global Changes - Local Challenges

Economic Issues:

Outsourcing
Business education in a growing, competitive, and diverse economy

Innovative learning strategies (e.g. distance learning, e-learning)

Quality issues

Government involvement

International exchanges

Cultural differences

Communication issues

Intellectual power

Environmental issues

Cooperation with international businesses

Proposals for workshops, seminars, and presentations should be **submitted to your country's Pedagogical Committee member** or to Hans-Peter Schoch, PedCom-Chair (e-mail: hpschoch@tele2.ch) by **January 15, 2008**. Please use the Workshop/Seminar/Presentation Submission Form you will find on www.siec-isbe.org. If you need more information, don't hesitate to contact your PedCom member or Hans-Peter Schoch, PedCom-Chair.

Please note, that all presenters

- must be members of SIEC in order to present at the conference. If the presenter's home country has an SIEC-ISBE chapter, he/she must join that national chapter. If the presenter is from a country without a national chapter, membership information is available at www.siec-isbe.org.
- should register for and attend the entire conference.

Notification of decision will be made by February 15, 2008.

Types of Pedagogical Sessions:

Workshop

- *has to address the topic given*
- 90-minute session
- consists of an introduction, discussion, and/or activity

- includes an introduction for about 20–30 minutes
- is an interactive session
- topics and discussion points are shared in advance of the sessions (www.siec-isbe.org)
- Participants come to the session expecting to be involved.
- Plan about 20-30 minutes for an overview and the remainder of the session; should be an interactive activity.

Seminar

- *must address the topic given*
- 60-minute session
- is a presentation of a topic of immediate interest to the participants
- consists of a presentation (between 30 and 40 minutes) and discussion
- Plan adequate time in the seminar session for discussion and sharing among participants.
- A briefing paper to distribute to participants would be useful. (www.siec-isbe.org)
- Visual aids are expected.

Presentation/Round table

- *has not to address the topic given*
- can also be given by two or three teachers from different countries to present a shared project
- can also be used as a round table to share projects
- 60-minute session
- Presentations include an overview (about 40 minutes) of the topic with a question and answer period.
- Visual aids and handouts on the topic are expected.

Any SIEC member may submit a workshop, seminar, or a presentation/round table proposal by January 15, 2008. The committee reviews the presentation submissions and selects those for inclusion in the PedCom program. Notification of decision will be made by February 15, 2008.

Podcasting—LTC Talks

by Bonnie Smith, Lakeshore Technical College

Practice, practice, practice is the mantra of the instructors and students in the Judicial Reporting and Broadcast Captioning programs at Lakeshore Technical College. To make practice material more accessible to their students, the program instructors, Cheryl Darrow and Barbi Galarno, have been creating podcasts for several of their classes.

A podcast is an audio program available for download from the Internet. The students subscribe to the podcast in iTunes, which is free software they download to their computers.

Since the beginning of the spring semester in January, 2007, Cheryl and Barbi have been recording the practice dictation they provide to students during class on digital recorders. At the end of each week, the audio files are uploaded to a Web site. Once the files have been uploaded, they become available for the students to download and use for additional practice.

Once the file is downloaded a student can play the recording directly from a computer or transfer it to an MP3 player, such as an iPod, when it is time for a practice session.

How is it working? Take a look at what the students have to say.

Using the podcasts has been a very helpful service that has saved me time and money! It was simple for me to use, especially because I already had iTunes downloaded on my computer to play songs on my iPod. If I want to fast forward or rewind, it makes it easy to use because you can just drag to the exact spot that you want it. Also, I am not constantly searching online for new practice material! I hope others are finding it as useful as I am.

The taped lessons that are copied onto the podcast file have been a very useful tool. This is a very easy program to use and it provides valuable practice drills and speed building for court reporting students. This has helped me tremendously in my practice routine.

I really like the drills and practice dictation being recorded and made available to us to use. For instance, when you gave us all the counties in Wisconsin, it was nice to be able to go back to that and listen to it when I had time to actually add them all to my dictionary.

I think it's great! I love being able to practice what

we've done in class. The casts are clear and easy to “manipulate” for speed and sound.

It's just wonderful to not have to worry about missing something important and be able to work on areas that I need to strengthen or add to my dictionary. Also, the quality of the audio is so much better than the tapes I have access to.

What are some other uses for podcasts?

The instructor on our campus who teaches an emerging technologies class records his lectures and makes them available to his students in the form of a podcast—using technology to teach technology. Another instructor who teaches anatomy and physiology also records lectures and lesson reviews for his students within our course management system.

If you are an NBEA member, hopefully you saw the article in the *Forum* entitled, “Using Podcasts to Develop Skills for the Global Workplace.” The article written by Heidi Perreault makes a good case for how this technology can be used to engage students in learning in a variety of ways, including adding interviews with experts and/or business executives to course content, developing technology and communication skills, creating field trip commentaries, and sharing reviews of materials covered in class.

What do I need to create a podcast?

Record your content. Content can be digitally recorded using software installed on your PC or a digital recorder. The audio file can be edited if desired.

Convert the audio file. If the file is not in MP3 format when it is created, it should be converted to the MP3 format. This process will reduce the size of the file without significantly altering the quality of the recording.

Upload the file. Once the content has been recorded and the file has been converted to MP3 format, it is time to upload it to the Web. There are many different Web sites that specifically host podcasts, such as Apple iTunes and Podcast Alley. Another option is to upload your files to a Web hosting service provider.

In order for listeners to subscribe to a podcast, an RSS (Really Simple Syndication) feed is needed. There is software that will easily create the XML code that enables the RSS to work.

(continued next page)

CALL FOR MANUSCRIPTS

The *Wisconsin Business Education Journal* is a refereed journal listed in *Cabell's Directory of Publishing Opportunities in Education*. All manuscripts are given a blind review by three external reviewers. Accepted manuscripts are published twice a year, in fall and spring. The deadline for submission of manuscripts for the fall issue is June 1 and for the spring issue is November 1.

The purpose of the WBEJ is to provide educators with articles reflecting present and future teaching strategies, research-based articles, and technology ideas in business and marketing education. Only manuscripts which meet this purpose will be considered for review.

Publishing Guidelines

1. All manuscripts should use APA style and be between 1-10 single-spaced pages in length. Leave one blank line between paragraphs and before and after headings.
2. The manuscript should be submitted in camera-ready format, typed in Microsoft *Word* using Times New Roman, 12-point font.
3. All graphics (tables, graphs, charts, etc.) should be encased in boxes.
4. Manuscripts should have 1-inch top, side, and bottom margins with no page numbers.
5. A title page that includes manuscript title and name, address of institution, email address, and phone number of each author must be attached to the manuscript. No identification information of authors should be included within the manuscript.

Four original hard copies of the manuscript should be mailed *and* one electronic version (an email attachment, on CD, or on 3.5-inch diskette) should be submitted to:

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Check your address label to see if your dues are current. If they aren't, please use the **membership renewal form on page 10** or go to *wbeaonline.org* to renew your membership. **The membership year runs from July 1-June 30.**

Remember to inform Cindee Loos, Membership/Information Processing Officer of any address or name changes. Her address is in the directory at the back of this issue.

Also contact Cindee Loos if you are aware of any WBEA member who is not receiving his/her copy of the *WBE Journal*.