

WISCONSIN BUSINESS EDUCATION JOURNAL

CONVENTION WRAP-UP 2010

VOLUME 58; NUMBER 2

We made a splash in the Dells!

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Convention Wrap-up

NOTES FROM THE EDITOR

The convention theme this year was “Making a Splash in Business Education.” When the committee decided on a theme, they had no idea that parts of our state would be getting deluged with rain! Rain totals were nearly 4” in Chippewa Falls, over 5” in Stevens Point, and even close to 6” in Pittsville! Some attendees were finding that back home their schools were closed due to flooding. Talk about “Making a Splash!”

Mike Carpenter and his committee did a *wonderful* job with this year’s convention. Hopefully, you had a chance to attend and get some ideas to take back to your district.

I’ve enjoyed bringing you the Journal for the past four years, but my second term is up and I’m turning over the reins to Cindy Otto at Seymour Community High School.

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CALL FOR MANUSCRIPTS

The *Wisconsin Business Education Journal* is a refereed journal listed in *Cabell’s Directory of Publishing Opportunities in Education*. Submitted manuscripts are given a blind review by three external reviewers. Accepted manuscripts are published twice a year, Winter and Spring. The deadline for submission of manuscripts for the Winter 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 publication. Research-based manuscripts will be submitted for review. Non-research manuscripts, such as teaching tips, will not be reviewed and are forwarded to the General Editor for publication decision on a space-available basis.

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.
6. Four original hard copies of the manuscript should be mailed *and* one electronic version, an email attachment or CD, should be submitted to:

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From Convention Coordinator Mike Carpenter ~



Well another excellent WBEA Convention is in the history books. It was a great opportunity for many members to learn new classroom techniques, meet up with old friends, make new friends, and just enjoy the many activities that were offered at the convention in Wisconsin Dells.

This year's tours were well attended and many of the members who participated learned the different skills needed to work in the various businesses that were toured. MooseJaw and the Wollersheim Winery were especially exciting with the samples. Culver's Business Center also gave out custard and coupons. People just wished Land's End would have given out some clothing.

The Thursday night gathering at beautiful Devil's Lake was a time to chat and mingle. Joan Look and Bette (Schmidt) Grover were present and many of the youth-challenged members had the chance to catch up with these two who led the Business Education Department at DPI for years.

The convention's focus was on Web 2.0 and social networking that members could use in the classroom. Naomi Harm was our keynote speaker, and she had the group interacting with her presentation. Many of the sectionals were hands-on where members were able to learn more about the skills Naomi spoke of in her presentation.

Members had a variety of sectionals to attend and exhibitors to visit during the two days. Many door prizes were given out at the various events, and the Russ Hosler Fun Run/Walk was a great way to unwind before the Awards Banquet. Dr. Hosler again presented two teachers and one student with \$50 each during the drawing and an additional drawing of \$25 because this was the 25th year of the Fun Run/Walk.

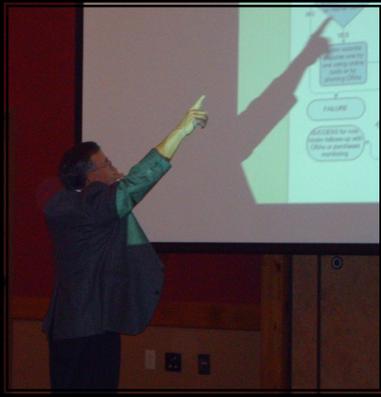
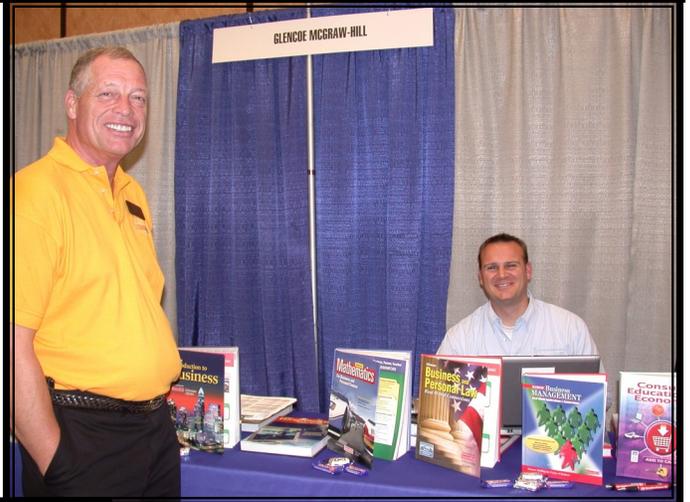
The awards banquet was very successful with Lisa Kiefer receiving the K-12 Outstanding Educator award, Allie Holtzer receiving the Lorraine Missling award, Mary Alice Eisch as the Friend of WBEA, and Annette O'Hern being named the Russell J. Hosler award winner.

The convention wrapped up on Saturday morning with the Roundtable discussions. Many people attended and communicated the many ideas each use in their classrooms for the different areas in Business and Information Technology. The convention committee did an outstanding job of putting together the convention agenda. They need to be commended for all their hard work and effort. Next year's convention will be in Green Bay in conjunction with the North Central Business Education Association's convention. It will be September 29-October 1, 2011. Look for some new changes and plan ahead to attend.

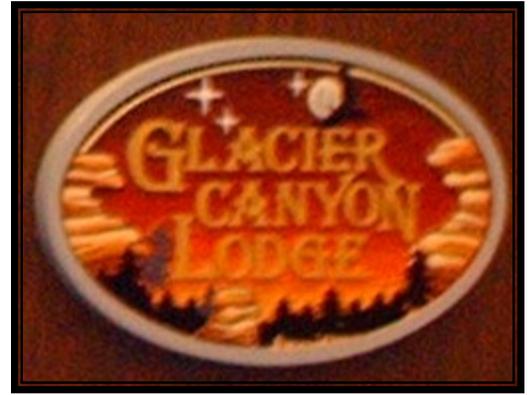
Mark your Calendar now for next fall's convention ~

September 29 - October 1 in Green Bay









2010 Awards

K-12 Outstanding Business Educator

Lisa Kiefer has been teaching for the past seven years at Menomonee Falls High School. She is department chair and has taught accounting, business law, healthcare customer relationship management, information technology management, and personal finance. Lisa earned her MBA in management from UW-Whitewater. She earned her National Board Certification for Professional Teaching Standards in Career and Technical Education and was awarded a Professional Development Certificate by her district for her work to improve student performance in accounting based on her action research project along with required graduate coursework.

At Menomonee Falls High School Lisa works closely with the technical college system to continue to develop transcripted credit opportunities for her students. She has written and developed curriculum for several new courses in her department. One result of that is a customer service course in the healthcare field which will be available to students this spring.

Last February Lisa spearheaded efforts to have law enforcement detectives from the computer crimes task force speak to students about how to protect themselves in our digital world. Each year Lisa works with local business people who are members of her department's Business Advisory Council Board. This allows the business community to have an active role in business programs at the high school, including the Reality Check Day which promotes financial literacy among high school students. Next spring Lisa and her colleagues will be starting a Tax Day Project partnering with local CPAs and with students in the accounting and personal finance classes to offer tax preparation advice to teenagers.

Lisa is a member of the Board of Directors of the county's Council for Alcohol and Other Drug Abuse and works to raise funds for the nonprofit group and to support its mission. She volunteers for the FBLA chapter at her school and volunteers as a statistician for the varsity football team as well.



Lisa (right) with Outstanding Educator Award.

Lorraine Missling Award

Allison Holtzer is in her fifth year of teaching business education in the Elmbrook School District. She has primarily taught at Brookfield East High School, but also traveled to Brookfield Central High School during her fourth year. Allison teaches classes from Software Applications to Accounting to Entrepreneurship. She advises Yearbook and FBLA and will be hosting her second regional leadership conference this year.

Allison received her bachelor's degree in Business and Marketing Education from UW-Whitewater. She continued her education and received a master's degree from Marian University in Educational Technology. Allison now teaches for Marian in addition to Elmbrook.



Allison (left) with Kyla Burrich.

Friend of WBEA

Mary Alice Eisch's first experience with the Wisconsin Business Education Association came back in the late '60s when she attended a WBEA convention at Wisconsin Dells. She became an active member in the '80s, presenting sessions and helping wherever she could. She has assisted Kathy Krueger with registration for ten years and served on the Convention Planning Committee for most of those years.

Mary Alice taught business education classes for a number of years at the middle school, high school, and technical college levels, finishing her classroom career at Fox Valley Technical College. In addition to teaching, she has authored a number of computer textbooks, primarily for learning WordPerfect and Microsoft Publisher.

While Mary Alice misses the "old faces" of business teachers she has known for many years through WBEA, state called meetings, and other venues, she is thrilled to see the new, young, well-trained computer-savvy, energetic, enthusiastic teachers who are carrying on the tradition of excellent business education in the



Mary Alice (center) with Bonnie Smith and Kathy Krueger.

Russell J. Hosler Award

Annette O'Hern graduated with a bachelor's degree in Business Education and Coaching from UW-Eau Claire and received her master's degree in Business Education from UW-Eau Claire. She has never stopped furthering her education, giving dedication and time to her students, initiating programs, and sharing her expertise with colleagues.

Annette possesses credentials to be an instructor in the Vocational, Technical, and Adult Education System, the university system, and the K-12 system. She has completed additional studies at UW-La Crosse, UW-Stout, and Viterbo University. As a faculty member of La Crosse Logan High School since 1988, she was department chair for five years and served on the faculty council of the high school for five years. She has served the school district as LVEC and has successfully written numerous grants to support career and technical education programs. Annette now serves the school district of La Crosse as School-to-Work Coordinator and Career and Technical Education Coordinator.

Annette has worked extensively in developing and offering distance education courses and online courses. She created and taught distance education courses in Law and Lending, Principles of Banking, and Marketing for Bankers for the Finance Youth Apprenticeship program. All of these courses are now offered online to several school districts. Based on her expertise, she served as the leader in the initiation of an online education program for the district and currently is the district's K-12 online coordinator.

Annette introduced and implemented a successful Reality Store experience which all students participate in at least once during their high school career. She authored an article on the store in the May 2009 issue of *Teaching Today*. In addition, she developed an International Business course for the district in collaboration with the World Language instructor. She initiated a Small Business for Teens course for middle school students.

According to the principal of her high school, Annette helped to bring the Credit Unions to the two public high schools which have proven to be a boon for students and staff in La Crosse. Her relationship with the business community has resulted in numerous partnerships to increase learning opportunities for students. Her most recent endeavor is the implementation of a Health Science academy in collaboration with two major hospitals, three postsecondary institutions, and the La Crosse Health Science Consortium. In recognition of her community involvement, Annette was given the Volunteer of the Year Award by the Greater La Crosse Area Chamber of Commerce in 2006.

As the FBLA advisor, she has served on the Wisconsin State Superintendent's Business Education and

FBLA Advisory Council from 1991 to the present; she has been a member of the Wisconsin FBLA/PBL Foundation Board since 1998; she has served as co-chair for the Wisconsin FBLA State Conference Planning Committee since 2000; and she has for many years taken students to the state FBLA conference and has attended numerous National Leadership Conferences with multiple national winners. Because of her work with FBLA, Annette was named Outstanding FBLA Advisor of the Year in 1996 by the Wisconsin FBLA.

At the state level, Annette co-chaired the Personal Financial Literacy Academic Standards Task Force for the Department of Public Instruction and served on the DPI Business and Information Technology Academic Standards Task Force. She contributed to the National Business Education Association as a reviewer for the International Business Standards.

Annette has served as a presenter at meetings dating from 1985 on topics of financial literacy, career and technical education, youth apprenticeship, school-to-work programs, leadership, international business, and integrated projects. In recognition of her work in Wisconsin, she received the Governor's Financial Literacy Award from the Office of the Governor in 2007 and a special recognition award for Contributions and Service to Technology Education by the Wisconsin Technology Education Association in 2002.

A special honor for Annette was to serve on the national Policies Commission for Business and Economic Education from 2000-2002. She assumed the position of secretary and served on the committees that completed four "This We Believe..." statements.

Finally, since 1979 Annette has been a dedicated member of the Wisconsin Business Education Association, having served as president, executive board member, and convention chair. She has been on the program for conventions held in Green Bay, Eau Claire, Madison, La Crosse, Appleton, and Wausau. She was named WBEA Outstanding Business Educator (Secondary) in 2001.

A statement from a colleague of Annette's summarizes quite well her attributes: She is an educator of exceptional quality and dedication. Her vision, commitment, and facilitative leadership have allowed the school district of La Crosse to provide many fabulous business education opportunities for students.

Annette (left) with Mary Margaret Hosler.



Scholarship Award Recipients

Recipients included Jason Benisch (UW-Whitewater), Nancy Mischler (Lakeland College), and Lindsay Boesch (UW-Whitewater).



National Business Education Hall of Fame Induction

On Saturday, October 23, Dr. Lloyd W. Bartholome and Dr. Lorraine Missling were inducted into the Business Education National Hall of Fame at the University of Wisconsin-Whitewater.

Dr. Bartholome started his career in Business Education in 1956. He most recently taught in Utah State University's Department of Business Education and Office Administration. He was well known for his research, writing, and numerous presentations. His many awards included the 1990 John Robert Gregg Award. Dr. Missling was a member of the Business Education Department at the University of Wisconsin-Eau Claire until her retirement in 1995, completing 47 years in business education. She was active in state and national associations and received many awards for service and teaching. The Wisconsin Business Education Association annually presents the Lorraine Missling Outstanding Achievement Award given to a teacher with less than six years of teaching experience.



The primary purpose of the Hall of Fame is to pay tribute to those men and women who have made significant contributions to business education in the United States. The Business Education National Hall of Fame was relocated to the University of Wisconsin-Whitewater in 1995. Prior to that time, the Hall of Fame was located at Rider University in Lawrenceville, New Jersey, from 1977 to 1994.

Nomination Procedures

Names of proposed nominees must be submitted in writing no later than May 1 in even numbered years, on forms obtained from the Director of the Hall of Fame. To be nominated, a candidate must have been an active business educator (teacher, lecturer, author, supervisor, publisher, inventor) and have been deceased at least three years prior to the nomination deadline. Elections to the Business Education National Hall of Fame are held every two years. Up to three persons may be elected to the Hall of Fame each induction. The Selection Committee is comprised of an anonymous group of business education leaders from throughout the United States.

Donations

Tax-deductible contributions are needed to continue the Business Education National Hall of Fame. Please send your donations to the University of Wisconsin-Whitewater Foundation, 800 W Main St, Whitewater, WI 53190. Contributors of \$1,000 or more will have their names prominently displayed on a center plaque of the Hall of Fame in the university’s College of Business and Economics.

For more information about the National Business Education Hall of Fame, contact

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Mike Bartholome (Dr. Bartholome’s son) and Dennis LaBonty, who nominated Dr. Bartholome.



Jack Hoggatt (colleague of Dr. Missling) and Kelly Ostrander, who nominated Dr. Missling.

International Society for Business Education

United States Chapter: www.isbeusa.org

International website: www.siec-isbe.org



Greetings from ISBE! I'm happy to be onboard as your new North Central Representative on the ISBE Board as of July 1, and through June 30 of 2012.

I know many of you were in San Diego and hope some had the opportunity to be in Australia for the ISBE conference July 18-23. What a great trip that must have been, and I wish I could have been there!

The 2011 conference is in Basel, Switzerland July 25-29. The international conference comes back to the United States July 29-August 3, 2012, when we will be meeting in Denver, Colorado. That will be easier access for many of us, so we hope many will be able to attend. The 2013 conference is scheduled for Berlin, Germany. That will be a very historic setting, since the capitol has moved back there and there has been so much reconstruction. I was able to visit the Reichstag (government building) there when they were totally gutting it to redo—you may remember seeing the picture in our papers back in 1996 when they wrapped it in plastic, and then I saw it when it was completed and the government had moved in. The 2014 conference will be in Finland.

As of March 21, 2010, here is the breakdown of ISBE members from our North Central region:

Illinois-72 Indiana-21 Iowa-16 Minnesota-28 Michigan-13 Missouri-22 Ohio-16 Wisconsin-25

If you have forgotten if you are part of that number, e-mail me at bielenb46@yahoo.com. We hope to increase that membership this year—so perhaps you can set some goals on raising our numbers! Cost is **only \$30** added to your NBEA dues, and the international publications—newsletters, Review, etc.—are well worth the cost of dues to stay globally aware!

I attended the ISBE Executive Board Meeting and Business Meeting at NBEA in San Diego and can report a few items from those meetings. Judee Timm from Monterey, California, is ending her term as president, and our new president is Janice Bosman from Anderson, South Carolina. John Lightle was elected our new U.S. vice president to the SIEC board. Judith Olson-Sutton presented the bylaw changes to clean up some items. Editor Donna Everett (from California) is looking for a co-editor for the Journal, as Heidi Perreault had to resign. Only 39 ballots were received for the elections that came out in the newsletter. Bob Livingston is our webmaster for the USA website.

SIEC-ISBE President Tamra Davis from Oklahoma was also present to give us some information from the international board. We will have a members-only section on the SIEC website, so check your Spring, 2010 Network newsletter for the login and password. There are some great lesson plans there, along with the newsletters, network activities, and Pedagogical Committee sessions from 2009. If you have not checked out the latest newsletter, you should because it has a lot of great information. The SIEC newsletter is issued four times a year. All the international chapters are listed there, and most have links to their websites. The SIEC general secretary is our own North Central member Judith Olson-Sutton.

*Barbara J. Bielenberg
NCBEA Representative on the ISBE Board*

**ISBE Call for Proposals for Presentations
2011 ISBE Conference
Basel, Switzerland, July 25-29, 2011**

The Executive Board of the International Society for Business Education (SIEC-ISBE) and the international Pedagogical Committee invite members to submit presentation proposals for the 2011 SIEC Conference in Basel, Switzerland from July 25-29, 2011. The theme for the conference is “Business Education: Stakeholders’ Current and Future Requirements.” A detailed call for Workshops, Seminars, and Presentations and more information about the conference theme and types of sessions is available on the ISBE website.

Criteria for selection will include the overall quality of the proposal and expertise of the presenter(s). In addition, proposals which follow the conference theme will be given priority consideration. All presenters must be members of SIEC-ISBE and register for the entire conference. Membership information is available at the SIEC-ISBE international website, <http://www.siecisbe.org>.

Proposals should be submitted using the Pro Forma Submission Form available on the ISBE website. Send your proposal by January 15, 2011, to Lila Waldman (waldmanl@uww.edu), U.S. Pedagogical Committee member, or Hans-Peter Schoch (hpschoch@tele2.ch), Chair of the Pedagogical Committee.

Authors will be notified by February 15, 2011, regarding the acceptance of their proposals.



Business Education: Stakeholders’ Current and Future Requirements

How One Cartoon Teaches Five Group Concepts in a Management Class

With the short attention span of students today, it is necessary to break up any lecture with various teaching approaches to engage the learner. One technique which many professors use is humor from cartoons. I have used one *Peanuts* cartoon which has proven to be both efficient and effective in teaching group concepts.

Description of the cartoon:

A *Peanuts* cartoon shows Pigpen, who is ALWAYS dirty, and Lucy sitting on a bench during a baseball game. Lucy says to Pigpen, “Why can’t you look neat, like the other players?” Pigpen responds, “Last year I batted .712.” In the third frame, Pigpen stands up, faces Lucy and says, “Neatness doesn’t bat .712.”

In a management class covering group concepts, this cartoon is rich. First of all, the roles being played and the expectations of others toward persons occupying that role are seen. This cartoon also illustrates the concept of group norms of dress, the concept of conformity to those norms, and the concept of status relieving Pigpen from following the norms. Before beginning a lecture on group behavior, I show this cartoon and tell the students that I will give a bonus point to any student who can correctly identify a group concept shown here. In most cases at least some of the concepts are mentioned.

As students start answering or even guessing, I begin to discuss the concept stated. Pigpen is clearly in the *role* of a baseball player illustrating how roles in a group carry with them a set of ascribed behavior patterns attributed to a person occupying a given position in a social unit. Role expectations are the ways others believe a person should act in a given situation occupying that role. Clearly, Lucy is voicing her opinion concerning the fact that Pigpen is not behaving as he should; Pigpen is not meeting the *role expectations* of others. The behavior being challenged is Pigpen’s disheveled, dirty, dusty appearance, since he does not *conform* to the *norm* of dress. Norms are those acceptable standards of conduct within a group that are shared by the group’s members. Since baseball players wear white or light colored uniforms, they remain clean and neat throughout the game unless they slide into base or dive for a difficult catch. They seldom get as dirty as football players.

Conformity is adjusting one’s behavior to align with the norms of the group. Pigpen feels that he does not need to conform to the dress standards because of his batting abilities. His extremely high batting average gives him special *status* on his team because no other player can match his record. Status is the socially defined rankings of individuals given by the others in the group. Pigpen’s status comes from his ability to contribute to the baseball team’s goal of winning.

High-status individuals of groups are frequently given more freedom to deviate from norms than other group members. They are better able to resist the pressures to conform than their lower-status

peers, and often even seem oblivious to the appearance or dress norms which constrain their peers. In addition, high-status members, like Pigpen, tend to be more assertive and speak out more often just as he did in his quick response to Lucy.

Using a cartoon to introduce group concepts has been effective. The students readily see the concepts illustrated and all are familiar with the sport. In addition, it is efficient because we can cover these concepts using one example, Pigpen and his baseball team.

Other sport examples of norms are then mentioned, such as the norm of spitting in baseball and the norm of silence when a golfer is teeing off. Rarely does one see a golfer spit.

The teaching strategy has the benefit of the students remembering the examples in the *Peanuts* cartoon when being tested over the chapter on Groups.

Bonnie L. McNeely, Ph. D.
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Make plans now to attend a BM&IT Spring Update near you ~

Tuesday, **February 8**—NTC-Wausau
 Wednesday, **February 16**—GTC-Racine
 Friday, **February 18**—MATC-Madison
 Thursday, **February 24**—FVTC-Appleton
 Wednesday, **March 2**—WITC-Rice Lake
 Thursday, **March 3**—WTC-La Crosse

Possible sessions include

The New Wave of Technology
 Promoting your Program
 New Trends in Advertising
 Connecting to Your Community
 How Career Clusters Affect the Classroom
 Advisory Committees: Are they Necessary?

A few comments from last year's Spring Updates

“The day was jam packed with useful information! I especially liked the opening session where everyone shared a few pieces of info about their school situation. Sometimes we think we have it the worst (we don't), and sometimes we don't realize all that some other schools are doing (that we could/should do, too). The networking with colleagues and with the technical college people was great!”

“Combining the talents of WBEA, DPI, Technical College System, and CESAs really paid off. Great opportunity to meet with colleagues and network during the middle portion of a school year.”

“Informative, worthwhile, refreshing, stimulating.”

WBEA Board Meeting Summary
Saturday, June 12, 2010
Sentry World, Stevens Point, Wisconsin

Call to Order – Tina Trumbower
Meeting called to order at 9:00 a.m.

Members present: Chuck Catt, Josh Firgens, Kyla Stefan, Jennifer Bishop, Nancy Van Lanen, Lindsay Boesch, Debbie Stanislawski, Mary Lou Donnelly, Cindee Loos, Tina Trumbower, Katie Grassel, Mike Carpenter, Jen Wegner, Michelle Radtke, Mike Tokheim, Lisa Perry, Trisha Sabel

Appointment of Parliamentarian – Tina Trumbower
Mike Tokheim agreed to serve as parliamentarian

Introductions – Tina Trumbower

Secretary's Minutes from January 9 Board Meeting – Katie Grassel/Tina Trumbower

Discussion on minutes and changes on grammar/spelling from January meeting.
Moved by Jen to approve. Seconded by Josh. Motion passed.

Treasurer's Report – Mary Lou Donnelly

Books were audited for the last three years for \$450. Copy will need to be given to secretary to keep with documentation. Correction to account numbers 202 and 203, decrease 202 \$21 and increase 203 \$21.
Discussion on special revenue projects; they were not intended to be money makers but did add income to our organization. Expenses for this year are approximately \$3,100 higher than same time in 2009. Explanation of CD maturing and taking that money and putting it in a Money Market because of the low rates currently being offered for CDs.

Old Business

Cvent Update – Josh Firgens
Registration for Wisconsin Dells Convention is up and ready to go.

Article X: Nominations and Elections
It was placed in the Journal and it will be voted on at the Fall Convention.

Job Description Updates – Tina Trumbower (Sandy Giuliani)
Be sure to continually review your description and send your updates to Sandy or Tina.

New Business

Proposed Budget

Committee recommendations:

Increase professional dues by \$10, retiree dues by \$5. This increase could generate an additional \$1,400 of revenue for the organization.

Try to lower expenses in the following areas:

Postage, printing, board convention stipend, convention attendee stipends, scholarship, NCBEA donation, supplies, student organization awards, archives, miscellaneous, WBEA sponsored workshops, awards (\$200 Lorraine Missling, \$300 Secondary and Post-Secondary Awards), WBEJ

WMEA Request

Partner with WBEA for the spring updates. WMEA would provide six representatives to plan spring updates and provide \$250 if requested to cover costs (for example the cost of Cvent registration). A discussion was held on how this will help WBEA and how partnering is good for our profession.
Moved by Mike and seconded by Josh to accept the WMEA request for the spring updates. Motion carried.

Cvent Contract

It appears that WBEA will meet the contracted amount of registrations for the first time this year with Cvent. We are looking at extending our current contract for four years; keeping registration volume the same, the cost will be \$2,375 per year. A report was given on the comparison of Cvent and EventBrite. Cvent contract ends in November.

Josh moved to extend the Cvent contract for four years with a volume registration of 500 for \$2,375 per year. Seconded by Mike C. Motion carried.

Discussion on the collaboration with BIT updates continuing and partnering with Career and Technical Colleges. Volume pricing of 400 vs. 500 was also discussed.

Possible Change in Executive Board Positions and Descriptions

Josh covered the proposed positions of (Chief) Information Officer and Marketing Director. The (Chief) Information Officer would mainly be in charge of Cvent and membership. The Marketing Director would be in charge of marketing the organization, advertising, and funding. A discussion was held on combining the Legislative/Marketing positions. If this was to happen, it would need to be published and then voted on at the annual meeting.

Website Development

Members interested in looking at the role of our website and use of technology to enhance our organization. are Jennifer Bishop, Katie Grassel, Chuck Catt, and Becky Ackerman. We need to look at getting other members outside of the board; Tina will contact Scott Christy, and Katie will also contact him. The committee will need to report back in the fall.

WBEA's Sponsorship of Workshops With DPI

Review of the six locations and financial statement. Comments were shared from attendees on the new format.

- Proposed dates and locations for 2011
- District 1 at WITC date unknown
- District 2 at NTC on February 8, 2011
- District 3 at FVTC on Thursday, February 24, 2011
- District 4 at WTC on Thursday, March 3 (tentative)
- District 5 MATC on Friday, February 18, 2011
- District 6 at GTC on Wednesday, February 16, 2011

A thank you was given to Jen Wegner and district reps for their work. There were 203 people in attendance. Moved by Cindee and seconded by Mary Lou to continue with partnership for providing BIT Spring Updates. Motion passed.

Flexibility in Licensing and Other Legislative Issues

Jen gave a summary of what is happening legislatively for licensing. The draft will be available at the end of June. It would then be voted on this fall. She urged members to stay aware and watch to see what is happening.

Other

Discussion of accounting software for use by treasurer—continue the use of Excel or try something else? The new treasurer can look into what would fit him/her.

Budget

Motion by Mary Lou to increase professional dues from \$45 to \$55 effective immediately (July 1, 2010). Seconded by Cindee. Discussion on the effective date and when it would get changed, where (for example, online, Cvent, Journal). There was also discussion on it having already been published in the Journal as \$45. Motion carried.

Motion by Mary Lou to increase dues for retirees from \$15 to \$20. Seconded by Cindee. Motion carried.

Motion by Mary Lou to suspend WBEA executive board stipends for 2010 convention (to be suspended for one year). Seconded by Jen.

Motion to amend motion by Jen. Seconded by Josh. Change the words “2010 convention” to “indefinitely.” Discussion was held. Amending the motion failed. Original motion carried.

Motion by Mary Lou to pay a mileage rate of \$.35 per mile. Seconded by Cindee. Discussion was held on the rate of payment vs. the cost of gas. Motion carried.

Discussion on reducing cost of *Wisconsin Business Education Journal* by going digital. Can it be a refereed journal if it is only distributed online? A subcommittee of Kyla, Debbie, Tina (recommendation of Lila also) was formed.

Jen Wegner moved to add a \$2.50 convenience fee for the use of Cvent for registration. Seconded by Mary Lou. Discussion on what the fee is and how to cover merchant fees for credit card use. There was also a discussion on the history of using an event management system. Originally WBEA had a convenience charge for using an event management system, but when we changed from our previous vendor to Cvent the fee went away.

Amendment to the motion by Mary Lou to change \$2.50 to \$3.00. Seconded by Katie. Discussion. Amendment to the motion carried.

Amendment to the motion by Jennifer to change the motion for all Cvent events except membership. Seconded by Kyla. Amendment to the motion carried.

Amendment to the Amendment by Trisha to change “except membership” to a case by case event. Seconded by Jen W. Discussion of what the board can do with fees. Amendment to the amendment failed.

The motion for adding a convenience fee of \$3.00 for the use of Cvent for all events except membership carried.

Mary Lou moved to accept the budget as revised. Seconded Mike C. Motion carried.

Membership Report – Cindee Loos

Discussion on what members paid and on the timing of payment for dues. This past year 142 members were paid.

Business Manager’s Report – Josh Firgens

Is currently scanning WBEA documents for the history. Josh’s school district bought the software for archiving and he also received a donation of a 1 Terabyte external hard drive. Thanks for your efforts, Josh.

Seminar Report – District Reps/Jen Wegner

Covered in previous report.

Legislative Report – none

DPI Report – Jen Wegner

- IT Faculty Development at MATC, Gateway, NWTC, and WITC. 23 B&IT educators are participating this summer.
- AP Accounting, 25 B&IT educators are participating.
- Reality Store workshop in Wisconsin Dells on October 19.
- Youth Apprenticeship/Employability Skills – new in fall.
- WIOC (Wisconsin International Outreach Consortium) wants to give training sessions for educators. Will be giving a spring symposium conference in late March.
- Wisconsin Bar Association is looking at a symposium.
- PDP teacher training at fall convention.

Wisconsin Technical College Report – Mike Tokheim

- October/November there will be a Federal Carl Perkins audit. They may be visiting districts to check the system.

- The Business Technology program will be looked at this coming year. This is a chance to reflect on what the program outcomes will be.
- Business Management, Marketing, and Paralegal program outcomes were done this past year and these changes will be implemented in winter 2011.
- IT Essentials was a great move with the collaboration of technical school educators and B&IT teachers.
- Mike T. is retiring June 30. There will be three people assigned to the transition team until the position is filled, which will be 3 to 6 months. The letter to the new person that will fill Mike's role is important because then it is a sanctioned appointment and his supervisors will need to approve the appointment to the WBEA board. He stated how much he enjoyed working with WBEA.
- Mike was given a card/gift and plaque from the WBEA board.

NCBEA Report – Debbie Stanislawski

- Attended NCBEA in April in San Diego.
- Discussed the value of NCBEA.
- NCBEA convention will be held in conjunction with the 2011 convention in Green Bay.

Wisconsin Business Education Journal Report – Nancy Van Lanen Recommended looking into digital version of the journal.

2010 Convention – Mike Carpenter

- Convention is set for Wisconsin Dells. Flyers were sent out to members to remind them of the convention.
- Question about the silent auction.
- Help is needed on Wednesday for stuffing bags for the convention attendees.
- Discussed the idea of having district representatives helping on the convention that is held in their area.
- Discussion was also held on the rotation of the convention to match districts.

Other

- Dr. Lorraine Missling will be inducted into the Hall of Fame, October 23, 2010.
- Joe K, who is big in computer science arena, is looking to develop the Wisconsin Computer Science and Information Technology Teacher Association. It is important that a board member or two should be part of that Google group.
- Julie Weideman (District 2 rep.) can not be here today and will not be seeking a second term.
- Motion made by Tina and seconded by Josh to continue to do the silent auction items for the convention. Motion carried.

Committee Assignments and Task Review

- Advisory Council
Spring Updates information was gathered for a database for a list of experts. Highlight one area a month and have them do an MS Live gathering session. Promote on website/listserv.
- Awards Committee
They have recommendations for awards.
- Nominating Committee
Nominee for president elect is Michelle McGlin and treasurer is Allie Holtzer.
- Cvent Committee
Discussed previously in the meeting.
- Scholarship Committee
Selected three students, scholarship money to be divided equally.
- Membership Committee
Discussed updating online form for registration.

Announcements

There are four people up for the Russell J. Hosler Award this year. Mary Margaret has some ideas for the 25th Fun Run/Walk.

Adjournment

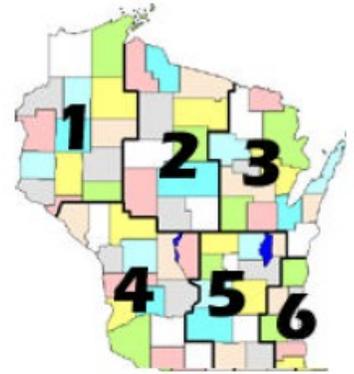
Motion by Josh and seconded by Trisha to adjourn. Meeting adjourned at 3:18.

2010-2011 WBEA Membership Application

Membership year runs from July 1–June 30.

P09-10 Professional dues paid for 2009-2010
S09-10 Student dues paid for 2009-2010
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

\$55—Professional \$20—Retired \$10—Student (must be full-time)
Expected grad yr. ____

NATIONAL BUSINESS EDUCATION ASSOCIATION

\$80—Professional \$110—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.

***This form is also available online at www.wbeaonline.org.**

2009-2010 WBEA EXECUTIVE BOARD

Trisha Sabel

**President
Officers/Budget Committee Co-Chair
(Term Expires 10/11)**



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Michelle McGlynn

**President-Elect
Scholarship Committee Chair
(Term Expires 10/11)**



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Tina Trumbower

**Past President
Awards Committee Chair
(Term Expires 10/11)**



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Katie Grassel

**Secretary
(Term Expires 10/11)**



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Cindee Loos

**Membership/Information Processing
Membership Committee Chair
(Term Expires 10/15)**



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Allison Holtzer

**Treasurer
Officers/Budget Committee Co-Chair
(Term Expires 10/12)**



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Lila Waldman

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(Term Expires 10/12)**



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Jen Wegner
DPI Rep. – Bus. & Info Tech Consultant
(Term ongoing)



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Debbie Stanislowski
NCBEA Representative
Nominating Committee Chair
(Term Expires 10/12)



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Mike Carpenter
Convention Coordinator
(Term Expires 10/13)



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Chuck Catt
Webmaster
(Term Expires 10/12)



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To check the listserv archives, go to: <http://lists.dpi.wi.gov/read/?forum=businessed&sb=1>



DISTRICT REPRESENTATIVES

District 1

Michelle Radtke
(Term Expires 10/11)



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District 2

(Term Expires 10/12)

District 3

Rebecca Ackermann
(Term Expires 10/11)



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Lisa Perry
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Jennifer Bishop
(Term Expires 10/11)



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District 6

Kyla Stefan
(Term Expires 10/12)



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Make a note of future WBEA fall conventions ~

KI Convention Center in **Green Bay**—September 29-October 1, 2011

Country Springs Convention Center in **Waukesha**—September 27-29, 2012

TBA in **Madison**—2013

WBE Journal

Nancy Van Lanen, Editor
Shiocton High School
N5650 Broad Street
PO Box 68
Shiocton, WI 54170

Do you have colleagues who are not members of WBEA and need a reason to join?

WBEA is a professional association comprised of over 600 business and information technology educators, administrators, and business leaders. Members come from all levels of business education—elementary, secondary, and post-secondary and are from both public and private education institutions.

Members receive the WBEJ three times a year. Issues contain refereed research articles, teacher tips, and news about opportunities that may be of interest to business educators.

WBEA is affiliated with the North Central Business Education Association and the National Business Education Association.