

This & That

Summer Issue, 2009

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Important Information

about a New One-time Process Designed to Transition a Basic Business Subject Endorsement to a Business Education Field Endorsement

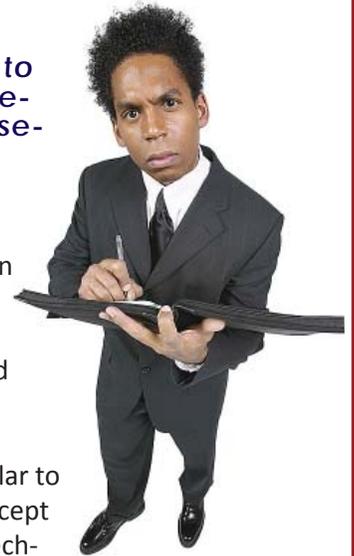
The current Business Education, Marketing Education and Basic Business endorsements have been going through the Nebraska Council on Teacher Education (NCTE) review process. It is anticipated that the revised endorsements will go into effect August, 2010.

The new Basic Business subject endorsement is similar to the current Basic Business subject endorsement except that it requires an additional 3 hours in information technology. It is, however, important to note that as the Nebraska Career Education cluster model evolves, the new Basic Business subject endorsement will not cover the range of coursework currently cleared by the current Basic Business subject endorsement. A chart that identifies which courses could be taught by teachers holding the proposed new endorsement is posted on the BMIT home page, www.nde.state.ne.us/BMIT as Appendix A of the Business Education Field Endorsement Application. In recognition that individuals holding the current Basic Business endorsements having experience, skills and knowledge consistent with the field endorsement, we are providing a one-time opportunity to transition to a business education field endorsement.

If you hold a Basic Business Subject Endorsement, please understand that . . .

Business teachers who have the current Basic Business subject endorsement as their primary teaching endorsement are being given a **one-time opportunity** to transition to a business education field endorsement that will allow them to teach any business or marketing course and most information technology courses in grades 7 - 12 plus be endorsed in Cooperative Education/Diversified Occupations. Teachers eligible for this option must hold a current basic business subject endorsement with proof that they have also had a Coordination Techniques course. Only teachers meeting these criteria should complete the application process described on page 2.

If you hold a current basic business subject endorsement and have had a Coordination Techniques course, you will want to download the Business Education Field Endorsement Application (www.nde.state.ne.us/BMIT) for further information. The application provides detailed instructions that will help you successfully complete and submit the application NO LATER THAN JUNE 15, 2010.



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Teachers who receive a score of 100+ on the Business Education Field Endorsement Application will be notified via letter with a copy to their validating administrator. Whenever the new BMIT endorsement goes into effect, any teacher with a Business Education field endorsement and/or Marketing Education field endorsement will be automatically changed in the Teacher Certification system to a BMIT endorsement. At a future time when the teacher once again updates his/her certificate, the BMIT endorsement and Cooperative Education/Diversified Occupations endorsement will appear on the new certificate.

If you hold a Business Education or Marketing Education Field Endorsement, please understand that . . .

The new BMIT field endorsement will replace the existing Business Education and Marketing Education field endorsements. The new BMIT field endorsement will allow a teacher to teach ANY business or marketing course and most information technology courses plus be endorsed to supervise students in a work-based learning program (cooperative education, diversified occupations and/or paid or non-paid internships).

NOTE: Teachers who are new to the profession will likely be unable to attain the 100 points by June 15, 2010. In an effort to accommodate individuals who will only have 1-2 years of teaching experience by June 15, 2010 and who are not able to document 100 points on the Business Education Field Endorsement Application (NDE30-055), a 'Plan for Transition' alternative has been created. The Plan for Transition MUST BE submitted to NDE by June 15, 2010 and activities identified in the plan must be completed by September 1, 2012. Individuals utilizing this option must complete NDE Form 30-055 and a cover letter to indicate that the submission is a plan for transition. Points already earned should be indicated on the form and information must be provided in the appropriate sections to indicate how the remaining points will be achieved. Upon NDE approval of the Plan for Transition, it will become the responsibility of the teacher and his/her administrator to submit the completed application no later than September 1, 2012.

Whenever the new BMIT endorsement goes into effect (tentatively August 1, 2010), any teacher currently endorsed with a Business Education field endorsement or a Marketing Education field endorsement will have the BMIT field endorsement "automatically added" within the Teacher Certification system (no paperwork required on the part of the teacher). A new teaching certificate will not be printed and mailed until the teacher renews his/her teaching certificate. The new certificate will have all previous endorsements listed as well as the BMIT endorsement and the Cooperative Education/Diversified Occupations endorsement.

How can I tell which endorsement(s) I have?

If you cannot find your printed teaching certificate, you can also verify your teaching endorsement by using the online "Look Up a Current Nebraska Certificate" located at http://datacenter.nde.state.ne.us/tcertlu/tcert_lookup.dll/EXEC and then select "Certificate Lookup."

In summary, if you hold either a Business Education or Marketing Education endorsement (both are field endorsements and verify that you have had Coordination Techniques), there is no need for you to submit the Business Education Field Endorsement Application. If you hold a Basic Business endorsement (which is a subject endorsement) AND you have also taken a Coordination Techniques course or hold a COOP/DO endorsement, you may want to consider submitting the Business Education Field Endorsement Application. This is a one-time opportunity BUT NOT A REQUIREMENT. Applications will be accepted until June 15, 2010. Please refer to the Business Education Field Endorsement Application for further details.

Where Can I Take a Coordination Techniques Class?

If you hold a Basic Business endorsement but have not had a coordination techniques course, you may want to consider taking the course from one of the following institutions:

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Chadron - Norma Nealeigh, nnealeigh@csc.edu
CTE 438/538 Coordination in Occupational Training
Programs (Offered online Spring 2010)

UNK – Janet Lear, learj@unk.edu
VOED 431/831P Coordinating Techniques
(Offered online Fall 2009)

UNL - William Latta, wlatta2@unl.edu
TEAC 425/825 - Coordination of Occupational
Training Programs (Offered online every summer)

Wayne State College – Patricia Arneson,
paarnes1@wsc.edu
CED 423/523 Coordination Techniques
(Offered online Fall 2009 and Fall 2010)

- No additional documentation should be sent with the application. Copies of the application form and associated documentation should be maintained by the teacher and the school district to be available for review as required.
- You are encouraged to make application now instead of waiting until June 2010.
- Technical assistance to complete this process will be provided through a session at the 2009 NCE Conference and the 2009 Fall ESU workshops.
- Questions concerning completion of this application should be directed to Bonnie Sibert, bonnie.sibert@nebraska.gov, 402.471.4818.

Technical Support Provided

After you have thoroughly read through the application, please contact Bonnie Sibert if you need clarification. Bonnie will be conducting a session on June 11 from 2 – 3 p.m. at the NCE Conference and will provide technical assistance for completing the application process. In addition, time will also be allocated to review this process at the 2009 Fall BMIT ESU workshops.

Tips for a Successful Application Process

- Marketing Teachers who have both a Marketing Education field endorsement and a Basic Business subject endorsement need not make application as the Marketing Education field endorsement will transition into the new BMIT endorsement and Cooperative Education/Diversified Occupations endorsement when the BMIT endorsement is implemented in approximately August 2010.
- Teachers are asked to validate course work with school district's administrative personnel. Please don't call Teacher Certification to acquire this information.
- Download and complete the Business Education Field Endorsement Application, NDE Form No. 30-055 (Word document located on the front page of the BMIT web site: www.nde.state.ne.us/BMIT/).
- If you obtain a minimum of 100 points, a hard copy of NDE Form No. 30-055 with original signatures must be mailed to Bonnie Sibert with a postmark date of no later than June 15, 2010. Electronic files and faxes will not be accepted.



*“The roots of education are bitter,
but the fruit is sweet.”*

~ Aristotle

Programs of Study Update

Many of you asked for clarification on where the Introduction to Business, Marketing and Management and Personal Finance courses would be identified in the Business, Marketing and Management Career Field Program of Study. In the new NCE Programs of Study guide, you will find that the Introduction to Business, Marketing and Management and Personal Finance courses are identified as foundation courses for the Business Management and Administration Career Cluster, the Marketing Career Cluster and the Finance Career Cluster. You will want to include Introduction to Business, Marketing and Management or Personal Finance as a foundation course for your business programs. These two courses are not required for the Hospitality and Tourism Career Cluster. The modified programs of study are shown below:

Business Management and Administration Cluster	Marketing Cluster	Finance Cluster
<p>Cluster level program of study offered</p> <p>032300 Intro to Business, Mkt & Mgmt</p> <p>or</p> <p>033000 Personal Finance</p> <p>Plus three semesters from the following list:</p> <p>030300 Accounting (2 sem.) 030900 Business Law 032802 Management & Leadership 038100 Marketing</p>	<p>Cluster level program of study offered</p> <p>032300 Intro to Business, Mkt & Mgmt</p> <p>or</p> <p>033000 Personal Finance</p> <p>Plus three semesters from the following list:</p> <p>038100 Marketing 038101 Advanced Marketing 320600 Entrepreneurship</p>	<p>Cluster level program of study offered</p> <p>032300 Intro to Business, Mkt & Mgmt</p> <p>or</p> <p>033000 Personal Finance</p> <p>Plus three semesters from the following list:</p> <p>Both of the following courses</p> <p>030300 Accounting (2 Sem.) and 030301 Advanced Accounting (2 sem.)</p> <p>or</p> <p>030302 College Principles of Accounting (2 sem.)</p>

Entrepreneurship Competency Model

The Consortium for Entrepreneurship Education (CEE) in partnership with the US Department of Labor, Employment and Training Administration (DOL/ETA) has collaborated to produce a 21st Century Competency Model for future entrepreneurs. This new entrepreneurial competency framework identifies personal, academic, general workplace and entrepreneurial competencies that are featured in the competency model as 1 of 11 industry-based competency models located at www.careeronestop.org/competencymodel/pyramid.aspx.

According to Susan Rice of the West Virginia Department of Education and President of the Consortium, "In an economy that is becoming more competitive, workers in every career cluster need an entrepreneurial skill set that ensures success. The Consortium was pleased to be asked to partner with DOL and provide the National Content Standards for En-

trepreneurship Education as well as entrepreneurship education experts to work as resources for the DOL Entrepreneurship Competency Model project."

The Consortium for Entrepreneurship Education worked with focus groups of entrepreneurs across the nation to identify what entrepreneurs need to know and be able to do to succeed as business creators. The resulting National Content Standards for Entrepreneurship Education became a critical resource for building the DOL Competency Model. Users of the Content Standards helped validate the research work of the experts with the US DOL/ETA.

The DOL Entrepreneurship Competency Model complements the States Career Clusters Initiative as both are intended to help students, teachers, parents, workforce investment system staff and potential employees

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understand the entrepreneurial competencies essential to the 21st Century Workplace.

According to Kimberly Green, National Association of State Directors of Career & Technical Education, "I have always been a strong supporter for inclusion of entrepreneurship in each of the 16 Career Clusters currently being used. The Competency Model from DOL helps cement the partnership between education and labor as we prepare a competitive workforce of tomorrow and encourage all educators to address entrepreneurial skills. Academic skills are often more meaningful for students when presented in an entrepreneurship context."

Since small businesses have created the majority of new jobs over the last few decades, in this period of economic restructuring, it is essential that education and labor have a competency model focusing on essential entrepreneurial skills to help stimulate new business creation. It is not enough to know how to fix a computer network or build a house, one must have the appropriate entrepreneurial skills to make it a successful business," according to Hank Kopcjal, NFIB Young Entrepreneur Foundation and officer of the Consortium.



"Too many people think that economics is this subject that should wait until the university level. But it can't wait that long."

~ Robert Duvall



Understanding Today's Economy

Submitted by Jennifer Davidson
Nebraska Council on Economic Education

It would be nice if the cause of the "credit crisis" could easily be pinned on poor government regulation, greedy lenders or careless borrowers. Unfortunately, no one actor is to blame and the causes of the crisis extend back in time to at least 1973 and the end of the Bretton Woods Monetary System and gold backed money.

The combination of a culture of softer regulation, the end of the neighborhood banker and the introduction of new technology dependent financial instruments fundamentally altered the operation of the financial sector in the U.S. and the housing sector received all the gas it needed to inflate its bubble. The bubble popped and we entered the downward spiral.

This brief article is designed to give the reader a quick overview of the major themes that have contributed to our country's present financial difficulties. It is not a complete explanation nor does it address every point or issue, but it is a solid first step towards a better understanding of today's economy. The entire article is available for download at www.nebraskacouncil.org/pdf/Volume_2_Issue_2_Special-Edition.pdf.

BMIT Fall Workshops

Bonnie Sibert and Bev Newton will present a 9 a.m. – 3 p.m. workshop for Business, Marketing and Information Technology (BMIT) teachers that will provide technical assistance on the Nebraska Career Education's Career Fields, Career Cluster knowledge and skills statements, Programs of Study and new curricula resources that include course guides for Information Technology courses. All secondary and/or postsecondary BMIT teachers and preservice college students and student teachers are encouraged to register for a date and location that works best for you. To register for the workshop, please call or register online with the host ESU at least 5 days prior to the workshop you plan to attend.

If possible, secondary teachers are encouraged to bring 15 copies of their current listing of courses with a brief course description. Please include targeted grade level and length of course.

Please register for one of the following sessions by contacting your ESU.

Omaha, ESU 3 - September 9, 9 – 3

Cass/Douglas Room

Preregister through ESU 3 by calling
(402) 597-4884

Milford, ESU 6 – September 15, 9 – 3

Preregister through ESU 6 by calling
(402) 761-3341, \$10 fee

Hastings, ESU 9 & 11 – September 16, 9 – 3

Preregister through ESU 9 by calling
(402) 463-5611, \$8 fee

Kearney, ESU 10 & 11 – September 17, 9 – 3

Preregister through ESU 10 by using ODIE
www.esu10.org

Scottsbluff, ESU 13 – October 6, 9 – 3

Western Nebraska Comm. College,
Harms Advanced Technology Center,
2620 College Park, Room B132
Preregister through ESU 13 by calling
(308) 635-0661

Offered in conjunction with the NSBEA Fall Conference. For a small fee, lunch will be provided by NSBEA.

North Platte, ESU 15 & 16 – October 7, 9 – 3

1101 Halligan Drive, North Platte Comm. College
North Campus – Room 202, North Platte
Offered in conjunction with the NSBEA Fall Conference.

For a small fee, lunch will be provided by NSBEA.
Preregister through ESU 16 by calling Deana at
(308) 534-2427

Beatrice, ESU 4 & 5 – October 7, 9 – 3

Preregister through ESU 5 by calling (402) 223-5277

Columbus, ESU 7 – October 14, 9 – 3

Preregister through ESU 7 by calling (402) 564-5753,
Kari Westmeyer

Neligh, ESU 8 – October 20, 9 – 3

Preregister through ESU 8 by registering online at
www.esu8.org

Fremont, ESU 2 – October 21, 9 – 3

Preregister through ESU 2 by registering online
www.esu2.org
Call Peggy at 402.721.7710 Ext. 207
if you need assistance

Wakefield, ESU 1 – October 28, 9 – 3

Preregister through ESU 1 by calling
(402) 287-2061, \$15 fee

Ainsworth, ESU 17 – November 4, 9 – 2

Preregister through ESU 17 by registering online
www.esu17.org



“If there is anything that a man can do well,
I say let him do it. Give him a chance. “

Abraham Lincoln

Behind the Scenes in Sports Marketing

By Jessi Wolfe, a graduate of Lincoln High School and the University of NE-Lincoln. Jessi also served as a State DEX officer (collegiate division of DECA).

After finishing my final year of College at the University of Nebraska-Lincoln, I was ready to put my newly learned skills to work. Sports marketing had become my passion during college, especially due to a summer internship with a baseball team. Because of the job I did during that summer, the owner of the team hired me as the Director of Marketing and Promotions.



As the Director of Marketing and Promotions for the Palm Springs POWER Baseball team, I wear many hats. My responsibility is to promote the team throughout the Coachella Valley, which consists of 500,000 people in six connected cities. This being my goal, I must be familiar with everything going on in the Valley and attend many events to promote the team and any other event we may have going on at the stadium. Because we direct fans to our website all the time, I update our website on a daily basis. I also must maintain good relationships with our sponsors and assist them with any promotions they are doing at our stadium. Another aspect of my job is making connections that may be an asset for our business in the future.

I write all of the scripts for our game nights and coordinate opening ceremonies. To have a successful opening ceremony, I must line up singers, honor guards and first pitches for ten winter games and up to 35 summer games. In addition to these duties, along with many others, we have an internship program for which I am in charge of selecting and supervising interns.

In my career, there are many skills that are important to me. Being detail oriented, keeping organized and making lists, along with my computer skills have helped me be successful in this position. However, the most important skill I have developed, and am still continuing to develop, is working with others. Because I work in promotions, I have to approach people and know how to read their reactions. I work with many different types of people who have different connections to our business, and it is important for me to maintain a good relationship with each one, not for my sake, but for the company's. When I leave work, I don't shut off my title; I have to remember that I am constantly representing my company, no matter where I am and do my best to make connections regardless of what I am doing.

I was chosen for this position because of the job I did as an intern. As an intern, I worked hard and did more than what was asked of me. I stayed in contact with all of the staff, especially the owner, and used them for references for other jobs during the remainder of college. Because I left in good standing and stayed in touch, they were happy to have me back and had good memories of my time there.

After completing my education, I learned that working hard in school is very important. However, it is not everything. Having a 4.0 means nothing without experience; an internship is key for a complete education. In addition, internships also help you confirm whether or not you are in the right field. During all of my college internships, I was able to rule out industries for which I was not as fond. Those internships also allowed me to put to use the concepts and skills I learned in the classroom. Because of my effort before graduation, I felt very qualified and prepared for this career.

Jessie encourages you or your students to visit her company's web site at www.palmspringspowerbaseball.com or send questions to her at jwolfe@palmspringspowerbaseball.com.

Digital Natives Are Email Novices

By Beverly Newton, FBLA State Adviser

Believe it, or not, our digital students do NOT know the basic guidelines for writing an email message. With the proliferation of social networking sites and text messaging, written communication is turning into an abbreviated language; therefore, our students have less opportunity to practice writing in a professional setting.

For the past several years, I have witnessed that our student officers for the career student organizations are unaware of the basic guidelines for email messages and have little concept of what it takes to construct a quality message. If we are preparing young people for their careers, we need to teach and reinforce email messaging skills.

Even if you are not able to use a “real” email source at your school, you can teach your students to write email messages based on employment scenarios. Create business and personal situations where an e mail message is required. Working in teams of 2-3, students should write appropriate responses. Next, ask students to write responses individually.

Do your students know the following:

- Include a subject line. It seems obvious, but many students do not realize that it is important to complete the subject line to identify the purpose of the message.
 - Keep the message to one or two key points. Online readability is enhanced through the use of:
 - Short messages with short paragraphs
 - Bulleted lists
 - Side headings
 - Use an appropriate greeting with an email message. Beginning the message without a greeting makes the message seem curt and demanding.
 - Add a cc notation if the message should be sent to another individual who should know about the message.
-
- Use a bcc notation if the message should be sent to another individual when the recipient doesn't need to know that the message has been copied to another person. Bcc means blind carbon copy. (Students don't understand this term.)
 - Write in complete sentences using punctuation and upper/lower case letters. (It's amazing but numerous student messages are sent to me without using capitalization or punctuation or by using a mixture of some capitalization and some punctuation.) This form of writing will not impress an employer.
- Utilize the spell check feature.
 - Reread the message.
 - When editing online, it is easy to leave unwanted words in the message after you have changed your mind on the original wording
 - Check for words not caught by the spell checker, such as you for your, there for their or they're, to for too.
 - Create the right tone.
 - Craft your words carefully to convey a positive image.
 - Use the “you” approach. Put the reader first by avoiding “I” and emphasizing the reader's view point.
 - Short messages can be construed as abrupt, negative and abrasive. The reader cannot see your facial expressions or gestures to know that you were joking or not serious.
 - If you don't know the recipient well, remain positive and restrain from unique humor.
 - Use common sense when writing. Ask the question: Would you want your mother, teacher or employer to read the message?
 - Electronic communication becomes part of the public record and is not private.
 - Messages may stay around forever.
 - Would you want a prospective employer to read what you wrote in high school or college?
 - Don't respond in the heat of the moment.
 - Compose the message and save it.
 - Wait a day or several hours before sending the message. Then re-read the message and edit the message if changes are needed. (Chances are you will want to edit your response.)

Curricula Changes: When Less Is More

By Bonnie Sibert, Career Field Specialist

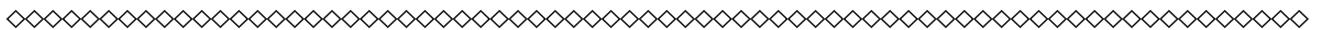
While recently working with ESU 4 business teachers, we heard about wonderful enrollment numbers from the teachers from small schools concerning accounting and personal finance enrollments. Their enrollments were good because they have limited the number of courses offered within their business program.

With increased academic and world language requirements, your students will continue to have less time to take your elective classes. It is important for you to keep your course offerings balanced yet limited because your business course offerings are competing for the same students. Bev and I usually suggest that you don't add a new course unless you drop one of your offerings.

Several business teachers from small schools have inquired about adding marketing or other courses to their curriculum. Although it is exciting to expand your curriculum, please think twice before you add ANY new courses.

As you consider which courses to keep and which courses to drop, please carefully consider the following:

- The business foundation courses are Personal Finance or Introduction to Business, Marketing and Management. If you plan to meet the state model program of study for the Business Management and Administration Cluster, and/or the Marketing Cluster and/or the Finance Cluster, you will need to offer either a semester of Introduction to Business, Marketing and Management or a semester of Personal Finance.
- All schools should meet the Finance Cluster and the Accounting Pathway before adding other clusters or pathways. As Warren Buffett always says, "Accounting is the language of business."
- Review the pathway level programs of study models to see which combination of courses is required.
- It's OK if you only meet one career cluster state model or one pathway level program of study. The amount of Perkins funds you receive will not increase because you meet additional programs of study.
- A few good solid foundational courses will serve your students well, i.e., accounting, Introduction to Business or Personal Finance, and Information Technology Applications I and II (at least 2 semesters).



Zamzar.com

By Gregg and Kim Robke, ESU 4

Need help converting Quick-time movie files into a file type you can convert into Movie Maker? A great online resource for converting many types of files including document, image, music and video files is Zamzar. There is no application to download for this is an online tool—and best of all, it is free for converting up to 100MB

size files. Go to www.zamzar.com and follow the four simple steps. You can either browse from your computer to choose the file you want to convert, or you can type the Internet address from an online file.

Next, select the type of file you want for your file conversion. When Zamzar is finished, it

will email you a link where you can download your converted file. Be sure to read the "Conversion Types" page of the site to make sure you know what file types your file can be converted to successfully. As always, when working with digital cameras, camcorders, MP3 players, etc., check your hardware manual for troubleshooting tips.

Major Opportunities Working in the Hospitality Industry

Submitted by Ken Kaser, Conrad Hilton College, TX

Ken was a business and marketing teacher in Nebraska and Texas and now works for the Conrad Hilton College. On June 10 at the NCE Conference speaker, Ken will feature a session on Hotel and Hospitality Marketing—A Growing Industry of Opportunities.

Hospitality and travel comprise the world's largest and most international industry—tourism. While we most often think of leisure tourists—those people traveling for pleasure—tourism also includes business tourists who travel for work, medical tourists who travel for health care, educational tourists, religious tourists and residents enjoying local amenities. By 2010, more than 1 billion people will be employed by the \$1.5 trillion tourism industry.

The Conrad Hilton College at the University of Houston is consistently rated as one of the top hospitality programs in the world. By earning a bachelor's or master's degree from the Conrad Hilton College, you join a worldwide network of hospitality professionals and a program with global brand recognition. The hospitality industry is the world's leading employer, and our students are well prepared to take advantage of the numerous opportunities around the world.

Attend Ken's session at the NCE Conference to learn more about the hospitality industry.

Career Student Organization News



DECA State Career Development Conference

The 52nd Annual Nebraska DECA State Career Development Conference took place March 19-21, 2009, at the Cornhusker Marriott Hotel in Lincoln, Nebraska.

DECA competitive events are designed to evaluate the knowledge, skills and attitudes necessary for career success in a wide array of marketing, management and entrepreneurial professions. Nebraska students participated in more than 35 competitive events, professional development seminars, the Marketing Quiz Bowl and elected state officers. The top 150 students finishing first, second or third in their events will challenge more than 14,000 other students from the United States, the U.S. territories, Canada and Germany during the national competition in Anaheim, California, in April to determine the world's best marketing, management and entrepreneurship students.

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Less Print Copy

Looking for a way to save money in tight economic times? Then going green is the way to go! You may want to consider the following:

- Print on both sides of the paper.
- Ask local businesses to donate paper that has been printed with non-confidential information on only one side.
- Do not print email messages; store important messages in appropriately marked folders.
- Bookmark web pages.
- Accept electronic homework submissions (great preparation for college).
- Use a web site to post class guidelines, a course syllabus and assignments.
- Use online resources to provide quizzes and tests.

Cloud Computing in Your Classroom

Posted By Glencoe E-Zine on February 19, 2009

“Cloud computing” is one of the fastest-growing trends in today’s business world and marks a fundamental shift in the way we work. Cloud computing, which involves storing content off-site, may be useful in your classroom. Your students will want to become more familiar with the “cloud” in order to prepare for big technological changes ahead.

What is the cloud? In most cases, work on computers is done locally—right on the hard drive inside the physical machine, which sits on your desk or on your lap. If you create a document on one computer and then need to work on the document elsewhere, you must transport the file. Typical solutions include copying the file to a USB drive or e-mailing it to your own account.

With cloud computing, documents are not stored on your own computer. They are stored “in the cloud”—on a server provided by a third party and accessed over the Internet. Your document can be accessed from any computer with an Internet connection.

Where is the cloud? Google is by far the most popular cloud computing platform. Those who use Gmail can access their e-mail anywhere in the world, and there is no charge to set up or maintain an account. Google Docs, available free online, allows you to create documents, spreadsheets and PowerPoint presentations without purchasing expensive software. Zoho and Windows Live are other examples.

While Google’s cloud products are great for individual users, they are not powerful enough for most businesses. Enterprise cloud computing products from IBM, HP, Intel and other companies provide high-end services that can connect teams of thousands of employees, while keeping all data backed up and safe.

Benefits of the Cloud. Corporations are exploring cloud computing as a way to not only increase efficiency but also to reduce costs. By subscribing to a cloud computing service for a monthly fee, a business can reduce the costs of purchasing expensive computers. By using cloud computing with a low-cost laptop, a businessperson can access his or her documents anywhere at a fraction of the cost of a desktop computer with a large amount of memory. Because the hardware is managed at another location, many companies using a cloud computing service can decrease or eliminate IT staff.

Another benefit is collaboration. By placing documents in the cloud, more than one person can have easy access to the documents. Think about giving five different people in an office access to the same spreadsheet. In the old paradigm, the document would be circulated by e-mail, and the person coordinating the project must be careful to use the final version. By placing the spreadsheet in a shared folder on the cloud, all members of the team could access the same copy, which is always current.

Try the cloud with your class. Cloud computing requires a fundamental shift in thinking. Try this classroom activity to help your students embrace the concept.

1. Divide the classroom into teams of five. Each team will build an online cloud, create a document and then make changes to that document from another location.
2. Have each student sign up for a free Google Docs account at [1] <http://docs.google.com>.
3. Appoint a leader for each team who will create a blank document for the team’s use.
4. Ask the leader to share the file with the rest of the team. Because all of the other members will have to approve the share request, they will all be involved. Do this via the “Share” button on the main menu.
5. Have the team create a spreadsheet with the names and birthdays of each member. The leader creates the list, and each member plugs in her or his birth date.

Although cloud computing is not a good fit for every company, learning about “the cloud” is a valuable skill for your students. Privacy remains a concern, but being able to access and edit your documents from any computer with an Internet connection, is a bonus.

“I think computer viruses should count as life. I think it says something about human nature that the only form of life we have created so far is purely destructive. We’ve created life in our own image.”

~Stephen Hawking

Career Student Organization News *continued from page 10.*

DECA State Career Development Conference *continued*

Gregg Christensen, former State DECA Advisor and Marketing Educator for over 20 years, will also be recognized in Anaheim. Gregg is being honored with the National DECA Honorary Life Membership Award. Congratulations to Gregg!

Congratulations to the newly elected Nebraska DECA State Officer Action Team:

President: Nicole Stenoish
Millard North High School

Secretary: Haleigh Compton
Omaha Northwest High School

VP-Membership Services:
Macey Morgan
Elkhorn High School

VP-Business Partnerships:
Stephanie Goodman
Millard South High School

VP-Publications:
Eric Reznicek
Millard South High School

VP-Alumni/Delta Epsilon Chi:
Kurtis Conkel
Lincoln East High School

Through all the celebrations and competitions, the 52nd Annual State Conference was a huge success and, we wish all Nebraska DECA competitors the best of luck in Anaheim!



FBLA Members Get the Edge at State Conference

It was another record-setting year when Nebraska FBLA members and advisers "found the edge" at the 2009 State Leadership Conference on April 2-4. A record-setting 2,100 members, advisers and guests were in attendance at the opening session where Patrick George challenged everyone to make a difference in the lives of others.

Pat Olson, Blair FBLA, was honored as the 2009 Outstanding Local Chapter Adviser. Angela Schneider, owner of Encore School of Dance and Gymnastics in Aurora, was named National Business Person of the Year. Airen's Co. of Auburn was selected as Nebraska FBLA's Business of the Year.

The 2009-2010 Nebraska FBLA State Officers are:

President:
Ashley Wood
Minden High School

Vice President:
Lance Johnson
Bellevue West High School

Secretary:
Tyler Wellman
Syracuse High School

Treasurer:
Noah Carpenter
Omaha Northwest High School

Reporter:
Isaac Thompson
Arlington High School

Parliamentarian:
Jenna Woitaszewski
Wood River High School

Syracuse FBLA members, on behalf of all participating Nebraska chapters, presented Thomas Reeves, Nebraska FBLA Foundation

President, with a fundraising check for \$8,360.37! Blair FBLA was recognized for contributing \$1,001.

Fillmore Central and Twin River FBLA were recognized by the March of Dimes for the chapters' efforts in promoting the mission of the March of Dimes. Nebraska FBLA chapters raised \$15,113 for the March of Dimes with Twin River FBLA contributing \$6,250!

Through the Tally It Up project, chapters logged their community service hours during the year. With 58 chapters reporting, Nebraska FBLA completed 29,342 service hours this year.

First-, second- and many third-place competitors will attend the 2009 National Leadership Conference in Anaheim, California on June 25-28.

Nebraska PBL State Leadership Conference Highlights



During the last weekend in March, Nebraska Phi Beta Lambda (PBL) held its largest conference in over ten years. Twelve chapters and 166 members and advisers were in attendance at the Ramada Inn in Kearney.

A highlight of the conference was having Lt. Governor Rick Sheehy provide the Friday evening keynote address. Lt. Governor Sheehy spoke on the importance of keeping talented individuals, such as the PBL members, in the state to keep it a vibrant one.

New state officers were elected and appointed for the 2009-10 school year. The new officers include:

- President – Jennifer Roeber, Midland Lutheran College
- Vice President of Membership – Callie Konicek, McCook Community College
- Vice President of Communications – Chris Reznicek, University of Nebraska – Lincoln
- Vice President of Finance – Doug Liewer, Chadron State College
- Vice President of Technology – Lauren Martin, University of Nebraska – Lincoln
- Vice President of Public Relations – Megan Boice, University of Nebraska – Lincoln
- Assistant Vice President of Communications – Brittney Halligan, Chadron State College
- Assistant Vice President of Finance – Charles Pitkin, Chadron State College

Rita Bristol of Midland Lutheran College was named as the Adviser of the Year. Gold Level Excellence Award winners recognizing chapter excellence were McCook Community College, Midland Lutheran College, North Platte Community College, University of Nebraska – Lincoln and York College.

Nebraska PBL anticipates a strong contingent of members attending the 2009 National Leadership Conference in Anaheim. Jennifer Roeber, PBL State President, will be running for the Mountain Plains Vice President position.



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This newsletter was funded by the Carl D. Perkins Vocational and Applied Technology Educational Act, Grant #V048A1002700 with the State of Nebraska.

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