

THIS & THAT

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Spring Issue, 2003

A Newsletter for Nebraska Business Educators

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HOW YOUNG ADULTS RELATE

Integer Group interviewed some 500 under-30 adults to determine what they felt reflected their personal image. Results are likely to influence marketing strategy. Although the tunes have changed over the years, music remains a key consideration in how youths relate to their peers and the rest of the world. The top five:

- ◆ Music—36%
- ◆ Sports—18%
- ◆ Clothing—12%
- ◆ TV Shows—10%
- ◆ Beer—9%

Advertising Age
October 21, 2002



LOOKING FOR A WAY TO RECHARGE YOUR ENERGY? ENHANCE YOUR TEACHING SKILLS AND KNOWLEDGE? NETWORK WITH YOUR COLLEAGUES? HAVE FUN?

INVEST Conference—2003 is your opportunity to do all of these and more!

Tuesday, June 3

The opening session for Business Education begins at 8:30 a.m. at the Ramada Inn in Kearney with Ken Kaser, a former Nebraska business teacher sharing his *Successful Recruitment Strategies that Reap Great Results for Marketing and Business Education*. A complete listing of the breakout sessions for Business Education can be found on page 5. With sessions on speech recognition, E-commerce, finance, web design and the new Business Education Framework, there is something for everyone! Don't miss this opportunity to acquire teaching strategies and new resources.

Because of the increased number of new business teachers in Nebraska (47 have been identified), a new feature will include two sessions designed for business teachers and/or FBLA advisers with three or less years of experience.

College preservice students can attend the INVEST Conference WITHOUT paying the \$75 registration fee. If you are working with student teachers or practicum students, please encourage them to attend. Last year 11 business education undergraduates were

Wednesday, June 4

Opening Session Speaker—
Guy Rice Doud

Joy in the Journey will be Guy Doud's message to the assembled career and technical education teachers and administrators at the Opening Session. Guy was chosen from more than two and one-half million teachers as a National Teacher of the Year. His message deals with the fundamental basics of a successful life: love, family, relationships and dreams. You will want to read one of his five award-winning books, especially *Molder of Dreams*.

Sessions with an appeal to a wide audience will be held throughout the afternoon. Sessions of special interest to business educators will be *Creating a New Economics Course*. Mary Lynn Reiser worked with social studies, business and marketing teachers to develop a required economics course taken by all Omaha Public Schools sophomores. Doug Zauha of ESU 3 will once again host a variety of sessions at the CyberSpace Café. *Humor in the Classroom*, *PowerPoint Games*, *Tips & Tricks for Web Pages* and many other sessions will be available.

Extra special events on tap include the luncheon (included in your registration fee), exhibits by

leading educational publishers and business/industry representatives, plus the social from 4:00-5:00 p.m., which will once again feature great door prizes.

Thursday, June 5

Integration and application workshops—from speech recognition training to enhancing technical writing skills, an array of workshops and seminars await you during this day devoted to applied workshops. Business educators will most likely be interested in any of the following: *Financial Fitness*, *Writing in the Workplace*, *PDA in PDQ Fashion*, *Technology Scope and Sequence*, or *Intermediate ACCESS*. Jan Barton Zimmerman, Shelly Kort and Elsa Barr will once again offer a two-day speech recognition training at UNK for college credit (June 4 and 5). Karl Barksdale of SpeakingSolutions will offer a one-day training on Microsoft's XP Handwriting and Speech Tools (June 4) and a one-day training on Dragon NaturallySpeaking Advanced (June 5). When the preconference registration booklet arrives in the mail in early March, you will want to read the descriptions carefully to decide which workshop best meets your professional development needs.

See Page 2 for INVEST
Conference Reminders

THE ACCOUNTING RAP

Want to add some excitement to your accounting classes? Burt Kaliski of Southern New Hampshire University agrees that music may be the most effective way to reach today's teenagers. Burt suggests that you consider using the following rap for reinforcing accounting principles.

First we analyze
Then we journalize
Then we post-alize
It's accounting
It's accounting

We receive supplies
We buy merchandise
We amortize
It's accounting
It's accounting

Now the debit's left
And the credit's right
If you balance out
You can sleep tonight
There's an increase side
And a decrease side
If you get them wrong
Better run and hide
It's accounting
It's accounting

I say assets
Current assets
Liabilities
Owner's equity
It's accounting
It's accounting

We estimate
We calculate
We depreciate
It's accounting
It's accounting

There's an interest rate
And a discount rate
So concentrate
It's accounting
It's accounting

Now the debit's left
And the credit's right
If you balance out
You can sleep tonight
There's an increase side
And a decrease side
If you get them wrong
Better run and hide
It's accounting
It's accounting

I say partnership
Sole proprietorship
Corporation
Participation
It's accounting
It's accounting
(fade away)
It's accounting
It's accounting

INVEST CONFERENCE REMINDERS

- ◆ Some time after March 1, you will receive a separate registration form mailed directly to you by ACTEN.
- ◆ The registration form will also be available on the CTE web site located at www.nde.state.ne.us/CTE. An email message announcing the posting of the INVEST registration form on the web site will be shared on the nebused listserv.
- ◆ Please return the registration form to ACTEN by May 1. If your registration is post-marked after May 1, the cost of the registration jumps to \$85.
- ◆ Special room rates will be available at the Holiday Inn, Ramada Inn, Hampton Inn and Wingate Inn. The registration form will contain rate information. The Business Education sessions will be held at



- the Ramada Inn on Tuesday with all sessions on Wednesday being held at the Holiday Inn. Sessions on Thursday will be held at various sites.
- ◆ The DPE Luncheon, Business Education Banquet and NSBEA Executive Committee meeting will all be held on Tuesday, June 4.
- ◆ Wayne State College will offer the INVEST Conference for three (3) hours of graduate credit. For more information, contact
- ◆ Dr. Patricia Arneson at Wayne State College, 1-800-228-9972, Ext. 7255, or email paarnes1@wsc.

See Page 5 for Tentative Tuesday Conference Schedule

RAISING THE BAR IN BUSINESS EDUCATION

Who: Mountain-Plains Business Education Association (M-PBEA)
What: Regional Convention
When: June 19-21, 2003
Where: Cornhusker Hotel, Lincoln, NE
www.thecornhusker.com

For Further Details:
Mountain Plains Business Education Association
www.fhsu.edu/mpbea/
Nebraska State Business Education Association
www.nsbea.org/

SPECIAL NSBEA AWARDS LUNCHEON: THURSDAY, JUNE 19

Are you ready to hoot and holler and "Raise the Bar for Business Education"? If so, Nebraska has got just what you need by attending the M-PBEA Convention in Lincoln on June 19-21. Start by attending the Leadership Development Institute (LDI) on Wednesday and Thursday. If you can't attend the LDI, we have lined up two tours or a computer workshop to fit your interests. Tours have been arranged at The Gallup Corporation and Snitily Carr Productions. Best known for the "Gallup Poll," The Gallup Corporation works with many Fortune 500 companies in measuring and tracking customer satisfaction



and identifying strengths of individuals to ensure they are the best fit for the position for which they are hired. Snitily Carr Production is a digital and film photography business. Some of their best clients include Adidas, Colorado Rockies, Denver Broncos, Goodyear, and of course, the Nebraska Cornhuskers. Thursday night enjoy a Dine-Around at the Haymarket area. You will find many unique restaurants and shops. Saturday evening you will be able to tour a vineyard north of Lincoln. We will tour the production facility and vineyards and enjoy a pasta

dinner at the vineyard. Of course, the conference will not be all pleasure and no business. Our opening general session speaker will keep you rolling in the aisles. You don't want to miss Juli Burney and her humor in the workplace presentation. Many sessions have been lined up to enhance your professional goals and expectations. So ya'll come and join us in "Raising the Bar in Business Education" in Lincoln, Nebraska at the 2003 M-PBEA Conference on June 19-21.



APPLICATION PROCESS FOR BEST

Once a business educator has received the BEST Award, he/she can continue to re-apply on an annual basis. First-time honorees will receive a special pin promoting Business Education's BEST in Nebraska. All honorees will receive recognition at the Business Education Banquet that will be held at 6:30 p.m. on Tuesday, June 3, at the Kearney Ramada Inn.

Only three conditions need to be met in order to make application for the award:

- (1) Membership in NBEA and NSBEA;
- (2) Must be a business education teacher in a secondary, postsecondary or four-year institution; and (3) Must be able to compile 100 points on the application form. If you want to apply, complete the application form on page 4 and **send it to our office by May 1.**

All presentations, association offices held, inservices, workshops and conference attendance, etc., must have taken place between April 15, 2002, and April 14, 2003. Please note that the one point given for each two-hour inservice should **exclude** the inservice provided by your local school district at the beginning or end of the school year or on inservice days during the school year. Inservice during the summer months, weekends or evenings that is offered through the district can be counted. **A new component on the BEST form provides 5 credits for each industry certification achieved.** Those recipients present at the banquet will receive special recognition and a BEST memento from our BEST sponsor, Larry Fuerst.



See Page 4 for BEST
Application Form

RESEARCH FINDS POSITIVE EFFECTS FOR HANDHELDS

SRI International, an independent research institution, has released the final results of the first large-scale study of the use of handheld computers in more than 100 elementary and secondary classrooms across the United States. Nearly 90 percent of the teachers said they found the handhelds to be an effective instructional tool. www.palmgrants.sri.com

INTERNET IN THE AIR

If you suffer Internet withdrawal pains when you fly, help is on the way. By the end of the year, 100 domestic airplanes will offer JetConnect, an Internet service including news, weather, games and destination information. High-speed email will be added later. www.nytimes.com/2002/12/08/travel/08rep.html

EDUCATORS TOP 2,000 AT INSURANCE INSTITUTES

Over two thousand educators have passed through the Insurance Education Institutes sponsored by the Insurance Education Foundation over the last fifteen years. This past summer, 135 people graduated from the two-week program, returning to their classrooms reinforced with new information, resources, lesson plans, classroom materials and three graduate credits. Drake University, Des Moines, Iowa is offering one of the five institutes on June 16 – 27, 2003.

Scholarships cover the cost of on-campus room and board, classroom instruction and materials and graduate credit. These insurance institutes are open to high school teachers who teach insurance either as a specific course or as part of another subject, community college instructors and graduate students in education. The purpose of this program is to enable teachers to become more effective in teaching insurance by providing the tools they need for understanding all forms of insurance, with an emphasis on the relevance to high school students and their families. For further information about the institutes, call 800.433.4811. Applications to attend have been made easy—just visit www.ief.org and apply online.

SOME GOOD ECONOMIC NEWS? IT SPENDING TO RISE IN 2003

There may be some good news for entrepreneurs in the information technology (IT) sector. A new study by IDC Research indicates that worldwide spending for IT and communications should grow at a rate of 5.8% in 2003.

While that's nothing like the growth rates of the late 1990s, it certainly beats 2002's performance — the worst year in the history of the IT industry, according to IDC researchers. In 2002, the IT industry's growth rate was negative: -2.3%. So, any increase in spending will be welcomed.

New demand for servers, security and network equipment will likely be the primary drivers of these spending increases. Nonetheless, IDC researchers caution that global IT markets are unlikely to boom again soon. Modest, slower growth rates are likely to prevail for the next several years.

To learn more, visit www.idcresearch.com/.

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Business Education's BEST in Nebraska

Belong Excel Study Travel

<p>Name _____</p> <p>Summer Address _____</p> <p>Summer Phone _____</p> <p>School/Institution _____</p>	<p>Professional Membership</p> <p>ACTE/ACTEN (5) _____</p> <p>NEA/NSEA & local education association (5) _____</p> <p>NBEA/M-PBEA (5) _____</p> <p>NSBEA (5) _____</p> <p>DPE (5) _____</p> <p>ISBE (5) _____</p> <p>NETA (5) _____</p> <p>Phi Delta Kappa (5) _____</p> <p>Others: _____</p>	<p>Awards/Honors</p> <p>_____ (5)</p> <p>_____ (5)</p> <p>_____ (5)</p> <p>Presentations</p> <p>Date _____ (5)</p> <p>Date _____ (5)</p> <p>Published State Articles</p> <p>Date _____ (5)</p> <p>Source _____</p> <p>Date _____ (5)</p> <p>Source _____</p> <p>Published National Articles</p> <p>Date _____ (5)</p> <p>Source _____</p>	<p>Most Recent Graduate Degree</p> <p>_____ (10)</p> <p>Masters _____ (10)</p> <p>Education Specialist _____ (10)</p> <p>Doctorate _____ (10)</p> <p>Graduate Credits (Earned during current year; 1 pt. per credit hour)</p> <p>Total Credits _____</p> <p>Inservice (Excluding local district's inservice; 1 pt. per 2 clock hours)</p> <p>_____ (2)</p> <p>_____ (2)</p> <p>_____ (2)</p>	<p>School Visit</p> <p>_____ (2)</p> <p>_____ (2)</p> <p>Business Internship (1 pt. per 4 hours)</p> <p>Date _____</p> <p>Total Internship Point _____</p> <p>Business/Industry Visit</p> <p>_____ (2)</p> <p>_____ (2)</p> <p>_____ (2)</p> <p>Conferences</p> <p>NETA (5 per day) _____ (10)</p> <p>Mt. Plains (5 per day) _____ (10)</p> <p>INVEST Conf (5 per day) _____ (5)</p> <p>NSBEA (10) _____ (10)</p> <p>NBEA (10) _____ (10)</p> <p>ACTE (10) _____ (10)</p> <p>Midwest Internet Institute (5 per day) _____ (5)</p> <p>BE ESU Workshop (5) _____ (5)</p> <p>Others: _____ (5)</p> <p>_____ (5)</p> <p>_____ (5)</p>
<p>◆ Include activities from: April 15, 2002 to April 14, 2003</p> <p>◆ Please print using ink or type.</p> <p>◆ Add additional lines, if needed, on the back.</p> <p>◆ Mail by May 1 to: Bonnie Sibert, Director Business Education NE Dept. of Education PO Box 94987 Lincoln, NE 68509</p>	<p style="text-align: right;">TOTALS</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>			<p style="text-align: right;">GRAND TOTAL</p> <p>_____</p>

**TENTATIVE INVEST CONFERENCE SCHEDULE FOR
BUSINESS EDUCATION AND MARKETING EDUCATION
Tuesday, June 3, 2003—Ramada Inn, Kearney**

8:30 Opening Session— Individual Update Sessions for Business Education and Marketing Education

9:00 Keynote— Successful Recruitment Strategies that Reap Great Results for Marketing and Business Education, Ken Kaser, TX
Ken Kaser has been noted for building Marketing and Business programs in Nebraska and Texas. He increased Marketing enrollment at Dulles High School from 15 to 180 in two years and has increased enrollment at Clements High School from 80 to 280 in less than two years. Ken revived enrollment in Business Management, Business Law and International Business when he taught at Lincoln Northeast High School. Teachers attending this presentation will receive numerous ideas to increase enrollment in Business and Marketing courses. Teachers will also be encouraged to share recruitment ideas that have worked for them.

10:30 Hocus Pocus, Who's in Focus—New Teachers Update (3 years and less)—Bonnie Sibert, NDE
Teachers with three or less years of experience will learn tricks to become an effective teacher—juggling responsibilities without dropping the ball, polishing your act with resources and pulling the magic bunny of student success out of the hat.

10:30 The E-Commerce Connection to Your Classroom—Gregg Christensen, NDE
Nebraska has been a participant in the development of learning modules and presentation software for E-commerce courses and infusion into existing courses. Participants will receive updates and sample curricula for use in their classrooms.

1:00 Sports and Entertainment Marketing Activities to Make Your Class Come Alive, Ken Kaser, TX
Sports and Entertainment Marketing comes alive with projects and hands-on experiences that captivate the imagination of students and reinforce marketing concepts. This presentation will give teachers numerous activities to use in a Sports and Entertainment Marketing class. Teachers will actually participate in at least one of the hands-on experiences during the session.

1:00 Speech and Handwriting Recognition with Microsoft's New Tablet PC's—Karl Barksdale, Provo, UT
Tablet PC's are sweeping away desktop and traditional portable computers from the boardroom, the classroom and the faculty room. To use these powerful new portable PCs, your students must learn speech and handwriting recognition skills. In this session, Karl will bring his perspective on where we are going and why, and how we, as Business Education instructors, can make the transition to the speech and handwriting-driven solutions made mandatory by Microsoft's Windows XP Tablet PC Edition software.

2:15 Exactly What is the Academy of Finance?—Kim Kromberg, Omaha Northwest High School
Have you heard of the Academy of Finance but have always wondered what it was? This session will provide you more information about this National Academy Foundation program and how it benefits business students.

2:15 Framework Team Leaders Share Construction Trade Secrets—Kurk Shrader, Pat Arneson, Lisa Juricek
Put on your hard hats! Team leaders for the 2002 Nebraska Business Education Framework provide the blueprint for effectively using this newly revised curriculum guide in your Business Education classrooms! Attendees will receive a copy of the 2002 Business Education Framework.

2:15 How to Teach Web Design—Karl Barksdale, Provo, UT
In this breakout session, Karl will walk through the five major units of an effective web design course: Internet Basics, HTML skills, JavaScript skills, Dreamweaver/FrontPage/GoLive skills and Web design basics. Join us as we outline a curriculum that will make your web site development classes an interesting, professional-level experience for your young people.

3:30 Input Technology Curriculum: Speech and Handwriting Q & A—Karl Barksdale, Provo, UT
There is an input technologies revolution taking place in Business Education. Many states have rewritten their standards, reflecting important revisions in the National Business Education Association's input technologies standards. In this session, Karl will present what is happening nationally in regards to changes in speech and handwriting recognition curricula. Teaching tips and tricks will also be presented for Dragon NaturallySpeaking, IBM ViaVoice, or Microsoft's speech and handwriting tools. Bring your questions to this interactive session and be ready to share how you are incorporating speech recognition!

3:30 FBLA in Action—Bev Newton, NDE
Activities, action and a positive attitude build a strong FBLA chapter. Learn how to develop a strong action plan for your chapter. (Advisers with 3 years or less experience)

3:30 DECA—Chapter Management System—Dan Senft, Lincoln
The 21st Century has arrived for DECA chapter advisers. Nebraska will be rolling out the Chapter Management System software that advisers will now use to input membership rosters, conference registration and much more.

A Newsletter for Nebraska Business Educators

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DATES TO REMEMBER

- April 3-5, 2003Nebraska FBLA State Leadership Conference, Omaha
- April 11-12, 2003Nebraska PBL State Leadership Conference, Kearney
- April 16-19, 2003NBEA Conference, Dallas
- April 25-26, 2003NETA Conference, Omaha
- May 7, 2003Elementary Keyboarding Workshop, Nebraska Dept. of Education, Lincoln
- June 2-5, 2003INVEST Conference, Kearney
- June 19, 2003NSBEA Awards Luncheon and Conference, Lincoln
- June 19-21, 2003Mountain Plains Business Education Conference, Lincoln
- June 23-28, 2003FBLA National Leadership Conference, Dallas
- June 29-July 2, 2003PBL National Leadership Conference, Dallas

It is the policy of the Nebraska Department of Education not to discriminate on the basis of sex, disability, race, color, religion, marital status, age, or national origin in its education programs, admission policies, employment, or other agency programs.

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