

THIS & THAT

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Summer Issue, 2003

A Newsletter for Nebraska Business Educators

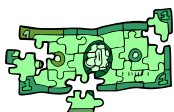
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Money Talks 2003

Mark October 13 on your calendar for the Money Talks 2003 conference at the Kearney Holiday Inn. Nebraska Congressmen and other key financial leaders will challenge your students to prepare financially for their futures.



OPPORTUNITIES TO UPDATE YOUR SKILLS

Preparing America's Future



Opportunities abound at the 2003 INVEST Conference! Tuesday, June 3, features Ken Kaser at the business and marketing opening session. A business and marketing education teacher from Dulles High School in Texas, Ken is a master at recruitment and building programs. You will definitely want to attend this session to learn how he does it! E-commerce, sports and entertainment marketing, speech and handwriting recognition, the Academy of Finance and web design are just a few of the other sessions you can experience! Guy Rice Doud, the 1986 National Teacher of the Year, is a major educational voice in America. You won't want to miss his heartfelt message at Wednesday's general session. Other Wednesday sessions include developing a new economics course, PDA basics, distance education techniques, attracting high ability learners, humor in the classroom, transitioning students from the classroom to employment, web page tips and tricks and much more! Thursday's workshops offer focused training sessions. Your registration brochure was mailed to you in March or you can find an online version at www.nde.state.ne.us/CTE/INVEST/registration.htm. See you June 3-5!

College Credit for Conferences

Business educators! Receive graduate college credit for professional development by attending the 2003 Mountain-Plains Business Education Conference hosted in Lincoln or the INVEST Conference held in Kearney. Wayne State College offers you the following options. For more information, contact Dr. Pat Arneson at 1-800-228-9972, Ext. 7355 or email paarnes1@wsc.edu.

Course: Professional Development in Business Education

Course No.: BUS 630 – Wayne State College

Credit: 3 graduate credit hours

Facilitator: Dr. Patricia Arneson, Professor of Business, Wayne State College

Dates: June 19-21, 2003

Time: 8 a.m. – 8 p.m. for above dates

Location: Cornhusker Hotel Convention Center, Lincoln, Nebraska

Prerequisite: Pre-registration for Mountain-Plains Business Education regional convention required.

Course Description: Unique opportunity for professional and leadership development for business educators attending the 11-state Mountain-Plains Business Education regional conference to be held June 2003 in Lincoln, Nebraska! Enrollees will be required to attend all conference sessions and activities, meet with facilitator at required meeting during conference and complete/submit online template documentation of sessions/activities attended before the June 27, 2003 deadline.

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College Credit for Conferences (cont'd)



Course: INVEST Conference
Course No.: VED 969 –
Wayne State College

Credit: 3 graduate credit hours

Facilitator: Dr. Patricia Arneson, Professor of Business, Wayne State College

Dates: June 2-5, 2003

Location: Kearney, Nebraska

Prerequisite: Separate INVEST Conference registration also required. Course enrollees must attend required meeting with facilitator, Dr. Patricia Arneson on Wednesday, June 4, 9:45 – 10:00 a.m. as well as complete documentation template of each session attended and submit through follow-up email.

Course Description: Attend Nebraska's "premier" educational conference! Professional development for educators in the disciplines of Vocational Agriculture, Business, Cooperative Education, Family & Consumer Science, Guidance and Counseling, Health Occupations, Industrial Technology and Marketing Education.

Elementary Keyboarding

Looking for strategies and resources to implement elementary keyboarding in your school's curriculum? Then you will want to register for the one-day workshop offered either May 7 or August 6 from 9 a.m. to 3 p.m. at the Nebraska Department of Education's Technology Center. Led by Bonnie Sibert and Bev Newton, the workshop offers elementary keyboarding teaching strategies as well as hands-on opportunities at the keyboard. The participants will also review leading elementary keyboarding software packages. Teams consisting of an elementary teacher, computer teacher and/or a business teacher are encouraged to participate. The workshop cost is \$15 per person. You can register online at <http://www.nde.state.ne.us/TECHCEN/worksh/workshops9900.html>.



ESU Fall Workshops

The new *Links to Nebraska Standards* will be unveiled at the 2003 ESU fall workshops. This valuable teacher resource will simplify the process of connecting your daily lesson plans to support the Nebraska standards. You can select the workshop that best fits your schedule and register with the appropriate ESU.

Omaha, ESU 3 - September 9, 9 - 3
 Preregister through ESU 3 by calling (402) 597-4884

Columbus, ESU 7 – September 10, 9 - 3
 Preregister through ESU 7 by calling (402) 564-0815, Mary Hittner

Wakefield, ESU 1 – September 11, 9 – 3
 Preregister through ESU 1 by calling (402) 287-2061, \$10 fee

Holdrege, ESU 11 – September 15, 9 – 3
 Preregister through ESU 11 by calling (308) 995-6585

Sidney, ESU 14 – October 1, 9 – 3
 Preregister through ESU 14 by calling (308) 254-4677, Sandy White

Scottsbluff, ESU 13 – October 2, 9 - 3
 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

Kearney, ESU 10 – October 7, 9 - 3
 Preregister through ESU 10 by calling (308) 237-5927

North Platte, ESU 15 & 16 – October 8, 9 - (1221 West 17, North Platte)
 Offered in conjunction with the NSBEA fall conference. For a small fee, lunch will be provided by NSBEA.
 Preregister through ESU 15 by calling (308) 334-5160
 Preregister through ESU 16 by calling (308) 534-2427
 Preregister through ESU 17 by calling (402) 387-1420



Neligh, ESU 8 – October 15, 9 - 3
 Preregister through ESU 8 by calling (402) 887-5041

Ainsworth, ESU 17 – October 16, 9 - 3
 Preregister through ESU 17 by calling (402) 387-2520

Auburn, ESU 4 – October 22, 9 - 3
 Preregister through ESU 4 by calling Mitzi, Margaret or Sue at (402) 274-4354; \$10 fee

Beatrice, ESU 5 - October 23, 9 - 3
 Preregister through ESU 5 by calling (402) 223-5277

Lincoln Public Schools – October 27, a.m.

Hastings, ESU 9 – October 29, 9 - 3
 Preregister through ESU 9 by calling (402) 463-5611, \$7 fee

Milford, ESU 6 - October 30, 9 - 3
 Preregister through ESU 6 by calling (402) 761-3341, \$10 fee

Fremont, ESU 2 – November 13, 9 - 3
 Preregister through ESU 2 by calling (402) 721-7710

NEW MAGAZINE AND WEBSITE!

Female Entrepreneur Magazine is just about ready to launch its much awaited magazine and web site! Find out what female entrepreneurs want and need to know. As of 2002, there are an estimated 6.2 million majority-owned, privately-held women-owned firms in

the U.S., employing 9.2 million people and generating \$1.15 trillion in sales. Eighty-six percent of women entrepreneurs say they use the same products and services at home that they do in their business, for familiarity and convenience.

SOARING TO NEW HEIGHTS



Nebraska FBLA members “soared” in their competitive events and state projects at the 2003 State Leadership Conference held April 3-5 in Omaha. Chapters presented a check for \$11,632 to Mothers Against Drunk Driving (MADD) as a result of their annual fundraising project. Wendy Hamilton, MADD National President recognized Nebraska FBLA members with a plaque for raising over \$60,000 for Mothers Against Drunk Driving the past 6 years.

The Nebraska Chapter for the March of Dimes honored chapters for their fundraising efforts, which resulted in over \$5,100 being raised. Blair FBLA received top honors for raising \$982 for the March of Dimes. Members also provided 24,151 hours of service to their local communities.

Great Plains Communications of Blair was named FBLA Business of the Year. Kim Kromberg, Omaha Northwest, received the 2003 Outstanding Local Adviser Award. Kent Rauert, an attorney from the law firm of Svehla, Barrows, Thomas and Rauert in York, was named Nebraska’s National Businessperson of the Year. Brian Sparks of Elsmere, Delaware, a Nebraska FBLA conference volunteer for over 15 years, received the Nebraska FBLA Honorary Life Member Award.

NEWLY ELECTED NEBRASKA FBLA STATE OFFICERS

Sarah Meyer	Aurora	President
Courtney Carnley	Bellevue East	Vice President
Cassie Rudolph	Syracuse	Secretary
Kelly Norrie	Fillmore Central	Treasurer
Kaylene Leaver	Arlington	Reporter
Katie Krause	Wood River	Parliamentarian

FROM CORNFIELDS TO THE CAPITOL: THE LIFE LESSONS OF FBLA

By Jennifer Myers, 1999 Nebraska FBLA State Parliamentarian, 2000 National Future Business Leader – 2nd Place

I first experienced the magic of Nebraska FBLA six years ago, when I attended my first State Leadership Conference. It was then that I realized FBLA had a lot to offer me—from

opportunities for leadership development to lifelong friendships. FBLA did all that and more, playing a substantial role in my life and carrying me all the way from Geneva, Nebraska, to Washington, D.C. After two years majoring in political communication at Nebraska Wesleyan University, I spent the fall 2002 semester as an intern for CNN’s daily political news show, “Inside Politics.” I worked alongside extremely talented individuals, explored every facet of news production and saw firsthand how the media shape public opinion. I won’t even attempt to cram four amazing months into a short guest column; instead, I offer you three valuable lessons I learned in FBLA that prepared me well for my experience.



1. **Pride and humility are not mutually exclusive.** I’ve never believed the notion that growing up in small-town Nebraska somehow put me at a disadvantage. While in D.C., I met a few people who thought they were intellectually and culturally superior to me. They were surprised by how much I knew about their states; I was surprised by how little they knew about mine. (Few could even point to Nebraska on a map). As a Nebraska FBLA state officer, I was encouraged to learn the locations, leaders and projects of as many local FBLA chapters as I could. Not only was this a gesture of respect to local members and advisers, but it was also an exercise in humility—a reminder that I was only a small piece of the organization and that these individuals could teach me a lot. FBLA instilled in me a balance between being proud of my heritage and exposing myself to ideas and perspectives different from my own.
2. **Everyone can benefit from business education.** Even though I had no plans to major in business in college, in high school I took courses in accounting, business law, economics and other business subjects. These courses, coupled with my FBLA involvement, helped me develop skills that serve me every day: developing a monthly budget, conducting a job interview and working well in groups, to name a few. In fact, I use some of these skills so often that I don’t even think about them. But one particularly memorable experience reminded me of the role business education plays in my life. I had the amazing opportunity to interview the mayor of D.C.—on camera, no less!—and was commended for my professionalism and speaking abilities. Only later did he realize I was not a producer or correspondent but an intern. Business education, both in the classroom and beyond, has played a significant role in my personal and professional development.
3. **Gifts are best repaid indirectly.** A mentor once told me that we can never pay back the gifts we receive, only pay them forward. While I suspect he borrowed the line from a movie, his point is still valid: don’t simply help those who helped you—help the next person in line. As an FBLA member, I learned the importance of both giving back and giving forward, such as participating in community service projects and networking with business leaders. I can never repay the professors and employers whose recommendation letters and

HOW WE LEARN

We learn:

1.5% through touch
3.5% through smell
11% through hearing
83% through sight



Examining the data from a different viewpoint, we remember:
10% of what we read
20% of what we hear
30% of what we see
50% of what we see and hear
80% of what we say
90% of what we say as we act

Methods of Instruction:

Telling, when used alone, results in 70% recall 3 hours later and 10% recall 3 days later. Showing, when used alone, results in 72% recall 3 hours later and 20% recall 3 days later. Blend of telling and showing results in 85% recall 3 hours later and 65% recall 3 days later.

Creative Training Techniques, 2000.

MOUS Now MOS

The Microsoft User Specialist (MOUS) Certification Program has a new name—the Microsoft Office Specialist (MOS). The Office Specialist certification remains relevant as a national standard for teaching Office applications and is the fastest growing computer certification. Office Specialist certification is available at three levels: Core, Expert and Master. Core certification candidates must pass one or more Core exams, choosing from Word, Excel, PowerPoint, Access or Outlook to earn Office Specialist certification. Expert status requires passing the Comprehensive exam in either Word or Excel. Master status is gained by passing the highest-level exams in all five of the suites.

One Wisconsin high school is planning to market the importance and benefits of Microsoft Office Specialist certification to local businesses and industries. These companies will be encouraged to underwrite the cost for students to obtain their MOS certification.

PERSONAL FINANCIAL LITERACY

The March 2003 Techniques magazine published by the Association for Career and Technical Education (ACTE) featured a new Internet resource for teaching financial education. BankJr.com was created by Zions Bank in Utah. This web site was created in response to a survey by the JumpStart Coalition for Personal Financial Literacy that found 68.1 percent of high school seniors had failing scores when it came to financial literacy. That figure represented a significant increase from the 59.1 percent failure rate in 2000, which was in turn up from 44.2 percent in 1997.

The new web site, aimed at elementary and middle school students, includes a teachers' area with instruction material for grades one through five and for grades six and up. The material is designed for use in social studies, math and family and consumer sciences education classes but could also be used in middle school/junior high business courses.

The "Around the World" option allows students to take a global trip to one of five countries. There are seven different units of instruction in the classroom and each has online testing built in. For more information, visit www.bankjr.com.



New Magazine and Website! (Cont'd from Page 2)

Women-owned businesses are just as financially strong and creditworthy as the average U.S. firm, with similar performance on bill payment and similar levels of credit risk. Women and men business owners are equally likely to use the Internet for business – 61% of women and 55% of men use the Internet for business. Among Internet users, 50% of women and 54% of men-owned firms have web sites.

Kelly Swenson, Female Entrepreneur Magazine

BUFFET SUPPORTS LEARNING ACCOUNTING

Warren Buffett, a featured speaker on April 9 at the College of Business Administration's celebration of Business Days on the University of Nebraska-Lincoln campus, shared that the importance of knowing accounting cannot be underestimated.

“You have to learn accounting. It's the language of business,” Buffett stated. “If you don't know accounting, it's like being in a foreign country without knowing the language.”

In addition to supporting the need to know accounting, Buffett believes in allowing managers of Berkshire Hathaway companies to make the daily decisions needed to run the companies. He believes their managers and CEOs need to be passionate about their business. Buffett has a strong work ethic and believes in working beyond the standard retirement age of 65.

Rachael Seravalli, Daily Nebraskan, April 10, 2003

From Cornfields... (cont'd from Page 3) coaching helped me to obtain my internship at CNN. But I am already paying those gifts forward as a mentor to high school and first-year college students and an adviser to prospective D.C. interns. I hope that someday I can positively impact someone's life the same way these individuals have impacted mine.

I try not to imagine where I would be today if I had never joined FBLA; instead, I focus on the road ahead. I don't know exactly where it will take me, but I know I will be ready, thanks to FBLA!

LIFESMARTS

By Teresa Hahn, Auburn High School

LifeSmarts . . . the ultimate consumer challenge is an educational opportunity that develops the consumer and marketplace knowledge and skills of teenagers in a fun way and rewards them for this knowledge. The program complements the business and family consumer science curriculum already in place in high schools and can be used as an activity for classes, groups, clubs and community organizations. LifeSmarts, run as a game-show style competition, is open to all teens in the U.S. in the 9th through 12th grades. The first level of competition involves on-line testing. Teams of four to five teens are then chosen by total scores to compete in district and state matches with the state winners going to the regional and national competition to vie for the national LifeSmarts title. LifeSmarts is a program of the National Consumers League.

The content and competition questions focus on five key areas of consumer knowledge that teens need to know to function effectively in today's marketplace. These areas are: Personal Finance, Health & Safety, Environment, Technology and Consumer Rights & Responsibilities.

LifeSmarts is **free** to any group of teenagers and their coach who want to participate. There is no fee or registration cost to participate in LifeSmarts.

State coordinators set the dates for their online competitions. During the 2002–2003 school year, several schools in Nebraska participated in the LifeSmarts competition. The participating schools included Auburn High School, Minatare High School and Fillmore Central High School.

Teresa Hahn, Auburn High School business instructor, registered the Introduction to Business students as a team for the LifeSmarts competition in January, 2003. Since the deadline for the on-line test for 2003 was January 17, the class only spent two weeks studying! After Christmas vacation the class spent the first week of January reviewing questions in each of the five categories from flash cards (provided by LifeSmarts) and the online practice quizzes on the <http://www.lifesmarts.org/> website.

The second week of January, students registered and began testing on-line. The first test consisted of 20 questions, and students needed to pass with a 50% to move on to the second level. After completing Round 1, students may immediately start Round 2 or wait and take Round 2 at another time. Round 2 is another set of 20 questions, but has to be passed with a 60%. The last on-line level is Round 3, which has to be passed with a 60%. If a student scores at least 60% correct in Round 3, they qualify for a team. The team will be made up of the highest scoring players that pass all three levels of the on-line competition. Auburn High School had five students who finished all three levels of the testing successfully. When students take the test on-line, they can look for answers by searching the Internet.

The students who spent the most time searching for correct answers while taking each test were the most successful.

Auburn High School was able to participate in the state competition in Kearney at the County Extension Office at the fairgrounds. There were five total teams from the state present: three high schools and two 4-H groups. The competition was very well run and organized with each team guaranteed two matches. Each match consisted of three categories. In the first category each individual had to answer a question without conversing with another team member. Each correct answer was worth 5 points. The second category included four questions that the team had to answer after they had discussed the question. Correct questions were again worth 5 points. The third category was called the challenge category. The greatest amount of points could be gained in this category of 20 questions. A player's name is called after they press a buzzer. Players could not discuss answers. Correct answers were worth 10 points each.

The five key areas of the LifeSmarts competition consists of material usually covered in an Introduction to Business class. LifeSmarts is an exciting and different challenge for students to learn important facts about functioning effectively in today's marketplace. Students in Nebraska could have begun practicing on-line quizzes in September on-line. A teacher or coach can spend any amount of time practicing questions. The competition could even be done on an individual basis without any class time.

OPS STUDENTS PLACE IN FED CHALLENGE COMPETITION MARCH 27

If you were in Alan Greenspan's shoes, what would you do? Teams of students from four Omaha high schools pondered that question when they put themselves in the place of Federal Reserve policy-makers on Thursday, March 27, to take part in the Fed Challenge competition held at the Omaha Branch of the Federal Reserve Bank.

The Fed Challenge is an academic competition for high school students that asks students to analyze the economy using economic indicators and make a recommendation on the stance of monetary policy, just as the Federal Open Market Committee (FOMC) does when they meet eight times each year. Under the leadership of current chairman Alan Greenspan, the FOMC's decisions with respect to short-term interest rates can significantly impact the economy of the United States and, to some degree, the world.

Northwest High School won the competition and will compete in Washington, D.C. April 26-28 facing seven other Federal Reserve District finalists at the Federal Reserve Board of

RAISING THE BAR IN BUSINESS EDUCATION



How high is the bar being set for business education?

You can find out at the annual Mountain-Plains Business Education Association (M-PBEA) Conference hosted at the Lincoln Cornhusker Hotel on June 19-21. Conference coordinator Sue Sydow promises an exciting conference for all Nebraskans! As part of the conference activities, the Nebraska State Business Education Association (NSBEA) will hold its annual Awards Luncheon on June 19. Following the luncheon, conference participants can choose between business tours to The Gallup Organization and Snitily Carr Productions or a computer workshop on Financial Knowledge for Investing.

June 20-21 will find conference participants at computer workshops and breakout sessions on web design, digital video, E-commerce, middle school programs, economics, speech recognition and much more! Full conference information and a registration form are available on the MP-BEA web site at www.fhsu.edu/mpbea. Don't miss this special opportunity to attend the MP-BEA Conference being hosted in Nebraska!

OPS Students Place in Fed Challenge Competition March 27 (cont'd from Page 5)

Governors. There the students will be quizzed by directors of research from Reserve Banks, Fed presidents and members of the Board of Governors.

The top team will receive a \$5,000 scholarship for each member, a \$10,000 grant for its school and a \$5,000 prize for its teacher. At minimum, Northwest team members will receive \$500 scholarships, \$1,500 for their school and \$1,000 for the teacher. South High School placed second, winning a \$2,000 grant for its economics curriculum.

At the Fed Challenge competition, five-member student teams prepared a 15-minute presentation and then faced a panel of judges for a question-and-answer session. Teams are scored on their understanding of the Federal Reserve and monetary policy, research and analysis, teamwork and presentation skills. The top two teams have the chance to compete for monetary prizes and a trip to the national competition.

Although only five students from each competing high school take part in the actual presentation (which included Benson, Burke, Northwest and South), almost 70 students in the Academy of Finance programs helped conduct research and analyze data over the last several months.

“This competition really asks students to think critically and develop their analytical skills,” Sand said. “They also have to show they truly understand their research and recommendations through the question and answer period with the judges. It leads to teams of students who have a much better grasp of the factors that influence our economy each day.”

Judges for the Omaha competition include Steve Evans, vice president and branch manager of the Omaha Federal Reserve; Dr. Mark Wohar, economics professor at UNO; and Dr. Tammie Fischer, director of the UN-L Center for Economic Education.

A Newsletter for Nebraska Business Educators

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DATES TO REMEMBER

- April 24-25, 2003 NETA Conference, Omaha
- May 7, 2003Elementary Keyboarding Workshop, Nebraska Dept. of Education, Lincoln
- June 2-5, 2003 INVEST Conference, Kearney
- June 19, 2003 NSBEA Awards Luncheon and Conference, Lincoln
- June 19-21, 2003 Mountain Plains Business Education Conference, Lincoln
- June 23-28, 2003 FBLA National Leadership Conference, Dallas
- June 29-July 2, 2003 PBL National Leadership Conference, Dallas
- August 6, 2003 Elementary Keyboarding Workshop, Nebraska Department of Education

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