

THIS & THAT

Bonnie Sibert, Director
Bev Newton, Consultant

NCE Conf. Issue, 2005

A Newsletter for Nebraska Business and Marketing Educators

The NSBEA Conference, which previously has been held in March, will be incorporated into Monday and Tuesday of the NCE Conference. NSBEA President Toni Landenberger and Conference Chair Deb Wolken have coordinated the planning with Bonnie Sibert. Sessions will begin on Monday afternoon and conclude with the NSBEA business meeting after the Business Education Banquet on Tuesday evening, June 7. The hands-on workshops, DPE and NSBEA executive board meetings and presentations of awards normally held during the spring conference will be fully incorporated into the first two days of the NCE Conference.

Monday, June 6

Monday sessions will include a hands-on training session *Using PhotoShop Elements* by Sandy Blankenship, ESU 6; *Oracle Academy* by Matt Cahill, CA; and *Speech Recognition Teaching Tips and Assessment Strategies* by Bonnie Brockman, MO. If you are interested in attending NSBEA's *Leadership Development Institute*, contact Lisa Newton Hansen at lnewton@esu8.org. Don't miss an opportunity to network at the Monday evening social sponsored by NSBEA. The fun begins at 8:30 p.m. and is open to all business and marketing teachers.

A complete listing of the breakout sessions for Business and Marketing can be found on pages 4-5.

Tuesday, June 7

The opening sessions for Business and Marketing begin at 8:30 a.m. at the Kearney Ramada Inn with Brian Ardinger of Nanonation addressing *Enhancing the Customer Experience—How Technology is Changing How Businesses Market, Communicate and Interact with Customers*. Marketing teachers should plan to attend Trey Michael's two sessions in order to receive the North Carolina *Sports and Entertainment Marketing* curriculum. The FBLA Board of Directors will share new strategies to implement your chapter through exciting roundtable sessions. Both secondary and postsecondary business and marketing educators have a wide variety of sessions from which to choose.

Because of the increased number of new business and marketing teachers, a networking session for teachers with three or less years of experience will be offered.

College preservice students, including recent graduates, are provided complimentary NCE registrations (not including any conference meals or the Wednesday noon luncheon), without paying the \$85 registration fee. If you are working with student teachers or practicum students, please encourage them to attend.

Wednesday, June 8

Keynote speaker Bill Daggett will help to set the stage for creating the new vision for Nebraska Career Education at the opening general session on Wednesday at 8:30 a.m. See page 8 for complete details.

Sessions of special interest to business and marketing educators include *Reading Strategies in the CTE Classroom*, presented by Mona Schoenrock, Mary Kay Lockman and Kris Wurtz, Columbus High School; *Road to a Successful Entrepreneurship Program*, presented by Winnebago teachers Mary Anne Hovland, Dan Fehringer and Joni Hegge; and *Strategic Reading in the Content Areas*, presented by Rachel Billmeyer. The Nebraska Council on Economic Education will present *Earning, Learning and Investing*, and participants will receive the new personal finance curriculum developed by the NCEE.

Extra special events include the luncheon, which is included in your registration fee and exhibits by leading educational publishers and business/industry representatives.

Thursday, June 9

Integration and application workshops will be held from 8 a.m. to 1 p.m. Just a

few that you will want to consider include: *InDesign, Come Build a Quality Technology Scope and Sequence*, *Hand-held PDAs*, *Improved Reading Across the Curriculum* and *Middle School Economics Curriculum*. Shelly Kort and Elsa Barr will once again offer a two-day speech recognition training for beginners at UNK (June 8 and 9). Bonnie Brockman of Speaking Solutions will offer two one-day trainings for intermediate speech recognition (June 8 and 9) and a two-hour training on handwriting recognition (June 7).

Online registration will be available after March 1. Registration information will also be mailed directly to you with reminders provided through the neused listserve. Please read the workshop descriptions carefully to decide which best meets your professional development needs.

Complete details for the NCE Conference will be available after March 1 at www.nceconference.com.

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A Newsletter for Nebraska Business and Marketing Educators

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Products mentioned in this newsletter are not necessarily endorsed or recommended by the Nebraska Department of Education staff; products are mentioned for your information and review.

NCE CONFERENCE REMINDERS



- ◆ Some time after March 1, conference information will be mailed directly to you.
- ◆ The registration form will be available at www.nceconference.com and also accessible on the Business Education web site. An email message announcing the posting of the NCE registration form and program offerings on the web site will be shared on the ne-bused listserv.
- ◆ Please submit your registration online by May 1. Registration after May 1 jumps to \$95.
- ◆ Special room rates will be available at the Holiday Inn, Ramada Inn, Hampton Inn and Wingate Inn. See the NCE Conference web site for rate information. The Business and Marketing sessions will be held at the Ramada Inn on Monday afternoon and all day on Tuesday with all sessions on Wednesday being held at the Holiday Inn. Sessions on Thursday will be held at various sites.
- ◆ Teachers registering for Business and Marketing will pick up registration at the Ramada Inn on Monday or Tuesday or at the Holiday Inn on Wednesday.
- ◆ The DPE Executive Committee and NSBEA Executive Committee meetings will all be held on Monday, June 6. The NAME Executive Committee will meet on Tuesday, June 7.
- ◆ Wayne State College will offer the NCE Conference for three (3) hours of graduate credit. For more information, contact Dr. Patricia Arneson at Wayne State College, 800-228-9972, Ext. 7255, or email paarnes1@wsc.edu.



"The future isn't what it used to be." - Yogi Berra

APPLICATION PROCESS FOR BEST AWARD

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 7, at the Kearney Ramada Inn. Those recipients present at the banquet will receive special recognition and a BEST memento from our BEST sponsor, Larry Fuerst.



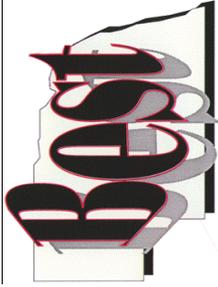
Once again this year any business teacher who has received the BEST Award for **ten** consecutive years will be recognized.

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

- (1) Membership in NBEA and NSBEA and
- (2) Must be a business 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 3 or download the application form from www.nde.state.ne.us/BUSED/behome.htm—click on *This & That Newsletters* 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, 2004, and April 14, 2005. 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.

To download the form, please go to www.nde.state.ne.us/BUSED/behome.htm—click on *This & That Newsletters*.



Business Education's BEST in Nebraska

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| <p>Name _____</p> <p>Summer Address _____</p> <p>Summer Phone _____</p> <p>School/Institution _____</p> | <p>Professional Membership</p> <p><input type="checkbox"/> ACTE/ACTEN (5)</p> <p><input type="checkbox"/> NEA/NSEA & local ed assn (5)</p> <p><input type="checkbox"/> NBEA/M-PBEA (5)</p> <p><input type="checkbox"/> NSBEA (5)</p> <p><input type="checkbox"/> DPE (5)</p> <p><input type="checkbox"/> ISBE (5)</p> <p><input type="checkbox"/> NETA (5)</p> <p><input type="checkbox"/> Delta Kappa Gamma (5)</p> <p><input type="checkbox"/> Phi Delta Kappa (5)</p> <p><input type="checkbox"/> Local Chamber of Commerce (5)</p> <p>Others: _____ (5)</p> | <p>Awards/Honors</p> <p>_____ (5)</p> <p>_____ (5)</p> <p>_____ (5)</p> <p><input type="checkbox"/> Nat'l Teacher Certification (10)</p> <p>Presentations</p> <p>_____ (5)</p> <p>Date: _____</p> <p>_____ (5)</p> <p>Date: _____</p> <p>Published State Articles</p> <p>1. _____ (5)</p> <p>_____ (5)</p> <p>Date: _____</p> <p>Source: _____</p> <p>2. _____ (5)</p> <p>Date: _____</p> <p>Source: _____</p> <p><input type="checkbox"/> Shared teaching strategy at ESU or on web (5)</p> <p>Published National Articles</p> <p>_____ (5)</p> <p>Date: _____</p> <p>Source: _____</p> | <p>Most Recent Graduate Degree</p> <p><input type="checkbox"/> Masters (10)</p> <p><input type="checkbox"/> Education Specialist (10)</p> <p><input type="checkbox"/> Doctorate (10)</p> <p>Graduate Credits (Earned during current year; 1 pt. per credit hour)</p> <p>_____</p> <p>Total Credits _____</p> <p>Inservice (Excluding local district's inservice; 1 pt. per 2 clock hours)</p> <p>_____ (5)</p> <p>Topic _____ (5)</p> <p>Total Inservice Points: _____ (5)</p> <p>Industry Certification (5 Points per certification)</p> <p>_____ (5)</p> <p>Topic _____ (5)</p> <p>Total Certification Points: _____ (5)</p> <p>Teachers Mentoring Teachers (Secondary teachers only; 10 pts. per student teacher; enter student's name)</p> <p>1. _____ (10)</p> <p>2. _____ (10)</p> <p>3. _____ (10)</p> | <p>School Visit</p> <p>_____ (2)</p> <p>_____ (2)</p> <p>Business Internship (1 pt. per 4 hours)</p> <p>_____</p> <p>_____</p> <p>Date: _____</p> <p>Total Internship Points: _____</p> <p>Business/Industry Visit</p> <p>_____ (2)</p> <p>_____ (2)</p> <p>_____ (2)</p> <p>Conferences</p> <p><input type="checkbox"/> NETA (5 per day)</p> <p><input type="checkbox"/> Mt. Plains (10)</p> <p><input type="checkbox"/> INVEST Conf (5 per day)</p> <p><input type="checkbox"/> NSBEA Fall Conf. (5)</p> <p><input type="checkbox"/> NBEA (10)</p> <p><input type="checkbox"/> ACTE (10)</p> <p><input type="checkbox"/> Midwest Internet (5 per day)</p> <p><input type="checkbox"/> BE ESU Workshop (5)</p> <p><input type="checkbox"/> DPE Winter WOWS (5)</p> <p>Others: _____</p> <p>_____ (5)</p> <p>_____ (5)</p> |
| <p>• Include activities from April 15, 2004 to April 14, 2005</p> <p>• Please print using ink, type or download and complete</p> <p>To download, click on the BE web site – click on "This & That"</p> <p>• Add additional lines, if needed, on the back.</p> <p>• Mail by May 1 to:</p> <p>Bonnie Sibert, Director Business Education NE Dept. of Education PO Box 94987 Lincoln, NE 68509-4987</p> | <p style="text-align: right;">TOTAL _____</p> | | | |

TENTATIVE NCE CONFERENCE SCHEDULE FOR BUSINESS EDUCATION AND MARKETING EDUCATION Monday, June 6 and Tuesday, June 7, 2005—Ramada Inn, Kearney

Monday, June 6

12:30 – 4

Registration will be conducted in the Ramada Inn Lobby

1 – 2:45

Speech Recognition Teaching Tips and Assessment Strategies, Bonnie Brockman, Springfield, MO

See what's new in Dragon NaturallySpeaking 8.0 Preferred software! Learn valuable tips for teaching speech recognition successfully - troubleshooting, improving accuracy, managing microphones, etc. Assessment strategies will be shared by the presenter and participants, and evaluation instruments and a sample grading scale will be distributed.

3:00 – 4:30

Oracle Academy, Matt Cahill, Oracle Corporation, CA

The Oracle Academy is a \$130,000 in-kind grant from the Oracle Corporation to select high schools around the world. Oracle provides online curriculum, professional development and hosted database software for schools to enrich their business and informational technology offerings.

1 – 5

Leadership Development Institute, Lisa Newton Hanson, NSBEA Past President

By Invitation Only—contact Lisa at lnewton@esu8.org if you would like to participate.

Using PhotoShop Elements, Sandy Blankenship, ESU 6

This hands-on training, which will be held at ESU 10, will focus on the features of Photoshop Elements that most teachers find useful, such as cropping, red-eye correction, layers, resizing images, etc.

3 – 5

DPE Executive Board Meeting

5:30– 7:30

NSBEA Board Dinner/Meeting—Purchase Meal Ticket on registration form

8:30

Business Education Social—The Nebraska State Business Education Association (NSBEA) invites all business and marketing teachers to network with their peers. No registration required.

Tuesday, June 7

7:30 – 4

Registration will be conducted in the Ramada Inn Lobby

8:30 – 9

Opening General Sessions—Individual Update Sessions for Business Education and Marketing Education

9:00 – 10:00

Enhancing the Customer Experience - How Technology Is Changing How Businesses Market, Communicate and Interact with Customers, Brian Ardinger, Nanonation, Lincoln

From interactive kiosks and digital signage, to blogs and search engine optimization, leading businesses are taking advantage of new technologies to enhance and expand the customer experience. Join Brian as he discusses the technology trends that are changing the ways businesses market, communicate and interact with customers.

Tuesday, June 7 con't.

10:30 - 11:30

Designing an Assessment System for Business Education - Strategies and Lessons Learned

Dennis Krejci, Tri County; Mona Schoenrock, Columbus; Sue Sydow, Lyons-Decatur; Murleen Bellinger, Waverly
Assessment - is it a challenge or opportunity for business education? Attend this session and learn how to use quality assessment tools.

Digital Design: Teaching a Standards-Based Web Curriculum, Fran Weaver, Course Technology, CA

Learn about Digital Design, a project-based approach to teaching web design that addresses School-to-Career initiatives, prepares students for careers in web design and development and maps to the National IT Career Pathways for Interactive Media and ISTE NETS for students.

Sports and Entertainment Marketing - Session 1, Trey Michael, North Carolina Department of Instruction

Tips, tricks and discussion about how to implement an effective Sports and Entertainment Marketing Curriculum. Participants will receive the North Carolina curriculum.

11:30 - 1:00

Lunch on your own or NAME Luncheon or DPE Luncheon, Initiation and Officer Installation

1:00 – 2:00

Sports and Entertainment Marketing - Session 2, Trey Michael, North Carolina Department of Instruction

Tips, tricks and discussion about how to implement an effective Sports and Entertainment Marketing Curriculum. Participants will receive the North Carolina curriculum.

Explore the Possibilities!, FBLA Board of Directors

Learn new strategies to implement in your chapter through exciting sharing sessions. Featured topics include recruitment, program of work and fundraising.

Recruitment – Susan Wellman, Syracuse High School; Pat Olson, Blair High School

Program of Work – Shawna Koger, Arlington High School; Dennis Krejci, Tri County High School

Fundraising – Julie Jensen, Aurora High School; Sue Sydow, Lyons-Decatur High School

Taking Keyboarding to a Higher Level with DigiTools, Sharon Fisher-Larson, sponsored by Glencoe, Janesville, WI

Your students can be at the cutting edge of new technology using digital communication tools! Attend this session sponsored by Glencoe to find out how students can learn and immediately apply the use of hand-held devices, tablet PCs and speech recognition across the core academic curriculum, plus explore the use of digitools in the workplace.

2:15 – 3:15

New Teachers Network, Bonnie Sibert, Nebraska Department of Education

Business and marketing educators with three years or less of teaching experience will learn about a wealth of classroom resources and teaching strategies available for classroom use. Don't miss this opportunity to network with your peers!

Share-an-Idea Sessions by NSBEA members—Choose two sessions to attend in either the Azalea/Bamboo Room or the Camelia Room. Each session will be repeated twice and will last 25 minutes with 5 minutes passing time.

Share-an-Idea: Work for Free – You've Got to be Kidding!, Barb Huls, Grand Island Northwest High School

Find out how to start a coordinated volunteer program at your school from which your students will reap the benefits. Barb will share how Grand Island Northwest has effectively implemented two volunteer programs to assist in preparing students for their futures.

Share-an-Idea: What Do Employers Really Want?, Toni Landenberger, Southeast Community College – Beatrice

Results from a Southeast Community College survey of Nebraska employers indicates what technology and office skills requirements are necessary for our graduates entering the business world. Find out what skills your students need in order to be employable.

Tuesday, June 7 con't.

Share-an-Idea: Economics is Everywhere, Dani Bailey, Pound Middle School, Lincoln

A middle-level camp was offered to students to expose them to experiences that demonstrate how economics is a part of every day life. Find out about the activities and field trips students completed during this fun-filled week.

Share-an-Idea: Public Relations for Business Education, Sherry Marks, Wilber-Clatonia Public Schools

Whether you are a member of the Business Education Department or you ARE the Business Education Department, stop by this Share Shop to learn ways to expedite an increased level of positive public perceptions of your program.

Share-an-Idea: Accounting CPR, Charlotte Fehr, Platteview High School; Kim Blazek, Raymond Central High School

Do your accounting classes need CPR? These two veteran accounting instructors will share some of their ideas and secrets that keep their accounting classes Current, Practical and Rising in student numbers.

Share-an-Idea: Video Journalism, Jane Blum, Minden High School

Learn how to prepare your students for a career in video journalism. You will leave this session knowing new video camera tricks, interview techniques and journalism vocabulary.

2:15 – 4:30

Handwriting Recognition 101, Bonnie Brockman, MO

Facilitators: Sue Sydow, Lyons-Decatur High School; Linda Jacobi, Twin River High School

Registration Fee: \$25 for textbook and pen tether but no tablet OR

Registration Fee: \$140 for textbook, pen tether and writing tablet (maximum of 25)

Kearney High School, CAD Lab, Room 309 (Take 2nd Avenue north to 39th Street, turn left to 6th Avenue, turn left)

This introductory handwriting recognition course will utilize Wacom Graphire 2 writing tablets with Office XP and Microsoft OneNote applications. Using Office XP, participants will learn how to enable handwriting recognition in their Office program, configure and use a digital pen in the writing pad and drawing pad, insert digital handwriting and a digital drawing into a document, convert printed or cursive handwriting into text and perform formatting functions using the digital pen. Using Microsoft OneNote, participants will learn how to take, organize and share handwritten or typed notes, sketch diagrams and collect Web page content. Electronic note taking using Tablet PC handwriting applications will be demonstrated.

3:30 - 4:30

Tri-City Storm Hockey Tour, Greg Shea, Kearney

Tour the Kearney Event Center located at 609 Platte Road, just off the I-80 exit and learn about the Tri-City Storm Hockey franchise. Participants will be responsible for their own transportation. Meet at the main entrance of the Kearney Event Center (faces south) at 3:30.

Wardrobes That Work: Unlocking the Secrets to a Winning Appearance for Interviews and On-the-Job

Sharon Fisher-Larson, sponsored by Glencoe/McGraw-Hill, Janesville, WI

Learn about classroom activities and career CD-ROM demos that will help your students prepare for the job interview and appropriate dress attire at work. In addition, Jill will focus on every teacher's closet full of clothes but nothing-to-wear syndrome that we each face.

Computer Technology Assessments: Updates on MOS and Other IT Certifications, Fran Weaver, Course Technology, CA

Measurable outcomes can be achieved by aligning courses in computer applications and computer literacy with industry-standard IT certifications and ensure your students are ready to meet the technology challenges of the workplace.

6:30

Business Education Banquet

8:45 – 9:15

NSBEA Annual Business Meeting with Officer Installation

2005 NCE Speech Recognition Workshops

Step It Up—Dragon Naturally Speaking Refresher Course and Advance Skills, Bonnie Brockman, MO

Wednesday, June 8 (8:30 – 4)

Registration Fee: \$165 (maximum of 25)

Participants receive Dragon NaturallySpeaking V. 8, advanced training manual, and headset

Prerequisite: some knowledge and previous use of Dragon

Location: Kearney High School—CAD Lab, Room 309

Participants will practice the following—creating macros, punctuation, spelling, practice exercises, Quick Start, navigating Internet Explorer, formatting exercises, Excel applications and composition.

Beginning Speech Recognition Training (two-day workshop)

Wednesday, June 8 (8:30 – 4) and **Thursday, June 9** (8 – 1)

Registration Fee: \$165 (maximum of 25 participants)

Participants receive Dragon NaturallySpeaking V. 8, textbook and headset

Location: UNK – 2nd Floor Computer Lab, West Center, Room 254W

Presenters: Shelly Kort, Elsa Barr, Central Community College-Hastings

Facilitator: Janet Lear, University of NE-Kearney

A two-day course designed for beginners, you will use Dragon NaturallySpeaking and the Nifty Fifty curriculum to learn the 10 basic skills of speech recognition and how to teach them! Registration fee includes software, textbook and headset.

Step It Up—Dragon Naturally Speaking Refresher Course and Advance Skills, Bonnie Brockman, MO

Thursday, June 9 (8 – 1)

Registration Fee: \$40 (maximum of 25)

Participants receive advanced training manual, and headset but no software

Prerequisite: some knowledge and previous use of Dragon

Location: Kearney High School—CAD Lab, Room 309

Participants will practice the following—creating macros, punctuation, spelling, practice exercises, Quick Start, navigating Internet Explorer, formatting exercises, Excel applications and composition.

2005 NCE Integration and Application Workshops

See NCE Conference Web Site after March 1 for Complete Listing of all Thursday Workshops

www.nceconference.com

Learning, Earning and Investing, Tammie Fischer, Nebraska Council on Economic Education

Thursday, June 9 (8—1)

This comprehensive set of classroom lessons designed for middle and high school students focuses on the benefits of and strategies for investing. This session is for you if you teach economics, introduction to business or personal finance.

Internet Safety, Bob Hayes, ESU 11; Graci Gillming; ESU 10

Thursday, June 9 (8 – 1)

Attend this session, which will be held at ESU 10, to learn how you can impact your school district and the community by providing a proactive solution to the dangers of the Internet. The resources of I-SAFE America, Inc., Netsmartz and others will be highlighted. This workshop will present ways to teach students in middle school to be responsible “net” citizens and to stay safe when using the Internet. It will examine the variety of dangers students may face online, including inappropriate material, online predators, viruses, plagiarism and copyright infringement.

Adobe InDesign—Education’s New Tool for Desktop Publishing, Linda Dickeson, Lincoln Public Schools

Thursday, June 9 (8 – 1)

The new tool of choice for desktop publishing is Adobe InDesign CS. Desktop publishers everywhere will be moving away from PageMaker (no longer being developed) and into InDesign CS. The exploration part of this workshop will include getting to know the work area, tools, navigation and working with frames. Participants will then create a newsletter from scratch, including graphics, special effects, tables, style sheets and more. If you are an experienced user of PageMaker (not a prerequisite), learn the similarities and the differences. Participants should be very comfortable using word processing in order to attend. Maximum of 25 participants.

Nebraska Career Education Conference Keynote Speaker

S*kills for Lifelong Learning, Earning and Living* is the theme of the Nebraska Career Education Conference scheduled for June 6 - 9, 2005 in Kearney, Nebraska. The annual NCE Conference, formerly called INVEST Conference, will focus on creating a vision for the future of Nebraska Career Education through the career fields concept.

Keynote speaker, Willard R. Daggett will help to set the stage for creating this new vision at the opening general session on Wednesday, June 8, 2005 from 8:30-9:45 a.m. at the Holiday Inn in Kearney. Dr. Daggett is the president, founder and lead consultant of the International Center for Leadership in Education. Known for his challenge to educators to think beyond the "here and now," Daggett will offer his Nebraska audience an exciting and innovative view of the purposes, benefits and effectiveness of American schools.

Dr. Daggett has spoken to hundreds of thousands of educators and education stakeholders in all 50 states. His enlightening, entertaining and motivating messages have helped his listeners to look at education differently by challenging their assumptions about the purposes, benefits and effectiveness of American schools. He inspires his audiences both to *embrace* what is best about our education system and to *make the changes necessary* to meet the needs of all students in the 21st century.

Daggett is recognized internationally for his efforts to move education systems toward more rigorous and relevant skills and knowledge for all students. He has assisted a number of states and hundreds of school districts with their school improvement initiatives, many in response to *No Child Left Behind*.

He has also collaborated with education ministries in several countries and with the Council of Chief State School Officers, the Bill & Melinda Gates Foundation, the National Governors Association, the US Chamber of Commerce, Apple Computer and many other national organizations.

Daggett has served in various management positions at the New York State Education Department and has held both teaching and administrative positions at the secondary, two-year college, four-year liberal arts college and university levels. Through his experiences, he lends a practical, broad-based perspective to the issues facing education today.

Don't miss this keynote presentation at the 2005 NCE Conference!