

# THIS & THAT

A Newsletter for Business, Marketing and Information Technology

Fall Issue, 2006

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I am a child, a youth,  
I want to grow.  
I am a child, a youth,  
I need to know  
I am a child, a youth,  
an adult soon to be.  
I am a child, a youth,  
will you be the key?

I am ready to bloom  
like a flower on a vine,  
but I need your help  
to ferment, like a fine wine.  
I am a child in your hand,

a challenge indeed.  
Will you nourish my dreams?  
Will you help me succeed?

If too long you wait . . .  
To change . . . To make plans.  
This fragile child  
will wither in your hand.  
Remember well,  
my need to learn, earn and live.  
My future's in your hands,  
what will you make of it?

- CAROL JURGENS

*As you begin the new school year, we hope that you will carefully consider the important role that you play in the lives of your students. Their success in life lies largely in your hands. Carol Jurgens retired from the Nebraska Department of Education this summer. Won't you help her Dreams poem come true for all of your students?*

### BMIT Web Site

The Business, Marketing and Information Technology web site, [www.nde.state.ne.us/BMIT](http://www.nde.state.ne.us/BMIT), provides a wealth of information for business, marketing and information technology teachers. You'll find frameworks, Links to the Nebraska Standards, career cluster skill and knowledge statements, examples of Personal Learning Plans, Plans of Study, curriculum prepared by Nebraska teachers in each of the career clusters, conferences and upcoming workshops, links to FBLA and DECA, and much, much more. Karen Kloch maintains the BMIT web site. Please contact Karen with your suggestions or additions.

### BMIT and NEFBLA Listserves

Has your email address recently changed? If you are a business, marketing or information technology teacher, you are encouraged to subscribe to the BMIT listserv. If you are an FBLA adviser, you should subscribe to the NEFBLA listserv. Please follow the directions linked on the BMIT web site—just click on BMIT Listserv. Once you are subscribed, you can send a regular email message to [bmit@lists.k12.ne.us](mailto:bmit@lists.k12.ne.us) or [nefbla@lists.k12.ne.us](mailto:nefbla@lists.k12.ne.us).



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### Welcome New Teachers!

If you are beginning your first- or second-year of teaching business, marketing or information technology, won't you please introduce yourself to us via email or phone. Bonnie Sibert maintains a distribution list of new teachers and shares electronic resources and teaching strategies each month during the school year. Please send Bonnie an email at [bonnie.sibert@nde.ne.gov](mailto:bonnie.sibert@nde.ne.gov) if you wish to be included in the distribution list. Veteran teachers, if you have a new teacher in your department, please let us know their school email address.

## UPCOMING EVENTS

**2006 REAL Teacher Workshops – September 16**

The REAL Teacher Workshops will be conducted at six sites across Nebraska—Kearney, Lincoln North Star, Norfolk, North Platte, Papillion-LaVista South and Scottsbluff. Designed for new career education teachers, the 9-3 workshop networks new teachers who have REAL classrooms with REAL students so that they can learn about REAL solutions! These workshops are provided for Nebraska's Career Education teachers with three years or less teaching experience. A panel of veteran educators will provide practical advice and participants will each receive a copy of *Teaching Smarter*, by nationally recognized speaker and author Sandy LaBelle, an expert in classroom management.

Register online at [www.nde.state.ne.us/NCE](http://www.nde.state.ne.us/NCE), click Conferences/Workshops under Events, and choose your site preference from the menu of options. Be sure to register by September 8. Questions should be directed to Jan Brandt at [jan.brandt@nde.ne.gov](mailto:jan.brandt@nde.ne.gov).

**MARKETING****Marketing Career Cluster Workshop – October 2**

All secondary Nebraska marketing teachers are being asked to participate in the October 2 Marketing Career Cluster Workshop to be held in Omaha from 8 a.m. to 3:30 p.m. Beth Osteen of MarkED will be available to assist us as we continue the work that was done last October. You will review the knowledge and skill statements for each of the Marketing pathways and the Marketing core. Small groups will also be asked to identify recommended course titles and descriptions for Marketing and provide input for programs of study for Marketing. The day will conclude with the opportunity to take the online A.S.K. Institute certification. Postsecondary marketing

teachers who are interested in receiving an invitation to participate should contact Bonnie Sibert. Perkins leadership funds are available to pay for substitutes and South-Western Thomson will provide lunch onsite. Further details concerning registration for the October 2 workshop will be mailed to all secondary marketing instructors in September.

**NSBEA Fall Conferences**

Be sure to save one day on your calendar to attend one of the three NSBEA Fall Conferences planned for October.

**Saturday, October 14**

Alice Buffet Middle School, 14101 Larimore Avenue, Omaha

Discover the magnet school concept and tour one of Omaha's newest middle school facilities, as well as discover and explore business education topics. Contact Pat Weddle, [patricia.weddle@ops.org](mailto:patricia.weddle@ops.org) and Tom Curran, [tom.curran@ops.org](mailto:tom.curran@ops.org) or register online at [nsbea.org](http://nsbea.org).

**Wednesday, October 18**

Harms Advanced Technology Center, 2620 College Park, Scottsbluff

Held in conjunction with the ESU 13 and 14 Fall BMIT Workshop, you will have the opportunity to tour the Harms Advanced Technology Center. Register through ESU 13 by calling 308.635.0661. Contact JoAnne Wilson, [jawilson@panesu.org](mailto:jawilson@panesu.org) and Ellen Ramig, [eramig@panesu.org](mailto:eramig@panesu.org).

**Thursday, October 19**

1221 West 17, North Platte

Held in conjunction with the ESU 15 and 16 Fall BMIT Workshop. Register through ESU 16 by calling 308.284.8481. Contact Janice Arent, [jarent@esu15.org](mailto:jarent@esu15.org) and Celeste Rogers, [crogers@esu15.org](mailto:crogers@esu15.org).

**BMIT ESU Fall Workshops**

NebraskaCareerConnections.org, Personal Learning Plans and plans of study are all on tap for the 2007 fall workshops. Bonnie Sibert and Bev Newton of the Nebraska Department of Education invite all secondary and/or postsecondary business, marketing and information technology teachers and preservice students to attend a 9 a.m. to 3 p.m. workshop at your nearest Educational Service Unit.

Workshop participants will be involved in the following activities:

- Discuss strategies for implementing the Business, Marketing and Management Career Field and the Information Technology Career Cluster
- Explore the Nebraska Career Connections portal with hands-on training in a computer lab setting
- Explore 50+ new resources available for assessment
- Learn about changes in Perkins legislation
- Receive teaching strategies for incorporating mathematics into your existing courses

In previous years participants have been asked to bring a teaching strategy to share. This year you have a new assignment. Won't you please bring a current business/marketing course outline and/or student outcomes. Within small group sharing sessions, workshop participants will discuss current course offerings for middle level career education, Personal Finance/Introduction to Business/Economics or Computer Applications.

To register for the workshop, please call or email the host ESU at least 5 days prior to the workshop you plan to attend.

**Omaha, ESU 3 – September 6, 9–3**  
Preregister through ESU 3 by calling (402) 597-4884

**Auburn, ESU 4 – September 13, 9–3**  
Preregister through ESU 4 by calling Mitzi, Margaret or Sue at (402) 274-4354, \$10 fee

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UPCOMING EVENTS *continued...**Continued from page 2***Fremont, ESU 2 – September 20, 9–3**

Preregister through ESU 2 by registering online at [www.esu2.org](http://www.esu2.org). Call Tammie at 402.721.7710 Ext. 207 if you need assistance.

**Milford, ESU 6 – October 4, 9–3,**

Preregister through ESU 6 by calling (402) 761-3341

**Ainsworth, ESU 17 – October 4, 9–3**

Preregister through ESU 17 by calling (402) 387-2520, \$10 fee

**Neligh, ESU 8 – October 5, 9–3**

Preregister through ESU 8 by calling (402) 887-5041

**Hastings, ESU 9 – October 10, 9–3**

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

**Kearney, ESU 10 – October 11, 9–3**

Preregister through ESU 10 using ODIE ([www.esu10.org](http://www.esu10.org))

**Scottsbluff, ESU 13 & 14 – October 18, 9–3**

(Western Nebraska Community College, Harms Advanced Technology Center, 2620 College Park)  
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 19, 9–3**

(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 16 by calling Kori at (308) 534-2418

**Columbus, ESU 7 – October 25, 9–3**

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

**Beatrice, ESU 5 – October 25, 9–3**

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

**Wakefield, ESU 1 – November 8, 9–3**

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

**Did you know** that the Bureau of Labor Statistics predicts that the U.S. economy will add one million tech jobs over the next decade, a 30 percent increase. There are 17 percent more tech workers in the U.S. today than in 1999 based on a new study by the Association for Computing Machinery.

**Keith Naughton, Outsourcing-Silicon Valley East, Newsweek, MA  
March 6, 2006**



*"The difference between involvement and commitment is like ham and eggs. The chicken is involved; the pig is committed."*  
– Martina Navratilova

## INFORMATION TECHNOLOGY CAREER CLUSTER

### VIP-Voice Increases Productivity (VIP)

On June 27-29, an enthusiastic group of 26 individuals comprised of educators, business professionals and students gathered for the three-day seminar to explore new and emerging computer input technologies. The star of the seminar was DragonNaturally Speaking speech recognition software.

The three-day seminar was organized by Judy A. Grotrian, Ph.D., Associate Professor of Business in the School of Professional Studies at Peru State College, who is the author of several peer reviewed articles. Karl Barksdale, author, consultant and trainer led the three days of input exploration. Karl is dedicated to introducing new input technologies that will not only dramatically increase productivity but significantly reduce repetitive stress injuries (RSI) such as carpal tunnel syndrome (CTS), and other cumulative trauma disorders. Karl provided hands-on training using DragonNaturally Speaking speech recognition software. Participants created an individual speech profile, adjusted the microphone, implemented speech commands and software features effectively to create voice-typed and edited documents.

Karl Barksdale notes: "Computers are changing and technology is advancing at an ever-increasing rate. The way we use computers is changing and current keyboards and mouse configurations cause wrist, elbow and shoulder injury. Karl related the explosion of repetitive stress injuries (RSI) such as carpal tunnel syndrome (CTS), and other stress related computing injuries suffered by adults and children alike. He is passionate about teaching everyone a safer and much more productive way to use technology in their professional lives.

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**D**r. Grotrian states: "Technology will not wait for us. In order to meet demands and be more productive in the future, we must keep pace with emerging technologies. Speech recognition will ignite the biggest change in the way we do business since typewriters gave way to the personal computer (PC)."

"We were given a glimpse of the future and the opportunity to play with the tools that will allow us to be more productive. But, most importantly we have an obligation to share this knowledge with our children, thus giving them the insight and tools that will allow them to be more successful," says Wende Bergemeir, a PSC student and VIP participant.

**D**r. Sara Crook, Professor of History and VIP participant, noted: "The voice input is a fantastic way to improve the speed of communication via the computer. The technology could be especially helpful in online instruction because the instructor could respond more fully to questions/concerns in less time. The technology will inevitably be helpful in writing papers, exams, assignment requirements, etc. and in all communication with administration, faculty, staff and students. Last, but not least, it appears to be the 'way of the future' as computer technology advances to reduce physical injury caused by long-term keyboarding."

**T**o view a Power Point slide show, please go to [www.hpcnet.org/peru/schoolofprofessionalstudies/facultystaff/grotrian](http://www.hpcnet.org/peru/schoolofprofessionalstudies/facultystaff/grotrian).

## BUSINESS, MARKETING AND MANAGEMENT CAREER FIELD

### The Trendmaster's Guide—Get a Jump on What Your Customer Wants Next

**A**s Target's former Vice President of Trend, Design and Product Development, Robyn Waters helped a small regional discount chain become a national fashion destination. *The Trendmaster's Guide* features her best advice for understanding and anticipating trends. It can help you navigate the unknown and prepare for whatever your customers want next. For a free excerpt from *The Trendmaster's Guide*, visit [www.rwtrend.com](http://www.rwtrend.com). The book sells for approximately \$10 and is available at major bookstores across the country.

### QSR Side Order Newsletters

**S**herri Marks of Wilber-Clatonia utilizes this emagazine to highlight the quick serve restaurant industry. A recent article featured Lincoln's Runza Restaurants and their marketing move to include milk on their menu. Runza might not be a national name, but it is an institution in Nebraska, with 50-plus years of history and 66 of its 70 units located in the state. The concept was founded on the Runza sandwich, which is a mixture of ground beef, cabbage and spices stuffed inside a small loaf of bread. To say these sandwiches are popular with the locals is an understatement. For instance, Runza sells about 10,000 of them on football Saturdays at the University of Nebraska. Visit [www.qsrmagazine.com/](http://www.qsrmagazine.com/) to subscribe for 12 free emagazines.

### New Instructional Modules from MarkED

**T**he MarkED/Career Paths Center introduces new LAP instructional modules designed to help focus your students on leadership, attitude and performance. Each LAP instructional module is a comprehensive, ready-to-use lesson plan, complete with activities, handouts and assessments. The sample instructional activity on page 5 is from MarkED EI LAP 1—Making Mad Glad (Handling Difficult Customers)

and was shared in an E-blast from MarkED on 4/24/2006. Visit [www.mark-ed.org](http://www.mark-ed.org) to learn about other Laps available for purchase or to purchase online. Public schools in Nebraska are eligible for member pricing.

### Integrating Entrepreneurship into the Classroom

**J**odi Gehr, Lincoln Southeast marketing teacher, attended the MarkED Conclave in Minneapolis in June. Thanks to Jodi for sharing an overview of the session she attended that was given by Janet Woodruff and Sue Updegraff.

**E**ntrepreneurship needs to be integrated into the classroom for a variety of reasons. First, entrepreneurs and small businesses create the majority of new jobs, especially in an ever-increasing global market. Small high growth companies account for 70% of economic growth over the past decade and two-thirds of all new technology and innovation come from entrepreneurship. Additionally, 7 out of 10 high school students want to start their own business.

**A**lthough it's unlikely that schools will adopt a strictly entrepreneurship-oriented class, there are many ways to infuse these concepts and methods within an established curriculum. Congress is supportive of this cause having recently established National Entrepreneurship Week.

**N**ational Standards of Practice concepts were shared to encourage incorporation of entrepreneurship education within the marketing curriculum such as economic concepts, personal investment, risk management, career guidance and ethical behavior. Methods for implementation included experiential learning, students as leadership, community involvement and problem-based learning. Content standards are organized in three sections: entrepreneurial skills, ready skills and business functions.

**R**esources:  
 • [www.entrepreneurshipweek.com](http://www.entrepreneurshipweek.com)  
 • [www.entre-ed.org](http://www.entre-ed.org)



## Teaching Idea: Handling Difficult Customers

**Preparation:** No advance preparation is needed for this activity.

**Process:** Divide the class into groups of four or five students each. Read the following description of the Red Apple Company out loud to the class:

“The Red Apple Company is a 22-year-old company that grows apples in its own orchard and produces juices, sauces and pies. The company is a wholesaler to local markets and farm stands that resell to the general public. The Red Apple Company does a lot of nice things for the community, including making donations to non-profit organizations and opening its orchard and factory for tours. With the new line of gift baskets they’re now offering, they thought they’d open a small retail shop at the orchard. The store is making money, but it hasn’t been exactly smooth sailing. A small group of Red Apple Company employees have been given the responsibility of investigating how to make the store run more efficiently and effectively.”

“You are the small group of Red Apple Company employees who have been selected to decide how to make the retail store run more smoothly. Recently, there have been several difficult customer situations at the Red Apple Company retail store. One customer insultingly stated that the pie he purchased tasted like someone put glue in it! Another customer was always finding what she called ‘damaged goods’ in the store and demanding a discount. And one young couple constantly needed a lot of help—immediately!”

“Your job is to generate a list of low-cost or no-cost ideas to help prevent these difficult customer situations from occurring in the store. You might work on a sales-associate training program or write a clearly defined return policy. Brainstorm for at least 10 minutes, and come up with at least three ideas to use in the store.”

When you have finished reading, ask each group to follow the instructions and to present its ideas to the class.



## BUSINESS, MARKETING AND MANAGEMENT CAREER FIELD

### Business Administration 150

A total of 22 high schools reported that they administered the Prentice Hall Business Administration 150 online assessment offered through UNL's College of Business Administration with the following results (based on 424 students taking each of the four tests):

Access - 79 % passed  
 Excel - 71% passed  
 PowerPoint - 87% passed  
 Word - 78% passed



Congratulations to the following schools who reported student results: Ashland-Greenwood, Burwell, Cedar Bluffs, Chase County, Creighton Preparatory School, Elmwood-Murdock, Ewing, Fairbury, Kearney High, Kimball, Lincoln East, Lincoln High, Lincoln North Star, Lincoln Northeast, Lincoln Southeast, Lincoln Southwest, Orchard, Platteview, Raymond Central, Shelton, Southwest High and Wood River.

One new feature this year includes additional support that may resolve some of the technical issues that some schools have faced in the past. Prentice Hall will mail a Local Partial Install CD that should be installed on all of the computers that will be used to administer the exams. This CD provides the plug-ins (such as the authorware) and other additional features. A constant connection will be made during testing with the Prentice Hall server and downloads the exam questions to the local computer, which means the exams run faster. With this constant connection to the Prentice Hall server, if a computer should crash, the student's work would be saved and recoverable. Nothing is permanently stored on the local computer other than the Authorware plug in.

If you plan to participate this year, the following reminders will be helpful:

- If you did not participate last year, one teacher coordinator from a high school needs to complete the Waiver Application Form once.
- If you participated during 2005-06, unless the teacher contact information has changed, the Waiver Application Form does not have to be completed.
- Each teacher coordinator will receive login information and a password, which will allow the teacher coordinator to access student codes. These student codes will be used by the high school students to access the four exams via any web browser (Prentice Hall supports only Internet Explorer, but some of the schools have had success with other browsers) at any time throughout the semester or school year.
- Testing is being provided through Prentice Hall's Train and Assess IT software. The Access test will be basic but the Excel test will be more challenging. Students will be able to test in either Office 2000, Office XP or Office 2003.
- Exam data will be reported through the web site by the teacher coordinator at the end of each grading period OR the teacher coordinator may choose to enter all of the data at one time at the end of the year.
- Complete details are available at [www.cba.unl.edu/dept/busadmin/](http://www.cba.unl.edu/dept/busadmin/).
- Local school districts will be responsible for putting a transcript notation on the official high school transcript for each student who passes all four exams: CBA BusCompAppl with a grade of "S" or "P" for No Credit
- The BSAD150 Reporting database will be available August 29 to report testing results for the upcoming school year. In addition, the Prentice Hall HSbsad150-0506 course has been closed. The new course, HSbsad150-0607, for the upcoming school year is available. The new course has a new Course ID that you will need when registering with the Prentice Hall website. The Exam Instructions on the BSAD150 website has been updated to reflect this change.
- For technical assistance, contact Jan Hime at [jhime@unl.edu](mailto:jhime@unl.edu), 402.472.5246.

## Top Ranked Promotional Strategies Identified By Business Educators



Recent research was conducted among nearly 200 business educators from the states of Georgia, Illinois, Nebraska and Virginia to gather information for the NBEA publication

*Effective Strategies & Tools for Marketing Business Education*. 2006 NCE Conference participants registering for the BMIT materials received this booklet and accompanying CD and were encouraged to use the tools to develop a marketing plan to promote their business program. Research results revealed the following strategies in each market segment as the most effective according to these business educators.

### 1. Students Currently Enrolled in Business Education Courses

**Sponsoring Business Education Student Organizations.** Use student organizations to promote business education, prepare students for careers and provide students an opportunity to develop important leadership qualities. Student competitions and other extracurricular or co-curricular events sponsored by student organizations bring school-wide recognition of student achievement and promote business education programs.

**Coordinating Work-Based Learning or Internship Program.** When possible, assign students to internships in occupational positions that interest them, thus creating an excellent opportunity to show students' skills in the business community.

### 2. Parents of Current and Potential Students

**Conducting a Direct Mail Campaign.** Establish regular communication with parents by mailing or e-mailing student progress reports or information newsletters with current and upcoming events or student accomplishments.

**Inviting Parents to Speak in Business Education Classes.** Parents have a variety of personal and business experiences and are generally willing to provide presentations to students on a topic of their interest or expertise.

### 3. Civic/Business Leaders, Elected Officials/Legislators

**Serving on Advisory Committees.** Work with the Chamber of Commerce (or other civic/business groups) to create a business education advisory committee of the Chamber to serve as a liaison between the school and business, to promote the school's program in the community and to communicate industry's needs to business teachers.

**Inviting Officials to Student Presentations.** Members of civic and business organizations and elected officials make excellent guests for students' class presentations, providing an opportunity to bring these officials to the school to see firsthand the quality teaching and learning taking place and the excellent work of students.

### 4. Potential Students from Feeder Schools

**Sponsoring an Open House for Incoming Students.** Involve future students and parents in open house activities. Provide information material and follow up with personal correspondence.

**Making Presentations to Feeder School Classes.** Officers of secondary student organizations can give presentations to middle school students. Student activities and accomplishments are more important to feeder school students than broad program objectives and information.

### 5. Business Education Teacher Professional Development

**Participating in Professional Organizations.** Professional organizations provide excellent opportunities for teachers to collaborate and share ideas on strategies used to promote programs.

**Doing a Summer Job Shadowing.** These experiences provide excellent opportunities for instructors to develop relationships with business professionals who are active in the community and influential in referring students who are interested in business careers.

### 6. Counseling, Advisement and Admissions Staff

**Announcing New Developments and Program Updates.** Keep counselors and advisors updated on new course offerings, content, value and

relevancy to job opportunities. Seek their input in the maintenance and improvement of business education programs.

**Assisting with Career Exploration/Career Fairs.** Most career programs are initiated and organized by counselors/advisors. Work with this staff in the development and delivery of such fairs. Use business education students to assist in the organization of these events and offer to contact local business and community officials to participate.

### 7. Administrators, School Board Members and Board of Governors

**Communicating Student Achievement.** Have students write letters or memos announcing student achievement and offer to provide presentations at administrative meetings. Provide the local newspapers with articles that "thank" school board members or administrators for program support.

**Encouraging Attendance at Student Class Presentations.** Consistently invite them to students' presentations and allow them to witness the quality of teaching and learning taking place in business education.

### 8. Potential Students not Enrolled in Business Education

**Sponsoring Extracurricular School-Wide Events.** One of the best ways to gain exposure for business education is to sponsor school-wide events such as dances, concerts, sporting events, special entertainment, business-based games and contests.

**Hosting a Business Education Open House.** Invite potential students to an open house or a special event organized to recruit new students. Utilize current students to provide anecdotal evidence of the value and excitement of business education courses.

*"My philosophy is that not only are you responsible for your life, but doing the best at this moment puts you in the best place for the next moment."*

- Oprah Winfrey

## BUSINESS, MARKETING AND MANAGEMENT CAREER FIELD *continued*

### Building Wealth



Last year  
M a r k E D  
piloted a new  
semester course,

Building Wealth, in 25 secondary schools. The course is taught by using a series of LAPs that total 90 hours of instructional time. Although there are no prerequisites for enrollment in this course, students would benefit by taking an introductory business, economics or personal finance course before enrolling in Building Wealth. This course will not replace a Personal Finance or Economics class but provides advanced applications.

The project-based investment course develops student understanding and skills in such areas as types of investments, the stock market and stock valuation. Students acquire an understanding and appreciation of the need for investing. The capstone activity of the course is the development of a diversified stock portfolio. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Application of investment strategies is an on-going component of the course focused on long-term investing. The course content is sequenced for students to identify, plan, implement and evaluate an investment portfolio that meets their individual investment goals. Use of an investment club is recommended. Other recommended resources include Yahoo! Finance to manage a portfolio and the Better Investing magazine ([www.better-investing.org](http://www.better-investing.org)), which provides a Stock Selection Guide.

The course learning outcomes have been crosswalked to the National Economic Education standards and the NBEA Standards. Nebraska public schools may purchase the semester curriculum online at [www.mark-ed.org](http://www.mark-ed.org) at the member rate of \$299.



### Financial Literacy

DeLayne Havlovic, Omaha Central, sent a BMIT listserve announcement in July that featured financial literacy information shared by Omaha's KETV, Channel 7's Mike Sigmond. The story was about educating teens in financial literacy. Sigmond interviewed University of Nebraska-Omaha professor David Volkman regarding his financial literacy camp for high school seniors and college freshmen that helps them learn about various financial matters. Several websites that many business teachers may find very effective in working with students in areas of financial and economic education include:

- U.S. Small Business Administration's teen guide - [www.sba.gov/teens/](http://www.sba.gov/teens/)
- Young Investor - [www.younginvestor.com/](http://www.younginvestor.com/)
- Planet Orange (good for kids ages 8-14) - [www.orangekids.com/home.htm](http://www.orangekids.com/home.htm)
- Moneyopolis - [www.moneyopolis.com/new/home.asp](http://www.moneyopolis.com/new/home.asp)
- The Motley Fool site (also very good for adults) - [www.fool.com/](http://www.fool.com/)

## CAREER STUDENT ORGANIZATIONS IN ACTION

### Nebraska DECA



The 2006 DECA International Career Development Conference was held in Dallas, Texas on April 29-May 2. Nebraska DECA was represented by our state officer team, over 200 participants and advisors, and national officer candidate Lindsey Kaiser from Lincoln East. Competition finalists from Nebraska included Kelsey Maynard, Bellevue West, second place, Entrepreneurship Participating Event-Franchising Business. Top ten finalists were Katie Steinhardt, Tara Ryan, Kaileigh Wagner, Bellevue West, Creative Marketing Project; Zac Youtz, Timothy Stawniak, David Shire, Bellevue West, Learn and Earn Project; Heather Bradley, Amy Hegarty, Anna Hoyt, Bellevue West, Learn and Earn Project; and Meghan Douglas, Scottsbluff, Fashion Merchandising Promotion Plan.

During breaks from competition DECA members were able to enjoy the sites and sounds of Dallas/Fort Worth by touring the Sixth Floor Museum and Dallas Aquarium, visiting the Dallas Alley for food and entertainment, attending a world class rodeo and BBQ, and spending a day riding the rides at Six Flags over Texas! To view the Nebraska DECA results from the 2006 ICDC competitions and chapter pictures of all the fun events visit [www.nedeca.org](http://www.nedeca.org).

The DECA Guide 2006-2007, an annual national DECA publication, has been distributed to announce the official guidelines for competition as well as the 2006-2007 theme and DECA IMAGES catalog. There are several major changes to the competitive event guidelines for the upcoming year including new events and new event names. A newly published list of qualifications for entering international conference competitive events general rules and regulations as well as a new national dress code is also included in this year's publications. All advisors should note these crucial changes for the success of your members' competitive efforts.

*"What's another word for Thesaurus?"*  
- Steven Wright

## CAREER STUDENT ORGANIZATIONS IN ACTION *continued*

### Nebraska PBL and FBLA



Nebraska PBL and FBLA members had a banner year at their respective National Leadership Conferences. On the postsecondary scene, Nebraska PBL members earned over 20 awards including 2 first-place awards at the PBL National Leadership Conference on June 24-27 in Nashville.

- Lisa Niewohner, Doane College, was named to the national Who's Who in PBL.

The first-place award winners were:

- Jolene Porter, Southeast Community College, Word Processing
- Darrell Cech, Lisa Niewohner and Jonathan Hoke Doane College, Business Decision Making

Next to leave their mark on Nashville were the FBLA members attending their conference June 29-July 2. The students received 24 top 10 awards, including 3 first-place awards and 1 national officer. Conference highlights included:

- Alice Reynolds of Wood River High School appointed as FBLA National Parliamentarian.
- Jan Went of Lakeview High School in Columbus recognized as Nebraska's Outstanding Local Adviser.
- CJ Ronhovde of Elmwood-Murdock High School named to the national Who's Who in FBLA.
- Sherry Marks from Wilber-Clatonia High School, recognized for 37 years of service as an adviser.

The first-place award winners were:

- Charles Burns, York High School, Accounting II
- Jake Hirz and Ian Parrish, Bellevue West High School, Business Ethics

- Jaimie Williams, Omaha Westside High School, Business Procedures

Over 177 Nebraska FBLA students, advisers and guests attended the annual conference.

### Charter a FBLA Chapter

Have you thought about chartering a FBLA chapter? Ever wondered what the benefits would be?

Over 5,000 students from nearly 130 Nebraska high schools currently enjoy the benefits of the FBLA program. Members engage in leadership development while conducting community service activities and partnership with business projects. Students learn how to work with school administrators and community leaders to conduct meaningful service projects.

This student-led program offers members opportunities, opportunities, and more opportunities! Serving as chapter, regional, state and national officers allows students to develop their leadership skills. Participating in chapter projects enhances students' teamwork and organizational skills. Networking at state and national leadership conferences enhances students' communication skills while learning about others.

Over 50 competitive events offer members the chance to put their knowledge and skills to the test. Individual, team and chapter events provide an option for everyone. Team events such as Business Ethics, Emerging Business Issues, Entrepreneurship, and Network Design include a presentation component before a panel of judges. Creativity and product development are showcased through events such as Business Plan, Multimedia Presentation and Web Site Development.

Interested in learning more? Check out the Nebraska FBLA web site at [www.nebraskafbla.org](http://www.nebraskafbla.org) or contact Beverly Newton at [bev.newton@nde.ne.gov](mailto:bev.newton@nde.ne.gov) or 402.471.4865.

### Calendars



The Nebraska Department of Education supports several online calendars that will help you plan for upcoming events. A current calendar and list of conferences and workshops related to Business, Marketing and Management as well as Information Technology can be accessed on the BMIT web page. The NCE Calendar at [www.nde.state.ne.us/nce/Calendar.htm](http://www.nde.state.ne.us/nce/Calendar.htm) will provide a broad range of Perkins and NCE-related events and deadlines. Visit the career student organization (CSO) web sites at [www.nedeca.org](http://www.nedeca.org) and [www.nebraskafbla.org](http://www.nebraskafbla.org) or link to them through the BMIT web site.

**BMIT Conferences/Workshops**

**FBLA Calendar**

**DECA Calendar**

**NCE Calendar**