

THIS & THAT

2007
NCE Conference
Issue

A Newsletter for Nebraska Business, Marketing and Information Technology Educators

NSBEA NCE Conference Chair Kristeen Dostal has coordinated planning with Bonnie Sibert and Bev Newton to plan another outstanding Nebraska Career Education Conference. Preconference workshops will begin on Monday, June 4 at various sites. On Tuesday all educators will spend the day at the Holiday Inn attending keynote sessions at both the beginning and end of the day with rotational sessions, exhibits and the Awards Luncheon in between! On Wednesday, business, marketing and information technology teachers will gather at the Ramada Inn. Breakout sessions that will be of interest to BMIT teachers can be found on pages 3 – 7.

College preservice students, including recent graduates, are provided complimentary NCE registrations (not including any conference meals, the Wednesday noon luncheon or registration materials), without paying the \$90 registration fee. If you are working with student teachers or practicum students who wish to attend, please encourage them to send email to bonnie.sibert@nde.ne.gov.

Complete NCE Conference details and online registration will be available March 2.

Check out
nceconference.com!

Monday, June 4

If you are interested in attending NSBEA's *Leadership Development Institute*, contact Murleen Bellinger, mbelling@esu6.org.

Don't miss an opportunity to network at the Monday evening social sponsored by Allison Oestmann-Bauers of South-Western. The fun begins at 7 p.m. at Barista's in downtown Kearney and is open to all business, marketing and information technology teachers.

Complete information about the preconference workshops and the conference will be available March 2 at nceconference.com. Please read the Monday workshop descriptions before registering so that you can decide which one best meets your professional development needs. Select from one of the 20 workshops being offered!

Tuesday, June 5

Opening General Session—8:30 a.m.

Like last year, both an opening and closing session will engage NCE conference participants. The morning session will include both state and national perspectives for career education. The closing session will end the day on a light note with Randy Snow.

Throughout Tuesday, extra special events will include the Awards Luncheon (included in your registration fee), exhibits by leading educational publishers and business/industry representatives as well as best practice sessions by Nebraska teachers. On Tuesday, Leslie Fisher from California, a former NETA presenter, will present *The Good, Bad and Ugly—Taking Digital Pictures Effectively* and a second session on *Gadgets!* You don't have to be a techie to enjoy her informative and energized presentations.

Wednesday, June 6

The opening session for Business, Marketing and Information Technology teachers begins at 8:30 a.m. at the Kearney Ramada Inn. **Mickie and Chris Mueller** of Norfolk High School will explain how Norfolk has worked to change the mindset of their colleagues regarding career education and introduced the entire faculty to the Nebraska Career Fields Model.

South-Western Publishing Company will sponsor long-time marketing educator **Jim Burrows** of Florida. Jim will present *Implementing Career Clusters in Business, Marketing and Management: Focus on Finance and Staying*

Ahead of the Curve—How Technology is Changing Consumers and Businesses.

Leslie Fisher will be back to present *MP3—The World of our Teenagers* as well as *Animating Graphics for the Web*.

Dr. Patricia Arneson of Wayne State College will facilitate *Teachers Mentoring Teachers*, which will involve a panel of new teachers. Teachers with five years of experience or less should plan to attend this session.

Many Nebraska teachers will be featured in the Share Shop afternoon sessions that include *eBay and PayPal in the Classroom; OneNote Is Your Ticket to Electronic Note Taking; Teaching Outside the Box Classroom; Lights! Camera! Action in YOUR Classroom!; eBusiness and Marketing Career Cluster Framework*. Come learn creative new strategies from Kristeen Dostal, Lisa Fox, Pat Hinkle, Sue Sydow, Dave Long, Lois Hixson, Julie Jensen, Ryan Hunter, Maegan Lindquist and Jerrie Glassman!

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**A Newsletter for Nebraska
Business, Marketing and
Information Technology
Educators**

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

NCE CONFERENCE REMINDERS



- ◆ On March 2, complete conference information and online registration will be available at nceconference.com.
- ◆ An email message announcing online NCE registration on the web site will be shared on the BMIT listserv.
- ◆ Please submit your registration online by May 1. Registration after May 1 jumps to \$125.
- ◆ Special room rates will be available. See the NCE Conference web site for rate information.
- ◆ On Monday, preconference workshops will be held at various sites. Tuesday general sessions will be held at the Holiday Inn. The Business, Marketing and Information Technology sessions will be held at the Ramada Inn on Wednesday.
- ◆ Business, Marketing and Information Technology teachers may pick up registration packets at the Holiday Inn on Monday and Tuesday or at the Ramada Inn on Wednesday.
- ◆ The \$35 registration materials fee will be required of any business, marketing or information technology teacher registering. The \$35 will provide each registrant with the new NBEA Standards for Business. Materials can be picked up at registration on Tuesday at the Holiday Inn or Wednesday at the Ramada Inn.
- ◆ The DPE Executive Committee and NSBEA Executive Committee meetings will be held on Monday, June 4.
- ◆ NAME and DPE will each host luncheon meetings on Wednesday, June 6, 11:30 a.m. to 12:45 p.m.
- ◆ Wayne State College will offer the NCE Conference for three (3) hours of graduate credit. Enrollees will be required to attend the conference and participate in online follow-up components using WebCT. For more information, contact Dr. Patricia Arneson at Wayne State College, 800-228-9972, Ext. 7255, or email paarnes1@wsc.edu.
- ◆ Details about graduate credit through Chadron State will be available at a later date.

APPLICATION PROCESS FOR BEST AWARD

Once a business, marketing or information technology (BMIT) 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. All honorees will receive recognition at the BMIT Banquet that will be held at 6 p.m. on Tuesday, June 5 at the Kearney Ramada Inn. Recipients present at the banquet will receive special recognition and a BEST memento from the BEST sponsor, Speaking Solutions.



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) Must join a minimum of NBEA and NSBEA **OR** MEA & NAME **OR** ACTE/ACTEN with membership in either NAME or NSBEA;
- (2) Must be a business, marketing or information technology 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, download and complete the application form from <http://www.nde.state.ne.us/BMIT/>—click on *Teacher Recognition* 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, 2006, and April 14, 2007. 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 <http://www.nde.state.ne.us/BMIT/>—click on *Teacher Recognition*.

Tentative Schedule
Nebraska Career Education Conference
June 4— June 6, 2007—Kearney

Business, Marketing and Management Career Field
Communication and Information Systems Career Field

Monday, June 4

9:30 – 4:00 Workshops

Adobe InDesign—Education’s New Tool for Desktop Publishing
 Design Education and CNC/3D Printer
 Digital Photography/Photo Editing
 Dreamweaver—Creating a Standards-Based Web Site
 Focusing on Entrepreneurship Education for all Ages
 Exploring Mathematics Standards through Contextual Learning
 Cheese Making
 FBLA Adviser Training—Your Ticket to the Future
 Human Services and Resources Career Field
 Mechatronics Fundamentals for High Schools
 Middle School Careers Curriculum and the NCE Career Cluster Model—A Career Development System
 Transportation, Distribution, Warehousing and Logistics Pathway to Opportunities
 Podcasting—Do It Yourself Broadcasting
 Learning is Not a Spectator Sport
 Teen Parents and The Law (TPAL)

12:00 – 4:00 Workshops

Introduction to Floral Design
 Putting the “Science” in Environmental and Agriculture Science
 Taking Care of Business
 Virtual Economics 3.0

12:00 – 4:30

NSBEA Leadership Development Institute

Facilitator: Murleen Bellinger, Waverly High School
 Ramada – Persimmon
 By Invitation Only

4:00 – 5:00

DPE Executive Board Meeting

Facilitator: Pat Olson, Blair High School
 Ramada – Camelia

5:00 – 7:00

NSBEA Board Dinner/Meeting

Facilitator: DeLayne Havlovic, Omaha Central High School
 Ramada – Ginger
 Purchase Meal Ticket

7:00

Business, Marketing and Information Technology Social

The Nebraska State Business Education Association (NSBEA) and South-Western Publishing Company invite all business, marketing and information technology teachers to network with their peers at Barista’s, 2400 Central Avenue, downtown Kearney.

Tentative Schedule

Nebraska Career Education Conference

June 4— June 6, 2007—Kearney

8:30 – 11:30

ACTEN Board of Directors Meeting

Holiday Inn

Tuesday, June 5

7:30 – 4:00

Registration

Holiday Inn – Lobby

Registration materials fee of \$35 will provide new NBEA Business Education Standards (required of any business or marketing teacher registering). NBEA standards will be packaged with conference program to be distributed at NCE Conference registration desk.

8:30

Opening General Session for NCE

Rotationals and exhibits throughout the day

Awards Luncheon (fee part of registration)

Day ends with a closing general session

4:30

ACTEN Assembly of Delegates

Holiday Inn

6:00

NSBEA/DPE Banquet

Ramada Inn – Azalea/Bamboo

BEST Awards sponsored by SpeakingSolutions

NSBEA Awards

CSO Student Recognition

Updates/Recognitions by DPE and NAME

8:15 – 9:00

NSBEA Annual Business Meeting with Officer Installation

Ramada Inn – Azalea/Bamboo

9:00

NSBEA President's Reception

Ramada Inn – Room 182 and 183

Hosted by Southeast Community College

Wednesday, June 6

7:30 – 10:30

Registration

Ramada – Lobby

Registration materials fee of \$35 will provide new NBEA Business Education Standards (required of any business and marketing teacher registering)

Tentative Schedule

Nebraska Career Education Conference

June 4— June 6, 2007—Kearney

8:30 – 10:00

Opening General Session for Business, Marketing and Information Technology

Ramada – Azalea/Bamboo

Welcome by NSBEA President, DeLayne Havlovic; NAME President, Maegan Lindquist, Elkhorn High School
NCE Updates, Bev Newton, Bonnie Sibert, NDE

Changing Mindset to Career Fields

Presenter: Mickie Mueller, Chris Mueller, Norfolk High School

Remember when a job was just a job and careers were just careers? Now we have career fields, career clusters, career pathways and career specialties. While this terminology is familiar to career education teachers, it is new to our core education counterparts. Come see how a committee of teachers from Norfolk Junior High and Norfolk Senior High set about to change the mindset of their colleagues regarding career education and introduced the entire faculty to the Nebraska Career Fields Model.

10:15 – 11:30

MP3—The World of Our Teenagers

Presenter: Leslie Fisher, California

Ramada – Azalea/Bamboo

Have you been wanting to dive into the world of MP3 or currently have some MP3s and you want to learn more about player software or how to use them in the classroom? This session will provide a bottom to top overview of what is MP3, how to get MP3s, how to play MP3s on a computer, CD or MP3 player and how to make sure you are downloading MP3s legally and safely. The session will conclude with some ideas for MP3s for classroom use.

10:15 – 11:30

Implementing Career Clusters in Business, Marketing and Management: Focus on Finance

Presenter: Jim Burrow, Florida

Ramada – Jasmine/Hibiscus

Career Clusters are both future oriented and flexible. They are designed to provide direction and preparation for students whether they are focused on postsecondary education or immediate employment after high school graduation. The intent of the Career Cluster approach is to enhance career and technical education offerings in each school while meeting the fundamental objectives of academic accountability and improved achievement for all students. The session will focus on how business and marketing teachers can integrate the career cluster approach into existing local curriculums drawn primarily from the Finance Cluster.

11:30 – 1:00

Lunch on your own or NAME Luncheon or DPE Luncheon

11:30 – 1:00

DPE Luncheon, Initiation and Officer Installation

Ramada – Ginger

11:30 – 1:00

NAME Luncheon

Ramada – Persimmon

Tentative Schedule Nebraska Career Education Conference June 4— June 6, 2007—Kearney

1:00 – 2:00

Staying Ahead of the Curve—How Technology is Changing Consumers and Businesses

Presenter: Jim Burrow, Florida
Ramada – Jasmine/Hibiscus

Media alternatives ranging from iPods and multi-media cell phones to personal Internet spaces, blogs and wi-fi technologies are reshaping marketing communications, advertising, marketing research and distribution. This session will examine trends in marketing triggered by new technology and new media with examples and resources you can use with your students.

1:00 – 2:00

Teachers Mentoring Teachers—Workshop for New Teachers

Presenter: Patricia Arneson, Wayne State College, and Panel of Rookie Teachers
Ramada – Camelia

An interactive session between the audience and a panel of beginning business teachers with 1—5 years' experience, sharing their successes and struggles, teaching ideas and materials. Whether a rookie or an experienced teacher, there's something of value for you in this session! Beginning teachers attending this session will receive business teaching materials and lesson plans.

1:00 – 2:00

Animating Graphics for the Web

Presenter: Leslie Fisher, CA
Ramada – Azalea/Bamboo

Web animation used effectively can enhance your website without sacrificing download time. This session will introduce you to web-based animation by showing you how to create animated gif files as well as a brief introduction to Macromedia Flash.

2:15 – 3:00

Share Shop: eBay and PayPal in the Classroom

Presenter: Jason Miner, PayPal; Kristeen Dostal, Westside Middle School; Lisa Fox, Hitchcock County High School; Pat Hinkle, Bellevue West High School
Ramada – Azalea/Bamboo

What better way to demonstrate how business has evolved than having your students explore the world of online selling! Learn from a panel of Nebraska teachers on how their students gained valuable selling skills, as well as made money by selling items on eBay.

2:15 – 3:00

Share Shop: OneNote Is Your Ticket to Electronic Note Taking

Presenter: Sue Sydow, Lyons-Decatur High School
Ramada – Camelia

OneNote enables you to capture notes and information all in one place—learn how to type notes, record audio, take ink notes, draw diagrams, flag items, use a shared notebook for group collaboration, start a live sharing session and copy graphics from the Web. Microsoft OneNote can be used on laptops, desktops and Tablet PC's. OneNote is your ticket to capture notes in multiple formats and easily organize, search, reuse and share those notes to enable you to work more productively. Grab a ticket and learn the features of OneNote.

Tentative Schedule

Nebraska Career Education Conference

June 4— June 6, 2007—Kearney

2:15 – 3:00

Share Shop: Teaching Outside the Box Classroom

Presenters: Dave Long, Lois Hixson, Julie Jensen, Aurora High School
Ramada – Jasmine/Hibiscus

Do you want to provide more opportunities for your students? The Aurora business education teachers will share information about classroom and additional opportunities that are provided for all students at Aurora High School. Career and college opportunities as well as concentrated student academy information will be shared.

2:15 – 3:00

Share Shop: DECA Advisors, What's On Your Mind?

Presenter: Nicole Coffey, State DECA Advisor
Ramada – Persimmon

Learn about the topics Nebraska DECA is looking at this year including competitive events, professional development, conferences and the strategic plan. This is your chance to ask questions, provide ideas that will help at the local level and see what Nebraska DECA can do to make your life easier as a chapter advisor. Don't miss your chance to voice your opinion.

3:15 – 4:00

Share Shop: Lights! Camera! Action in YOUR Classroom!

Presenter: Mickie Mueller, Norfolk High School
Ramada – Azalea/Bamboo

Making movies is not just for Mac computer users. Your students can make great movies using a Windows platform. Come learn how one teacher incorporates movie making into her curriculum. Session topics will include software options and equipment needed for movie making. Student-produced movies from beginning projects using Windows Movie Maker to more advanced projects like The Panther Report, a student news program edited using Pinnacle Studio, will be shown. Lots of resources and web sites for movie making will be shared.

3:15 – 4:00

Share Shop: eBusiness

Presenter: Ryan Hunter, Omaha Career Center
Ramada – Camelia

Would you like to learn some fresh approaches to entrepreneurial education? eBusiness is a program that is offered in a project-based lab environment for juniors and seniors and was one of four programs to win the 2006 NCE Most Outstanding Program Award. This presentation provides an overview and some examples of the unique aspects of this program, i.e., the Character Development Unit, NBC's "The Apprentice"-like project competitions and the Contract Minutes Grading System.

3:15 – 4:00

Share Shop: Marketing Career Cluster Framework

Presenters: Maegan Lindquist, Elkhorn High School; Jerrie Glassman, Omaha Northwest High School
Ramada – Jasmine/Hibiscus

If you teach a semester or more of marketing, this session is a must for you! Come see the newly developed Marketing Career Cluster Framework and receive a copy of the knowledge and skill statements for the Business, Marketing and Management Career Field, the Marketing Core and the Marketing Pathways.

4:00 Day concludes (Other career field sessions will be available on Thursday)