

THIS & THAT

2009
NCE Conference
Issue

A Newsletter for Nebraska Business, Marketing and Information Technology Educators

NCE Conference 2009 will kickoff Monday, June 8 with a Leadership Development Institute planned for all NCE educators. Preconference workshops will be offered on Tuesday with keynote sessions, rotational sessions, NSBEA Share Shops and BMIT sessions being held on Wednesday and Thursday.

College preservice students, including recent graduates, are provided complimentary NCE registrations (including noon conference meals, registration materials and preconference workshop). If you are working with student teachers or practicum students who wish to attend, please encourage them to register online.

Changes in registration costs were made to simplify the registration and accounting processes. There are three registration options—Tuesday only registration is \$80; Wednesday and Thursday only is \$160 or; all three days for a registration fee of \$190. Noon meals for each day are included as well as the \$35 cost of registration curriculum materials. Additional costs, which can be selected by the registrant, include the NSBEA/DPE Tuesday evening banquet (\$20).

Complete conference information will be available April 1 at nceconference.com. Read the preconference workshop descriptions before registering so that you can decide which one best meets your professional development needs.

Monday, June 8

If you are interested in attending NSBEA's *Leadership Development Institute*, send an email to Terri Teideman at tteidema@southeast.edu.

Tuesday, June 9

Register for a 9:30—4 p.m. preconference workshop. The Tuesday evening social sponsored by Cengage Learning and Southeast Community College begins at 8 p.m. at the piano bar in the Kearney Ramada Inn and is open to all business, marketing and information technology teachers. The BMIT and NSBEA President's Reception are being combined into one event. You won't want to miss it!

Attention BMIT teachers with 10 or less years of experience: the NCE Conference Buddies social is a new event just for you! Join your peers in the Holiday Inn registration area at 7 p.m. before departing for your evening tour of Kearney.

June 10 & 11

Wednesday will offer an opening session plus exhibits by leading educational publishers. Corinne Hoisington from Virginia is back by popular demand and will present four different technology sessions.

Jason Ryan Dorsey is an acclaimed keynote speaker known as The Gen Y Guy™ and has been featured as a generational expert on 60 Minutes, 20/20, The Today Show, and The View. Jason will share his message to help educators connect with Gen Y students and catapult them toward 21st Century learning success. Visit

www.jasondorsey.com

Ken Kaser, marketing teacher from Sugar Land, TX will be conducting many sessions throughout the conference. BMIT teachers with five years of experience or less should plan to attend *New BMIT Teachers Network*. FBLA and DECA advisers will want to hear *Juggling Responsibilities for All Career Student Organizations*. Ken's additional sessions focus on hotel and hospitality marketing, marketing strategies, sports and entertainment marketing and a closing session on humor.

Pearson Education is sponsoring Sherry Roberts, TN, who will do sessions on Personal Finance and Keyboarding as well as a workshop on Middle Level Computer Applications.

The Wednesday evening NSBEA/DPE Banquet begins at 6 p.m. with BEST, NSBEA and DPE awards, Initiation and Installation. The NSBEA business meeting

with officer installation will follow the banquet.

Career field luncheons (included in your registration fee) will be offered to all conference participants on Thursday. BMIT teachers should attend the joint luncheon for the Business, Marketing and Management Career Field and the Communication and Information Systems Career Field. Free resources will be distributed to those in attendance and the NSBEA raffle winners will be drawn.

Nebraska BMIT teachers will be featured in Share Shop sessions on Thursday. See pages 3 - 8 for more conference details.

Complete NCE Conference details and online registration will be available April 15, 2009 at nceconference.com.

Registrations received after the May 8 deadline are subject to a \$25 late registration fee.

INSIDE THIS ISSUE:

NCE Conference Reminders	2
Application Process for BEST Award ..	2
BMIT Contacts	2
Tentative NCE Conf. Schedule	3

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

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NCE CONFERENCE REMINDERS



Nebraska Career Education

- ◆ On April 1, complete conference information will be available at nceconference.com. Online registration begins April 15.
- ◆ Please submit your registration online by May 8. Registrations received after May 8 are subject to a \$25 late registration fee.
- ◆ Participants have three registration options—Tuesday only registration is \$80; Wednesday and Thursday only is \$160 or; all three days for a registration fee of \$190 (a \$50 discount). Noon meals for each day are included in the registration fee as well as the \$35 cost of registration
- ◆ curriculum materials.
- ◆ Special room rates will be available. See the NCE Conference web site for hotel rate information.
- ◆ On Monday NSBEA LDI will be incorporated into a full-day leadership workshop designed for all NCE teachers.
- ◆ On Tuesday, preconference workshops will be held at ESU 10, UNK and the Holiday Inn.
- ◆ All Wednesday and Thursday sessions will be held at the Holiday Inn with exhibits being offered only on Wednesday.
- ◆ Business, Marketing and Information Technology teachers may pick up registration packets at the Holiday Inn beginning Monday.
- ◆ Any business, marketing or information technology teacher registering for the conference will receive a package of curriculum materials.
- ◆ On Tuesday, June 9, the DPE Executive Committee will meet at 4:30 p.m. and NSBEA Executive Board will meet at 6 p.m.
- ◆ The joint NASBE and DPE Banquet will be on Wednesday, June 10, at 6 p.m. followed by the NSBEA business meeting.
- ◆ Wayne State and Chadron State College will offer the NCE Conference for three (3) hours of graduate credit. For more information, contact Patricia Arneson at Wayne State College, 800.228.9972, Ext. 7255, paarnes1@wsc.edu or Ron Burke, Chadron State

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 NSBEA/DPE Banquet that will be held at 6 p.m. on Wednesday, June 10 at the Kearney Holiday Inn. Recipients present at the banquet will receive special recognition and a BEST memento from the BEST sponsor, SpeakingSolutions.



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, 2008, and April 14, 2009. 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. New this year, CSO advisors will receive 10 points but won't be able to count in-state conferences.

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 8— June 11, 2009—Kearney

Business, Marketing and Management
Communication and Information Systems

Monday, June 8

3:00 – 4:00

NSBEA Leadership Development Institute

Facilitator: Terri Tiedemann, Southeast Community College – Beatrice

Holiday Inn

By Invitation Only—NSBEA LDI participants will attend at no cost the Leadership Academy for Officers and Educators for all NCE areas from 9:30 a.m. to 3 p.m. Specialized training by NSBEA will occur from 3 – 4 p.m.

6:00 – 9:00

ACTEN Board of Directors Meeting

Holiday Inn

Registration Open

4 – 5 p.m.

7 – 9 p.m.

Tuesday, June 9

Full-day workshops (9:30 – 4) that may be of special interest to BMIT teachers:

Office 2007—New Ways to Get It Done, Jane Petersen, UNK Otto Olson 110

Office 2008—New Ways to Get It Done, Graci Gillming, ESU 10

Office 2007: Intermediate Excel and Access, Corinne Hoisington, VA, UNK Teachers College PC Lab Room C104

Middle Level Computer Applications, Sherry Roberts, TN, UNK Teachers College Mac Lab

Raising the Bar for Accounting, Dan Deines, Kansas State Univ.; Glenda Eichman, Manhattan High School, Holiday Inn

Take Personal Finance and Financial Literacy to the Next Level, Nebraska Council on Economic Education, Holiday Inn

Teaching Strategies for NCE Teachers, Ken Kaser, TX, Holiday Inn

Entrepreneurship and Marketing in the 21st Century, Dave Coover; AIM Institute; Bob Hayes, ESU 11, Holiday Inn

Registration

Begins at 7 a.m.

4 – 5 p.m.

7 – 9 p.m.

4:30 – 5:30

DPE Executive Board Meeting

Holiday Inn—Boardroom

6:00 – 8:00

NSBEA Executive Board Dinner/Meeting

Ramada Inn—Persimmons

Following the executive board supper and meeting, there will be a short training for new officers and committee chairs by this year's officers and committee chairs. Please bring files, notebooks and pointers to facilitate the transition.

Tentative Schedule

Nebraska Career Education Conference

June 8— June 11, 2009—Kearney

7:00

BMIT Buddies Connect

Facilitators: Lisa Harrington, Elmwood-Murdock High School; Melissa Schram, Ralston High School

BMIT teachers with 10 years or less of teaching experience should meet in the lobby of the Holiday Inn. Come ready to network with your peers and explore Kearney.

8:00 – 10:00

Business, Marketing and Information Technology Social and NSBEA President's Reception

Ramada Inn—Bourbon Street Blues Bistro and Bar

Sponsored by Cengage Learning and Southeast Community College

The Nebraska State Business Education Association (NSBEA), Cengage Learning and Southeast Community College invite all business, marketing and information technology teachers to network with their peers. Be ready to enjoy some local talent as BMIT teachers pound out some of your favorite piano tunes.

Wednesday, June 10

(all sessions at the Holiday Inn)

7:00 – 7:45

ACTEN Delegate Assembly Breakfast

7:30 – 4:00

Registration

7:30 – 3:00

Exhibits

8:00 – 9:30

Opening General Session

9:30 – 10:00

College Credit Sessions

Wayne State College and Chadron State College

10:00 – 11:00

Vista with Vitality

Corinne Hoisington, Central Virginia Community College, VA

Finally see what is happening with the new operating system called Vista. Vista has some amazing tools like Vista MovieMaker, Snip and many other tools that could really spice up your class materials. Wait until you see Vista's speech recognition program that allows you to dictate in Microsoft Office 2007, play games, surf the web and control Window's operations. Vista makes finding files quicker and easier and allows you to really have some fun with gadgets, too! I bet Vista will be on most of your computers soon!

10:00 – 11:00

AP Accounting Project at Kansas State University

Dan Deines, Kansas State University; Glenda Eichman, Manhattan High School

Come hear from an accounting professor and secondary teacher about how high school accounting can be transformed from vocational to college prep status. The AP Accounting Project is a national initiative to create a new high school accounting course that will build a bridge between high school accounting teachers and college and university accounting programs.

Tentative Schedule Nebraska Career Education Conference June 8— June 11, 2009—Kearney

10:00 – 11:00

Hotel and Hospitality Marketing—A Growing Industry of Opportunities

Ken Kaser, University of Houston, Conrad Hilton College, TX

The Hotel and Hospitality industry is one of the fastest growing employment fields in the United States. This session will explain how to develop an educational relationship with a local hotel, convention center and/or restaurant, describe the curriculum for a successful hospitality program and provide excellent materials and activities to make the learning experiences in the classroom and at a hotel/restaurant/convention center more complete.

11:15 – 12:15

Technology Toys for Your Classroom: Integrating Technology across All Disciplines

Corinne Hoisington, Central Virginia Community College, VA

Warning: Only engaging and positive instructors of any course need to attend this high energy presentation. It is time that we engage our students with the technology tools that surround them – and of course engaging them is critical to maintaining their interest and ultimately helping them achieve. See over 20 new ways to connect your students through technology to the world around them such as CatchVideo, Cuil, PollEverywhere and many more that are all FREE! Light your fire all over again for teaching in any subject in any grade level! Expand the boundaries of learning.

11:15 – 12:15

Teens and Money: Teaching Personal Financial Literacy

Sherry Roberts, Middle Tennessee State University, TN

Participants will receive an overview of why personal financial literacy is an important topic, activities that can be used in the classroom and an introduction to Pearson's new textbook, *Personal Financial Literacy*. This session is sponsored by Pearson Education.

11:15 – 12:15

New BMIT Teachers Network

Ken Kaser, TX

Leaders in education understand the importance of professional networking. This presentation presents strategies for business, marketing and information technology teachers to develop strong mentoring networks and professional friendships. Participants will receive unique teaching strategies, business and marketing resources, classroom management tips and strategies to build strong business partnerships. This session is targeted for BMIT preservice teachers and those who have taught 5 years or less.

11:15 – 12:15

All in Favor Say Aye: Your Parliamentary Procedure Guide

12:30 – 1:45

General Lunch and Exhibit Time

2:00 – 3:00

Peek into the Digital Future! Ten Trends for 2010

Corinne Hoisington, Central Virginia Community College, VA

Take a front row seat to see what is earth-shaking in the technology world! Check out what's happening in every corner of technology! First let's check out the new world of the next version of Office 2010 – did someone say web-based Office??? And what is that I hear about Windows Seven, the replacement to Vista??? Check out web design with topics like Silverlight and SAML. And have you seen the new Tafari search engine—Wow! Oh. Wait until you see some new Web 2.0 tools!!! Together we will stay on the cutting edge!

Tentative Schedule

Nebraska Career Education Conference

June 8— June 11, 2009—Kearney

2:00 – 3:00

Multiple Intelligences for Keyboarding

Sherry Roberts, Middle Tennessee State University, TN

Did you ever wonder how to use multiple intelligences in a keyboarding classroom? This session will introduce you to several activities that will involve every different learner in your classroom and have fun at the same time! Be prepared to sing!

2:00 – 3:00

You are Now Entering the Marketing Zone—Successful Teaching Strategies for Beginning Marketing

Ken Kaser, University of Houston, Conrad Hilton College, TX

Twelve years ago Ken Kaser loaded up his car to move from Lincoln to Sugar Land, Texas where he would begin teaching marketing after teaching business in Nebraska for 18 years. The challenges of moving to the fourth largest city in the U.S., visiting COOP worksites every six weeks and developing a new curriculum seemed overwhelming. This presentation will give participants numerous teaching activities for teaching a beginning marketing course including course content and major topic areas.

2:00 – 3:00

Check Out Your Credit Score

Mary Lynn Reiser, UNO Center for Economic Education; Erin Redemske, Kansas City Federal Reserve Bank—Omaha Branch

Today's students have another important number to add to their resume—their credit score. Are you ready to add this topic to your lesson plans? This session will offer teaching materials and a variety of resources to help you add a lesson or a unit on credit reports to any personal finance, family and consumer science or business course. You may even find out information about improving your own personal credit report.

3:15 – 4:15

Juggling Responsibilities for All Career Student Organizations

Ken Kaser, University of Houston, Conrad Hilton College, TX

Professional student organizations play an important role in the success of career education. Career student organizations help youth understand their potential, develop leadership, learn more about careers, network with business professionals, increase confidence and set professional goals. This presentation gives proven strategies for successfully operating any small or large student organization. Topics will include officer accountability, communication, advisory boards, parent involvement and organization for meetings, competitions, conferences, fund raising, field trips and other activities.

3:15 – 4:15

Picture This! Digital Media: Photography and Video

Corinne Hoisington, Central Virginia Community College, VA

This start-from-scratch primer session takes you from the basics of purchasing a digital camera, picture composition and exposure, and the use of such applications as Flickr and other Web 2.0 free products. You will gain a solid foundation for using free products like MovieMaker to easily create a quality movie as well as to push your creative side.

3:15 – 4:15

Project-based Activities for Personal Finance

Sherry Roberts, Middle Tennessee State University, TN

This session, sponsored by Pearson Education, will look at a variety of project-based learning activities that can be used when teaching personal finance. Participants will also be given ideas for service-learning activities.

Tentative Schedule Nebraska Career Education Conference June 8— June 11, 2009—Kearney

6:00 – 8:00

NSBEA/DPE Banquet

Holiday Inn – Ballroom II

BEST Awards sponsored by SpeakingSolutions

NSBEA Awards

DPE Updates/Awards

DPE Initiation and Installation

DPE Drawing/Raffle

8:15 – 9:00

NSBEA Annual Business Meeting with Officer Installation

Thursday, June 11
(all sessions at the Holiday Inn)

7:30 – 10:30

Registration

8:00 – 9:30

General Session

10:00 – 11:00

TechnoLearning: Tools for Teaching Technosavvy Students

Toni Landenberger, Southeast Community College – Beatrice

Today's students not only embrace technology in the classroom, they demand it. Learn how tools such as blogs and wikis can enhance your classroom and online instruction. Project ideas and rubric samples will be shared.

10:00 – 11:00

Sports and Entertainment Marketing Activities to Make Your Class Come Alive

Ken Kaser, University of Houston, Conrad Hilton College, TX

Across the nation, enrollment in Sports and Entertainment Marketing has exploded over the past few years. This presentation covers the course proposal, course content and the major topic areas for a Sports and Entertainment Marketing course. Teachers will acquire strategies to inform counselors and recruit students for this innovative opportunity. Teachers attending this session will receive over 50 activities and resources to make a Sports and Entertainment Marketing class come alive. Come learn from the co-author of Cengage Publishing's *Sports and Entertainment Marketing* and *Sports and Entertainment Management* textbooks.

11:15 – 12:15

Classroom Strategies for Using Smart Boards

11:15 – 12:15

ESU 5 and 6 Business, Marketing and Management Career Academies

Presenters: Rod Rhodes and one ESU 5 secondary teacher; Randy Nelson and one ESU 6 postsecondary teacher

Learn how the school districts in the ESU 5 and ESU 6 service areas, Southeast Community College and local business partners have worked together to develop a Career Academy that focuses on business, marketing and management. Panel members will explain academy procedures and policies, student expectations and course offerings.

Tentative Schedule

Nebraska Career Education Conference

June 8— June 11, 2009—Kearney

11:15 – 12:15

Using the New NBEA Creative Strategies

Dennis Krejci, Tri County High School; Mona Schoenrock, Columbus High School

Are you looking for new creative teaching strategies for your classroom? Well look no further. The NBEA Creative Strategies book is hot off the press and you received a copy in your conference registration packet. Bring your copy of *Creative Strategies* to this session and see how you can use your valuable new resource.

12:30 – 1:45

Business, Marketing and Management/Communication and Information Systems Career Fields Luncheon

Welcomes by NSBEA President, Janelle Stansberry, Cedar Bluffs High School; Mary Ann Caputo, NAME President, Omaha Burke High School; DeLayne Havlovic, ACTEN President, Omaha Public Schools. Bev Newton and Bonnie Sibert will provide a few NCE updates. Free resource materials will be available only during the luncheon. At the conclusion of the luncheon, any current NSBEA member will be eligible for a prize drawing.

2:00 – 3:00

Weaving Your Web

Murleen Bellinger, Waverly High School

Have you been teaching a web page design class? Would you like to teach a class but just don't know where to start? This session will provide you with content to complete a full semester for a beginning web page design class using HTML and the Macromedia Suite for Dreamweaver.

2:00 – 3:00

From Student to CEO in One Semester

Dave Coover, AIM Institute; Bob Hayes, ESU 11

This innovative curriculum was written by Nebraska teachers and uses eBay as a platform to teach entrepreneurship and marketing in the classroom. This course is rich in classroom activities that lead students through the process of identifying their entrepreneurial traits, developing a business model, writing a business plan, selling on eBay and communicating with customers.

2:00 – 3:00

Business Education Field Endorsement Application

Bonnie Sibert, Nebraska Department of Education

Do you have the Basic Business subject endorsement as your primary endorsement on your teaching certificate? If so, come learn how you can transition to a Business Education field endorsement to expand your teaching options. Teachers who currently hold a Business Education field endorsement or Marketing Education field endorsement need not attend.

3:15 – 4:15

The Last Laugh

Ken Kaser, University of Houston, Conrad Hilton College, TX

The world is spinning so fast that the person who says it can't be done is generally interrupted by someone doing it. Growing up on a small farm and teaching in the greater Houston area have given Ken a unique perspective on life. This presentation highlights the humorous things that surround us every day of our lives and the humorous side of education. Participants should be prepared to sit back, relax and laugh at the simple things in life.