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A NEWSLETTER FOR NEBRASKA BUSINESS, MARKETING & MANAGEMENT  
COMMUNICATION & INFORMATION SYSTEMS EDUCATORS

FALL  
2015  
ISSUE

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## PROFESSIONAL DEVELOPMENT

### October BMIT Workshops

Bonnie Sibert and Jacqui Garrison are looking forward to seeing you at one of the 2015 BMIT workshops to be held at six locations across the state. Bonnie and Jacqui will facilitate the 9 am to 3 pm workshops that will focus on specific teaching strategies and curriculum updates. Come learn about Inceptia's FREE Financial Avenue literacy program. Get updates from the Nebraska Council on Economic Education and hear from teachers participating in the Microsoft IT Initiative. Bizz Buzz Idea Sharing will allow participants to hear from their peers during the afternoon. Registration is open [here](#). A noon lunch and morning beverages will be provided for \$10. New this year participants will be asked to pay for their own lunch. Please bring cash or a check made out to NSBEA and a receipt will be provided during onsite registration. You will also need a charged laptop or tablet.

- Western Nebraska Community College Scottsbluff – **Oct. 6**, Harms Advanced Technology Center, Room A103, 2620 College Park, **Scottsbluff**
- North Platte Community College, South Campus – **Oct. 7**, McDonald-Belton Bldg., Room 122, **North Platte** (located south of interstate at 601 West State Farm Road)
- Northeast Community College-Norfolk – **Oct. 14**, Norfolk Lifelong Learning Center, Room F & G, 601 E. Benjamin Ave., **Norfolk**
- ESU 6 – Oct. 20, 210 Fifth Street, **Milford**
- University of Nebraska at Omaha – **Oct. 21**, Community Engagement Center Rooms 230/231, 6001 Dodge Street, **Omaha**
- Central Community College-Grand Island – **Oct. 28**, Room 210-211-212, 3134 West Hwy. 34, **Grand Island**

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## NSBEA Fall Conference October 17

Mark your calendar and plan to join NSBEA for an exciting Fall Conference on Saturday, October 17 in Lincoln, Nebraska at the Non-Profit Hub. It will be an unforgettable morning jam packed full with a motivational speaker, professional business panel, business tour and ending with a tour of Memorial Stadium.

Beginning at 8 a.m. with breakfast sponsored by Cengage Learning, the morning will start off with an inspirational message from speaker Jenny Green.

Working for HUMANeX Ventures and capitalizing on her own experiences, Jenny Green partners with athletic teams across the country to help identify the innate talents of student-athletes and maximize team culture. As a two-time alum of the University of Nebraska – Lincoln, Jenny has also worked with the life skills development of professional athletes in Naples, FL and spent five years at the Nebraska Alumni Association. While a member of Nebraska's Track & Field team she was a two-time Academic All-American, a four-time Big XII Pole Vault Champion and represented Team USA at the Jr. World Championships in Italy. She's considered a pioneer in her sport, which fuels her passion for overcoming obstacles, raising the bar and empowering others to do the same.

Joining the business panel to share their expertise includes Amy Snyder, Vice President of Operations with the Barton Development Inc. and Kevin Thomas, CEO of Cornerstone Print and



### **Jenny Green of HUMANeX Ventures will speak at the NSBEA Fall Conference.**

Marketing which was ranked 18th in the Quick Printing Magazine's Top 100 in North America. Cornerstone Print and Marketing is currently re-branding as Firespring. Following the business panel, Executive Director Randy Hawthorne will be giving an overview and tour of the Non-Profit Hub.

At 11 a.m. the conference will end with a tour of Memorial Stadium. If you serve on the NSBEA Board, please make plans to attend the board meeting following the tour of Memorial Stadium at Misty's Steakhouse. Registration information is available at [nsbea.org](https://nsbea.org) and <https://goo.gl/70PVsb> Please register by October 12.

## Northeast Community College hosts Personal Finance Institute

Business instructors became students this summer as they completed an extensive study in personal finance. The three-day training allowed them the opportunity to learn more about personal finance content, innovative and creative teaching methods and resources, as well as earn financial education industry certification.

Nebraska's Personal Finance Institute was held on the Norfolk campus of Northeast Community College July 14 -16. The institute was open to any Nebraska middle school, secondary and/or two-or four-year college educator who intends to implement personal finance into their curriculum. Twenty-two educators took part in the institute.

The goal of the institute is to better prepare educators who teach personal finance. Participants earned college graduate credit for their work in developing or revising an existing personal finance course for implementation in their respective schools.

According to David Anderson, executive vice president of "WISE" (Working in Support of Educators), ALL of the teachers successfully passed the "WISE" Financial Literacy Certification with an 88-percent average, which is higher than the national average pass rate for teachers.

WISE's Financial Literacy Certification program strengthens the quality of personal finance instruction through teacher training and curriculum support and measures student achievement when they take the national standardized Financial Literacy Certification Test. Participants passing the test become Certified Financially Literate.

Participants were required to enroll for graduate credit from either Wayne State College or the University of Nebraska-Lincoln (UNL). **Lesson Plans and course outlines have been shared [here](#).**



**We all passed!**

**Participants in the Institute included:** **Back row L to R:** Michael Davidson, Nebraska City; Jeff Brokaw, Columbus High School; Andrew Conn, Palmyra District OR-1; Mary Sterkel, Plainview High School; Kimberly Miller, Verdigre High School; Greg Warneke, Pierce High School. **Middle Row L to R:** Jason Brown, Omaha Northwest High School; Alexandra Shurter, Maxwell High School; Janice Arent, Maywood; Katie Harmon, Omaha Westside High School; Mindi Reardon, Twin River High School; Jamie Taylor, Thedford High School; Kyleigh Lewis, Dorchester High School; Tom Dickey, Omaha South High School; **Front Row L to R:** Melissa Kapustka, Stapleton High School; Celeste Rogers, Sandhills High School; Stephanie Holdsworth, West Point-Beemer High School; Dawn Beans, Cozad High School; Stephani Olson, Red Cloud High School; Ayesha Station, Omaha North High School; and Cindy Beebe, Schuyler Community Schools.

Instructors of the course were Sherry Roberts, of Middle Tennessee State University, and Mike Casey, of the University of Central Arkansas. Dr. Patricia Arneson, of Wayne State College; Dr. Tammie Fischer and Jennifer Davidson, both of UNL, and Angie Shaffer, Northeast business instructor, served as instructors/facilitators. Guest presenters were Dawn Friedrich, of Wausa Public Schools; Tom Ramaeker, of Inceptia; Nicole Connelly of the Kansas City Federal Reserve Bank - Omaha and Brian Willett, Waddell & Reed, Lincoln.

Sponsors that made the Institute possible included Partnerships for Innovation, Nebraska Council on Economic Education, Federal Reserve Bank and the Nebraska Department of Education.

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## RESOURCES

### EverFi Financial Literacy and STEM Courses

EverFi has been proud to continue the development of students' critical skills through its digital coursework focused on Financial Literacy and STEM education. During the 2014-2015 school year, EverFi programs reached 8,000 students in over 130 Nebraska schools and will continue providing teachers and students with digital learning resources at absolutely no cost due to local sponsorships. To take a closer look at all of EverFi's courses, [click here](#).



For Financial Literacy:

**EverFi** - Financial Literacy (Grades 9-12)

**Vault** - Understanding Money (Grades 4-6)

For STEM Education:

**Future Goals - Hockey Scholar** (Math & Science Grades 5-7)

**Future Goals - Digital Citizenship** (Grades 6-9)

**Radius - Math & Coding** (Grades 8-10)

### The Perfect Resume

There is no "one" perfect resume but as BMIT teachers we have the opportunity to prepare each of our students to be competitive in the real world by having a well-developed resume when they graduate from high school. Check out this infographic designed to help students develop a better resume: [www.dailyinfographic.com/the-perfect-resume?utm\\_source=feedburner&utm\\_medium=email&utm\\_campaign=Feed%3A+DailyInfographic+%28Daily+Infographic%29](http://www.dailyinfographic.com/the-perfect-resume?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+DailyInfographic+%28Daily+Infographic%29)

Have your students been using blah-looking templates to create their resumes? If so, you won't want to miss Dr. Patricia Arneson's 2016 NCE Conference Thursday rotational session entitled Don't Want a 'Cookie Cutter' job? Then Don't Submit a 'Cookie Cutter' Resume.





iAcademy is B.E. Publishing's new portal for delivering Career and Technical Education classes online. iAcademy will present our titles in a visual, interactive format that will bring content to life for both teachers and students alike. It is the next generation of learning CTE.

**Benefits for Teachers:** Deliver courses online and utilize multi-level administrative options to manage, grade and provide real-time feedback to students. Teachers will have access to a comprehensive CTE Curriculum that will provide customized content to middle and high school students.

**Benefits for Students:** Access courses and submit assignments online using any Internet-ready device to experience content-rich, interactive learning.

**Benefits for Schools and Districts:** The ability to manage unlimited schools, teachers and students while integrating with most Learning Management Systems.

**Technology Benefits:** 100% Web-based content that utilizes Single Sign-On for access to student, teacher and admin portals. Multi-device responsiveness provides an optimal viewing experience regardless of screen size.

## Learn Instructional Strategies to Enhance Literacy in Business Classes

Expert Interview? Memory Bubbles? RAFT? First Impressions? Are you familiar with these English/Language Arts instructional strategies? Attend one of the October BMIT fall workshops and learn specific strategies for improving reading, writing and speaking literacies in any business, marketing and/or information technology course. You will be introduced to instructional strategies designed to help Nebraska BMIT teachers support the Nebraska English/Language Arts standards. For example, accounting teachers will learn instructional strategies that can be used in an Accounting I or II course to improve writing skills.

## How 19-year-old Entrepreneur Brent Comstock Plans to Save Rural Communities

Former National and Nebraska FBLA state officer Brent Comstock of Auburn, NE continues to wow his audiences with his plans to save rural communities. If you were fortunate to see his [TedX Lincoln](#) talk or NCE Conference presentation, you know that he started his own tech services company at the age of 12. Today Comstock splits his time between his company [BCom Solutions, LLC](#) in Auburn, Nebraska, and the University of North Carolina. Last June he advised business teachers to "throw away your Entrepreneurship textbook" and use real-world books used every day by business leaders across the world. Check out a [recent article](#) about Comstock. He could be an inspiration for your students who don't want to leave Nebraska.

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## Twitter Users

### Follow @NDE\_BMIT

The Nebraska Department of Education recently established NDE Twitter Guidelines that include a Third Party disclaimer. Bonnie Sibert and Jacqui Garrison will both utilize @NDE\_BMIT to share timely announcements and resources concerning all things BMIT (business, marketing and information technology). Start following us today!

## Infographics

The *NBEA 2015 Yearbook: Recent and Projected Technology Trends Affecting Business Education* was a great summer read! Chapter 5 includes tools for creating information in new ways that may help students visualize content differently. Simple data visualization in the form of infographics can be easily created using free tools such as Piktochart (<http://piktochart.com>), Easel.ly (<http://www.easel.ly>) and Visual.ly (<http://visual.ly>). An infographic is a visual image such as a chart or diagram used to represent information or data. Have you required your students to develop an infographic and use it in a presentation to class assignment? Have you used infographics to teach important concepts? If not, start with one of these infographics:

- [How to Evaluate Web Resources](#)
- [Why Good Writing is Needed for Better Jobs](#)
- Subscribe to get email updates from [Daily Infographic](#)

## COMPUTER SCIENCE RESOURCES

### Computational Thinking Course for Teachers

The goal of this course is to help educators learn about **computational thinking** (CT), how it differs from computer science and how it can be integrated into a variety of subject areas. As a course participant, you will increase your awareness of CT, explore examples of CT integrated into your subject areas, experiment with examples of CT-integrated activities for your subject areas and create a plan to integrate CT into your own curricula.

The course is divided into five units, each focusing on the following:

- Introducing Computational Thinking: What is Computational Thinking?
- Exploring Algorithms
- Finding Patterns
- Developing Algorithms
- Final Project: Applying Computational Thinking

### Udacity

**Udacity** is a place to earn a Nanodegree (compact online curriculum designed to get you the skills that employers believe are key to get a job in technology) or just learn a new skill. For teachers this is a great place to learn about coding or web design. You can pay for full access or access most of the resources for free!

### CS4HS

Google had a class during Summer 2013 called "**CS4HS** Capp Inventor." This is now available free online for teachers to utilize all the resources. There are great videos to help you see how to teach concepts that may be difficult.

## INFORMATON TECHNOLOGY

### So What Kinds of Certifications are Florida Students Earning?

In Florida, computer skills are a top choice with students learning how to edit and manipulate images, create web sites and use basic office software. Food protection is the top career-specific certification, followed by several medical certifications. Learning to use drafting, accounting and other specialized programs is also popular.

Below are two charts showing the top 25 certifications earned, according to Florida Department of Education data. One chart shows the 2013-2014 school year (2014-2015 data won't be available until later this year), while the other chart shows the most-earned certificates over the past seven years.

Top Industry Certification Name	7-Year Total
Adobe Certified Associate (ACA) - Photoshop	65,761
Adobe Certified Associate (ACA) - Dreamweaver	35,242
Microsoft Office Specialist (MOS) Bundle Certification (3 of 6)	31,283
Certified Food Protection Manager (ServSafe®)	13,152
Certified Medical Administrative Assistant (CMAA)	10,712
Adobe Certified Associate (ACA) - Flash	9,454
Certified Nursing Assistant (CNA)	8,588
Adobe Certified Associate (ACA) - Premiere Pro	5,332
Certified Internet Web (CIW) Internet Business Associate	4,729
Certified EKG Technician (CET)	4,509
NCCER Carpentry - Level 1 (Secondary)	3,898
Autodesk Certified User - AutoCAD	2,934
Customer Service and Sales Certification	2,603
National ProStart Certificate of Achievement	2,529
Autodesk Certified User - Autodesk Inventor	2,323
Quickbooks Certified User	1,604
Autodesk Certified Associate - AutoCAD	1,485
Certified Solidworks Associate (CSWA)	1,205
Adobe Certified Expert (Photoshop)	1,160
Microsoft Office Specialist Master	1,157
Agritechnology Certification	1,069
Certified Veterinary Assistant (CVA)	920
Microsoft MCAS Bundle Certification	915
Child Development Associate (CDA)	893
CompTIA A+	856
Microsoft Technology Associate (MTA) - Windows OS Fundamentals	741

See <http://stateimpact.npr.org/florida/2015/07/09/what-jobs-skills-are-florida-students-learning/> for further details.

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## CTSOs IN ACTION

### Forget the Limits – Nebraska DECA 2015-2016

Nebraska DECA State Officer Team 59 has been working hard this summer to develop their mission statement, action plan, and goals for the upcoming school year. The national theme is "Be Epic." We're excited to announce that the state theme is "Forget the Limits." This message is a reflection of the team's mission statement — "We, Nebraska DECA State Officer Team 59, utilizing our unique leadership styles, pledge to break the barriers of communication and provide the most memorable DECA experience by encouraging members to Forget The Limits and Be Epic."

The core of the team's action plan for this year is to increase membership, secure additional business/industry sponsorships and partnerships, and further enhance communication to members across the state through social media, chapter visits and chapter officer leadership committees. Nebraska DECA will also continue to develop the Nebraska DECA Alumni Association through alumni social events, an alumni newsletter and online database. We are excited for a great year and challenge all members to Forget the Limits and Be Epic this year!



**2015-2016 Nebraska DECA Officer Team 59**

**From left to right:** Matt Johnson, VP-Alumni/Collegiate DECA; Makenzi Zikas, VP-Membership Services; Ashley Holzapfel, VP-Communications; Tessa Canaday, State Secretary Jordan Davis, VP-Business Partnerships; Spencer Hosch, State President;

**Business Education**  
Chatting 1st and 3rd  
Tuesdays of the Month

**Twitter #busedu chats**

- Resumes Oct. 7, 7–8 p.m. CST
- 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays
- Archived
  - [sites.google.com/site/buseduchat/home](https://sites.google.com/site/buseduchat/home)
- #busedu is the hashtag for business education

2015 BMIT Workshops

## Nebraska FBLA to Connect in 2015-2016

Nebraska FBLA "Stepped up to the Challenge" at the 2015 National Leadership Conference (NLC) when members brought home 22 Top Ten awards, including the following first-place recognitions:



**2015-2016 Nebraska FBLA State Officer Team**

**Back Row:** John Willey, Vice President; Nicole Kent, President; Ojus Jain, Treasurer

**Front Row:** Abi Sheen, Parliamentarian; Sammy Jo Young, Secretary; Claire Redinger, Reporter

- Kami Timm, Catie Theiler, and Trevor Koger from Arlington, Banking and Financial Systems
- Nate Brown, Zach Brown, and Josh Jones from Bellevue East, Network Design
- Cody Mc Cain, Tri County; Heather Bentley, Amherst; Mia Kegley, Kearney; and Riley Knust, Tri County, Parliamentary Procedure

Jane Blum from Minden was honored as Nebraska's Outstanding Local Chapter Adviser. Recognized as Nebraska's recipient for Who's Who in FBLA was Trevor Koger from Arlington. Complete [NLC results](#) can be found on the Nebraska FBLA website.

Nebraska FBLA kicks off the year with the 2015 Fall Leadership Conferences hosted in Kearney on September 29 and Omaha on September 30. Kevin Wanzer keynotes with his presentation, Choose ALOHA-Celebrating the OHANA of FBLA.

Nebraska FBLA will host this year's National Fall Leadership Conference (NFLC) in Omaha November 6-7. There will be a Keynote speaker, leadership workshops, and a closing social event. You won't want to miss this year's NFLC. We hope to see all Nebraska Chapters at this year's NFLC in Omaha!

Nebraska FBLA includes over 5,400 members in more than 150 chapters in Nebraska secondary and middle-level schools. If you don't have an FBLA chapter in your school, the state officers and Jacqui Garrison, State Adviser, would love to help you charter a chapter. FBLA provides members with leadership development programs, community service opportunities, business professional connections, and nationwide networking. Adviser benefits include professional development, leadership opportunities, and growth in class enrollments.

Connect with Nebraska FBLA!

## Nebraska PBL Again Shines at Recent NLC 2015

While Nebraska Phi Beta Lambda (PBL) captured only one first place at their recent National Leadership Conference, the state chapter still fared very well in terms of bringing home numerous top ten honors. The 2015 NLC was held in Chicago in late June.

Over 80 Nebraska PBL members, advisers, and guests attended the annual conference held June 24-27. Nearly 1,900 of America's best and brightest college students traveled to the Windy City to Step Up to the Challenge as they showcased their talents as future business leaders and vied for the opportunity to win more than \$81,000 in cash awards.

### Two National Officers

For the second time in three years, Nebraska PBL was represented by two individuals as members of the Phi Beta Lambda's National Officer Team.

Kevin Thor (Stanton) from the University of Nebraska-Lincoln served as Secretary on the team while Jenna Woitaszewski (Wood River) from Doane College served as the Parliamentarian.

### One First Place Winner

Out of the 35 national awards won by its members and chapters, Nebraska PBL had one first place honor. The Parliamentary Procedure team from Doane College took the top honors. In doing so, this was the second time in three years that the team has captured the top honor after finishing second last year. Members of the winning team were Taylor Ziegler (Scottsbluff), Stacy Manson (Crete), Lisa Poppe (Fremont), and Arista Nowicki (Grand Island).

### Other Top Ten Finishes

The following list includes the winners, city/state, the college/university, and the event:

#### Second Place Winners

Kesha Beethe (Tecumseh) – Peru State College – Sales Presentation  
Kesha Beethe (Tecumseh), Kenny Bias (Raymore, Mo.), and Marshall Klontz (Auburn, WA) – Peru State College – Management Analysis & Decision Making  
Ashley Quiring (Henderson) – University of Nebraska-Lincoln – Accounting Principles  
Ashley Quiring (Henderson) – University of Nebraska-Lincoln – Financial Concepts

#### Third Place Winners

Preston Sunneberg (Burchard) and Taylor Zillig (Lincoln) – Peru State College – Community Service Project  
Hope Harsh (Cassoday, Kan.) – Cost Accounting  
Shannon Ronhovde (Eagle) – University of Nebraska-Lincoln – Marketing Analysis & Decision Making  
Grant Moore (Arapahoe) – McCook Community College – Contemporary Sports Issues  
Whitney Goeman (McCook) and Grant Moore (Arapahoe) – McCook Community College – Desktop Publishing  
Jocelyn Johnson (Crescent, Iowa) – Midland University – Financial Services

#### Fourth Place Winners

Mary Blacketer (Nebraska City) – Peru State College – Word Processing  
Drew Kasch (Highlands Ranch, CO.) and

## **Nebraska PBL Again Shines at Recent NLC 2015 continued**

Troy Fields (Halsey) – Chadron State College – Integrated Marketing Campaign

Allison Schlender (Omaha) – University of Nebraska-Lincoln – Statistical Analysis

Mark Cliffton (Omaha) – University of Nebraska at Omaha – Management Concepts

### **Fifth Place Winners**

Alex Wessels (Weeping Water) – Peru State College – Future Business Executive

John Beal (Auburn), Dustin Gerdes (Auburn), and River Towne (Auburn) – Peru State College – Network Design

Erin Mitchell (North Platte) – North Platte Community College – Computer Applications

Jenna Woitaszewski (Wood River) – Doane College – Justice Administration

### **Sixth Place Winners**

Alex Wessels (Weeping Water) and Zach Zobel (Ashland) – Peru State College – Business Decision Making

Lance English (Sumner) – Doane College – Contemporary Sports Issues

### **Eighth Place Winners**

Benjamin Amoussou (Omaha), Zak Ruei (Omaha), and Cody Sullivan (Roca) – Peru State College – Human Resource Management

Kenny Bias (Raymore, Mo.) and Zach Zobel (Ashland) – Peru State College – Strategic Analysis & Decision Making

Drew Kasch (Highlands Ranch, Colo.) – Chadron State College – Job Interview

Kylee Gwinn (Omaha) – University of Nebraska-Lincoln – Project Management

Mark Cliffton (Omaha) – University of Nebraska at Omaha – Business Communication

North Platte Community College – Local Chapter Annual Business Report

Vanessa Throener (West Point) – Northeast Community College – Client Service

Dustin Hageman (Omaha) – Doane College – Economic Analysis & Decision Making

William Kackmeister (Ainsworth), Jenna McCleary (Battle Creek), and Vanessa Throener (West Point) – Northeast Community College – Social Media Challenge

### **Ninth Place Winners**

Brandie Westhart (Johnson) – Peru State College – Accounting for Professionals

Josh Frerichs (Auburn) and Isaiah Spears (Bridgeton, Mo.) – Peru State College – Emerging Business Issues

Allison Schlender (Omaha) – University of Nebraska-Lincoln – Accounting Principles

### **Tenth Place Winners**

Benjamin Amoussou (Omaha) – Peru State College – Business Law

Anna Watts (Ogallala) – North Platte Community College – Financial Services

### **Who's Who in Phi Beta Lambda**

Jenna Woitaszewski (Wood River), Kevin Thor (Stanton), and Emily Slama (Peru) were all recognized as national Who's Who in Phi Beta Lambda.

State Adviser Harshbarger concluded his term as the Chair for the National FBLA-PBL Board of Directors following the conclusion of the FBLA-PBL conferences. Harshbarger, the 19-year state adviser for Nebraska PBL, will have a term as Past Chair during the 2015-16 year.



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## CALENDARS

**BUSINESS, MARKETING AND INFORMATION TECHNOLOGY**  
[www.education.ne.gov/BMIT/conferences-workshops.html](http://www.education.ne.gov/BMIT/conferences-workshops.html)

**CAREER EDUCATION STANDARDS**  
<http://cestandards.education.ne.gov>

**NEBRASKA DECA**  
<https://www.nedeca.org/calendar.html>

**NEBRASKA FBLA**  
<http://nebraskafbla.org/>

**NEBRASKA CAREER EDUCATION CALENDAR**  
<http://www.education.ne.gov/nce/Calendar.html>

**NEBRASKA DEPARTMENT OF EDUCATION  
MASTER CALENDAR**  
<http://ndecalendar.mhsoftware.com/>

### **BMIT and NEFBLA Listserve**

*Has your email address recently changed?*

If you are a business, marketing or information technology teacher, you are encouraged to subscribe to the BMIT Listserve. If you are an FBLA adviser, you should also subscribe to the NEFBLA Listserve.

Please follow the directions on the BMIT Listserve [link](#) on the BMIT website. 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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