



NASBE NEWSLETTER

National Association of Supervisors for Business Education

Website: <http://www.nasbe.us> (Barb Beadle, webmaster)

President's Corner.....

Kara Burkett

NASBE members, it is so ironic that the two real vacations I have had in the past 20 years just happened to be during my tenure as president of our Association. The last time around, I remember writing about what our fore fathers must have thought as they crossed this vast land of our and related their journey to the journey we have been on through the advent of the information technology highway. On the first trip I traveled to Chicago, then through the beautiful mountains of Tennessee and North Carolina, and on to the coast of South and North Carolina. In the process I saw a lot of historical places. In August I had an opportunity to visit Vancouver and several cities in Alaska. Whoa! What an awesome place. I flew in a helicopter, walked on a glacier, rode on a dog sled, and saw the beautiful totem poles, in addition to seeing a building completely constructed of driftwood in the late 1800.



Again, this trip caused me to reflect on where we have come from and the fact we have had many new frontiers to challenge us in recent years. We certainly continue to be faced with new ones every day. Based on a recent report I have from a meeting held in Washington recently regarding the implementation of the *Carl D. Perkins Career and Technical Education Improvement Act of 2006* we are again faced with new challenges. One of the big challenges may be in refining our State Approved Program of Studies to incorporate the following components:

President's Corner, continued from column 1

- secondary and postsecondary elements,
- coherent and rigorous content,
- challenging academic standards,
- relevant career and technical content,
- non-duplicative progression of courses,
- aligning to postsecondary for success,
- dual credit or concurrent enrollment options, and programs that

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President's Corner

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- leads to industry recognized credentials, certificate, an associate or baccalaureate degree.

Based on all we have read and understand we realize that the accountability factor will play a major role in the implementation of the *Act of 2006*. This is as it should be.

Some of the business technology programs are much farther ahead in addressing the above than other of us are. One of the greatest advantages of belonging to our organization is the networking ability we have, especially when each of us is met with new challenges. What an outstanding resource we have though our professional development activities.

Again at ACTE we will have an opportunity to network. Our **NASBE Rap Session** is Wednesday—November 29--3:30 p.m. - 5:00 p.m.

The **NASBE Executive Board meeting** is Saturday—December 2--7:00 a.m. - 8:15 a.m. and the **NASBE Business Meeting** will be held Saturday—December 2--2:15 p.m. - 3:15 p.m. We will get a registration/confirmation form to you as soon as all the details are work out. If you would like make a **brief presentation and share some of your best practices** at the NASBE Rap session, please let Denise know at denise.roseland@dpi.state.wi.us. I hope each of you have made your reservations to attend ACTE. There are some outstanding Pre Conference Sessions and of course the planned sessions for the BE Division.

In June I requested you complete a survey that would set some direction and/or priorities for our organization. If you did not complete the survey you will find a copy on our website. The following are the results of the returned surveys.

- The first priority by all but one returned surveys was the need to develop sample or package examples of the completed career clusters content from the states that have or are working on the clusters. We did have one very good recommendation which indicated this work is being done on the national level that we would just be repeating work that will or is being done for us. We definitely need to follow-up on that recommendation.
- Second priority with the exception of one indicated we needed an electronic recruitment brochure that could be modified to fit the individual state or local school district needs. The state that did not make this a priority already has a brochure. We will see if this brochure is something that might be shared with our members or might be used as a point of reference in designing one for dissemination.
- All state reported indicated they were in the process of working on their clusters.
- All state reported they would be willing to share some of their best practices through our NASBE Newsletter or post them to our website.

Challenges...I challenge each of you to join us in Atlanta for networking and a lot of enjoyable southern hospitality. Have a great fall and a wonderful Thanksgiving. See you in Atlanta.

. . . Kara Burkett, NASBE President

**See you
in
Atlanta!**



SYMPATHY

Ted Dean, AR State PBL Adviser, who died of an apparent heart attack in August. Arkansas has lost a good friend in Business Education and in PBL.

Also in May, **J. D. Lee**, former Indiana state supervisor, passed away. J. D. was also active in the Nactei organization (National Association for Career-Technical Education Information) (formerly known as AVIA (American Vocational Information Association), setting up those conventions for many years.



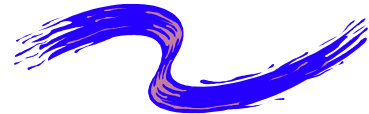
SBEA ATLANTA Meeting NASBE Picture

NASBE Webmaster

Barb Beadle (IN Dept. of Ed.)



Visit the **Lesson Plan Library** at ACTE
website for **Business Lesson Plans**:
[http://www.acteonline.org/resource_center/lpl/
busi.cfm](http://www.acteonline.org/resource_center/lpl/busi.cfm)



Note From Barb Beadle Web Site Manager

I would like to get NASBE people to pay dues through the registration form on the web site at <http://nasbe.us>.

If anyone has any **changes** for the web site, they should send them directly to me.

Business Professionals of America

Business Professionals of America and the National Technical Honor Society Form Partnership

The National Staff of business Professionals of America is pleased to announce the newly formed partnership between BPA and the National Technical Honor Society (NTHS). This partnership will provide more national recognition for BPA members, two scholarships, and member growth for both BPA and NTHS.

Business Professionals of America and NTHS will work together to promote educational excellence, build a stronger image for Career and Technical education, encourage higher scholastic achievement, promote organizational growth for BPA and NTHS, increase member recognition at the local, state, and national levels, provide recognition for Professional members promoting educational excellence, offer extended benefits, services, and programs to members, and encourage the sharing of ideas for the mutual benefit of both organizations.

The National Technical Honor Society recognizes the value of career and technical student organization membership and will be encouraging its Business and IT members to join BPA. BPA members that join NTHS will have increased opportunities for recognition at NTHS local, state, and national events. They will also be eligible to apply for the NTHS scholarships. The Society will award one \$1,000 scholarship to a Secondary Division BPA/ NTHS member and to a Post-secondary Division BPA/ NTHS member.

For more information see Student Opportunities at www.bpa.net.org.

Business Professionals of America Student Marketplace Program Encourages and Builds Entrepreneurs

The Student Marketplace program is the latest BPA endeavor with the purpose of stimulating entrepreneurship in its members. The entrepreneurs and their products/services that qualify will receive marketing services. This includes shared booth space at the National Leadership Conference (NLC) Expo and Career Fair, the opportunity to participate in a workshop on “Developing and Marketing Your Own Product or Service” at the NLC, and a product/service listing in the BPA *COMMUNIQUE* magazine and the *Local Advisor’s Bulletin* newsletter.

To qualify for participation in the program, a BPA member must complete the “My Own Business Certification Course” <http://www.myownbusiness.org/course.html>. The applicant must also submit:

- a description of their product/ service
- a sample of the product/service
- an image file suitable for use on the BPA Student Marketplace Web site (JPG file)
- a copy of your Completion Certificate from “My Own Business.org”
- a copy of your Business/Marketing Plan
- an essay explaining how your product or service benefits BPA members
- an essay describing the research used to develop your product or service
- a bibliography of sources used for research and analysis
- a list of references of individuals and businesses that provided professional assistance with the development of your product or service

Products or services submitted must first meet the approval of a Quality Control Review Committee (QCRC) based on the criteria listed above.

Contact Person: Stephen Dziura
614-895-7277 x104
sdziura@bpa.org
www.bpa.org

Business Professionals of America
5454 Cleveland Avenue
Columbus, OH 43231-4021

Business Professionals of America

Business Professionals of America and Columbus Children's Hospital to Sponsor Amerifest

Business Professionals of America, in cooperation with Columbus (Ohio) Children's Hospital (the nation's 5th largest children's medical care and research facility), is pleased to announce the formation of a partnership that will produce a special fundraising event, Amerifest. This special event will be a celebration of American food, American fun, and American music for the American family.

The event will be held Friday, March 30, 2007, at Veterans Memorial Auditorium, 300 West Broad Street in Columbus, Ohio. The event will feature a special Broadway-style concert of American music by the internationally acclaimed All-American Boys Chorus of Costa Mesa, California.

Other activities at Amerifest will include a pre-concert dinner in a carnival setting complete with interactive games and activities, balloon artists, clowns, mimes, jugglers, unicyclists, live animals, face and mural painting, sport mascots and much, much more. Additional opportunities to support BPA at the dinner will include raffle ticket sales, a silent auction, and the purchase of Amerifest souvenirs.

The evening concludes with a fabulous dessert party and allows audience members to meet Chorus members, get autographs, purchase CDs and take pictures with The All-American Boys Chorus.

Ticket packages include admission to all three activities (dinner, concert, and dessert) for only \$35 for adults and \$30 for youth (age 21 and under). Tickets for the concert and dessert are priced at only \$25 for adults and \$20 for youth and concert only admission is \$15 for adults and \$10 for youth. A special family pack which includes four tickets to all three events can be purchased for \$100.

Proceeds from Amerifest will support the Scholarship Fund for Business Professionals of America student members.

To request a ticket order form or for more information please contact Marty Richards at 614-895-7277, ext. 106 or mrichards@bpa.or

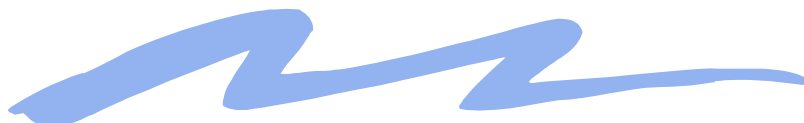
The All-American Boys Chorus has performed to standing ovations all over the world, including cities in Russia; Romania, Austria, Italy, Switzerland, Germany, and Japan. The Chorus's most recent overseas concert tour, extending for 30 days during summer 2005, saw them performing in Malaysia, Singapore, Hong Kong, Taiwan, Macau, Korea, and Beijing, China. Factor in 39 previous concert tours to various Canadian provinces and most of the U.S., and it becomes quite clear that members of The All-American Boys Chorus are true musical ambassadors.

Among the Chorus's TV credits are commercials for Mazda, Delta Airlines, and Kentucky Fried Chicken. The All-American Boys Chorus has also appeared with such notable personalities as Tony Bennett, Paul Anka, Melissa Manchester, and Barbara Streisand. They have also shared the stage with noted statesmen, industrialists, and celebrities. Among them are former U.S. Presidents Richard Nixon, Gerald Ford, Jimmy Carter, Ronald Reagan, and Bill Clinton plus Secretaries of State Henry Kissinger and Colin Powell as well as Lee Iacocca and Walter Cronkite.

Founded in 1970, the All-American Boys Chorus has completed more than three decades of remarkable growth and significant achievements. The Chorus has entered the 21st century with a program acclaimed for musical excellence. The Chorus has been also applauded for instilling leadership skills and characteristics in its current membership. Among their most lauded accomplishments include the production of five musical CDs performed with The London Symphony Orchestra.



Marty Richards,
CEO, BPA



Youth in Philanthropy Program to Begin for Business Professionals of America

In cooperation with The Columbus Foundation, the nation's 7th largest Community Foundation, Business Professionals of America is developing the Youth in Philanthropy program. This program, unique to Business Professionals of America, will be a wonderful introduction to the non-profit sector for our student members. Currently, the non-profit job sector is one of the fastest growing sectors of our economy. Today, more than 5% of all full-time positions in the United States are in the non-profit sector.

Business Professionals of America believes introducing students to and involving them with philanthropic endeavors will be an enhancement to the development of important career skills, communication skills, leadership skills, and essential interpersonal skills.

An introduction to the program and its educational content will be introduced at the 2007 National Leadership Conference in New York City with special presentations by The Columbus Foundation.

Philanthropy is defined as voluntary action for the public good, but to many people philanthropy simply means fund-raising, which is really just a simplistic definition of the term. Philanthropy is much more than raising funds.

Philanthropy is a belief that organized action, led by caring and passionate individuals in society, can bring about social change, help the needy, support education, contribute to our spirituality, and enhance our quality of life. Philanthropy touches everybody in some way, through good and bad times, prosperous and lean times. Philanthropy has continued to express itself in the human spirit of giving.

In the U.S., more and more young people are becoming involved with causes and their involvement in philanthropy is a growing phenomenon. According to a recent Giving USA report, 42% of

teenagers made charitable contributions, and 59% did some type of volunteer service.

There are programs developing all across the country that serve as tools to prepare, at an early age, a new generation of business and civic leaders for work in grant-making, philanthropy, and non-profit service. Currently, more than 50 colleges and universities in the United States have education programs in philanthropy and non-profit management. There is a focus within these programs to explore how to involve youth as philanthropic partners and the benefits and challenges of involving youth directly in grant-making decisions.

At Business Professionals of America, we believe philanthropy is an important component for future business leaders to understand and to participate in. We further believe it will be a part of the work assignments and duties which they'll encounter no matter where their business careers may lead.

Therefore, the goals of BPA's Youth in Philanthropy program are as follows:

- Teach youth the importance of giving and service.
- Increase youth participation in institutional philanthropy.
- Provide ways for young people to take action on ideas and problems important to them and their communities.
- Promote general youth development.

More information will be forthcoming about this unique and innovative program.

Business Professionals of America Launches New Web Site

COLUMBUS, OH—Business Professionals of America launched a new Web site.

The new Web site is a dream fulfilled for the National staff and undoubtedly for many BPA members. The familiar address, www.bpa.org brings visitors to the “public page” that tells them about BPA and directs them to the important pages to get more information. The members home page, www.bpanet.org is the home for BPA member information and online services.

The Web site features numerous dynamic pages whose content is database fed, allowing for the easy change and update of information. The site also introduces completely new sections of information. For example, there is a new section for BPA business partners, offering them the information and tools to plan their marketing and sponsorship activities with Business Professionals of America. The site also introduces a new Support BPA section leading site visitors to all the avenues of supporting this great organization. Members will want to browse the new BPA Marketplace (formerly BPA Mall) and see the new products and features.

BPA members and chapter advisors will be pleased with the new Advisors’ page, the home pages for each BPA Division, and numerous other great features such as the Photo Gallery and the Student Connections page offering new networking possibilities. The launch of this new site also marks the introduction of new scholarships and new BPA programs. What better way to introduce members to new opportunities such as the Member Diplomat Program, the Student Marketplace, and increased recognition for BPA members through National Technical Honor Society membership.

This Web site launch marks the culmination of nine months of planning and work. The planning process required the input of the entire national staff and the expert advice of our Web masters at Advent Media in Columbus Ohio. Even while planning continued, the intense work of building and designing the new site began in May after the National Leadership conference. A beta release team contributed valuable review, input, and error catching prior to release. The team consists of Dan Armstrong, National President, Post-secondary Division, Judy McKinstry, Chairman of the BPA Board of Trustees and MA State Advisor; Dan Lynch, Vice Chairman, BPA Board of Trustees; Brenda Jacobson; BPA Board of Trustees and Chapter Advisors; and Nancy McAfee, CEAC Representative and Chapter Advisor. The new Web site is evidence showing that teamwork makes the dream work.

FBLA-PBL National Center Takes On Two Colors, One Mission

Hope finds new light as the FBLA-PBL National Center was illuminated in pink and blue to create awareness for FBLA-PBL service partner, the March of Dimes.

The March of Dimes recognizes November as Prematurity Awareness Month and, along with FBLA-PBL and its chapters, has coordinated activities nationally to draw attention to the serious and growing problem of preterm birth, and to offer hope to families that have been affected by it.

During Prematurity Awareness Month, important buildings across the country will be lit pink and blue to symbolize hope for premature babies and their parents. Lighting the FBLA-PBL National Center will help the March of Dimes bring awareness to the Prematurity Campaign, launched in 2003 to address the growing problem of premature birth.

“The March of Dimes works to raise awareness about premature birth in November and throughout the year,” said Jean M. Buckley, FBLA-PBL, Inc. president and CEO. “We support the March of Dimes in this mission and will continue leading into the future together.”

In the nearly 40 years FBLA-PBL has been united with the March of Dimes, FBLA-PBL has consistently ranked as the top clubs and organizations fundraising partner, raising over \$15 million.

For more information on FBLA-PBL and March of Dimes or to learn how you can get involved, visit www.fbla-pbl.org and click on the March of Dimes logo on the right.

Future Business Leaders of America-Phi Beta Lambda, Inc. is a non-profit 501(c)(3) student business organization with nearly a quarter million members and advisers in 12,000 chartered high school and college chapters worldwide. Its mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs.



FBLA-PBL

“FBLA-PBL is the premier student business association. Our mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs.”

[NFIB Young Entrepreneur Scholarships](#)

At least 400 up-and-coming entrepreneurs will receive a \$1,000 Young Entrepreneur Award next spring from the National Federation of Independent Business Young Entrepreneur Foundation. One outstanding high-school student will be selected to receive a \$10,000 award.

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**FBLA/PBL Student
Organization
CEO Jean Buckley**

NASBE Report to NBEA Board Meeting

by **Kara B. Burkett**, NASBE President

NASBE Executive Committee and members held their annual business meeting, RAP session and workshop ACTE.

The nomination report was presented for the FY 07 officers:

- *Jean Kyle – Past President*
- *Kara B. Burkett – President*
- *Lee Marcoux – President Elect*
- *Katherine H. Cliatt – Vice President**
- *Mable Burchfield – Secretary*
- *Colleen Hunt – Treasurer*
- *Barb Bielenberg – Reporter*

* **Due to the retirement of Katherine H. Cliatt, South Carolina, Denise Roseland, Wisconsin will be presented to the membership as Katherine Replacement in the office of Vice President.**

- ◆ *The Handbook has been revised by the outgoing past president, Deborah Seehorn.*
- ◆ *The Strategic Plan has been brought up-to-date with the ACTE BE Division and will be presented to the membership as a working document at the business meeting on April 14.*
- ◆ *NASBE will hold its RAP session on Wednesday, April 12*
- ◆ *The associate members continue to remain active with their teachers to solicit input to the Congressional Leaders regarding the Card D. Perkins legislation.*
- ◆ *Issues NASBE members are addressing are:*

- √ *Articulation*
- √ *Collaboration*
- √ *Industry/Vendor Certification*
- √ *Teacher Certification*

On behalf of the NASBE members I would like to take this opportunity to thank the NBEA Board for the opportunity to meet and work with the association.

**NATIONAL ASSOCIATION OF SUPERVISORS OF BUSINESS EDUCATION
OFFICIAL NOMINATION FORM**

Any member of the Association may make nominations for Career and Technical Education (ACTE) with active or affiliate membership in the National Association of Supervisors of Business Education (NASBE) for the **OUTSTANDING LEADERSHIP AWARD**. The Chairperson of the NASBE Awards Committee will contact the nominee directly for the necessary supporting materials. Nominations must be postmarked no later than **January 15**. Send by first-class mail. Please key all information.

Date _____

Nominee Name _____

Address _____

City _____ **State** _____ **Zip** _____

Telephone Numbers: Work _____ Home _____

E-Mail _____

Address _____

Position _____

Employer _____

Nominator's Name _____

Address _____

City _____ **State** _____ **Zip** _____

Telephone Numbers: Work _____ Home _____

E-Mail _____

Ad-
dress _____

Position _____

Em-
ployer _____

Signature _____

Please return the completed **Nomination Form** to:

Anna Nemes (FAX: 301-314-6877)
anka18@hotmail.com

ACTE 2006 - NASBE Activities

Please let **Denise Roseland** know if you will or will not be attending the following NASBE activities at the ACTE Annual Conference in Atlanta, Georgia, November 28-December 2, 2006.

Please return the reservations form to Denise at Denise.roseland@dpi.state.wi.us or fax: 608.267.9275 no later than **November 20, 2006**.

- Yes No Please place an x in the yes column if you will be attending the ACTE Conference in Atlanta, GA November 28-December 1.
- Yes No Do you plan to attend the NASBE Rap Session on Wednesday, November 29 at 3:30 p.m. - 5:00 p.m.?
Location: Room B311, Convention Center
- Yes No Do you plan to attend the NASBE Social on Thursday, at 6:00 p.m. November 30?
(Activity, Location and cost will be forwarded to you.)
- Yes No Do you plan to bring a guest to the NASBE Social on Thursday, November 30?
(Activity, Location and cost will be forwarded to you.)
- Yes No Do you plan to attend the NASBE Executive Committee meeting at 7:00 a.m. - 8:15 a.m. on Saturday, December 1?
Location: Room B405, Convention Center
- Yes No Do you plan to attend the NASBE Business Session on Saturday, December 1 at 2:15 p.m. - 3:15 p.m.?
Location: Room B317, Convention Center

We look forward to hearing from you. If you have a topic you would like to discuss at the RAP Session, please note: _____

Should you have any questions please call Denise at 608.266.2348 or you may reach me at 615.532.2845.

Name: _____

Department: _____

Address: _____

City: _____, State: _____ Zip Code: _____

Phone: _____ Cell Phone: _____

E-mail: _____

Conference Hotel: _____

Kara B. Burkett, NASBE President
Tennessee Department of Education
Phone 615.532.2845 Cell Phone 615.403.1002
E-mail kara.burkett@state.tn.us

Genchi Genbutsu—“Go and See” Japan

One Business Technology Instructor’s Journey to the Land of the Rising Sun

Genchi genbutsu (“go and see”) was the gracious invitation of Toyota to forty teachers across the U.S. to experience the nation of Japan on a 10-day study-visit tour.

The Toyota International Teacher Program has attracted interest from more than 4,000 teachers who have submitted applications. This year, the teachers were selected from the states of Colorado, Indiana, Kansas, Kentucky, Massachusetts, Michigan, Missouri, Nebraska, Ohio, and Tennessee. Since 1998, 400 teachers from all over the U.S. have participated in this journey that explores Japan’s rich history, current trends, and global issues. This one-of-a-kind program is sponsored by a \$825,000 grant from Toyota Motor Sales, U.S.A., Inc. and is administered by the Institute of International Education (IIE) in Washington, D.C.

The educators selected for the program represent a cross-section of curricula areas and school size and demographics. Vicky Carlton, one of the five teachers from Tennessee, has taught business technology courses at Cornersville High School for 15 years. Participants were chosen based on their professional qualifications, as well as the integration of their experiences into the classroom.

Carlton’s impact plan includes

The tour began in Tokyo with an orientation to a brief history of the Toyota Motor Corporation and “The Toyota Way”, the philosophy that includes the two pillars of continuous improvement and respect for people. Teachers toured Koganei Kita High School and gleaned a great deal from the question and answer session with the students, teachers, and PTA members. Toyota Teachers also visited Soka University where they participated in a round-table discussion with students from the globalization class. Mr. Lary McDonald from Soka’s World Language Center explained the Japanese education system and recent educational reforms mandated by the national government, which include an emphasis on creativity and community involvement. While in Tokyo, the participants also visited Meiji Shrine, the U.S. Embassy, and could choose to attend the Kabuki theater and a baseball game.

The group then traveled by *shinkansen* (bullet train) to Nagoya, then on to the Toyota Commemorative Museum and Toyota Tsutsumi Plant in Toyota City to view the Camry and Prius production. Russell Bankson of Toyota University demonstrated the world-renown Toyota Production System and put the teachers to work by having them man various jobs in the TPS simulation kit.

The next major stop in the tour was Kyoto,

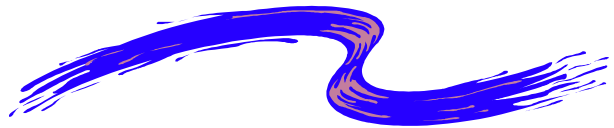
Genchi Genbutsu—“Go and See” Japan, *continued*

which served as the capital for hundreds of years before it moved to Tokyo. Kyoto is the arts and cultural center of Japan, with 1600 shrines and 300 Buddhist temples and more traditional Japanese houses and buildings than those found in the rest of the country. A full day was spent with Alex Kerr, author of *Lost Japan*, and his staff at the Origin Arts Program, where participants “learned by doing” in each of the demonstrated art forms: calligraphy, tea ceremony, Waraku martial arts, and Noh Drama.

For the final segment of the trip, teachers traveled to Kyushu where they split into different groups. One group was educated on traditional salt and tofu making, toured Neshiko Christian Museum, and had a BBQ dinner with local villagers. A second group gained many insights from a guided walking tour of Hirado City, where they visited shrines, a castle, and museum, and participated in an open-air tea ceremony. Lastly, a number of teachers cruised 99 Islands National Park and stayed on Nozaki Island, which was home to approximately 600 people 20 years ago, but is now deserted. Before checking into the Nozaki School Hostel, the teachers toured the abandoned town center and explored the Hidden Christians church, a beautiful Catholic church built by Christians escaping perse-

cution in the 16th century. Every group visited an elementary school and ate lunch with the students. Teachers also brought back incredible memories and stories from an overnight stay with local fishermen and their families.

Vicky Carlton



MORE PICTURES FROM JAPAN

by VICKY CARLSON



From ACTE Division President Mary Nemesh

Dear Colleagues,

The ACTE Annual Convention is rapidly approaching, and we want you to be a part of it. Whatever your interests, there are numerous sessions/workshops to attend with a wide range of topics being offered. Sessions are specifically targeted at the novice, skilled, and expert levels so that participants can select sessions suited to their experience. Our sessions/workshops are being led by seasoned professionals. They are leading consultants, academicians, and practitioners who will speak from years of experience and convey real-world solutions to the challenges you face. Fact sheets, worksheets, interactive exercises, and hands-on activities are included in the sessions/workshops. You will come away from the sessions/workshops informed, educated, and inspired to reach your personal and professional goals and to maximize your potential.

The keynote speaker for the Business Education Opening Session scheduled for Friday, December 1, 9:15 a.m. – 10:15 a.m. is Dr. Susie VanHuss, Distinguished Professor Emeritus of Management in the Moore School of Business at the University of South Carolina. Her presentation entitled “Education—The Key to Success In A Changing Workplace” will focus on the exciting opportunities and challenges facing business educators as we prepare the millennial generation of students to be leaders and managers in a multi-generational workforce.

Plan to attend the BE Division Awards Celebration scheduled for Friday, December 1, 1:00 p.m. – 2:00 p.m. We will honor our Award of Merit and CTSO student winners. Take part in the celebration!

The Delta Pi Epsilon Luncheon is scheduled for Saturday, December 2, 12:00 noon – 1:00 p.m. To reserve a ticket, contact Robert Mitchell, Executive Director of DPE at rbmitchell@ualr.edu or dpe@ipa.net. You can also purchase a ticket at the Business Education Opening Session from Dr. Mitchell.

A Program Grid outlining the convention program schedule and Program-At-A-Glance are attached for your perusal. You can also view the schedule on the ACTE website at www.acteonline.org. To access the website at www.acteonline.org, go to divisions, select business education and click on the selected title on the right-hand side of the screen to view the information.

We have many exciting opportunities that will help you expand your skills and your comfort zone. Expand your personal and professional network by meeting new people, gaining new skills, or practicing existing ones.

I look forward to your participation at the ACTE Convention and the Business Education program. For any further information, contact me at m_nem@hotmail.com.

Have a safe journey!

Best wishes,

Mary Nemesh, BE Division President

Top Ranked Promotional Strategies Identified By Business Educators From Bonnie Sibert & the Nebraska Bus. Ed. Website

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.

PROGRAM-AT-A-GLANCE - BUSINESS EDUCATION - ACTE

WEDNESDAY—NOVEMBER 29

1:00 PM – 3:15 PM

Business Education Division Policy Meeting

3:30 PM – 5:00 PM

NASBE RAP Session

THURSDAY—NOVEMBER 30

6:45 AM – 8:15 AM

Business Education Strategic Planning Meeting

(Breakfast Meeting—By Invitation Only)

FRIDAY—DECEMBER 1

9:15 AM – 10:15 AM

Business Education Division Opening Session
Education—The Key To Success In A Changing
Workplace

10:30 AM – 11:30 AM

A Comparison of Business Communication
Instructors & Human Resources: Managers

Perceived Value of Selected Business Communi-
cation Competencies

Economics and Entrepreneurship: Making It
Happen!

Movie Maker Basics

11:45 AM -12:45 AM

Office 2007 New Features

Using Microsoft Agent To Facilitate Work Ethics

1:00 PM – 2:00 PM

Business Education Division Awards Celebration

2:15 PM – 3:15 PM

BE Division Business Meeting

3:30 PM – 4:30 PM

Why Do I Need To Know Math? Strategies For
Improving Math Skills Through CTE

Transitions: Life Skills for Personal Success

SATURDAY—DECEMBER 2

7:00 AM – 8:15 AM

NACEBE Executive Board Meeting

7:00 AM – 8:15 AM

NATEBE Executive Board Meeting

7:00 AM – 8:15 AM

NASBE Executive Board Meeting

9:45 AM -10:45 AM

BT5—Business Technology Online Curriculum
Guide: 2006 & Beyond

Financial Literacy For Teens—Learn Now or
Pay Later!

Mastering Competency Profiles

11:00 AM – 12:00 PM

Certify Your Web Classes With CIW—Certified
Internet Web Professional

High School Online Business Courses—Are They
On Target?

What Is Typography? Are You Still Entering Data
The Way You Did On A Typewriter?

12:00 PM – 1:00 PM

DPE Luncheon

1:00 PM – 2:00 PM

Business Communication Course Cohesion
Through Holistic Scoring Rubrics
Where is Keyboarding?

2:15 PM – 3:15 PM

NACEBE Business Meeting

2:15 PM – 3:15 PM

NATEBE Business Meeting

2:15 PM – 3:15 PM

NASBE Business Meeting

Memories of ACTE in Kansas City 2006



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NASBE OFFICERS



New 2006-2007 NASBE Officers from left: Mabel Burchfield-secretary, Denise Roseland-Vice President, Lee Marcoux-President-Elect, Kara Burkett-President, Jean Kyle-Past President. (not pictured, Colleen Hunt, Treasurer)

NASBE members at NASBE Business Meeting in Tampa



Memories of ACTE in Kansas City 2006



WEBSITES

NASBE - www.nasbe.us
NBEA - www.nbea.org
ACTE - acteonline.org
ISBE - www.siec-isbe.org

DPE - www.dpe.org
FBLA/PBL - www.fbلا-pbl.org
BPA - www.bpa.org
FFBE - www.ffbe.org



EDUCATION WEB SITES

DiscoverySchool
<http://www.school.discovery.com>

Kathy Schrock's Guide for Educators
<http://www.school.discovery.com/schrockguide>

<http://www.school.discovery.com/schrockguide/assess.html>

<http://www.school.discovery.com/schrockguide/eval.html>

<http://www.school.discovery.com/schrockguide/gadgets.html>

Education World
<http://www.educationworld.com>

http://www.educationworld.com/a_curr/profdev066.shtml

http://www.educationalworld.com/a_curr/

Scholastic
<http://www.teacher.scholastic.com/>

<http://www.teacher.scholastic.com/products/instructor/cyberhunt.htm>

<http://www.teacher.scholastic.com/products/instructor/activities.htm>

Foundation for the Future of Business
Education
<http://www.ffbe.org>

i-SAFE America Internet Safety
Education Foundation
<http://www.isafe.org>

Blue Web'n
<http://www.kn.pacbell.com/wired/bluewebn/>

<http://www.kn.pacbell.com/wired/bluewebn/updates.html>

Filamentality
<http://www.kn.pacbell.com/wired/fil/>

Teachers.Net
<http://www.teachers.net>

Internet4Classrooms
<http://www.internet4classrooms.com>

<http://www.internet4classrooms.com/on-line.htm>

TeachersFirst
<http://www.teachersfirst.com>

<http://www.teachersfirst.com/matrix.htm>

<http://www.teachersfirst.com/handouts.html>

ProTeacher
<http://www.proteacher.com>

<http://www.proteacher.com/030000.shtml>

Foundation for the Future of Business Education

FFBE

News Release

Contact: Bonnie Sibert
(402) 471-4818
bonnie.sibert@nde.ne.gov

FFBE Promotional Web Site

The Foundation for the Future of Business Education (FFBE) supports a web site designed to share information about promotional resources available to business teachers and other business educators. Recruiting strategies for secondary, postsecondary, and business teacher education programs, excellent links to available promotional materials, and a free screensaver are all available at www.ffbe.org.

The Foundation for the Future of Business Education began in 1986 with a five-year contribution by South-Western Publishing Company. Funds derived from the endowment are being used to fund projects that will promote business education to the needs of the American economy. The foundation is comprised of five voting members, the executive director of the National Business Education Association (NBEA), the president of NBEA, and a representative from South-Western-Thomson. NASBE members Bonnie Sibert and Maurice Henderson presently serve on the Foundation. Previous projects funded by the foundation included the “Taking Care of Business” video, the teleconference to promote the “National Standards for Business Education”, “Pointers for Promoting Business Education”, and “Effective Strategies and Tools for Marketing Business Education,” which is available at nbea.org.

For a number of years, the Foundation envisioned a means by which teachers and administrators could showcase and share successful promotion strategies. Dr. Connie Forde, past chair of the Foundation, stated, “The foundation is proud to provide this central location where teachers can find new and tested ideas to promote their business programs, locate links to useful resources, and serve other teachers and their discipline by sharing their successful strategies. The site is updated twice annually in order to compile suggestions and archive materials. We urge teachers and supervisors to e-mail us their promotional ideas and strategies so other teachers and their students can benefit from these successes,” Forde added.

NASBE members are encouraged to share this information with their local educators. For more information on the web site or the foundation, contact Chair Bonnie Sibert at 402.471.4818 or bonnie.sibert@nde.ne.gov.

###

MEMBERSHIP in NASBE

Please print and complete the form to be included in the NASBE Directory. Your check of \$15 for membership as an active or associate member of NASBE will be greatly appreciated.

Return to:

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Dept. of Ed. Consultant
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Phone: 515-281-0319, Fax: 515-281-6544
E-mail: Colleen.Hunt@iowa.gov



2006-2007 NASBE DIRECTORY INFORMATION FORM

Name		
Title		
Address		
City	State	ZIP
Business Phone ()	Business Fax ()	
Home Phone ()	Home Fax ()	
E-mail Address Work:	E-mail Address Home:	
Website Address:		

SUPPORT YOUR NASBE ORGANIZATION BY BECOMING A MEMBER!!

Active Members are Business Education program supervisors who are direct employees of a state, region, or local education agency. Each active member of NASBE present at the NASBE business meetings at ACTE and NBEA conventions is eligible to vote. **DUES ARE \$15.**

Associate Members are persons from the field of business who are interested in supporting the purposes of NASBE. Associate members may pay dues and become nonvoting associate members. Associate members may include student organization directors, association directors, members of the U.S. Department of Education, publishers, vendors, and former state supervisors of business education. Associate members may attend all meetings of the association and may, upon request to the presiding officer, be extended the privilege of the floor. **DUES ARE \$15. (You MUST be an ACTE member, as we are an affiliate.)**

NOTE: Membership is July 1 – June 30. To be included in directory, information must be post-marked ASAP. After the ACTE Conference, only paid members receive correspondence.



NASBE Membership

Membership in the Association for Career and Technical Education shall be a requirement for active membership in NASBE. There are three kinds of membership available in NASBE: *active, associate, and honorary*.

Active Members

State, regional, and local supervisors (including assistant supervisors and district supervisors with direct responsibility for program development and/or Business Education co-curricula student organizations) of multiple Business Education programs who are direct employees of a state, region, or local educational agency may become active members. Each active member of NASBE present at the NASBE Business meetings at ACTE and NBEA conventions is eligible to vote.

Associate Members

Associate members are persons from the field of business who are interested in supporting the purposes of NASBE and are members of ACTE. Associate members may pay dues and become nonvoting associate members. Associate members may include student organization directors, association directors, members of the U.S. Department of Education, publishers, vendors, and former state supervisors of Business Education. Associate members may attend all meetings of the association and may, upon request to the presiding officer, be extended the privilege of the floor.

Honorary Members

Honorary members are persons who are officially concerned with administration and supervision of vocational education as well as others, including those in the fields of vocational education, who are actively and materially assisting to encourage and to develop Business Education. Honorary members may be elected by a majority vote of the active members present at any business meeting upon proposal by the Nominating Committee. Honorary members **do not** pay dues and are **nonvoting** members.

Honorary members may attend all meetings of NASBE and may, upon request to and/or by the presiding officer, be extended the privilege of the floor. Honorary membership will be presented to the NBEA Executive Director, ACTE/BE Division Vice President, and the CEO's of Business Professionals of America and the Future Business Leaders of America/Phi Beta Lambda (effective July 1, 1995).

Membership Year

The membership year shall coincide with that of the Association for Career and Technical Education.



2006-2007 ACTE/BE COMMITTEESUnder revision***

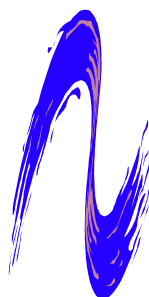
<u>COMMITTEE</u>	<u>TERM</u>
ACTE/BE Division Policy	
Jean Kyle (MN)	2004-2006
Kara Burkett (TN)	2006-2008
AWARDS	
Anna Nemesh (MD)	2004-2007
COMMUNICATIONS	
Barb Bielenberg (IA)	2005-2007
LEGISLATION	
Vacant ()	2006-2008
MEMBERSHIP	
Colleen Hunt (IA)	2006-2008
DIVERSITY ACTION	
Vacant ()	2006-2008
NOMINATING	
Vacant ()	2006-2008
OPERATING POLICIES	
Vacant ()	2006-2008
PROFESSIONAL DEVELOPMENT	
Deborah Seehorn (NC)	2006-2008
PROGRAM LEADERSHIP	
Janet Gandy (AZ)	2005-2007
RESOLUTIONS	
Jeff Chandler (GA)	2006-2008
CAREER & TECHNICAL STUDENT ORGANIZATIONS	
Kay Orell (CA)	2006-2008
NASBE NOMINATING COMMITTEE	
Jean Kyle (Im.Past Pres.)(MN) (Chair)	2006-2007
Deb Seehorn (Past Pres.) (SC)	2006-2007
Mike Tokheim (mbr. at large) (WI)	2006-2007
NASBE AWARDS COMMITTEE	
Anna Nemesh (MD)	2006-2007
Deb Seehorn (NC)	2006-2007
Beth Downey (VA)	2006-2007
NEW IDEAS COMMITTEE	
Pagee McSpadden (AL)	2006-2008
PARLIAMENTARIAN	
Maurice Henderson	2005-2006

MEETING ANNOUNCEMENTS

- ACTE** - Nov. 30 - Dec. 2, 2006 - Atlanta, GA
 Dec. 13-15, 2007 - Las Vegas, NV
 Dec. 4-6, 2008 - Charlotte, NC
- NBEA** - April 4-7, 2007 - New York, NY
 March 19-22, 2008 - San Antonio, TX
 April 8-11, 2009 - Chicago, IL
 April 20-23, 2010 - San Diego, CA
 April 20-23, 2011 - New Orleans, LA
- ISBE** - July 29-Aug. 3, 2007 - Vienna, Austria
- NCBEA** - July 23-27, 2007 - Springfield, MO
- MPBEA** - June 14-17, 2007 - Kansas City, MO
- SBEA** - October 18-21, 2006 - Atlanta, GA
- WBITE** - February 15-18, 2007 - Missoula, MT
- EBEA** - October 12-15, 2006 - San Juan, PR

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NASBE OFFICERS AND INFORMATION

2005-2006 NASBE OFFICERS



New Officers, from left: Kara Burkett (TN), President, Lee Marcoux (CT), President-elect; Denise Roseland (WI) Vice President; Mabel Burchfield, Secretary (not pictured, Colleen Hunt, Treasurer)

RENEWAL OF DUES

August is the time to renew your membership in **NASBE** and **ACTE**.

NASBE is your organization, and it needs your support and input. Be an active participant. Renew your membership and make the commitment that we all work together in making **NASBE** a strong affiliate of the **BE Division of ACTE**.

An application form is included in this newsletter. **You MUST be an ACTE member.**



NASBE Members at NBEA in Anaheim at NASBE Business Meeting



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ACTE Wants Your E-mail Address

ACTE is trying to obtain the year-round e-mail addresses for all members. In order to provide you with additional membership services, they need this information. E-mail is the quickest and sometimes most convenient way for people to communicate. Make sure you contact ACTE at 1-800-826-9972 for additional details.

The *Career Tech Update* Newsletter is now being published in an e-mail format. This newsletter will be free to all ACTE members starting in 2003. This is yet another reason to make sure ACTE has your e-mail address.



Please submit articles for the next issue of the NASBE Newsletter, and attach a picture of yourself (digital or scanned)

NASBE Website: (Thanks to Barb Beadle, Indiana D.E.) <http://www.nasbe.us>

The next **deadline is:**

January 12, 2007

for **February publication**

April 20, 2007

for **June publication**

Subscribe to the NASBE LISTSERV

Do you need to keep in touch with fellow business education supervisors? Do you have good information you want to share with your colleagues? Then use the NASBE Listserv as a way to reach all your fellow business education supervisors.

If you have not signed up for the listserv, please send an e-mail message to maurice.henderson@emich.edu indicating that you would like to subscribe to the listserv.

If you are subscribed, and once you have subscribed, you can send a message that will reach all members subscribed to the list by sending an e-mail message to: nasbe@s-listserv.thomsonlearning.com. E-mail address changes for the listserv should be sent to maurice.henderson@emich.edu.

Don't miss out on sharing and receiving valuable information that can assist you.

"Please note that attachments of any kind are not accepted through the listserv. Sending a message with an attachment will cause the message to be rejected and not sent without receiving any type of rejections message.

Also, as a subscriber to the listserv, you will also receive a copy of any messages that you send. This can be used to confirm that your message was sent. If you don't get a copy of your message, then your message was not successfully transmitted."

