

Fall 2014  
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On the Web at  
[www.wbea.info](http://www.wbea.info)

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# Western News Exchange

## A Message from your WBEA President...

By Ken Kuhn, WBEA President 2014-2015, Port Moody, BC [kenkuhn@shaw.ca](mailto:kenkuhn@shaw.ca)

The school year is well underway—new curricula, new resources, and new enthusiastic students. Hopefully you will be able to attend a state or provincial conference so you and your colleagues can share ideas and lesson plans. The Western Business Education Association (WBEA) is your professional organization that supports business education instructors at the high school, college, and university levels. Please visit our webpage at <http://www.wbea.info/> for resources and information on upcoming conferences, newsletters, awards, professional development, and contact information.



As part of the planning for the WBEA 2014-2015 year, the WBEA Executive Committee met to discuss budgets, build strategic action plans, revise the WBEA policies and procedures, hear and discuss reports from the various directors, and plan upcoming WBEA regional conferences. The Executive Committee worked hard to “think outside the box” on many items to produce solutions to various problems. It is an exciting, industrious team who are creative in building solutions to strengthen our organization. It is easy to compliment such an awesome executive team working with me during my presidency. They say “behind every successful man is a successful woman” and in my case, I have nine successful women to work with me on this Executive Committee. A huge thank you to them for their support.

At our summer Board meeting we discussed the dues structure that NBEA imposes on WBEA and the other four regions. The regions receive a tiered percentage, based on an NBEA-determined membership goal, of the \$80.00 that is collected for NBEA dues. The WBEA region reimbursement was reduced from \$8.00 to \$4.80 or less per member. In addition, each region helps to pay for the NBEA Executive Board meeting expenses. Because of the cuts in dues paid to WBEA, we decided to look at alternative ways to generate funds for WBEA and to promote business education in our region.

Thinking “outside the box” the WBEA Executive Committee unanimously proposed a WBEA Associate Membership in our region (for only \$20) for retirees and for teachers who teach only part-time. This is an opportunity for teachers in our region to attend conferences, receive the *Western News Exchange* newsletter, and benefit from our WBEA website. The WBEA Associate Membership would not receive any benefits from the NBEA.

The NBEA Executive Board has informed the WBEA Executive Committee that they are exclusively responsible for memberships in NBEA and its regional associations (including WBEA). They have asked us to present this proposal to the NBEA Executive Board for approval. We are certain that an agreeable solution will develop that will stimulate membership in WBEA as well as NBEA.

As your WBEA President, I am looking forward to representing you by attending the Southern Business Education Association Conference in Little Rock, AK from October 2 to 4. On October 9 and 10 I will be attending the Oregon state conference in Portland then catching the rest of the Washington state conference in Wenatchee on October 10 and 11. On October 16 to 18 I will attend the Montana state conference held jointly with ACTE. Then on October 24 I will attend the BC provincial conference in Surrey (close to home). Later in November I will attend the California state conference in Monterey from November 14 to 16. A whirlwind, busy time of taking our WBEA message to these various conferences.

As a long-time NBEA, WBEA, and British Columbia Business Education Association

## WBEA 2014-2015 Executive Committee [www.wbea.info](http://www.wbea.info)

### PRESIDENT

Ken Kuhn  
#23—103 Parkside Dr.  
Port Moody, BC  
V3H 4Y8 Canada  
604-949-0599 (H)  
604-312-0879 (C)  
[kenkuhn@shaw.ca](mailto:kenkuhn@shaw.ca)

### PRESIDENT-ELECT

Kay Ono  
University of Hawaii  
Leeward Community  
College  
Business Division  
96-045 Ala Ike  
Pearl City, HI 96982  
808-455-0345 (W)  
[kayono@hawaii.edu](mailto:kayono@hawaii.edu)

### TREASURER

Barbara Renner  
1111 E. Le Marche Ave.  
Phoenix, AZ 85022  
602-228-7451 (C)  
[barb.renner@gmail.com](mailto:barb.renner@gmail.com)

### SECRETARY

Janie McFarland  
Conrad High School  
215 South Maryland  
Conrad, MT 59425  
406-278-3285 (W)  
406-239-1067 (C)  
[janiehmcfarland@yahoo.com](mailto:janiehmcfarland@yahoo.com)

### PAST PRESIDENT

Christy Ekroth  
20800 NE 75 Circle  
Vancouver, WA 98682  
503-936-3689 (C)  
[ekroth@msn.com](mailto:ekroth@msn.com)

### NBEA REPRESENTATIVE

Eileen Wascisin  
3815 Gala Loop  
Bellingham, WA 98226  
360-733-4067  
[ejmw@comcast.net](mailto:ejmw@comcast.net)

## A Message from your WBEA President (Cont'd)

By Ken Kuhn, WBEA President 2014-2015, Port Moody, BC

(BCBEA) member, I have had the pleasure of presenting workshops and sharing professional development with colleagues at many national, regional, state, and provincial conferences. I have also had wonderful mentoring by others while serving for many years on the WBEA and BCBEA executives in many varied office positions. All incredibly rewarding experiences that have helped me grow as a person and leader. Throughout all of these experiences I have met fellow colleagues from across North America. I encourage you to get involved and reap your professional development growth. I promise that you will not be disappointed and will thank me later.

Lastly, I wish each of you well in your classrooms where you generate excitement with students every day. We all love those "Ah-ha!" moments when "the light goes on" for the students and they experience a new learning. At that moment, you are making a difference. If you are attending one of the state or provincial conferences in the next couple months be sure to network and make those important connections with your colleagues...and share your ideas. Please keep in touch with me through my e-mail [kenkuhn@shaw.ca](mailto:kenkuhn@shaw.ca) and our WBEA Western News Exchange newsletters. I want to hear your thoughts and ideas. I wish you happy teaching and good health and happiness.



The 2014-2015 WBEA Executive Committee

Barbara Renner, Treasurer; Christy Ekroth, Past-President; Kay Ono, President-Elect;  
Ken Kuhn, President & Newsletter Editor; Kristina Yamada, Awards Director;  
Darlene Marquardt, Telecommunications Director; Linda Snider, Membership Director;  
Eileen Wascisin, PDI & NBEA Representative; Janie McFarland, Secretary;  
Tina Fuls, Legislative Liaison

## Getting Back Into A Routine

- Set three goals you want to accomplish over the fall season. Whether they be learning or fitness related or simply some things you want to accomplish around the house, having goals always drives us to get something accomplished in our down time, which keeps us motivated!
- With these goals in mind, start slow. You can't accomplish them all at once, so make sure you give yourself time to make things happen. Otherwise you will feel defeated from day one.
- Plan a couple of catch-up days. Many times when we set goals, we have to clear out the cobwebs before we can even start to tackle them. Give yourself a few days to clear some things off your to-do list that might stand in the way of your goals.
- Plan a couple of fun things for the fall. A few things to look forward to always help when you are back to the grind.
- Give yourself grace. It's always a hard adjustment when you are setting new goals, so understand that you will not accomplish everything all at once!

If you have kids, have them set goals, too. It's great to work together as a family towards a common objective.

## Dr. Robert J. Thompson Remembered

By Ken Kuhn and Robert Thompson Jr.

**D**r. Robert J. Thompson is best known in California and in the Western region as Bob and was known for his good sense of humour, lovely smile, and sincere dedication to business education. Bob passed away on July 19, 2014 just short of his 92<sup>nd</sup> birthday.

Bob was a Naval Aviator in World War II, received his Bachelor's degree from Chico State in California in 1947, and his Masters and Doctorate in Education from Stanford University. His teaching experience ranged from high school, community college to university. Bob was a continuous member of UBEA (United Business Education Association), now NBEA, since 1947. For 55 years he served Business Education at the local, state, regional and national levels. He started teaching business subjects in Redding, CA in 1947.

After receiving his doctorate in education at Stanford University in 1956 he joined the publishing firm of South-Western Publishing Co. and spent the following three years as field representative covering the seven western states. In 1959 he joined Foothill College in CA as the Business Division Chairman. As the enrollments grew, the district added another campus, De Anza College. Bob became the Assistant Director of Technical and Vocational Education for the Foothill-De Anza Community College District. In the following ten years, he moved from Assistant Director to Associate Director and then District Director of Technical and Vocational Education. Bob returned to the classroom in 1980 and taught Computer Programming and Introduction to Computers until his retirement in 1990.

Bob taught graduate Business Education credit courses in CA at San Jose State, San Francisco State, San Fernando Valley State, Fresno State, University of Southern California, and University of California Los Angeles as well as summer sessions at Utah State University, Portland State College, Eau Claire University in Wisconsin, and Texas State University in Austin.

Leadership roles in local, state, regional and national business education associations played a major role in the life of Bob and his wife Lee's professional careers. Bob was very active in the California Business Education Association (CBEA) holding office such as treasurer, CBEA newsletter editor, and President of CBEA in 1968-1969. The CBEA recognized Bob's leadership with many awards. Bob was presented with the President's Award in 1987 by the CBEA. In 1994 CBEA presented Bob with the Outstanding Service Award and in 2002 Bob received the CBEA State President's Award in recognition of a lifetime of service to business education. The garage wall at Bob's home was covered with numerous awards and plaques from his CBEA and WBEA years. He called it his glory wall! (in true Bob's humorous fashion)

State activities led to regional and national activities. He was membership chairman of the WBEA, editor of the WBEA newsletter and then became WBEA President 1970-1971. He served two, three-year terms, as WBEA representative to the NBEA Board. Including the term on the NBEA Board as WBEA President, Bob spent seven years of service on the NBEA Board.

Bob was also involved in COASTA (the Conference of Affiliated State and Territorial Associations) and was the last president when the regions of AVA (American Vocational Association) were formed. With reorganization of AVA, Bob took on the challenge of organizing diverse vocational associations in California into the California Associations of Vocational Education (CAVE) and Bob was the founding president. Bob became the legislative advocate for all of the occupational and vocational education in VOCAL, the Vocational Education Alliance.

The Business and Office Education Division of the American Vocational Association presented their "Award of Merit for Outstanding Service to Business and Office Education" to Bob in 1977. The WBEA named their membership award The Robert J. Thompson Membership Award. Bob has been honored by the WBEA with the WBEA President's Award in 1980. He received the WBEA Distinguished Service Award in 1984.

Articles and yearbook chapters are included in Bob's writings. He has written in such publications as UBEA Forum, NBEA Forum, NBEA Yearbooks, Balance Sheet, Business Education World



## WBEA 2014-2015 Executive Committee (Continued)

### AWARDS DIRECTOR

Kristina Yamada  
57 North Canyon Cove  
West Point, UT 84015  
801-773-1991 (H)  
801-725-2500 (C)  
[kyamadaUT@comcast.net](mailto:kyamadaUT@comcast.net)

### LEGISLATIVE LIAISON

Tina Fulks  
Desert Oasis High  
School  
6600 W. Erie Ave.  
Las Vegas, NV 89141  
702-799-6881 (W)  
[tfulks@interact.ccsd.net](mailto:tfulks@interact.ccsd.net)

### MEMBERSHIP DIRECTOR

Linda Snider  
Grossmont College  
619-644-7816 (W)  
619-743-2277 (C)  
[Botlinda.snider@gmail.com](mailto:Botlinda.snider@gmail.com)

### NEWSLETTER EDITOR

Ken Kuhn  
#23—103 Parkside Dr.  
Port Moody, BC  
V3H 4Y8 Canada  
604-949-0599 (H)  
604-312-0879 (C)  
[kenkuhn@shaw.ca](mailto:kenkuhn@shaw.ca)

### PDI DIRECTOR

Eileen Wascisin  
3815 Gala Loop  
Bellingham, WA 98226  
360-733-4067 (H)  
[ejmw@comcast.net](mailto:ejmw@comcast.net)

### TELECOMMUNICATIONS DIRECTOR & WBEA

#### WEBMASTER

Darlene Marquardt  
Morrow County Schl Dist  
Irrigon Elementary Schl  
490 SE Wyoming  
Irrigon, OR 97844  
541-922-2421 (W)  
541-922-5540 (F)  
[darlene.marquardt@gmail.com](mailto:darlene.marquardt@gmail.com)





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## Dr. Robert J. Thompson Remembered (Cont'd from Page 3)

By Ken Kuhn and Robert Thompson Jr.

and others. He authored the workbook for Sales, Marketing, and Advertising for South-Western Publishing and was co-author of Monograph 101, Methods of Teaching Bookkeeping.

As a conference and seminar speaker, Bob has made hundreds of presentations throughout the United States. He has covered topics from methodology to curriculum development. His unique visual aids and inspirational methods of classroom presentation have made him a popular presenter. He had recently been demonstrating the use of digital photography in the classroom. Bob spent most of his final years on the computer, organizing pictures to print in his booklets. He documented everything: people, food, crafts, events, television specials, antique roadshow and an extensive study of Norman Rockwell paintings. He was going strong right up to the end just weeks short of 92. Our CBEA, WBEA, and NBEA family will miss Bob's enthusiasm, humor, quick wit, and wonderful smile. Bob was a mentor or role model for all of us!

## The Business of Olive Oil Tour

By Jim Dowding, CBEA, Southern Region Director

On March 29<sup>th</sup> a delegation of the California Business Education Association (CBEA) attended a tour and oil tasting at the Temecula Olive Oil Ranch. Some of you may be asking what an Olive Oil Ranch has to do with teaching Business Education.

Thom Curry, the co-owner of the Temecula Olive Oil Company, explained how he initially got started in making wine but in his dealings with olive oil companies he became intrigued with the operations. So he took two years of planning and searching for the right property (proper mix of sun, climate and access to water). After selecting the property it took him and his family another two years of prepping the land and planting the trees. As the trees started to grow Thom discovered that the traditional process of using a mesh filter in the pressing of the olive retains some of the taste of earlier pressings and can affect the taste, so they developed a new process of using a stainless steel press and cleaned it with steam and sterilized the equipment with vodka.

The company continually is looking for ways to maximize resources. The pressed olives and pulp are used in making soap and personal care products. The Temecula Olive Company used the metal stakes from the young trees and palm prawns to create a canopy for the tasting patio. The company is constantly seeking new flavors of olive oil to expand to new markets and uses of the product. After the tour, members of CBEA were able to sample a variety of the olive oils as employees of Temecula Olive Oil Company explained how each product could be used and what types of foods it would enhance.

What are the lessons learned that we can take back to the classroom:

- Proper planning leads to success
- Use resources efficiently
- Seek new innovations to improve business performance
- Explore new markets to meet customer's needs

The Southern Region of the California Business Education Association is developing programming that combines professional development (real world lessons that can be taken back to the classroom) with a chance for members to socialize. Upcoming events include a day with the Anaheim Angel's Baseball Stadium and a tour of the Long Beach Port.

If you would like see more information on the Temecula Olive Oil Company, please check out <http://www.temeculaoliveoil.com/tooc-ranch-tour>.



## E-Mail Delivery Over Snail Mail

By Ken Kuhn, WNE Newsletter Editor, Port Moody, BC Canada

The NBEA reimbursement to the WBEA is now only \$4.80 or less for the \$80.00 membership fee you pay to belong to the NBEA. The WBEA expense for paper, printing, and posting your three newsletters each year per member is \$5.78. So, the cost of the newsletters that you receive is more than the amount of money that we now receive from the NBEA as our portion of your membership. Please help us to shave expenses from our budget...and also be environmentally responsible.

I am hoping that you will consider switching to a more effective method of your newsletter delivery—by e-mail. Both paper and postage costs have increased over this last year. The benefits to you of receiving the newsletter by e-mail include more timely delivery (rather than waiting for me to send it to the printer and then having it posted by snail mail), live hyperlinks to Internet sites and e-mails included in the newsletter, and a beautiful colorful newsletter. You can even have the option of printing it yourself if you desire a hard copy to read and refer to. The benefits to the WBEA includes saving our organization postage expense, paper, envelopes, labor to fold and label the newsletter—and is much kinder to the environment.

Please send your name and e-mail contact information to me at [kenkuhn@shaw.ca](mailto:kenkuhn@shaw.ca) with details of your desire to switch over from paper to electronic delivery. I thank you for considering this change that puts us into the 21<sup>st</sup> Century.

## WBEA AWARD NOMINATIONS ARE DUE!

We know you work with fabulous teachers that are very deserving of a WBEA Award! Please take a minute to nominate them now.

Applications are due December 1, 2014.



Nominations can be made in the following categories:

- Distinguished Service Award
- Outstanding Business Educator
- Outstanding CTSO Advisor
- Communication Award

The applications are located on the WBEA website:

<http://www.wbite.org/>

## SAVE THE DATE NATIONAL EDUCATOR CONFERENCE LOS ANGELES



NOVEMBER 8-10, 2014  
OMNI HOTEL LOS ANGELES

The Jump\$tart Coalition for Personal Financial Literacy proudly presents the only nationwide conference devoted entirely to the teaching of personal finance in PreK to 12th grade.

HOLLYWOOD

## DETAILS COMING SOON!

ONLINE TEACHER REGISTRATION BEGINS SEPTEMBER 4, 2014 • [WWW.JUMPSTART.ORG](http://WWW.JUMPSTART.ORG)





**Conference  
Keynote  
Speakers**

## CONFERENCE HIGHLIGHTS:

### Computer Sessions:

- Office 2013
- Windows 8.1
- Financial Literacy
- Get Your I-Pad On
- Quickbooks
- Adobe Creative Cloud
- Industry Certification

### Breakout Sessions:

- Best Practices
- Common Core
- Personal Finance
- Retirement
- Technology in the Classroom

## 2015 WBEA/ABEA Regional Conference

"Highlighting Education And Technology"

May 20-25, 2015

The Scottsdale Plaza Resort



**WBEA/ABEA 2015 Attendees**  
**Don't miss Cengage author and  
Conference Keynote Speaker  
Corinne Hoisington!**



**John Mulcahy**  
West-MEC  
ACTEAZ Executive Board

## CONFERENCE TOURS:

- Western Night Out at Rustlers Rooste
- Scottsdale Fashion Square Mall
- Top Golf
- Suns Back of the House
- Su Vino Wine Tour
- Wrigley Mansion
- PING Factory Tour



## 2015 WBEA/ABEA Regional Conference "Highlighting Education And Technology"

May 20-25, 2015

The Scottsdale Plaza Resort

[www.wbea.info](http://www.wbea.info)

[www.azbea.org](http://www.azbea.org)

**Must be an NBEA/WBEA, or ABEA Member to register for Member Registration fees**

Name \_\_\_\_\_ **NBEA Member #** \_\_\_\_\_

School/Business Name \_\_\_\_\_

Preferred Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Preferred Phone \_\_\_\_\_ Preferred Email Address \_\_\_\_\_

Name for Badge \_\_\_\_\_ Guest Name for Badge \_\_\_\_\_

Please Check: ☐ Secondary ☐ Postsecondary ☐ Administration ☐ Retired ☐ Student ☐ **First Time**

	Amount	
<b>Early Bird Member</b> (Postmarked by January 1, 2015)	<b>\$180</b>	
<b>Member</b> (Postmarked by April 24, 2015)	<b>\$220</b>	
<b>Member</b> (Postmarked after April 24, 2015)	<b>\$320</b>	
<b>Retired Member</b> (Postmarked by April 24, 2015)	<b>\$180</b>	
<b>Retired Member</b> (Postmarked after April 24, 2015)	<b>\$220</b>	
<b>Full-time Undergraduate Student Member</b> (By April 24, 2015)	<b>\$180</b>	
<b>Full-time Undergraduate Student Member</b> (After April 24, 2015)	<b>\$220</b>	
<b>Non-member</b> (Postmarked by April 24, 2015)	<b>\$300</b>	
<b>Non-member</b> (Postmarked after April 24, 2015)	<b>\$380</b>	
<b>Guest for meal functions</b> (see Guest meal fees)	<b>\$50</b>	
<b>Dues:</b> <input type="checkbox"/> NBEA/WBEA \$80 <input type="checkbox"/> NBEA/WBEA/ISBE \$110 <input type="checkbox"/> ABEA \$25 <input type="checkbox"/> DPE \$60		
<b>Meals (Tickets required for all meals)</b>	<b>Registrant Fee</b>	<b>Guest Fee</b>
<b>Friday Exhibitors Reception</b>	<b>Included</b>	<b>\$40</b>
<b>Saturday Luncheon</b> <input type="checkbox"/> Penne Rustica (Chicken) <input type="checkbox"/> Vegetarian	<b>Included</b>	<b>\$35</b>
<b>Sunday DPE Breakfast</b>	<b>\$35</b>	<b>\$35</b>
<b>Sunday Awards Dinner</b> <input type="checkbox"/> Steak <input type="checkbox"/> Chicken <input type="checkbox"/> Salmon <input type="checkbox"/> Vegetarian	<b>Included</b>	<b>\$68</b>
<b>Subtotal of Registration, Dues, Meal Fees</b>		

### The Scottsdale Plaza Resort

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Reservation Line: 800-832-2025

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Conference Room Rates:

\$109.00 Single/Double

\$139.00 Villa/Patio Suite

13.32% occupancy tax per day

Ask for WBEA 2015

Deadline for conference hotel block rates is April 20, 2015



Computer Hands-On Workshops Laptops will be available or use your own	Workshop Times (2 hrs. long)	Fee	Amount
Workshop 1: Office 2013 & Office 365	Saturday: 8:00 am – 10:00 am	\$40	
Workshop 2: Teaching Financial Literacy	Saturday: 8:00 am – 10:00 am	\$40	
Workshop 3: Windows 8.1 Update 1	Saturday: 1:40 pm - 3:40 pm	\$40	
Workshop 4: Accounting with Quickbooks	Saturday: 1:40 pm – 3:40 pm	\$40	
Workshop 5: Get Your iPad On	Saturday: 1:40 pm – 3:40 pm	\$40	
Workshop 6: Industry Certification with Certiport	Sunday: 9:00 am – 11:00 am	\$40	
Workshop 7: Self-Branding Through E-Portfolios	Sunday: 9:00 am – 11:00 am	\$40	
Workshop 8: Adobe Creative Cloud	Sunday: 1:30 pm – 3:30 pm	\$40	
Workshop 9: iCloud	Sunday: 1:30 pm – 3:30 pm	\$40	
<i>Total Cost of Selected Computer Workshops:</i>			
Professional Growth Tours and Special Events	Times	Fee	Amount
Tour 1: PING Factory	Friday: 9:00 am – 10:30 am	\$20	
Tour 2: Wrigley Mansion with Lunch	Friday: 10:00 am – 12:00 pm	\$40	
Tour 3: Scottsdale Fashion Square Back of the House	Friday: 1:00 pm – 3:00 pm	\$20	
Tour 4: Su Vino Wine Education and Trivia	Friday: 2:00 pm – 4:00 pm	\$30	
Tour 5: Hard Rock Café & “Suns” Back of the House	Sunday: 12:30 pm – 3:30 pm	\$35	
Tour 6: Top Golf with Lunch	Sunday: 12:30 pm – 3:30 pm	\$75	
Dinner: Western Networking at Rustlers Rooste	Saturday: 5:00 pm – 10:00 pm	\$50	
<i>Total Cost of Selected Tours:</i>			
<b>Subtotal of Page 1 (Registration, Dues, Meals)</b>			
<b>Subtotal of Page 2 (Computer Workshops)</b>			
<b>Subtotal of Page 2 (Professional Growth Tours)</b>			
<b><i>Total Amount Due</i></b>			

## CANCELLATION POLICY

All refund requests must be made in writing to the registration chair

\$50 Processing Fee will be incurred

No Refunds after May 6, 2015

☐ Check here if you do not want your school information released to participating exhibitors

☐ Check here if you do not want your photo released

Form of Payment:

✓ Check or money order payable to WBEA/ABEA 2015 Conference

✓ Credit Card

✓ **NO PURCHASE ORDERS WILL BE ACCEPTED**

Credit Card Information: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

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Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Billing Address (if different from address on front) \_\_\_\_\_

Signature \_\_\_\_\_

**Mail Registration and Payment to:**  
ABEA, P.O. Box 9597, Phoenix, Arizona 85068

**Register Online at:**  
[www.azbea.org](http://www.azbea.org) or [www.wbea.info](http://www.wbea.info)

Payment Received \_\_\_\_\_ Payment Amount \_\_\_\_\_ Payment Form \_\_\_\_\_

## 2015 WBEA/ABEA Conference May 20-25, 2015



### Scottsdale Plaza Resort

7200 N. Scottsdale Road  
Scottsdale, AZ 85253  
480-948-5000

### CALL FOR CONFERENCE PRESENTATIONS Please Submit by December 1, 2014

Name of Presenter(s): \_\_\_\_\_  
(to be printed on conference name tag)

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ (home) \_\_\_\_\_ (work) Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ WBEA Member: Yes No

Title of Presentation: \_\_\_\_\_

<b>Type of Presentation:</b> (check one)	<input type="checkbox"/> Breakout Session (60 min.)	<input type="checkbox"/> Computer Workshop (2 hours)
<b>Projected Audience:</b> (check all that apply)	<input type="checkbox"/> Secondary Teacher	<input type="checkbox"/> College/University Instructor
	<input type="checkbox"/> Middle School Teacher	<input type="checkbox"/> All Business Educators
	<input type="checkbox"/> Other (specify) _____	
<b>Topic of Presentation:</b> (check all that apply)	<input type="checkbox"/> Office 2013/Windows 8	<input type="checkbox"/> Finance/Economics/Accounting
	<input type="checkbox"/> Social Media in the Classroom	<input type="checkbox"/> Entrepreneurship
	<input type="checkbox"/> iPads/iPhones/iCloud	<input type="checkbox"/> Motivation/Types of Learners
	<input type="checkbox"/> Prezi/Pearltrees/Pinterest	<input type="checkbox"/> Management/Leadership
	<input type="checkbox"/> Perkins Update	<input type="checkbox"/> Sustainability
	<input type="checkbox"/> College and Career Standards	<input type="checkbox"/> Future of Business Education
	<input type="checkbox"/> Dual Enrollment	<input type="checkbox"/> Cheating, Morals, Values
	<input type="checkbox"/> Online Teaching	<input type="checkbox"/> Planning for Retirement
	<input type="checkbox"/> Best Practices	<input type="checkbox"/> Other _____

Please submit your proposal by e-mail to Rebecca McGinnis ♦ [rebecca.mcgininis@guhsdaz.org](mailto:rebecca.mcgininis@guhsdaz.org) ♦

**Please attach the following:**

- Presentation Description (as to be printed in the conference booklet—please limit to 150 words)
- List three learning objectives for this presentation
- A short biography to be used for session introductions—no more than 50 words



## A Message from your NBEA Representative

By Eileen Wascisin, NBEA Rep, Bellingham, WA

Please take time now to renew your NBEA dues for the 2014-2015 year. NBEA offers a number of benefits for its members. These benefits include:

- NBEA Professional Journals and Publications
  - [The Business Education Forum](#), NBEA's flagship journal, offers timely articles on international business, teaching ideas for trainers, technology, trends, current issues, curriculum, business ownership and management, administration and supervision, research, and student organizations. The Forum is published in October, December, February, and April.
  - [Keying In](#), the official newsletter of NBEA, focuses on timely topics, providing in-depth information that is vital to business educators as they prepare today's students for tomorrow's workforce.
  - [The NBEA Yearbook](#) is published annually in May. This refereed journal focuses on a topic of current interest to business educators.
- WBEA Publications
  - [Western News Exchange](#), the newsletter of the WBEA, is published in September, November, and May. The newsletter provides information to WBEA members about conferences in the region, has lesson plan ideas, and has contact information for the WBEA executive and other state and provincial contacts.
- Special Publications
  - Members receive substantial discounts on a variety of publications and promotional items designed with the business educator in mind. Check out the [NBEA Bookstore](#) for the latest offerings and prices.
- Regional Association Membership
 

When you join NBEA, you automatically become a member of a regional association. The regional associations provide additional educational and networking opportunities for NBEA members, including conventions, newsletters, and more. [See our regional map.](#)
- Business Education Advocacy
 

NBEA supports national-, state-, and local-level efforts to ensure that business education is understood and valued by legislators, policymakers, business people, parents, and other critical audiences. NBEA's Legislative Advocacy Committee represents association members through ongoing liaison with Congress, federal officials, congressional committees, state legislatures, and other professional associations. Materials promoting business education are available to assist you in your conversations with these various audiences.

  - [Facts Every Legislator Should Know About Business Education](#)
  - [Facts Every Business Should Know About Business Education](#)
  - [Facts Every Parent Should Know About Business Education](#)
  - [Facts Every Student Should Know About Business Education](#)
  - [Facts Every Counselor Should Know About Business Education](#)
  - [Facts Every Administrator Should Know About Business Education](#)
  - [NBEA College and Career Readiness Position Paper](#)
  - [NBEA College and Career Readiness Flyer](#)
  - [NBEA Business Partnership Flyer](#)
- Annual National Convention
 

All members receive a discount on the registration fee for the [NBEA Annual Convention](#).
- Annual Regional Meetings
 

All members receive a discount on the registration fee for the regional conferences.
- \$250,000 Professional Liability Insurance
 

Know you are protected from the high cost of legal actions filed against you arising out of your duties as an employed educator by \$250,000 professional liability insurance included automatically with your professional membership (U.S. residents only). Upgrades to \$1,000,000 and \$2,000,000 are available for a small annual fee. For specific information to upgrade coverage, contact Forrest T. Jones Company at 800-821-7303.
- Group Insurance Programs for NBEA Members
 

For peace of mind through quality protection, NBEA sponsors a number of excellent insurance plans through [Forrest T. Jones Company, Inc.](#) You may access information about programs available in your state by clicking on the link above. For additional information, you may contact Forrest T. Jones Company at 800-821-7303 to learn more about Term Life, Individual Health Plans, Short-Term Medical, Student Health Plans, Cancer Protector Plan, Long-Term Care, Disability Income Protection, Professional Liability, Private Practice Professional Liability, Automobile Insurance, Identify Theft Insurance, International Travel/Medical, and Accidental Death



## A Message from your NBEA Representative (Cont'd)

By Eileen Wascisin, NBEA Rep, Bellingham, WA

and Dismemberment.

- Professional Awards Program

Every year, NBEA honors outstanding individuals in five award categories. Visit the [Professional Opportunities](#) section to learn more about this year's winners.

- International Society for Business Education (ISBE)

The [U.S. Chapter of ISBE](#) offers an important connection to the international business community. Membership in this organization will give you a global perspective on business in a rapidly changing world economy.

Additionally, there are a variety of free webinars offered at the NBEAConnect Ning website at <http://nbeaconnect.ning.com/page/webinar-recordings>.

Below are important dates for you to place on your calendar for the upcoming 2014-2015 year.

- **NBEA Scholarship – Deadline – December 1, 2014 – Scholarship amount \$1000**
  - Eligibility Requirements – To be eligible for an NBEA scholarship, an applicant must:
    - ⇒ Be enrolled in a college or university post-baccalaureate or graduate-level program and submit proof of enrollment;
    - ⇒ Be enrolled in a business education program and/or other related areas in business;
    - ⇒ Submit proof of completion of at least two graduate courses (six semester hours);
    - ⇒ Submit a one-page letter describing (a) past contributions to the field of business education, (b) plans to utilize the degree in the future, (c) two or three significant issues in business education, and (d) why the applicant should be the recipient of the award;
    - ⇒ Submit a current résumé;
    - ⇒ Submit two letters of recommendation attesting to the scholarship/leadership potential of the applicant;
    - ⇒ Be currently teaching and plan to continue to teach, or plan to teach upon completion of the program, in the field of business education;
    - ⇒ Be a current professional member of NBEA at the time of application.
- **NBEA Convention – Chicago, IL – March 31 – April 4, 2015**
  - Conference information, registration, and hotel information is available at [www.nbea.org](http://www.nbea.org).
- **WBEA Conference – Scottsdale, AZ – May 20 – 25, 2015**
  - Conference information, registration, and hotel information is available at [www.wbea.info](http://www.wbea.info).



## Membership Directors Working in each State or Province

By Linda Snider, WBEA Membership Director, Santee, CA

S/T/P	Membership Director
Arizona	Crystal Hunt
British Columbia	Ishar Litt (Mary Brinkman)
California	Lynn Keane
Hawaii	Rhonda Barut
Idaho	TBD (Dona Orr)
Montana	Linda Cotton
Nevada	Sherry Stidhum (Nancy Earnhardt)
Oregon	Sheri Bartels (Christy Ekroth)
Utah	Kristina Yamada
Washington	Marcia Pedersen



The ( ) indicates those who served this past year in this capacity. **Thank you!**

Many thanks to our hard working membership directors who have reached out to those whose memberships have lapsed for NBEA/WBEA, participated on conference calls, strategized ideas for growing our numbers, and brainstormed themes for each quarter:

- Aug. 1—Summer/vacation; promote early registration WBEA conference;
- Nov. 1—Back to School/kick-off a new semester by belonging
- Feb. 1— Holiday/winter-related (promote WBEA Conference—Scottsdale May 2015)
- May 1— Before you leave for the summer...\$ left over to spend? Buy a professional membership; wrapping up the year! Market the WBEA conference.





## Looking for a new way to teach economic concepts?

### **FREE** *Teacher Workshops*

**Economics of Disasters** Surrey, BC—October 23

**Economic Freedom of the World** Toronto, ON—November 14

**Economic Way of Thinking** Vancouver, BC—November 17

**Economic Freedom of the World** Edmonton, AB—November 26

Travel & substitute teacher bursaries available. [www.freeteacherworkshops.org](http://www.freeteacherworkshops.org)



### **FREE** *High School Seminars*

A fun-filled day of presentations, games, and activities introducing economic principles.

**Grades 7-9**

**Vancouver**—October 27

**Grades 10-12**

**Vancouver**—October 29

**Vancouver**—October 30

**Kelowna**—Date TBA

Learn more at:

[www.freestudentseminars.org](http://www.freestudentseminars.org)

**NEW!**

### *Economics EduKits*

Unable to attend our programs, or want a preview?

Request a **FREE** Economics EduKit delivered to your door, and receive:

- Our most popular lesson plans and activities
- All required lesson materials and prizes, (yes, we mean ALL)
- Useful handouts, informative readings, a DVD ...and more, to teach various economic concepts to grades 7-12

Kits are **FREE**, shipping is **FREE**, and kits do not need to be returned... ever!

Limited quantities available; call or email to request one today!



For more information: [student@fraserinstitute.org](mailto:student@fraserinstitute.org) or toll-free: 1-800-665-3558 ext. 525

## Career & Technical Education Recognized

By Tina Fulks, WBEA Legislative Director, Las Vegas, NV

**I**s summer break over already?! I hope you had time to relax and recharge. Because ready or not.....here we go. So grab your lesson plans and head back to the classroom. Remember that you have a chance to change a life.

I am certainly trying to hit the floor running. I recently attended a "back to school" kickoff sponsored by our school district and presented by our superintendent. Most of the time we hear the usual "stuff". But this time I was pleasantly surprised to hear something new and wonderful. Our school district has designed a new mission with several components. One of the most important components stated in part, "to graduate more students with CTE certifications". Wow! It finally happened. I couldn't believe what I was hearing. I had to pinch myself to make sure I wasn't dreaming. Could it be true? School district officials realize the value of CTE?

A growing skills deficit threatens the U.S. economy and the American way of life. Economic, workforce and educational realities offer significant evidence that higher skills, deeper knowledge and career readiness are fundamental to success in our diverse economy. Because of this, now more than ever, CTE Education is being recognized by school districts, local governments and our nation's leaders as a significant factor in training a skilled workforce. These agencies realize that for today's students to flourish in the ever-changing American job market, they must possess academic knowledge and skills for college and career readiness.

So if "everyone" now agrees that CTE is the "golden ticket" to college and career readiness, what does it really mean? As CTE teachers, we already know what to do. Critical thinking, project based learning, technology, workforce readiness, and don't forget common core. We have been doing all of that for years. But is that enough? It might be enough today. But will it continue to be enough?

The changing needs in the job market mean that we as teachers must change with it. We must update our lesson plans to reflect new technology and new ways of doing business. We need to make sure our teaching methods reach this tech savvy generation of students. And, most of all, we need to continue to advocate for policies, programs and funding that will continue to expand CTE programs at all levels.

## Improving Economic Education In Our Classrooms

By Ken Kuhn, WBEA President and WNE Newsletter Editor, Port Moody, BC

**I**t always feels good when we share some terrific lesson plans or websites with our colleagues. So, in that vein, I will share the Foundation for Teaching Economics website, programs, workshops, online courses, and lesson plans with you. <http://www.fte.org/>

I have attended several of their workshops and have always come away with outstanding resources, lesson plans, and ideas that stimulate and peek students' interest and guide their thinking for economic situations. Please visit their website, look at the resources and lesson plans, and register for one of their free workshops. Trust me, you will not be disappointed. The Foundation for Economic Education (FTE) offers a variety of programs. One of the programs is their residential programs. FTE covers housing costs at the residential programs. If you get there, they will put you up, feed you, provide outstanding instructors and classroom materials. You'll experience interactive economic education as it was meant to be: engaging, empowering, and enjoyable.

### Economics for Leaders

In these week-long programs, high school teachers "go back to school" and are taught by university professors and mentor teachers. What's unique are the games and simulations: instructors run the activities with real students so the teachers can observe the students' interactions. The teachers see, up close, why FTE-designed lessons are so effective and leave with a better knowledge of economics, new classroom strategies, and a renewed enthusiasm for teaching.

### Economic Forces in American History

These widely acclaimed, cross-curricular programs help teachers incorporate economic reasoning into high school American history lessons.

### Economic Issues for Teachers

4 Economic Issues curriculum units presented in a special get-away seminar.

### Environment and the Economy

Four-day, residential, multi-disciplinary programs that show teachers how to use economic analysis when discussing environmental issues.

### Right Start in Teaching Economics

Teachers new to economics identify and learn basic economic content and develop lesson plans for effective teaching of high school economics.

### **One Day Seminars**

FTE one-day programs are an excellent in-service option. We'll partner with your school district or local economics or social studies organization to offer single-topic workshops that show you how economic reasoning can enhance student learning about contemporary issues. Half-day, evening, and full-day (including Saturday) scheduling available.



## Improving Economic Education In Our Classrooms *(Cont'd from Page 14)*

By Ken Kuhn, WBEA President and WNE Newsletter Editor, Port Moody, BC

### Economic Demise of the Soviet Union

These six-hour seminars provide the lesson plans and background information that enable social studies teachers to explain why the economy of the Soviet Union collapsed.

### Economics of Disasters

This set of lessons looks at a variety of natural disasters – from the Black Death of the Middle Ages to Hurricane Katrina in our too-recent memory, to fears of avian flu pandemics that haunt the future – through the lens of economic analysis. The contexts were chosen to facilitate the teaching of economic reasoning principles not only in economics courses, but also in history and the other social studies disciplines.

### Issues of International Trade

Trade issues occasionally dominate and are a continuing theme of the international scene: the global market, sweatshops, child labor, trade deficits, the euro, sanctions, tariffs, embargoes, and the EU, NAFTA, WTO – the seemingly endless alphabet of interest groups, treaties, organizations, and trade agreements.

### Is Capitalism Good for the Poor?

With a generous grant from the John Templeton Foundation, the Foundation for Teaching Economics is creating a high-school unit addressing the question: Is Capitalism Good for the Poor? The curriculum materials use economic reasoning in analyzing the impact—both real and potential—of capitalist institutions on the well-being of the world's poor.

### **Online Programs**

FTE Online is user-friendly and highly interactive. Participants receive:

- Economics curriculum, including background content outlines, classroom activities, and teacher guides
- Lecture (PowerPoint with audio) and Video demonstration CDs of classroom activities
- Instruction by nationally-acclaimed mentor teachers and professors
- Online interaction (asynchronous) with teachers throughout the United States and across the world
- Graduate credit (additional fee) or “clock hour” confirmation.

### Economics Online for Teachers (EOFT)

Based on the 10-topic curriculum of the FTE's flagship Economics for Leaders program, the two Economics Online for Teachers courses are designed to reinforce teachers' understanding of basic concepts and the tools of economics reasoning that form the foundation for a standards-based, semester-long secondary course in economics. A combination of practice problems (with individual feedback from outstanding instructors experienced in both online and classroom teaching), stimulating discussions with teacher participants from all over the U.S. and around the world, and video demonstrations of classroom activities that address a variety of learning styles, EOFT is designed to increase teacher confidence in both the content and pedagogy of dynamic, engaging economic education. (Optional graduate credit available: Part 1 & Part 2, 2 sem. hrs. each)

### The Economic Demise of the Soviet Union Online for Teachers (EDSUO)

With generous grants from the Calvin K. Kazanjian Economics Foundation, FTE first created The Economic Demise of the Soviet Union curriculum materials, and then incorporated the 6 lessons in a graduate-level teacher-education course. Both the curriculum materials and the online instruction focus on the fatal flaw of central planning – the innate inability to get the incentives right. Using the world wide web to enhance and supplement the background information provided in the curriculum outlines, EDSUO helps teachers understand — and explain to their own students — the weaknesses that undermined the Soviet economy. Video demonstrations of classroom activities simulate common features of Soviet daily life, helping to illustrate the application of economic reasoning to historical inquiry: Why did the economy of the Soviet Union collapse when it did? (Optional: 2 sem. hrs. graduate credit available)

### Is Capitalism Good for the Poor? Online for Teachers (CAPO)

Funded by a grant from the John Templeton Foundation, Is Capitalism Good for the Poor? uses the tools of institutional economics, current data from respected sources including the World Bank and the United Nations, and case studies from such diverse locations as Brazil, Vietnam, China, Argentina, and Kenya to address that timely question. Lesson topics include:

- What is poverty and who are the poor?
- An institutional definition of capitalism
- The institutions of capitalism: property rights, rule of law, markets, and entrepreneurship
- Using experimental economics and game theory to investigate the effects of capitalism on cooperative behavior in society
- Why property rights are the ultimate human rights

### Economics of Disasters (EoD)

This set of lessons looks at a variety of natural disasters – from the Black Death of the Middle Ages to Hurricane Katrina in our too-recent memory, to fears of avian flu pandemics that haunt the future – through the lens of economic analysis. The contexts were chosen to facilitate the teaching of economic reasoning principles not only in economics courses, but also in history and the other social studies disciplines.



## Announcing the WBEA 2015 Conference "The HEAT Is On"

*By Barbara Renner, WBEA Conference Co-Chair, WBEA Treasurer, Phoenix, AZ*

**H**OT! Yes, Arizona can be HOT! And it's going to get hotter when the 2015 WBEA Conference comes to Scottsdale, Arizona, May 20-25. The theme is "THE HEAT IS ON; Highlighting Education And Technology." The Arizona conference committee has been working hard to make the WBEA Conference a hot and educational experience.

The conference kicks off to a great start at the Opening Session on Friday, May 22 with Keynote Speaker, Corinne Hoisington, Professor of Information Systems Technology at Central Virginia Community College. For those of you who have heard her speak, or attended any of her workshops, you know how dynamic she is. For those of you who have not heard Corinne, you will be in for a real treat. Corinne will also be conducting several of the Computer Workshops at the conference.

The speakers for Saturday's luncheon are David Kravetz and Eileen Spitalny, entrepreneurs and founders of Fairytale Brownies. They have a unique story about how they started their catalog and online business. There's a reason why their tagline is "A taste of Pure Enchantment." David and Eileen are huge supporters of business education and were recipients of ABEA's Distinguished Service Award to a Business at ABEA's conference in August. Watch out, they may even bring samples for dessert.

The Mini Keynote speaker on Sunday at noon is John Mulcahy from West-MEC, an organization in Arizona's Western Maricopa County that focuses on career driven education. He also serves on the ACTE<sub>AZ</sub> Executive Board. John's expertise includes education legislation, career and technical education, and professional development. John is not only knowledgeable, he is entertaining.

The computer workshops address what's new and what's hot in technology. Corinne Hoisington will be conducting workshops on "Office 2013 and Office 365," "Windows 8.1," and "New Technology 2014." You will learn about "Industry Certification With Certipoint" where you can take the test yourself before taking it back to your students. "Teaching Financial Literacy" has never been easier after you take the hands-on workshop through Take Charge America Institute. You can "Self Brand Through E-Portfolios" and even "Get Your iPad On." For the workshops "Accounting with Quickbooks" and "Adobe Creative Cloud" you will need to bring your own laptop and have those programs loaded it.

Best Practices, Common Core as it relates to business classes, Personal Finance, Quizlet, and Technology in the Classroom are just a sampling of the 21 breakout sessions that will be offered.

The Conference Committee is excited about its list of Hot tours:

Friday, May 22:

- PING Factory Tour – A special tour of golf's greatest manufacturing company has been created for the 2015 WBEA attendees. Learn how Karsten Solheim's humble genius created a family business that services golfers worldwide. PING is the only golf club manufacturer to be inducted into the World Golf Hall of Fame.
- The Wrigley Mansion – Tour this magnificent mansion that is a landmark building constructed between 1929 and 1931 by chewing-gum magnate, William Wrigley, Jr. After the tour, enjoy a one-course lunch that is sure to be out of this world delicious.
- Scottsdale Fashion Square – Scottsdale is where shopping is a top passion for national and international visitors. Take a specially created back-of-the-house tour of a mall that is recognized as one of the top visitor destinations in Arizona.
- Su Vino Wine Tasting – Su Vino is a family owned and operated winery located in the Arts District of Downtown Scottsdale. Enjoy varieties of cheeses, dried & fresh fruit, olives, nuts, and crackers while you learn about the production and sourcing of wine making. Following the presentation and wine tasting, win a prize if you answer the trivia questions correctly.

Sunday, May 24:

- Topgolf – Challenge your family and friends to a point-scoring golf game by hitting microchipped golf balls. It's kind of like bowling or darts, but for golf. Top off your game with filling appetizers of wings, sliders, tater tots, and soda.
- The Phoenix Suns Back-of-the-House Tour and Hard Rock Café – The Phoenix Suns have been playing at the US Airways Center, the Purple Palace, in downtown Phoenix since 1992. This tour will take you on the floor of the arena, the Suns' locker room, and behind the scenes of an NBA franchise. Lunch will be served at the Hard Rock Café before the tour.

In addition, there will be a package of tours and events available for your family while you are attending the conference workshops.

In keeping with Arizona Conference tradition, the conference attendees and their families will have the opportunity to attend an authentic Western dinner Saturday night at Rustlers Rooste. Transportation will be provided. Be prepared for a feast, a bull, and a view.

Plan for a HOT Memorial Day weekend in Scottsdale, Arizona, May 20-25, 2015, at the beautiful Scottsdale Plaza Resort. Bring the family for an extended vacation and prepare to attend workshops that will Highlight Education And Technology where The HEAT Is On.

A Registration Form, Informational Flyer, and Call for Presentations are included in this newsletter. If you have a breakout session you would like to present, please complete the Call for Presentations form and send it to Rebecca McGinnis.

See you where The HEAT Is On,

2015 WBEA Conference Co-Chairs,

Barbara Renner

[Barb.renner@gmail.com](mailto:Barb.renner@gmail.com)

Chris Liebelt-Garcia

[chrisliebelt\\_garcia@yahoo.com](mailto:chrisliebelt_garcia@yahoo.com)



## Professional Development Institute Leadership Training

By Eileen Wascisin, PDI Director, Bellingham, WA

The Professional Development Institute Leadership Training encompasses the Presidents-elect workshop, Membership Directors workshop, and leadership training. We encourage all Presidents-elect, Membership Directors, and those interested in leadership training to sign up for this workshop. The workshop will be held on Friday, **May 22, 2015 7:30 am – 11:30 am** during the WBEA 2015 Conference in Scottsdale, AZ being held from May 20-25, 2015. Some of the topics the workshop will cover are:

- Structure of Professional Organization Leadership
- Communications
- Meeting Management
- Other Leadership Responsibilities



Participants will receive valuable information that will be needed throughout the year. Those wishing to participate, please complete the application and submit it to Eileen Wascisin, PDI Director, at the address listed at the bottom of the application. Other information is as follows:

WBEA is extremely happy to provide this opportunity for you. Your involvement with your professional association is a great investment for your future. If you have any questions, please contact

Eileen Wascisin, PDI Director, [ejmw@comcast.net](mailto:ejmw@comcast.net);

Kay Ono, WBEA President-elect, [kayono@hawaii.edu](mailto:kayono@hawaii.edu);

Linda Snider, WBEA Membership Director, [botlinda.snider@gmail.com](mailto:botlinda.snider@gmail.com)

Please complete the PDI Application form on the next page, page 18, of this newsletter. It is a very valuable workshop.

## Oregon Business Education Association “Back To The Future” Conference

By Nancy Stephens, OBEA President

At this time OBEA (Oregon) has a committee of dedicated members planning the 2014 OBEA Fall Conference which will be held at McMenamins Kennedy School in Portland on October 9 & 10. At this conference, much of OBEA’s mission will be fulfilled, which is

*To recognize, encourage, and promote excellence in business disciplines and to provide networking and professional opportunities for our members.*

Awards will be given to outstanding business educators and to those who are advocates for business education. A keynote speaker will inform us about generational differences. A panel of business and industry professionals will share with us how they are working with the generational differences they experience in their employees. All of this information will provide us with current information that we can take back to our classroom and may, hopefully, impact our teaching strategies as well. Time for networking is also built into the conference which begins with the Thursday evening social and a viewing of the popular movie “Back to the Future.” Registration information is available at our website: <http://www.obea.info/>

OBEA’s main focus this year is to build our membership. We are reaching out to the advisors of the student leadership organizations and encouraging them to join OBEA. At the same time, we are making personal contacts with teachers in the state to not only join OBEA, but to fill a position on the OBEA Council. Those of us who are involved in our professional organization know the support that we receive from our colleagues across the state and region both professionally and personally. Our challenge now is communicating this benefit to non-members, especially when they don’t attend the conference. Any ideas out there on how to grow membership and communicate the many benefits of our organization are welcome. Please send them to me, Nancy Stephens at [nstephens@gmail.com](mailto:nstephens@gmail.com). We are open to any and all ideas!

On behalf of OBEA, have a wonderful school year!



**2014 OBEA Fall Conference**  
Thursday, October 9, and Friday, October 10

Join us for a time to power up for the future—strategize and energize.





## WBEA 2015 PROFESSIONAL DEVELOPMENT INSTITUTE APPLICATION

(Please note: This application is in addition to the actual WBEA Conference Registration)

Name \_\_\_\_\_

Preferred Mailing Address:

Street \_\_\_\_\_

City, State/Province, Zip/Postal Code \_\_\_\_\_

School \_\_\_\_\_ School E-mail \_\_\_\_\_

Home E-mail \_\_\_\_\_

State/Territory/Province in which you belong: \_\_\_\_\_

Number of years employed as a business education teacher? \_\_\_\_\_

Number of WBEA \_\_\_\_\_ NBEA \_\_\_\_\_ conferences have you attended?

How much do you know already about the structure of WBEA/NBEA?

☐ Very little    ☐ Some knowledge    ☐ Quite a bit    ☐ Not sure

I am currently serving as:

☐ S/T/P President-elect    ☐ Membership Director    ☐ Other: \_\_\_\_\_

☐ Currently, not serving in a leadership position; interested in learning more about NBEA/WBEA

Complete this application and e-mail or mail by December 1, 2014 to:

**Eileen Wascisin ([ejmw@comcast.net](mailto:ejmw@comcast.net))**  
**3815 Gala Loop**  
**Bellingham, WA 98226-7845**



Questions, contact: Eileen Wascisin, PDI Director, [ejmw@comcast.net](mailto:ejmw@comcast.net);  
Kay Ono, WBEA President-elect, [kayono@hawaii.edu](mailto:kayono@hawaii.edu);  
Linda Snider, WBEA Membership Director, [botlinda.snider@gmail.com](mailto:botlinda.snider@gmail.com)

**\*Note: Be sure to notify your S/T/P President that you have submitted your application.**



## Are We Shifting Too Much Focus to STEM?

By Larry Edmonds (YES) and Cindy Moss (NO)

We need to improve our global economic standing in STEM areas. You'll get no argument from me on that. Our laser focus on providing more STEM courses, however, might be blinding us to the fact that many students lack the crucial ability to put their STEM skills to use because they are not psychologically or socially prepared to participate in a global, collaborative economy. We see students preparing to graduate who possess poor interpersonal communication skills, have no leadership ability and demonstrate no sensitivity to gender issues or ethnic diversity. These are vital skills for success in the digital age workplace. Unfortunately, an increased focus on STEM in our schools is not giving students the skills they need to effectively navigate their way through a job interview, lead a self-directed work team or accept and collaborate with people who are not just like them.

Diversity, communication and leadership skills are critical in today's global village. We have the technological ability to reach people in almost all regions of the world. But we can't count on that technology to ensure students will be able to effectively communicate with those who have disparate cultural norms and beliefs. STEM education is important, but we must teach those subjects alongside, not in place of, the behavioral sciences, arts and humanities, and interpersonal and leadership skills. A well-rounded human being is better suited to today's world than a person who knows one thing very well but cannot communicate effectively with others, appreciate the arts or lead others to success. A graduate has to *get* the job (through effective interview skills) in which he or she will *lead* a diverse team (using interpersonal and leadership skills coupled with intercultural sensitivity) to produce results for an employer.

This means that neither STEM nor the humanities alone can be the answer. We need to share funding across these crucial disciplines to create a teaching mélange in which STEM skills are supplemented by citizenship, effective communication and practical life skills. In other words, as always, one basket does not fit all the eggs. Today's students certainly need STEM courses to understand the physical and theoretical world, but they also need courses that will help them to better understand the people they will meet along the road of life.

We cannot accurately predict what jobs will be available in the future for the students currently in our K-12 schools. What we do know is that today's students will need to be problem solvers and lifelong learners. A strong focus on STEM education is a critical ingredient for meeting this need.

STEM is not a curriculum or a set of resources. STEM is a culture of teaching and learning that gives students the opportunity to engage in solving real-world problems while addressing the Common Core literacy and mathematical practice standards. Our challenge in K-12 education is to maintain, encourage and empower natural human curiosity and creativity while helping students develop the skills they'll need in the workplaces of the future. Students in classes using STEM strategies are more engaged, have higher test scores and are able to build the types of skills they will need for long-term success.

While I was the director of STEM at the Charlotte-Mecklenburg Schools in North Carolina, we employed a number of strategies to create an effective STEM program. We used engaging real-world problems, digital content and professional development/coaching to empower our teachers. We connected with local businesses to use regional scenarios in our classrooms and create a vision that would contribute to economic development. Perhaps most important, we changed our district's culture to focus on STEM education.

The results of these efforts speak for themselves. Our fifth and eighth grade science scores rose 44 points in three years, while state achievement scores increased only 7 points. Our third through eighth grade math achievement scores skyrocketed 33 points, compared to the state-score increase of 5 points.

But the greatest accomplishment we attribute to STEM education is instilling in our students a strong spirit of lifelong learning. We are preparing them to change, adapt and problem solve, which will ready them to face a future whose opportunities are not yet clear.

Our national approach to STEM education should not be based on fears that we are doomed to be overtaken technologically by other nations. Rather, our choices as educators should be driven by what we know is right for our children. Students today need authentic learning environments that mirror what's going on outside the classroom. In our increasingly global society, a STEM education and the skills it develops will propel today's students to succeed in college, careers and citizenship. That is why we should spend more time on STEM.

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## NBEAConnect Ning Webinar Professional Development

Please visit this link: <http://nbeaconnect.ning.com/page/webinar-recordings>

Recorded Webinars Available To You On This Site Include:

### Spring 2013

- [Making Movies in the Cloud with WeVideo](#)
- [SPARK Writing Skills with HOT Web 2.0 Resources](#)
- [Tackling Common Core Through Technology](#)
- [Office 2013 - What's New](#)

### Fall 2012

- [Enhancing 21st Century Skills with iPads](#)
- [OneNote, It's There But When Can I Use It For?](#)
- [Livebinders](#)
- [Cloud Computing. Why or Why Not? Wikis, Webs, and Winning Strategies](#)
- [Video Game Design With Scratch](#)

### Spring 2012

- [Integrating Mobile Learning Technologies in Business Education](#)
- [Integrating Web 2.0 Tools into the Classroom](#)
- [A Gamification Toolkit: The Nuts and Bolts of Game Design](#)



## Five Must-Watch TED Talks

By Carly Buchanan, eSchool News

These 5 TED Talks are each given by an education professional or technology expert with their own unique vision for how to improve learning.

The non-profit [Technology, Education and Design](#) (TED) is “devoted to spreading ideas,” according to its mission statement. How does it do that? By recording and posting various talks on different topics, given by experts in different fields. It began in 1984, but has lately risen to new popularity, and now has a worldwide following. Not only does TED have a wide range of Talks devoted exclusively to [education](#), but many of these talks—all available online—deal specifically with education technology, and how to best integrate technological innovations into schools everywhere.

Below are five outstanding TED Talks on the subject of Ed-tech, each given by an education professional or technology expert with their own unique vision for how to improve the quality of learning.

1. Andreas Schleicher: [Use data to build better schools](#)  
[Schleicher](#), an education surveyor, opens his talk with a simple statement: “We have such a hard time figuring out that learning is not a place, but an activity.” He talks about the [Programme for International Student Assessment](#) (PISA), created by the [Organization for Economic Co-operation and Development](#) (OECD). This exam, Schleicher explains, measures the knowledge levels of 15-year-olds around the world. It encourages “international comparisons [that] have globalized the field of education that we usually treat as an affair of domestic policy.” Not only can this global measurement stack schools up against one another, but strategies of high-performing schools can also be used to help others improve, illustrating an important use of data in education.
2. Mitch Resnick: [Let’s teach kids to code](#)  
[Resnick](#) is a computer scientist at MIT, who helps kids of all ages “tinker and experiment with design.” In this talk, he emphasizes the importance of exposing kids not to just new technologies, but *creative* new technologies. “It’s almost as if they can read, but not write with new technologies,” Resnick says in the talk. “And I’m interested in helping young people become fluent, so they can write with new technologies. And that really means that they need to be able to write their own computer programs, or code.” He also talks about the rise of coding programs geared toward kids, and the rise of coding in worldwide, for everyone from Former Mayor of New York City Michael Bloomberg to [first-graders in Estonia](#).
3. Anant Agarwal: [Why massive open online courses \(still\) matter](#)

“We are taking what we are learning, and the technologies we are developing in the large, and applying them in the small, to create a blended model of education—to really reinvent and re-imagine what we do in the classroom,” says [Agarwal](#), an education innovator involved in blended and online learning initiatives. He claims that education hasn’t really changed in the past



## Five Must-Watch TED Talks (Cont'd)

By Carly Buchanan, eSchool News

500 years—that the last big changes in education were the printing press and textbook, while “everything else has changed around us.” The real issue, Agarwal asserts, is access. That’s why he says massive open online courses (MOOCs) are so important. They allow us to widely share quality learning and supplement our traditional educational models.

4. Thomas Suarez: [A 12-year-old app developer](#)

This talk is a little different—the speaker, [Suarez](#), is only 12. On top of that, he has already taught himself to build iPhone apps. “I’ve always had a fascination for computers and technology,” he says. His favorite app that he’s designed? A Justin Bieber version of Whac-A-Mole entitled, “Bustin Jieber.” But in his capacity as a software developer, Suarez says, he often finds that other kids come to him for advice on where to learn how to make their own apps. He encourages starting with the basics, like Python and Java, as well as Apple’s Software Development Kit. Now, he is leading an App Club at his school, where he helps his fellow students learn how to create apps of their own.

5. Salman Khan: [Let’s use video to reinvent education](#)

Khan is an educator and the founder of [Khan Academy](#), a series of more than 2,000 educational videos that cover math and other subjects, allowing students to access educational resources anytime, anywhere. He stresses the importance of interactive exercises and flipped learning in the classroom. Teachers, Khan says, tell him that they use his videos as lectures, which they assign as homework. And what they would assign as homework, they do in the classroom. “By removing the one-size-fits-all lecture from the classroom, and letting the students have a self-paced lecture at home... when you go to the classroom, letting them do work, having the teacher walk around, having the peers actually be able to interact with each other, these teachers have used technology to humanize the classroom... now it’s a human experience, now they’re actually interacting with each other,” he says.

## Professional Development Institute (PDI) History (See Page 18 of this Newsletter)

From its inception at the WBEA/ISBE joint conference in Vancouver, BC Canada there has been seven attendees from Arizona, four from British Columbia, nineteen from California, seven from Hawaii, nine from Idaho, one from the Marshall Islands, seventeen from Montana, three from Nevada, twenty-four from Oregon, nine from Utah, and seventeen from Washington—for a total of one hundred and seventeen graduates. From the year 2000 to 2014 the various PDI directors and workshop presenters have included Mary Ann Lammers, Colleen Vawdrey, and Eileen Wascisin. You can be included in this group by registering for the PDI Institute to be held in Scottsdale, Arizona during the WBEA 2015 Conference.

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AAA Packing Tips for Travel (Retirees Session)  
How to Design and Conduct a Webinar



#### *Dr. Michelle Swift*

Business Professor, OSU  
Generational Differences

#### *Lynne King Smith*

CEO, TicketForce  
Social Media and Marketing

#### *Bill Hubel*

Executive Vice President and  
Chief Operating Officer  
Citizens Bank of Corvallis

#### *Steve Sampson*

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## How Is Your Customer Service Delivery?

From Stacy Leitner's Blog "A Great Day's Work" <http://agreatdayswork.com/>

There are many companies known throughout the world for their exceptional customer service. Those companies include: Trader Joes, Ritz-Carlton, Zappos, Nordstrom, American Express, Walt Disney, Southwest Airlines, Amazon, FedEx, and many others. Not only do these companies have structures and processes in place to deliver exceptional customer service, the employees are committed to serving their customers.

Administrative professionals have the opportunity each day to "Wow!" their customers. Do you deliver exceptional customer service to both internal and external employees? How would you rate your customer service delivery in the workplace?

In my role as the executive assistant at the City of Rancho Cordova, CA, the customers who I interact with daily include: the CEO, the City Council, internal staff, vendors, contractors, community residents, local businesses, and many others. The customers that I serve are both internal and external. The questions that I routinely ask myself related to customer service include:

- Am I listening and meeting or exceeding my customer's needs? If not, what can I do differently?
- How well am I doing at anticipating their needs?
- Are my customers a priority and at the center of what I do each and every day?
- Am I demonstrating to my customers that they are important to me? Am I showing it and proving it each day?

We can learn how to deliver exceptional customer service by mirroring the processes, attitudes, and delivery of those companies that have been recognized time and time again. What do they do that makes your experience as a customer so memorable and remarkable? Think about that for a moment.

As an administrative professional, you have the ability to demonstrate a high-level of customer service each day through your interactions with others. Do you answer the phone with a smile? Do you respond timely to emails? Do you happily and willingly accept tasks and responsibilities from your executive/manager and other internal staff? Do you go that extra mile? Your attitude plays a huge role when delivering exceptional customer service. Do you smile and radiate a "can do" attitude when connecting with those that you interact with daily? Do you take pride in your work?

Delivering exceptional customer service is something within our control each day. Let's make a more conscious effort to "Wow!" those we serve!



## Upcoming Events

OBEA 2014 CONFERENCE  
Eugene, OR  
October 9, 10, 2014

WSBEA 2014 CONFERENCE  
Wenatchee, WA  
October 10, 11, 2014

MBEA 2014 CONFERENCE  
Bozeman, MT  
October 16, 17, 2014

BCBEA 2014 CONFERENCE  
Surrey, BC  
October 24, 2014

CBEA 2014 CONFERENCE  
Monterey, CA  
November 14-16, 2014

WBEA 2015 CONFERENCE  
Scottsdale, AZ  
May 20-25, 2015

NBEA 2015 CONVENTION  
Chicago, IL  
March 31-April 4, 2015

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**Western News Exchange**  
Ken Kuhn  
WBEA Newsletter Editor  
#23—103 Parkside Dr.  
Port Moody, BC V3H 4Y8  
CANADA

E-Mail:  
[kenkuhn@shaw.ca](mailto:kenkuhn@shaw.ca)

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