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Western News Exchange

Volume 19, Issue 1

Spring 2019

A MESSAGE FROM YOUR WBEA PRESIDENT...

By Chris Liebelt-Garcia WBEA President

Hello Western Region: This year has gone by so fast, and I truly have enjoyed being your WBEA President. The job of being president is a huge responsibility, and I didn't take my obligations lightly. From the hit of the gavel last year when Dona Orr turned the reins over to me, to my handing the gavel over to Karen O'Connor, the entire year was a whirlwind of wonderful experiences.

I want to start out by thanking you, all the members of the Western Region, for your support this year. I learned a lot about your business programs, met some fabulous busi-

ness educators, and enjoyed networking with my colleagues.

Next, I want to express my gratitude to my wonderful WBEA Executive Board: Roietta Fulgham, Tina Fulks, Keith Hannah, Martin Runge, Eric Swenson, Dona Orr, and Kristina Yamada. Their support and encouragement guided me through the ups and downs of being president as well as bolstered my confidence in leadership and executing a regional conference. I definitely learned a lot with everyone's help.

I also want to thank everyone who attended the WBEA 2019 Conference in Tucson, Arizona. The



Chris Liebelt-Garcia
WBEA President

weather cooperated in its typical Arizona fashion, and the conference was a fun-filled, educational weekend with dozens of sessions and several stimulating tours. The attendees who visited the Biosphere were impressed ... cont page2

Washington State Honors Award Recipients

By Arial Dykstra President

Washington was honored to present multiple awards at the FBLA State Business Leadership Conference. The Dr. Eugene Kosy Scholarship is named in honor of the man who was instrumen-

tal in bringing FBLA to Washington State and was presented to two outstanding individuals. The first recipient is Aleah Kert from Cashmere High School; she has been a driving force in her chap-

ter's community service projects where they completed a canned food drive as well as collecting other pertinent items for those who lost their homes in the Washington wildfires over the last couple of



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new tools and
gain great ideas!

POSSIBLE TOURS

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- ✓ Red Car Brewery
- ✓ Redondo Beach Pier
- ✓ Del Amo Fashion Center

Torrance Marriott Redondo Beach

3635 Fashion Way
Torrance, California 90503
Hotel Registration available in May 2019

\$155 per room plus taxes
(In-room Internet included)

12 miles from Los Angeles Airport
32 miles from Disneyland
2 miles from Redondo Beach Pier



\$ 325 Early-bird Registration
\$ 225 Retiree Registration
(Early-bird until December 8)

Registration Includes:

- Tours
- Computer Workshops
- Breakout Sessions
- Exhibitors
- Networking
- Several Meals
- Silent Auction

*University Credit Available

Washington Continued..

years. The second recipient is Kassidy Crossley from Odessa High School; she also understands the value of community service and giving back to others. Kassidy can be found participating in some form of community service outside of school and plans to give back to her college community over the coming years.

Mr. Bob Berrigan from Heritage High School was recognized as the Washington State Outstanding CTSO Adviser of the year. He has played a key role at the regional and state level, all while also serving as a Regional Adviser and member of the WA FBLA Board of Directors for multiple years. His local chapter has evolved from a small chapter to a chapter that has grown in size and consistently places at the regional and state level.

In addition to the scholarship and award recipients, we were also able to sponsor four events: Job Interview, Introduction to Public Speaking, Future Business Leader, and Parliamentary Procedures (team travel). This sponsorship went to the top ranked individual or team and can be used for travel expenses to the national leadership conference or as necessary by that student(s).

WSBEA is very proud of those who competed at the regional and state level and wish luck to all those competing at the national level this summer in San Antonio, TX!

WBEA PRESIDENT Continued from page 1

and had lots of wonderful comments about the tour. I want to personally thank Robert Waller for the organization of the wonderful sessions. I also want to thank our two keynote speakers, Jaime Casap and John Mulcahy for their inspiring words. Finally, the El Conquistador Resort did not disappoint with its amazing food and hospitality. Our awards ceremony was held at the Old Western Village on the ground of the hotel. I want to congratulate all the deserving award winners, and especially the President's Award winner, Julie Ellis, my conference director. The huge success of the conference was attributed to Julie and her committees. The best thing I heard teachers say was how they learned things that they could immediately use in the classroom.

In closing, I hope the rest of your school year goes by quickly, and you will have time to relax and rejuvenate this summer. I'm looking forward to seeing all of you at next year's WBEA 2020 Conference in Redondo Beach, California, February 14-16, 2020.



APPLICATIONS DUE DEC 1, 2019

CERTIFICATE OF APPRECIATION

- OUTSTANDING BUSINESS EDUCATOR
- elementary | middle/junior high
 - secondary
 - postsecondary
 - college/university

OUTSTANDING CAREER AND TECHNICAL STUDENT ORGANIZATION

DISTINGUISHED SERVICE

- teacher | business | legislator | company

STP COMMUNICATION AWARD

Visit the WBEA website for instructions or more information
<http://www.wbea.info/awards.html>

National Business Education Association Update

By Chris Liebelt-Garcia

**Check out our
photos of the
Networking
Events of the
Year!**

www.wbea.net

The NBEA Annual Convention and Trade Show was held in beautiful downtown Chicago, April 16-20, 2019. There were over 50 breakout sessions. These sessions included, but were not limited to, topics such as Social Media Resources, Teaching Economics, Assessment Tools, and Soft Skills. The Opening Gen-

eral Session had a dynamic speaker, the first female NFL Official. Sarah Tomas spoke about breaking through the male dominated field of officiating and spoke about her journey, struggles, and triumphs. The ending keynote was just as strong with his message of perseverance through physical chal-

lenges. The conference included a great silent auction and several vendors. There was also a new award created on behalf of Janet Treichel, the NBEA Executive Director who is retiring this year. Plan on coming to NBEA next year when it is being held in Boston, MA, April 7-11, 2020



WBEA –Tucson Arizona Feb 2019



Tech Tools for the iOS Platform

By **Nancy Bachlund**

Do you do any brainstorming in your class? If you do, consider having students write their ideas or answers on Post-It notes and arrange them on the wall. Use the **Post-It Plus Note** app available on iOS devices to take a picture of the notes (large amounts are possible) to capture the image and organize the notes (you can even combine groups) and share them. The app will allow you to export the notes to a variety of file types (image, PDF, Excel, PowerPoint). The app is a great tool to collect the brainstorming topics and then put them to use.

What about videos? Do you have your students share information via videos, or do you wish you could easily create videos with sound and graphics? **Clips** is mobile video editing app that allows you to create or add video, photos, subtitles, stickers, effects, title cards, and music to



create (continued on page 3) an eye-catching video to be shared similarly as you do with all Apple apps. As an example, a classroom teacher said he used Clips to create a weekly summary of classroom projects and activities by creating a quick video with sound and animation from the photos and videos he created through the week. Maybe you don't send a weekly newsletter to parents, but why not share the cool stuff that is going on in your classroom? You will need to have a newer iPhone or iPad that is running iOS 11.1 or later, but it is easy to use and can transform what you thought was a long, lengthy process into something you can finish quickly.

You'll love the outcome!



A BizTech Sell from British Columbia

By **Martin Runge, BCBEA President**

BCBEA BizTech 2019 is around the corner. If you are teaching Intermediate or High school business courses (K 5-12) or Career Life 10 and 12 courses? Love resources and curricular support?, live close to the BC –Washington border than BizTech 2019 will be the place for you to get some classroom ready resources, PRIZES, and network connections! The conference will be hosted in the Kwantlin Polytechnic University

Surrey Campus (more information on our web site (www.bcbea.ca) but with Conference fees that include food and prizes beginning at under \$100 US for teacher this will be a great networking opportunity and a day to enjoy a Keynote, unique sessions geared to Grade 5-12 teachers (Careers animation, marketing, accounting, entrepreneurship, finance, Office, etc.), 5 Minute Slams (lesson sharing), More networking, and Prizes, will make this conference a PSA day favorite. The wonderful sessions the and new connections will leave any teachers with new and updated friends and materials that are relevant and ready to use!

Arizona Greetings! By Missey Goodman

Arizona Business Education Association was honored to host the WBEA conference February 14-18 in Tucson, Arizona. The conference was held at the El Conquistador Resort where over 125 attendees from various states listened to amazing keynote speakers talk about "The problem - Solving Generation" and "CTE + US = Changing the World", attended presentations and workshops, participated in excursions exploring Tucson, and networked with other business teachers and professionals. Everyone gained a lot of information and new ideas to take back to the classroom as well as making new friendships and refueling to finish the school year. It was a great time indeed.

Currently, we are attending our state FBLA conference in Tucson, Arizona where we expect 1,900 students to test their business skills to becoming Arizona's national finalist. Our conference is held at the Westin La Paloma Resort where students compete, attend leadership workshops, and make many memories that will stay with them for the years to come.

The past four months have been exciting for ABEA as we continue to push forward with our organization. We are all excited to be at the close of yet another school year and are looking forward to our summer conference and teacher leadership conference which will be in July and August.



A Taste of ISBE at NBEA By Karen O'Connor

For years I was one of those wishful people who paid the ISBE membership fee, just a mere \$35 over the NBEA/WBEA fee, but could never enjoy ISBE benefits, because I just didn't have the time or \$ to sign on for an actual ISBE conference in the summer.

Those of you who read my article on Iceland, and the follow up about my recent visit to Malta, will know that I *finally* jumped into action and actually attended an ISBE conference in Iceland, and now I am hooked! At first glance, ISBE registration seems a bit steep, until you realize that almost all the food, plus the tours, general sessions, breakouts, and gala dinner, are all arranged for you. Now they even have the social/companion fee again for your spouse or friend to accompany your full registration and enjoy the meals and social events, but not the breakouts and sessions. The ISBE conference designers really know how to blend the cultural events, breakouts, food, and tours, to create a delightful professional development experience that feels like a family and friends holiday. All you have to do is get there!

Now Greece is on my radar, and I've wised up to travelling at the start and the finish of the trip, both to Rome and then Athens, to make my international flight stretch even further. I am sad for all the years I missed attending ISBE over the past decade. The good news is, now there is even another way to benefit from ISBE membership and it takes place right here at the same time as NBEA. This year, ISBE planned two days of sessions at NBEA, parallel to the NBEA sessions on Wednesday and Thursday, and it was just great. I attended all the sessions and

even presented one of my own, about teaching in three countries, Canada, Japan, and the good ol' USA. Our own California native, Ruth De Pieri (East Los Angeles College), presented on Global Trade as One Aspect of International Business, and really helped me see how much global trade impacts what we do right here in California. Kawana Johnson (Florida State) presented on "A Case Study of Internships in Undergraduate Business Education" and I got some great ideas about things such as Job Hop day for students. I hope to write about that next time myself after we plan one or two in my home town. Roietta Fulgham (Sierra College) presented on the exciting and glorious times that await in Kefalonia Greece this coming summer for the 2019 ISBE conference.

What a great idea this international Now you can benefit from being an ISBE member and getting that international input even if you cannot attend the summer conference. I hope this makes you want to be an ISBE member and that you join if you haven't already done so. This is a very worthy organization to support. I highly recommend it. ISBE is like a family that you really want to see year after year. Plus, you will receive even more newsletters each year as an ISBE member, and that means you can read even more of my articles! If you are not sure how to join, ask Roietta, or just add on the \$35 to your NBEA/WBEA dues.

**"The goal is
a system
that allows
students to
start here
and finish
there and
have
increased
recognition"**



Legislative Update

Take a Stand for Business Education

By Roietta Fulgham

At the NBEA 2019 Convention, the NBEA Legislative Advocacy Committee put together two outstanding sessions. At the Discovering Your Business Education Voice Session, Colleen Webb, the NBEA Legislative Advocacy Chair, provided attendees with talking points to use when advocating for our students, our programs, and our profession. She provided us with 10 steps to use to convince your supervisors, principals, and deans.

1. Identify the advocacy challenge or opportunity
2. Determine the key audience
3. Find out what the audience knows or perceives
4. Determine how the audience receives their information
5. Establish measurable objectives for the audience
6. Message points for the audience
7. Communicate the message to the audience
8. Decide what resources are needed
9. Develop a timeline and responsible party
- Evaluation/follow up

Tips were given in how to build a relationship with the legislators. We also received sample letters and emails to send out, telephone scripts, and successful visits. Everyone was able to share what has worked in their cities with local legislators and aides. Resources and Fact Sheets were also shared with the attendees.

The second session on Thursday, April 18, was presented by Scott Stump, Assistant Secretary for Career, Technical and Adult Education, from the U. S. Department of Education. He provided us with updates on Perkins V Implementation. He listed ways

that the department is taking to address the shortage of CTE instructors including a co-teacher program with employers/employees, work study to pay student teachers, pathways, videos, and conversations. He mentioned that a focus should be on hiring on competence and not just on the degree. I felt that he took time during his presentation to listen to the attendees on ways we could help him and encouraged everyone to contact him. He was reminded that all students are not necessarily “college ready” and maybe “life ready” would be a better solution. Another suggestion was to have a college score card highlighting the programs instead of the institution. There were over 80 attendees at this session and business educators were excited to find out updated activities in place for our students.



NBEA Executive Board of Directors News

By Keith Hannah,
NBEA Director - Western Region
khannah@fifeschools.com

On April 15-17, 2019, the NBEA Board of Directors met at the Chicago Downtown Marriott Magnificent Mile in Chicago, IL. We received greetings from Kelli Diemer, President, ACTE Business Education Division.

The following items were discussed and actions taken at the meeting:

The **minutes** from the November 2018 meeting by Secretary-Treasurer Virginia Hemby were approved as presented.

Written reports (22) were received from officers, regions, committees, and affiliates. These reports were approved as submitted. Of particular note, the Publications Committee reported that this year's *Yearbook - Effective Methods of Teaching Business Education* - will be the last publication of its kind produced on an annual basis. Members should receive this publication mid-summer. It was discussed that the *Effective Methods* edition will continue to be updated and reissued periodically, on an as yet to be determined interval.

The **Policies Commission** is being dissolved and will no longer be functioning on an annual basis. While there was a recent change in the Commission putting out an annual white paper rather than producing two policy statements annually, this year's white paper would be the Commission's final annual white paper. Future papers may be developed on an as needed basis.

The **Membership Committee** provided updates on the regions and suggested that we be more relational with our notices to members. There are a variety of membership infographics and promotional items in the shared Google Drive to be used by membership directors in their promotional efforts. These can be accessed on the NBEA website (www.nbea.org) -> Member Information -> Membership Directors. A membership breakfast with training by Margaret Blue, NBEA President, was held on Friday, April 19.

The **National Business Education Hall of Fame Induction Ceremony** was held for the first time at this year's NBEA Convention. This year's posthumous recipient was Dr. Wanda Blockhus from San Jose State University. Awards will remain at the University of Wisconsin - Whitewater.

NABTE and ARBE are undergoing a merger, and the new merged association will be the

Association for Business Teaching and Research. Although that makes the acronym ABTR, it was discussed that the merged association will be referred to by its complete name rather than its acronym.

We received an **update on the NBEA 2019 Convention** from conference coordinator, Laura Sutherland. We were excited to see there were over 100 first-time attendees at this year's conference! We had two outstanding general session speakers and a wide variety of sessions from across our discipline. Dr. Treichel expressed her appreciation for the outstanding work the Convention Program Committee had done to put together another exemplary conference. The Business Education Research Conference (BERC) showcased a variety of popular "My Favorite Assignment" presentations, and all conference attendees this year received a jump drive that included a 118-page PDF publication with all "My Favorite Assignments" and their corresponding handouts.

Future NBEA Conventions will be as follows:

Boston, Marriott Copley Place – April 7-11, 2020

New Orleans, Canal Street Marriott – March 30-April 3, 2021

Chicago, Downtown Marriott Magnificent Mile – April 12-16, 2022

NBEA Executive Board of Directors News Continued

Nominating Committee report: The following vacant positions were filled: NBEA President-elect 2019-2020 – Benita Moore, NBEA Executive Board Directors 2019-2022 – Andrew Stout (NCBEA) and Carol Sessums (M-PBEA), and NBEA Executive Board Director for the Association for Business Teaching and Research 2019-2021 – Dr. Barbara Hagler

The Executive Director Search Committee brought forth their recommendation, for executive board approval, to replace retiring Executive Director, Dr. Janet Treichel. The board approved the offering of the executive director position to the committee's person of choice. An more detailed announcement will be made once the position has officially been filled. There were over 60 applicants for the executive director position, so the committee had a tremendous amount of work in reducing the number of applicants to those who would participate in interviews and ultimately be offered the position of NBEA executive director, starting July 1, 2019.

The **NBEA 2018-19 Program of Work** was approved as presented and will be distributed to regions and affiliates.



President Margaret Blue recognized the **members who are retiring** from the NBEA Executive Board and thanked them for their service—Diane Fisher, NBEA Past President, Dena Irwin, NBEA Director (NCBEA); DeLayne Havlovic, NBEA Director (M-PBEA), and Benita Moore, NBEA Director (At Large) - position is being eliminated and Benita will be assuming the position of President-Elect.

In our Executive Board Membership Renewal Campaign, I came in second place just behind Diane Fisher for membership renewals. Next year, I vow to come in first place!

The **John Robert Gregg Award** is presented each year to an individual who has been widely recognized by colleagues and education professionals as having made outstanding contributions to the advancement of business education. This year's award was given to Dr. Barbara Hagler of the Southern Illinois University Carbondale.

Future NBEA 2020 Annual Convention

April 7-11, 2020

Boston Marriott Copley Place
Boston, Massachusetts

PROFESSIONAL MEMBERSHIP AND WHAT IT MEANS TO YOU!

Jaci Jones, Membership Chair

What is your national professional teachers' organization? Why should you be a member? Why should you promote it to others?

As teachers, we see numerous acronyms daily. Do you know many of the educational acronyms you see? Some of the most important acronyms to any successful business educator should be their state, regional, and national professional organizations. WBEA stands for Western Business Education Association and is your regional organization that provides leadership opportunities, conferences, and much more for your professional development and peer networking. It encompasses much of the western United States as well as Alberta, British Columbia, Yukon, Guam, and others. NBEA stands for National Business Education Association and is the umbrella organization for your state and regional associations.

Here are a few of the reasons why individuals should join WBEA and NBEA:

- Opportunities to serve as a state, regional, or national officer
- Professional, hands-on learning conferences, annual national convention
- Numerous opportunities to network with colleagues
- Curriculum materials
- Professional journal, newsletter and *Yearbook*
- Social media presence with Facebook, LinkedIn and Twitter
- Opportunity to peruse new textbooks, software, and hardware
- Business-industry link
- And many others

I continue to challenge you to reach out to your colleagues, friends, and new business educators in your state. Share the many reasons you decided to become a member and why you are currently a member. What a great influence you can be.



National Business Education Association

Educating for Success in Business and Life

The ISBE Community is Bigger Than You Think

OR

How I Shed the Tourist Identity my First Day in Malta

By Karen O'Connor

It's 4:45 pm and I am sitting here in my office at my computer on the second day of the semester. It is a rare grey rainy day in the desert and though I welcome the rain, my world of just 12 days ago seems like a far-away dream. Oh Wait! It really **was** as a dream, even when we were there, and the fact that I also attended ISBE last year in Iceland had an impact that made a truly memorable vacation into a truly great one. Malta more than delivered! How often is it, that something like a vacation exceeds expectations!

Last August my husband and I had a moment where we thought about what we might do for the 2018 holidays. I googled "Best Places in the World to Go for Christmas" and Malta came up #8 in the Town and Country Magazine's article. Malta has a TON of history back to prehistoric times up through World War II and is also 98% Catholic. Christmas is celebrated in full splendor! As the story goes, there are nativity scenes (locally called cribs) on almost every corner and the place is decked out in lights, with carolers and musicians commonly found in public places. My husband, who had visited Malta one day over 50 years ago, on shore leave from his aircraft carrier America that he served on for two

years in the Mediterranean said, "I'd go to Malta!" I got busy and booked the tickets the same day! I had to look on the map to see where the place was, just a shot in the dark but we were so lucky we found the Corinthia Palace Hotel and Spa and we booked on Virgin Atlantic through Expedia to get great rates for the combo.

I already had my international appetite whet from the ISBE trip to Iceland! The coolest thing about the ISBE printed program is that they list the names, home country, and email address for all attendees. August is four months ahead of December, so for four months I had the program from ISBE sitting right next to my computer. For four months I thought to myself, I need to email those two ISBE people who live in Malta, just *in case* we could connect while we are there. But things kept getting in the way and I almost never followed my instincts to make contact. Finally, on the last morning, just before we caught the train for LAX, I sent off the email. The date was December 21.

The travel to London on Virgin Atlantic and then to Malta on Air Malta, took about 15 hours so I was off my email for a bit. On the morning of Christmas Eve, I opened my email to find an invitation from both people! The first, Emanuel, invited us to join his community group at 5:00 pm for a traditional Christmas Eve event! Of course we took him up on this and this is how we came to be the carolers in the streets on Christmas Eve, transporting the baby Jesus through the narrow streets of the village from the area of the ancient temples to the Tarxien community church. After 90 minutes or so caroling to our destination we ascended the stairs (Continued Page 16)



HONORING OUR PROFESSIONAL MEMBERS!

WBEA's Award Recipients, Tuscon, Arizona Feb 2019

PRESIDENT'S AWARD: Julie Ellis



Although, as the agreement went, she wanted to be "behind the scenes," if I took the WBEA Presidency, she is the one at the forefront and responsible for this entire conference. We all know what a detail orientated and getting the job done kind of person she is. In her position at the State, she takes on multiple roles with a lot of moving parts. Somehow she keeps it all together and moving smoothly. Taking on another role as Conference Director was right up her alley. She is used to hosting events, but this conference will be the masterpiece in her legacy. She seems to have organized this

event with ease, making my job as WBEA President much easier this year. I cannot thank her enough---but would be honored if you could please join me in thanking Julie Ellis for all of her dedication and hard work to put together this conference.

WBEA DISTINGUISHED SERVICE AWARD:

Kristina Yamada



Kristina Yamada has so much passion for education and helping others. She has served in multiple roles for the Western Business Education Association (WBEA) for over five years as the Awards and Scholarships Director and the Media Communications Director. Outside of WBEA, she has served on her state board as the Utah Business Education Association Membership Director for over five years.

Kristina is most dependable when it comes to getting the job done. She revamped the awards nomination process and presentation process as the Awards and Scholarship Director. She also revamped the Communications Award to include social media efforts. Her support of her fellow board members is evident by helping with the membership table and contributing ideas for the good of the organization.

While she currently works as an Adjunct Professor at Utah Valley University, she has also taught at the middle and secondary level. In her spare time, she also serves as an FBLA advisor. Her passion is helping students succeed no matter their background and obstacles. Kristina is always preparing presentations to give at a variety of professional organizations, many focusing on technology and special needs students.

ROBERT J. THOMPSON WBEA MEMBERSHIP AWARD:

Shauna Williams (Idaho Business Education Association)

This award is presented to the S/T/P Membership Director who reaches the highest percentage of the NBEA membership goal on June 30 of the previous year and has complied with all director responsibilities.

OUTSTANDING CAREER AND TECHNICAL STUDENT ORGANIZATION

ADVISOR: Roger Beck



Roger Beck holds a Bachelors of Arts in Business Education from Eastern Washington University. He has been teaching for 50 years and has taught in the St John School District his entire career.

He has been a member of Washington State Business Education Association (WSBEA) for 47 years and has served on the WSBEA Board for 14 years. In addition to WSBEA, Roger is also a member of WBEA, NBEA, and WA-ACTE.

While serving as an FBLA Advisor, many students competed at the national conference. Roger always ensured that students were also able to learn about the hosting city. Students visited local sites and were able to bond as a chapter over the shared experiences. At the state level, Roger proctored events and mentored not only his students, but all FBLA members. In 2018, Roger received the Washington State FBLA Advisor of the Year Award.

Within his community, Roger was the Annual St John Parade Grand Marshall for 2016 and received the St John Community Votes – “St John Hero” for being someone who goes the extra mile for students within his school.

Roger has been described as someone who has “stood the test of time and cheerfully adapted to each change in order to bring the best of what business education has to offer to his students.”

OUTSTANDING BUSINESS EDUCATOR HIGH SCHOOL:

Tina Fulks



Tina Fulks earned her Bachelors in Business Administration as well as her Masters in Finance and Masters in Accounting. She has been teaching for 16 years and has been a member of Nevada Business Education Association (NBEA) and Western Business Education Association (WBEA) for over 10 years. In addition to NBEA and WBEA, Tina has also been a member of ACTE, Nevada ACTE, and DECA (Professional Member) for over 13 years.

While teaching, Tina received the Nevada ACTE New Teacher of the Year Award, Nevada ACTE Teacher of the Year Award, Kiwanis Teacher of the Year Award, and Nevada Outstanding Secondary Teacher Recognition. At the same time, Tina was also a member of the Marketing State Standards and Assessment Writing Teams and Marketing Standards and Assessment Revision team. Her DECA chapter has earned the DECA Chapter of the Year multiple times and she received the DECA

Advisor of the Year Award three times (2010, 2012, and 2018).

Tina has been a contributor for the Nevada Department of Education, as well as her local district, in reviewing textbooks, piloting assessments, providing various forms of leadership, and mentoring new teachers. She has also presented at state and national conferences.

According to her Clark County School District colleagues, Tina is one of our leading educators and is committed to ensuring that all students have an opportunity for success and advancement and she is a key factor in helping students to become college and career ready.

HONORING OUR PROFESSIONAL MEMBERS! **WBEA's Award Recipients, Tuscon, Arizona Feb 2019**

OUTSTANDING BUSINESS EDUCATOR POST-SECONDARY: **Patti Sessions**



Patti Sessions has earned a degree in Bachelor of Science in Business Education, with a minor in Library Science from Montana State University. She also earned a Master of Science in Business Education. Patti has taught at the post-secondary level for 32 years and has been a member of Oregon Business Education Association (OBEA), Western Business Education Association, and National Business Education Association for 20 years.

Within OBEA, Patti has served as Secretary, Web Coordinator, Membership Director, Co-President-Elect, and Co-President. In addition to these positions, Patti has also served on subcommittees for planning the annual conference. As one of the original members of Oregon's Administrative Office Professional Consortium, Patti had to put forth a great deal of curriculum work, including the content of the Administrative Capstone Project course.

Patti is dedicated to preparing students for employment and has continued her education over the course of her career to provide the most current skills and knowledge to her students. She has transitioned from teaching typewriters to PCs, WordStart to Word, and floppy disks to the Cloud. Keeping up and being prepared to teach has taken a great deal of commitment, time, and energy.

Barbara Holler describes her as "an ultimate professional, who chooses always to listen, question, and work in unison" and her technology colleagues describe her as a "dedicated instructor and only wants the best for her students."

OUTSTANDING BUSINESS EDUCATOR UNIVERSITY: **Dr. Brenda Jacobsen**



Dr. Brenda Jacobsen has earned her Medical Clerk Receptionist Certificate, a Bachelor of Arts in Corporate Training and Organizational Development, and a Masters of Education in Human Resources Training and Development from Idaho State University. Additionally, Brenda also earned her Ph.D. in Teaching and Learning in Higher Education, Adult and Organizational Learning from University of Idaho.

Brenda has taught at Idaho State University as an Associate Lecturer for 14 years and as an Assistant Professor for six years. Over the course of her teaching career, Brenda has been a member of 14 different organizations, including, but not limited to, Business Professionals of America (BPA), National Network of Embroidery Professionals, National Association of Supervisors of Business Education, and National Association for Business Teacher

Education.

Outside of teaching her courses, Brenda is the principle investigator/administrator for the ICTE Career and Technical Education Grant, worth \$215,000. She was also involved in the collaboration students' lives."

WESTERN BUSINESS EDUCATION ASSOCIATION PAST PRESIDENTS

1950-51	Theodore Yerian, OR	1984-85	Lloyd W. Bartholome, UT
1951-52	Marsdon Sherman, CA	1985-86	Evelyn Schammel, HI
1950-51	Theodore Yerian, OR	1984-85	Lloyd W. Bartholome, UT
1952-53	Evan Croft, UT	1986-87	Jeanette Bieber-Moses, MT
1951-52	Marsdon Sherman, CA	1985-86	Evelyn Schammel, HI
1953-54	Eugene Kosy, WA	1987-88	James Young, AZ
1952-53	Evan Croft, UT	1986-87	Jeanette Bieber-Moses, MT
1954-55	Edwin Swanson, CA	1988-89	Mike Hovey, ID
1953-54	Eugene Kosy, WA	1987-88	James Young, AZ
1955-56	Verner Dotson, WA	1989-90	Kathleen Richards, UT
1954-55	Edwin Swanson, CA	1988-89	Mike Hovey, ID
1956-57	Jessie Black, UT	1990-91	Ross yrd, WA
1955-56	Verner Dotson, WA	1989-90	Kathleen Richards, UT
1957-58	Mary Alice Wittenberg, CA	1991-92	Jane Thompson, CA
1956-57	Jessie Black, UT	1990-91	Ross Byrd, WA
1958-59	Clisby Edlefsen, ID	1993-94	Colleen Vawdrey, UT
1957-58	Mary Alice Wittenberg, CA	1991-92	Jane Thompson, CA
1959-60	Ralph Asmus, AZ	1993-94	Sue Trautwein, OR
1958-59	Clisby Edlefsen, ID	1992-93	Colleen Vawdrey, UT
1960-61	Edith Smith, OR	1994-95	George Borg, WA
1959-60	Ralph Asmus, AZ	1993-94	Sue Trautwein, OR
1961-62	Laura Lynn Straub, CA	1995-96	William (Bill) Neal, HI
1960-61	Edith Smith, OR	1994-95	George Borg, WA
1962-63	Frances Brown, WA	1996-97	Billie Herrin, MT
1961-62	Laura Lynn Straub, CA	1995-96	William (Bill) Neal, HI
1963-64	Dean Peterson*	1997-98	James Young, AZ
1962-63	Frances Brown, WA	1996-97	Billie Herrin, MT
1963-64	G.W. (Jim) Maxwell, CA	1998-99	Roger Rankin, ID
1964-65	John Lin, CA	1997-98	James Young, AZ
1965-66	G.W. (Jim) Maxwell, CA	1999-00	Mary Ann Lammers, OR
1964-65	John Lin, CA	1998-99	Roger Rankin, ID
1966-67	George Dunn, AZ	2000-01	Helen Humbert, WA
1965-66	Leonard Carpenter, OR	1999-00	Mary Ann Lammers, OR
1967-68	Robert Rose, ID	2001-02	Pauline Newton, CA
1966-67	George Dunn, AZ	2000-01	Helen Humbert, WA
1968-69	Ted Ivarie, UT	2002-03	Alden Talbot, UT
1967-68	Robert Rose, ID	2001-02	Pauline Newton, CA
1969-70	Ray Christopherson, WA	2003-04	Nancy Noe, OR
1968-69	Ted Ivarie, UT	2002-03	Alden Talbot, UT
1970-71	Robert Thompson, CA	2004-05	Joseph McFarland, CA
1969-70	Ray Christopherson, WA	2003-04	Nancy Noe, OR
1971-72	Ted Stoddard, UT	2005-06	Jean Matsui Hara, HI
1970-71	Robert Thompson, CA	2004-05	Joseph McFarland, CA
1972-73	Howard Jones, OR	2006-07	Julie O'Dell, MT
1971-72	Ted Stoddard, UT	2005-06	Jean Matsui Hara, HI
1973-74	John Chrape, HI	2007-08	Kris Sheets, AZ
1972-73	Howard Jones, OR	2006-07	Julie O'Dell, MT
1974-75	Daniel Hertz, MT	2008-09	Angie Neal, ID
1973-74	John Chrape, HI	2007-08	Kris Sheets, AZ
1975-76	James Manos, CA	2009-10	Eileen Wascisin, WA
1974-75	Daniel Hertz, MT	2008-09	Angie Neal, ID
1976-77	Lonnie Boggs, AZ	2010-11	Jackie Floetke, WA
1975-76	James Manos, CA	2009-10	Eileen Wascisin, WA
1977-78	Mona Noble, ID	2011-12	Roletta Fulgham, CA
1976-77	Lonnie Boggs, AZ	2010-11	Jackie Floetke, WA
1978-79	Ed Goodin, NV	2012-13	Greg Golf, UT
1977-78	Mona Noble, ID	2011-12	Roletta Fulgham, CA
1979-80	Kenneth McDonald, WA	2013-14	Christy Ekroth, OR
1978-79	Ed Goodin, NV	2012-13	Greg Golf, UT
1980-81	Georgialee Smithpeters, WA	2014-15	Ken Kuhn, BC
1979-80	Kenneth McDonald, WA	2013-14	Christy Ekroth, OR
1981-82	G.W. (Jim) Maxwell, CA	2015-16	Kay Fujimoto Ono, HI
1980-81	Georgialee Smithpeters, WA	2014-15	Ken Kuhn, BC
1982-83	May Oka, OR	2016-17	Elaine Stedman, MT
1981-82	G.W. (Jim) Maxwell, CA	2015-16	Kay Fujimoto Ono, HI
1983-84	H. Robert Stocker, UT	2017-18	Dona Orr, ID
1982-83	May Oka, OR	2016-17	Elaine Stedman, MT
1983-84	H. Robert Stocker, UT	2017-18	Dona Orr, ID

*Dean Peterson was elected but did not assume the president's position.

*Dean Peterson was elected but did not assume the president's position.

WBEA MEMBERSHIP ACHIEVEMENT AWARD Jeannette Barreto Montana Business Education Association

This award will be given to the membership chair who has completed all director membership responsibilities and has reached 80% or above of the NBEA membership goal.

S/T/P COMMUNICATION RECOGNITION PROGRAM Sue Van Meter Oregon Business Education Association

WBEA recognizes S/T/Ps for their excellence in communication and publications. This July 1, 2017 - June 30, 2018, award is designed to encourage contact with every member on a regular basis, promote professional and educational opportunities, and serve as a support network among S/T/P membership.

(Continued from page 11) of this glorious and beautiful church to enjoy the service presented by the children. Sure, we didn't know the words in Maltese, but the melody matched many familiar songs, so we just quietly joined in! .

The round trip by foot and the service took three hours total, and we were so blessed to be included in this local tradition, not as tourists, but as part of the community. Wow.

The day after Christmas Emanuel took us to his office at the Malta University where we discussed his upcoming PhD work on the subject of Thresh-old Knowledge. That term was new to me, so now I am on the brink of learning a new concept through Emanuel and maybe you are too. Isn't that exactly what we hope to find in all levels of our professional organizations! There are some links online if you Google the subject. Later, we visited his home in a traditional Maltese village and met his parents and enjoyed traditional Maltese food and drink, plus a trip to the backyard garden. We also visited the nearby seaside for a breathtaking panorama including some shore side remains of the days when the Romans made salt there.



Emanuel, James, and Karen at the Malta seaside, overlooking Roman salt making landscape

The second contact, Claire, and her husband John also spent a couple of days with us, the first being a trip to the Island of Gozo. Here we visited the Rotunda Church, with the third largest unsupport-

ed dome in the world! We spent a part of that visit on the rooftop, with breathtaking views of the island. One of the vistas showed the Citadella, which we also explored later that day. On this amazing day, we also toured through a live "crib" set up to model the town of Bethlehem at the time of Christ's birth. Malta had surprises at every turn!

Claire also took us to her place of work, MCAST, the Malta Institute of Technology where subjects such as those James and I teach are covered. We had a great chat with the director, who came in on a day off for a visit with us. Claire's institution does not have online learning yet, so we are going to have some discussions about how we could help them with startup. Just as in California, the economy is good in Malta, so enrollments are lower, and they have been considering the online mode of delivery.

With Claire and John we also visited Vittoriosa and Fort St. Angelo which was built in the 13th century and the Malta Maritime Museum. We also descended to the Catacombs which were near the World War II shelters that saved so many lives and stepped into St. Pauls Grotto. Our trip was so sunny and nice, we were surprised by an afternoon rainstorm and found refuge in the back of a charming restaurant for an early dinner on our last afternoon in Malta. Claire and John were great hosts and we hated to say goodbye on the last evening. Emanuel cared for us to the last moment, and even helped me find my one geocache in Malta!

The reason I am sharing all of this with you, and it is just a thimble full compared to the entire experience, is to inspire you to not only travel, but to make an effort to reach out to your state, regional, national, and international colleagues. I hope you are inspired about Malta too. Malta's size is approximately 17 by 9 miles, but the history and impact on the Christian world, and our freedom (re World War II) is beyond imagination. In addition to the forts, museums, and bastions, Malta has 365 churches, one for each day of the year! What a complete treasure! You never know where you are going to find new friends for life! Thank you ISBE!

Western Business Education Association 2019
Calendar of Events Visit www.wbea.info and www.nbea.org

Monthly-Membership Data Due
EC meeting, California
October Conferences: Washington, British Columbia, Montana, Idaho
Newsletter Articles: April, Sept, Nov.
Scholarships and Conference Early Registration: Nov

WBEA's Images of Fame

Can you find the Connections to.....???

- ◇ ISBE-Malta?
- ◇ NBEA-Chicago
- ◇ WBEA



More Claim to Fame at WBEA, NBEA, ISBE



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Gift!*

JOIN NBEA

Membership in the National
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is a gift filled with:

- **Friendship:** networking opportunities
- **Excitement:** professional development through convention workshops
- **Honor:** opportunities for you and your students to be recognized
- **Creativity:** curriculum ideas and materials for your classroom

...and much much more!

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EDUCATION ASSOCIATION

Visit www.nbea.org for membership details

WESTERN BUSINESS EDUCATION ASSOCIATION

Incoming and Outgoing Officers/Directors

Outgoing Officers/Committee Directors		Incoming Officers/Committee Directors	
Chris Liebelt-Garcia, President	2018-2019	Karen O'Connor, President	2019-2020
Conference Committee		Conference Committee	
Karen O'Connor, President-elect	2018-2019	Ariel Dykstra, President-elect	2019-2020
Finance Committee		Strategic Planning Committee	
Strategic Planning Committee		Finance Committee	
Tina Fulks, Treasurer	2017-2019	Cindy Arnzen, Treasurer	2019-2020
Eric Swenson, Secretary	2018-2019	Eric Swenson, Secretary	2019-2020
Dona Orr, Past President	2018-2019	Chris Liebelt-Garcia, Past President	2019-2020
Nominating Committee		Nominating Committee	
Keith Hannah, NBEA Rep. from WBEA	2018-2019	Keith Hannah, NBEA Rep. from WBEA	2019-2020
Professional Development Committee		Professional Development Committee	
Ariel Dykstra, Awards Director	2018-2019	Ariel Dykstra, Awards Director	2019-2020
Roietta Fulgham, Legislative Liaison	2018-2019	Roietta Fulgham, Legislative Liaison	2019-2020
Jaci Jones, Membership Director	2018-2019	TBD , Membership Director	2019-2020
Martin Runge, Newsletter Editor	2018-2019	Martin Runge, Newsletter Editor	2019-2020
Kristina Yamada, Media and Communications Director	2018-2019	Kristina Yamada, Media and Communications Director	2019-2020



WBEA 2020 PDLT

**Reminder to all Western
Region Members!**

**WBEA 2019 PDLT
INFORMATION**

**Keith Hannah, PDLT
Director**

The WBEA 2020 Professional Development Leadership Training (PDLT) is a single training session for **Presidents-elect, Membership Directors, as well as all potential leaders within your S/T/Ps**. The 2020 workshop will be led by leaders in the WBEA and will be held Friday morning, **February 14, from 7:30 a.m. until 11:15 a.m.**

Please sign up early, and as a first time attendee you should apply for a bursary! This workshop will not only provide leadership training but also more in-depth direction and help for those assuming or thinking about leadership positions. WBEA only meets once a

year; hence it is extremely important that Presidents-elect and Membership Directors work with the current WBEA President-elect and WBEA Membership Director throughout the year in order to complete Programs of Work and reports for the NBEA office. This workshop is the best venue that we have available for people to communicate with one another, to ask questions, and to ultimately understand professional opportunities available and their respective contributions to building membership in NBEA, WBEA, and our state and provincial associations. Attendees will have the opportunity to meet current WBEA officers, the NBEA Executive Director, the NBEA President, as well as the NBEA Past-president. Our goal is to make WBEA stronger and we appreciate your attendance at this event. It is a great for your professional growth your leadership and your support to your S/T/P.

*“Our # 1 Goal
is continues to
be to make the
WBEA stronger.
This (PDLT) is a
first step!”*



REGION

NATIONAL BUSINESS EDUCATION ASSOCIATION

MEMBERSHIP APPLICATION

Join Today and Increase Your Professional Expertise!

IMPORTANT: List both home and business contact information. Please indicate your mailing preference.

[Home](#) [Business](#)

Name _____

Institution/Organization

Home Address

Address _____

City _____

City _____

State _____

State _____

Zip _____

Zip _____

Telephone _____

Telephone _____

E-mail

E-mail

MEMBERSHIP SERVICES

- Professional journals and publications:
 - NBEA's journal, *Business Education Forum*
 - NBEA's newsletter, *Keying In*
 - NBEA *Yearbook*
 - Special publications and promotional items
 - Natl Standards for Business Education
- \$250,000 professional liability insurance
- Annual national convention
- Regional association membership
- Regional conventions
- Legislative advocacy
- Business-industry link
- Insurance programs
- Professional awards program
- International Society for Business Education (ISBE)
- Association for Research in Business Education (ARBE)

MEMBERSHIP CLASSIFICATION

- | | |
|--|--------|
| <input type="checkbox"/> Professional | \$ 100 |
| <input type="checkbox"/> Professional / International Society for Business Education (ISBE) .. | \$135 |
| <input type="checkbox"/> Professional / Assn for Research in Business Educ (ARBE) | \$160 |
| <input type="checkbox"/> Professional / ISBE / ARBE | \$195 |

Membership dues include a \$20 subscription to Business Education Forum. Subscriptions are not available to nonmembers. NBEA dues are not tax deductible as a charitable contribution for federal income tax purposes; however, they may be deducted as a business expense under other provisions of the Internal Revenue Service Code.

METHOD OF PAYMENT

- ☐ Check Payable to NBEA ☐ VISA ☐ MasterCard

Card Number _____

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Signature (required for all charges)

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WBEA 2020– California Just a blink away!

I remember my first conference for California Business Education Association in 2007. I didn't know a soul at the start, but I was thoroughly impressed with all the events that unfolded and came away with friends for life, and not least, an unending passion for participating in my professional organization.

I cannot imagine my career without participation in these organizations! The specific events of that first conference over a decade ago are a bit of a blur now, but one vision really stands out. At the end of the conference the president asked for all the conference committee to come up to the front to be recognized. I was amazed that when all the contributors to making that conference a success strung shoulder to shoulder across the entire room! From that moment, I wanted to be a part of that great effort and it has brought many more friendships. From this time, I have been involved every year with our CBEA conference in many different roles from conference chair to program to hospitality. Each role brings new adventures and the reward of a job well done in a great team by the end.

Whether this is your first conference or your twentieth, by the end you

know that our conferences reflect passion and hard work from many who already tend to be up to their eyeballs in their field as teachers. We are doers and we love making new friends who love what we love! Looking ahead, our beautiful and newly renovated hotel in South Bay, two miles from the beach is booked for 2020. It is now time to register for the hotel and start booking your flight! Please join us in California in the multi-state conference koconnor@cerrocoso.edu if you have any questions.

California Here I Come Feb 2020!

“California

...

Feb WBEA

2020!”



Friends of WBEA!

"Friend of WBEA" contributions are welcome from any instructor, company, or organization in the WBEA region to strengthen and support the Western Business Education Association. Contributions can be any amount. Any "Friend of WBEA" contributor who is not a WBEA/NBEA member, but is a retired business educator or a part-time instructor, will receive the following benefits with a \$20 contribution:

- ◆ Full access to the WBEA website
- ◆ Delivery of the Western News Exchange
- ◆ Regional WBEA conference fees at member prices
- ◆ access to the WBEA website and newsletter by e-mail

**Martin Runge,
WBEA Newsletter
Editor**

Phone: 250-255-4884
martinrunge@sd28.bc.ca

www.wbea.info

**Register today at:
www.NBEA.org**

**Continually remind yourself to Nominate
Someone!
AWARD Nominations:
Many thanks for all Submitted Nominations**

Distinguished Service

An individual who has served and contributed to WBEA and business education through professional activities that include leadership, service, honors and awards, and research and writing.

Distinguished Service Award for a Company, or Representative of a Company, or

Legislator

Designed to award a company or individual who does not necessarily maintain membership in WBEA, but has contributed to business education. Only one award may be given each year to an Organization, or to a Representative of an Organization, or to a Legislator and the presentation will be made at the WBEA Annual Conference.

Outstanding Educator

This award is given for contribution to business education through classroom involvement, curriculum development, student organizations, administrative responsibilities, and/or publications.

Communication Recognition

Designed to recognize and reward STPs for the standard of excellence in publications, the newsletter recognition encourages STPs to keep in contact with every member on a regular basis, promote professional and educational opportunities, and serve as a support network among its membership locally, regionally, and nationally.

Outstanding Career and Technical Student Organization Advisor

To recognize outstanding achievement, promotion, contribution, and service through Career and Technical Student Organizations for WBEA Advisors.

Western Business Education Association Recognition Certificate

This certificate is available to any WBEA member to award to individuals who have made contributions to business education. This certificate may be awarded by the S/T/P at its local conferences.



NBEA Recognizing Excellence in Business Education

Each year NBEA accepts nominations for outstanding individuals for the following award categories:

Middle School Teacher of the Year

This award recognizes outstanding contributions to business education by a middle school business educator.

Secondary Teacher of the Year

This award recognizes outstanding contributions to business education by a secondary business educator.

Postsecondary Teacher of the Year

This award recognizes outstanding contributions to business education by a postsecondary business educator.

Collegiate or University Teacher of the Year

This award recognizes outstanding contributions to business education by a senior college or university business educator.

Distinguished Service Award for an Administrator or Supervisor

This award recognizes outstanding contributions to business education by an administrator or supervisor of business education.

Distinguished Service Award

This award recognizes outstanding contributions to business education by an institution, organization, business firm, government agency, or individual associated with any of these groups.

Western NewsExchange

Western Business Education Association
Martin Runge, Newsletter Editor
440 Woodhill Drive
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Upcoming Events:

