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On the Web at
www.wbea.info

What's Inside

WBEA 2014-2015 Executive Committee	2
WBEA 2015 Conference Recap	2
Pro-D Leadership Training Grads	3
WBEA Awards Recipients	4
BE Publishing Advertising	5
WBEA/HBEA Conference 2016	6
Welcome Message—Kay Ono	7
Conference 2015 Exhibitors & Sponsors	8
Friends of WBEA Contribution Form	9
HowTheMarketWorks Advertising	10
NBEA Membership Form	11
CTE Research—What It Says	12
WNE Newsletters by E-Mail	13
Passing the Gavel to Kay Ono	13
Reunion—ASU Professor & Students	14
WBEA Business Partnerships	14
iCEV Online Advertising	15
Goodheart-Willcox Publisher Advertising	16
Flashback to Arizona 1977 Conference	17
Pictorial of Conference 2015	18
WBEA 2015 Awards Night Recipients	19
Workshop Presenters & Feedback	20
Résumés for Today	21
Executive Committee 2015-2016	22
The Last Word as Newsletter	23
Links to Learning	23
Upcoming Events	23
Hottest Digital Trends for 2015	24
Business Plan Advertising	25
Pictorial Highlights 2015 Conference	26
Fairytale Brownies Advertising	26

Western News Exchange

A Final Message from your WBEA President...

By Ken Kuhn, WBEA President 2014-2015, Port Moody, BC kenkuhn@shaw.ca

As the WBEA 2014-2015 year comes to a close, I accepted the half-gavel award from incoming WBEA president Kay Ono at the WBEA 2015 Conference in Scottsdale, Arizona last month. As the first Canadian president of any NBEA region, I tried to “think outside the box” to make a difference and to build the membership and services offered for our colleagues in the WBEA region. Thank you for your support and the honor of being able to serve as your WBEA president. A special thanks to my awesome WBEA executive for their outstanding contributions.

The WBEA 2015 Conference held in Scottsdale, Arizona is now over where “The HEAT was on—Highlighting Education And Technology” and now the good memories of the keynote addresses, workshop sessions, computer workshops, tours, exhibit and silent auction area, general sessions, and networking with colleagues are left with us. A very special thank you to Barbara Renner and Chris Liebelt-Garcia and their conference planning committee for their work to make the conference a huge success. Many, many kudos for their commitment.

The keynote presentations and workshop sessions were outstanding at the WBEA 2015 Conference. The presentations are on the WBEA webpage at <http://www.wbea.info/#>. Enjoy the links to knowledge and skills and your own professional development!

As I flew from Vancouver, Canada to Phoenix for the conference, I was able to see what a beautiful country we live in while flying over the snow-covered mountain peaks in Washington and Oregon, the sculptured mountains and plateaus of Utah, and the magnificent Grand Canyon. It gave me time to reflect on my visits to the many states I travelled to attending the various state conferences. More importantly, I thought back on the keynote addresses and workshops that I attended where various states had different curriculum focuses. I was impressed with the “pathways” that students could follow in Montana where they could receive dual credit from their high school as well as college. And the setting for the Oregon Conference was McMenemy’s Kennedy School which was a restored elementary school where the theme was “Back to the Future.” How appropriate for the setting. All the conferences were well-planned and exciting. One of the strengths of attending conferences is the networking with colleagues.

One of the commonalities that I found while attending the STP Conferences was the pressures our business education teachers are facing with the cutbacks to funding of our programs and the continual shrinkage of the courses we are able to offer as administrators focus on STEM rather than CTE courses. Our business education courses are under attack so we need to lobby and “sell” our courses to the administrators, counsellors, parents, and students. We teach the skills that are required in today’s—and tomorrow’s—work force and businesses. Be sure you are “selling” your course skill sets!



WBEA 2014-2015 Executive Committee www.wbea.info

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WBEA 2015 Conference Recap

By Barbara Renner, Conference Co-Chair, Phoenix, AZ, Barb.renner@gmail.com,

The 2015 WBEA Conference that was held in Scottsdale, Arizona, May 22-24, is now just a memory; however, the memories will linger a long time as we reflect on what we learned at a conference that boasted "The HEAT Is On; Highlighting Education And Technology." Luckily the HEAT was restricted to the workshops and not outdoors where it was a pleasant 85 degrees for most of the weekend.

I would like to thank everyone who attended the conference. It was a joy to reconnect with friends and colleagues and to meet new business educators who are passionate about their profession. Arizona hosted 111 attendees from the Western United States and Canada. As a sampling of who was in attendance, we had 12 first-time attendees, 28 from Arizona, 20 from California, 18 from Oregon, 3 from Alberta, Canada, and 2 from British Columbia, Canada. In addition, we were fortunate to have Delayne Havlovic, President of Mountain Plains Business Education Association and Geana Mitchell, President of Southern Business Education Association join us.

Two of the comments on the conference evaluations were "Corinne was great" and "Keynotes were excellent." Corinne Hoisington, Professor of Information Systems Technology at Central Virginia Community College was our keynote speaker and also presented three workshops. Her enthusiasm spread to the audience as she shared the latest up-to-date (and seemingly futuristic) technology. Corinne shared with us a fascinating app called aurasma.com. Check it out.

David Kravetz, co-owner of Fairytale Brownies along with Eileen Spitalny, spoke to the luncheon attendees about the rewards and challenges of running a small business from start up to expansion. A take-away from his informative presentation is something he has learned from dealing with employees for the last 22 years: "Hire slowly; fire quickly."

Mini-keynote speaker, John Mulcahy, Administrator for Professional Development and Adult Education for West-MEC, stated "It's Our Time—CTE." His humorous approach to presenting research and what people are saying about CTE made his talk enjoyable as well as encouraging. His slide show is posted at <http://www.wbea.info>; all CTE teachers should share it with their districts.

The conference tours were a big hit. The PING Factory received an excellent rating of 5. Due to a change, we were lucky to have been able to offer a Diamondbacks vs Cubs baseball game as a tour option. It filled up quickly. Mike, the Party Van driver, made the somewhat long rides fun. And attendees who had dinner at Rustler's Rooste got to see the sun set over the city of Phoenix. We even celebrated Donna Anderson's birthday. One person wrote, "Thanks for letting us see the city at night."

I hope all the attendees of the 2015 WBEA Conference had as much fun as the conference committee did. I know that everyone was able to take rigorous and up-to-date lessons back to your classrooms for next year. As one attendee wrote, "Excellent business information gained that can be used in the classroom."

Arizona wants to thank everyone who made the 2015 WBEA Conference a huge success. Hopefully we will see you again in February 2019.



Arizona Conference Committee

Standing Left to Right: Shea Padilla, Christine Black, Amanda Celaya, Tracey Celaya, Francis Bidleman, Kris Sheets, Lawrence Williams, Barb Renner, Ryan Hamilton, Chris Liebelt-Garcia

Sitting Left to Right: Julie Ellis, Rebecca McGinnis, Elena Sobampo, Anne Wisener

Professional Development Leadership Training 2015 Grads

WBEA Conference—Scottsdale, Arizona May 22, 2015

This year the 16th Professional Development Leadership Training graduated 11 professionals. The intent of the Leadership Training Workshop is to encourage Presidents-elect, Membership Directors, and those currently not involved in leadership positions to gain the skills and confidence to carry out the responsibilities of their office and/or committee assignment in their S/T/Ps, and for those not currently holding leadership positions to become involved within their professional organization. The Leadership Training Workshop was held in conjunction with the WBEA Conference "The Heat Is On" on May 22, 2015. Eileen Wascisin, WBEA Professional Development Director, along with co-directors, Kay Ono, WBEA President-elect, and Linda Snider, WBEA Membership Director, conducted the workshop. Check the www.wbea.info website for information on next year's workshop.

This year's participants were introduced and presented their certificates at the Friday evening Opening Session. The participants for 2015 were:

Julie Ellis is an Instructor at Vale Academy and High School, Tucson, Arizona. She is Arizona's President-elect.

Lynn Keane is an Instructor at Grossmont College, Poway, California. She is California's Membership Director.

Nancy Buck is an Instructor at Grossmont College and lives in Yuma, Arizona. She is interested in becoming more involved in leadership.

Ruth DePieri is from Commerce, California, and is ISBE's President-elect.

Cheryl Fujii is an Instructor at Kaua'i Community College, Lihue, Hawai'i. She is Hawai'i's President-elect.

Anne Chung is an Instructor at Hawai'i Community College in Hilo, Hawai'i. She is currently Hawai'i's President.

Dona Orr is an Instructor at the University of Idaho in Boise, Idaho. She is Idaho's President-elect.

Jenny Miller is an Instructor at the College of Western Idaho, Nampa, Idaho. She is Idaho's Membership Director.

Kristine Ruby is an Instructor at Shoshone High School, Gooding, Idaho. She is Idaho's President.

Nancy Stephens is an Instructor at Chemeketa Community College, Salem, Oregon. She is Oregon's President.

Kristina Yamada is an Instructor at Mountain High School, Kaysville, Utah. She is Utah's Membership Director and WBEA Awards Director.

Congratulations to this outstanding group of educators!



(L to R) Kristina Yamada (Utah), Nancy Stephens (Oregon), Kristine Ruby (Idaho), Jenny Miller (Idaho), Anne Chung (Hawai'i), Cheryl Fujii (Hawai'i), Nancy Buck (California), Ruth DePieri (California)

Since the Professional Development Institute's inception at the Vancouver, British Columbia, Conference in 2000, 124 teachers and administrators have participated in the Professional Development Leadership Training Workshop. Funds for this leadership development opportunity are raised through the Silent Auctions held at each yearly conference as well as partial proceeds from the pineapple pull.

WBEA 2014-2015 Executive Committee (Continued)

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Western Business Education Association's 2015 Awards

The Western Business Education Association recognized individuals who have made outstanding contributions to business education. At its May 24, 2015 Awards Banquet at the WBEA Conference held in Scottsdale, Arizona, the following awards were presented.

CONGRATULATIONS to the following recipients!



Outstanding Business Educator DISTINGUISHED SERVICE

Eileen J. Wascisin

Outstanding Business Educator POST-SECONDARY



Nancy Noe

Linn-Benton
Community College
Albany, OR

Outstanding Business Educator POST-SECONDARY



**Theresa "Terri"
Savarese**

San Diego
City College
San Diego, CA

Outstanding Business Educator HIGH SCHOOL



Tina Fulks

Desert Oasis
High School
Las Vegas, NV

Outstanding Career & Technical Student Organization Advisor



Scott Anderson

Baker High School
Baker, MT

Robert J. Thompson Membership Award

Presented to the S/T/P Membership Director who reaches the highest percentage of the NBEA membership goal by June 30, 2014 and has complied with all director responsibilities.

Sherry Stidhum, Nevada Business Education Association

S/T/P Communication Recognition Program

OBEA Newsletter, **Sue Van Meter**, Oregon Business Education Association

Introducing... When Am I Ever Going to Use This? Poster Series

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this?**

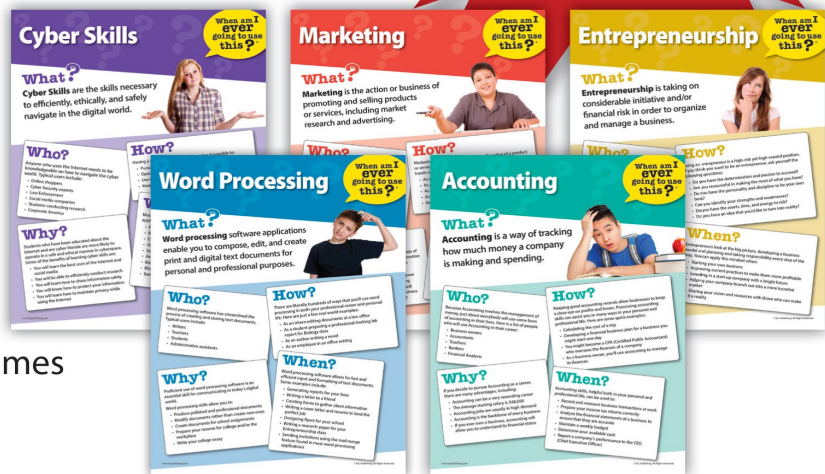


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WBEA/HBEA 2016 Conference

It's hard to believe, but the WBEA/HBEA 2016 Conference will be here in Honolulu in 9 months! We are so excited to be able to host our regional business educators at the beautiful Waikiki Beach Marriott Resort & Spa. Many of you may remember we hosted the WBEA/HBEA 2006 Conference at the same location. It is right across from the beach, and the facilities are excellent.

The conference will be held from Friday, February 12, 2016 to Monday, February 15, 2016. Please put the dates on your calendar and plan to attend. The general schedule is as follows:

Friday, February 12, 2016

- Registration
- Tours
- Computer Workshops (1-6)
- Opening Session at 5:30 pm
- Exhibitors' Reception



Saturday, February 13, 2016

- Exhibits
- Computer Workshops (7-10)
- Breakout Sessions (1-16)
- Lunch and General Session
- Germaine's Luau event



Sunday, February 14, 2016

- Breakout Session (17-28)
- Awards Dinner

Monday, February 15, 2016

- HBEA Awards and Election Breakfast

If you are interested in staying in the hotel, we have a low rate of \$229 per night. You will want to book your room early as the hotel will limit the number of rooms at that rate, and we will likely sell out. The booking code is: LY7LY7A, and the room block is under WBEA/HBEA 2016 Conference if you call. Use this link to book your room online: bit.ly/wbea2016hotel. The room rate includes in-room Internet access, and there is an option to waive the additional resort fee. The room rate will be available for three days before and after the conference dates.

The early conference registration fee is \$230 and the deadline is December 1, 2015. The conference registration fee includes the cost of the Friday reception, Saturday luncheon, and Sunday dinner, and this is a great opportunity to network with local and regional colleagues. Register at <http://hbea.org/WBEA2016.html>. We hope you will join us!

Welcome Message to WBEA Colleagues—Aloha

By Kay Fujimoto Ono, President-elect 2014-2015

The school year has come to a close and I am already looking forward to the 2015-2016 academic year. If you attended the WBEA/ABEA 2015 Conference, I know you had a great time—professionally and personally. Thank you to the Conference Co-chairs, Barbara Renner and Chris Liebelt-Garcia. They are pros at planning and executing a conference, and their experience showed in a well-organized conference. Thank you to the entire Conference Committee and to all the ABEA members that welcomed WBEA to their home.

The Sunday Awards Dinner is always a WBEA Conference highlight. It was my honor to present Ken Kuhn with a plaque commemorating his year as WBEA President. Ken has worked tirelessly on behalf of WBEA, and we thank him for his dedication, service, and leadership as WBEA President.

Congratulations to all the award winners and to those individuals that took the time to nominate these outstanding individuals. Please start planning now to nominate your colleagues that deserve WBEA recognition. Detailed information will be in the Fall WNE Newsletter and on the WBEA website (www.wbea.info). All award deadlines are December 1, 2015.

At the WBEA Executive Board meeting on May 22, 2015, two officers of the Executive Committee were elected. Congratulations to Elaine Stedman (President-elect) and Dr. Brenda Jacobsen (Treasurer). Mahalo (thank you) to the individuals that will serve on the WBEA 2015-2016 Executive Committee.

WBEA Officers

President, Kay Fujimoto Ono (Hawai'i)

President-elect, Elaine Stedman (Montana)

Treasurer, Dr. Brenda Jacobsen (Idaho) – Term: Year 1 of 2

Secretary, Janie McFarland (Montana) – Term: Year 2 of 2

Past President, Ken Kuhn (British Columbia)

WBEA Director (NBEA Representative), Roietta Fulgham (California) – Term: Year 1 of 3

Standing Committee Directors

Awards Director, Kristina Yamada (Utah) – Term: Year 2 of 2

Legislative Liaison, Tina Fulks (Nevada) – Term: Year 2 of 2

Membership Director, Linda Snider (California) – Term: Year 2 of 2

Newsletter Editor, Chris Liebelt-Garcia (Arizona) – Term: Year 1 of 1 (Renewable for 2 additional years)

Professional Development Director (WBEA Director), Roietta Fulgham (California) – Term: Year 1 of 3

Telecommunications Director/Webmaster, Della Anderson (Hawai'i) – Term: Year 1 of 1 (Renewable for 2 additional years)

By the time you read this newsletter, the WBEA 2015-2016 Summer Planning meeting will have taken place in Los Angeles. The new Executive Committee and Board will begin its duties on July 1, 2015. We thank those outgoing WBEA officers and Standing Committee Directors for their service to WBEA and its membership.

WBEA Officers

Past President, Christy Ekroth (Oregon)

Treasurer, Barbara Renner (Arizona)

WBEA Director (NBEA Representative), Eileen Wascisin (Washington)

Standing Committee Directors

Newsletter Editor, Ken Kuhn (British Columbia)

Professional Development Director (WBEA Director), Eileen Wascisin (Washington)

Telecommunications Director/Webmaster, Darlene Marquardt (Oregon)

Please enjoy your summer because it's a time to rest, relax, reflect, and rejuvenate. As I begin my journey as your WBEA President, may I remind you that WBEA is OUR professional organization and each member is valued. One person cannot steer the canoe; it takes a team working together to move forward. Let's join together as we are *Lōkahi--United on the journey to success*.



Some of our WBEA 2015 Conference Exhibitors **Thank You! Thank You!**



Pictured top right clockwise:
Mark Brookshire, HowTheMarketWorks
Stacy Leitner, A Great Day's Work
Michael Gecawich, BE Publishing
Lori Monson, Certiport
Trish Bobst & Anna Poulos, Cengage



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Please mark the appropriate box: Contributor <input type="checkbox"/> Retiree <input type="checkbox"/> Part-Time Instructor <input type="checkbox"/>	
Amount of Contribution: _____ (make checks payable to 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 newsletter by e-mail
- Regional WBEA conference fees at member rates
- Not eligible for NBEA or WBEA awards recognition

Complete the above form and mail your "Friend of WBEA" contribution to:

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Your rank is 0/110

This is as of: Apr 08, 2015 18:32

Rank	Username	Starting Value	Current Portfolio Value	% Gain / Loss
1	CabreraHoward	\$0,000.00	\$0,020.08	0.20%
2	Montenachudon	\$0,000.00	\$0,019.00	0.19%
3	17YauLee	\$0,000.00	\$0,014.30	0.14%
4	jan2213a	\$0,000.00	\$0,013.30	0.13%
5	tingjohnson	\$0,000.00	\$0,010.00	0.10%
6	xandukare55	\$0,000.00	\$0,008.88	0.09%
7	jeremyrobertson	\$0,000.00	\$0,006.75	0.07%
8	Berman1996	\$0,000.00	\$0,005.96	0.06%
9	anthony22	\$0,000.00	\$0,000.30	0.00%

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WBEA Region

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- 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--Delta Pi Epsilon (ARBE--DPE)

MEMBERSHIP CLASSIFICATION

- ☐ Professional \$ 85
- ☐ Professional / International Society for Business Education (ISBE) .. \$115
- ☐ Professional / Assn for Research in Business Educ--Delta Pi Epsilon \$145
- ☐ Professional / ISBE / ARBE--DPE \$175

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.

WBEA Region

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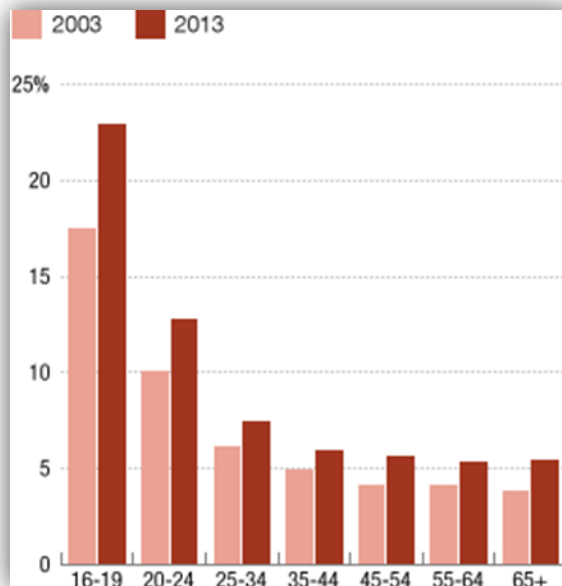
What the Research says—It's Our Time!

Highlights and Notes by Ken Kuhn taken from the Keynote Address by Dr. John Mulcahy

I had the pleasure to listen to the research and thoughts of Dr. John Mulcahy at the WBEA 2015 Conference in Scottsdale, Arizona. His Powerpoint slides are available at: <http://www.wbea.info/new/conferences/Presentations%202015/Presentations2015.html>.

He enlightened the audience about the case that Career & Technical Education (CTE) should be front and center of our curriculums to meet the needs of the 65 to 70% of the students who are not heading to university for a degree—but instead are going into the labor market. These young people are needing to prepare themselves for life after high school and hopefully be trained to meet the needs of the current labor market demands.

The CTE programs that he was talking about are not the vocational education programs that used to be offered when I was teaching, but instead are the programs that teach the skills for the high-demand, high-paying jobs demanded by today's industry. These CTE programs are needed to meet the crisis in mobilizing the 5.8 million younger generation who are neither in school nor are working. The graph below shows the higher under-employed and under-educated levels in the year 2013 comparing to the year 2003.



Dr. John Mulcahy

Student debt load from post-secondary courses is also up. Forty million Americans currently have outstanding loans, which is up from 29 million in 2008—and the average debt is \$29,000. Market Watch, May 19, 2015 says about half of students expect to be supported financially by their parents for up to two years after graduation.

The Skills Gap—Who Can Fix the Gap?

Middle skill jobs currently represent 48% of the workforce (69 million jobs). Boomers are retiring and 47% of all new job openings from 2010 to 2020 will fall into the middle skill range. This is where the new skills training of CTE courses meet the demand for the labor market.

CTE participation has a positive effect on students' academic engagement as measured by the likelihood of dropping out and absenteeism. Involvement in CTE reduces the likelihood of dropping out. Students in CTE are also far less likely to be absent from school. Data from four years were analyzed. Taking two or more CTE courses is the key to ownership in the program.

Techniques Magazine, February 2014 states that "According to data from the National Center for Education Statistics, the majority of CTE students in high school continue on to post-secondary education, and those who join the workforce outright or work to supplement their incomes as they pursue further education are often in a better financial situation than high school graduates who did not pursue CTE."

What is needed is a re-visioning of CTE ...providing students with the skills they need to move through a viable career pathway and continue their education and training to make that pathway a reality. What is needed is high-quality CTE.

These courses, many which can result in professional certification, are a far cry from shop class, and are focused on in-demand fields such as engineering, sports medicine, sustainable energy and software development. "Career and technical education has changed. It is not vocational education," said Dr. John Mulcahy.

"Career and technical education is the ticket to staying in school, obtaining skills and persisting in post-secondary education," said Mulcahy, "and is the ticket to economic independence."

For some, this is a career choice. For others, this is a stepping stone to reach their ultimate career of choice. Students can jump start their college careers through classes, and some students earn a two-year associates degree the same year they graduate from high school.

What the Research says—It's Our Time! (Cont'd from Page 12)

Highlights and Notes by Ken Kuhn taken from the Keynote Address by Dr. John Mulcahy

"Fifty three percent of American children now come from families that are below the poverty level," Mulcahy said. "All these folks get that their children must have the skills to enable them to rise to and enjoy the middle class." "Nationally, 94% of high school students and 13 million post-secondary students are in career and technical education, which is seen as part of the solution to high school dropout rates, a weakened economy, global competitiveness and massive layoffs."

CTE classes allow students to experience the world of work and industry while also preparing them for college and industry options. They will never be sorry they took a welding course or a computer course as it is a life skill. Parents and administrators need to appreciate that Math, English, Science and Economics are embedded in many CTE classes.

The increased rigor and relevance of the courses keep students in school. Of the CTE programs offered, new programs like film and TV, engineering science and robotics, sports medicine and rehabilitation services, biosciences and nursing are increasing in popularity. Several programs have remained in demand over time in culinary arts, cosmetology, automotive technologies, welding technologies, sports medicine and rehabilitative therapies, computer assisted drafting and design, business management and administrative services, nursing assistant, and professional sales and marketing.

Are you meeting the needs of your students and the demand of the current labor market? Are you offering skills that the students want and will give them dual credit in a technical school? Look at the research. Share the information with your counselors and administrators—and build your CTE program.

**If you want the WNE newsletters sent to you by e-mail,
please contact Chris Liebelt-Garcia, chrisliebelt_garcia@yahoo.com.**

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 Chris Liebelt-Garcia, the 2015-2016 WNE newsletter editor, 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 21st Century.

Passing the Gavel and Leadership to Kay Ono, WBEA President 2015-2016

By Ken Kuhn, WBEA President 2014-2015

It was with pleasure that I passed on the gavel and WBEA leadership on to Kay Ono for the 2015-2016 term of office. I have known Kay for many, many years and have always appreciated her strong work ethic and leadership. I know that she will continue to lead this organization, the executive committee, and her Hawai'i conference committee with her outstanding planning and leadership skills.

I look forward to working with Kay to build further WBEA business partnerships and to offer more services to our WBEA members with these companies. Please see our webpage to see the offerings we have already. We will also continue to offer our Friends of WBEA contribution opportunities so the instructors who want to have an affiliation with our WBEA region can do so seamlessly. Our strategic plan includes identifying and recruiting business education instructors for new memberships by identifying changing demographics within our region. The plan also provides more support for our STPs regarding their communications (newsletters and web pages) with their members, their conferences, and promoting their memberships. We also want to have a stronger web presence on our WBEA web page so it services our members with more information and provides services our members want.

Kay and our executive committee will work closely to identify the interests and needs of our WBEA members so we can more closely align our energies to meet those interests and needs and "grow" the WBEA into a stronger and more influential organization that represents our instructors in the WBEA region.

Once again the WBEA executive committee has strong, committed members. Kay will keep us all on task so we reach our goals and objectives. Kay and her conference committee have already been working very hard to make the WBEA/HBEA 2016 Conference in Honolulu one that is memorable for all of us. Book your flights and hotels now so you can attend. Aloha!



An Arizona Professor and Two Students re-unite at WBEA 2015 Conference

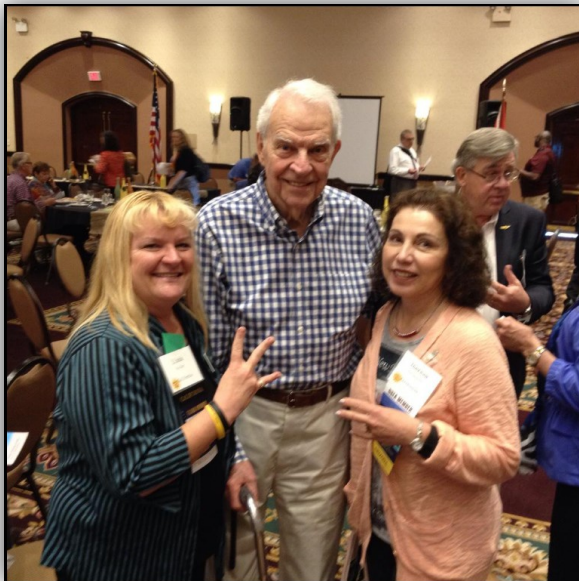
By Theresa "Terri" Savarese, San Diego City College, CA and Linda Snider, Grossmont College, CA

Windows 10. Twitter. Sway. Flipped Classroom. These are all terms used in today's classrooms and topics presented at the recent Western Business Education Association conference in Scottsdale, Arizona. All in attendance experienced a wonderful time. An added plus for both of us was being awarded the Outstanding Postsecondary Educator (Theresa current recipient and Linda last year).

We have known each other nearly 30 years when we met as fellow FBLA advisors at different high schools in the Phoenix area. We kept in touch when Theresa moved to San Diego for a community college position. Soon after, Linda got a job in the San Diego area at a neighboring community college. We were both members of the Arizona Business Education Association and are current California Business Education Association members and have kept in touch over the years.

Good Morning, Sunshine. What's new in your school? Leaders in Business Education. Professional Associations. These are words we remember from our methods class professor, Dr. Robert Gryder, at Arizona State University many years ago. We have fondly remembered him over the years and spoken of how he has contributed to our classroom success.

Before the conference, we both wondered if he would attend. Imagine the surprise we both got when we saw Dr. Robert Gryder attend the Saturday luncheon! After the lunch, we went up to Dr. Gryder. We covered our nametags, and of course, he remembered both of us (he remembered information from both of us—*after 50 years of teaching!!*) Dr. Gryder was turning 91. A photo of the three of us is shown below.



Pictured left to right:
Linda Snider, Dr. Robert Gryder,
Terri Savarese

Yes, Terri and I are shown here with Dr. Robert Gryder, a retired professor from Arizona State University where we both earned our undergraduate and graduate degrees in Business Administration and Business Education. We're flashing our Sun Devil pitchforks!

We will forever be grateful to Dr. Gryder, especially for the opportunity he provided for my husband, Bob Snider, to be able to student teach during the summer in order to become certified as an educator by fall. Back in the 1990s, this was relatively unheard of, so being able to secure two locations in the Mesa school district was such a blessing! At summer's end, Bob earned his undergraduate degree in Education from ASU, of course, obtained his teaching credential in secondary education and a job offer from Tolleson Union High School.

With the fast pace of technology, online learning, and the internet changing the world of work, it is easy to think that classroom interactions with instructors and students are impersonal. After seeing our major professor again after many years was a very rewarding and heart-warming experience.

WBEA Business Partnerships Announced

The WBEA announces that they have started eight exciting business partnerships that have added many videos and teaching resources to our WBEA webpage. The following companies are our new business partners: BE Publishing, HowTheMarketWorks.com, Sage Accounting, G-W Publisher, National Geographic Learning/Cengage Learning, brassMEDIA, iCEV Online Courses, and Certiport. Visit the new links at <http://www.wbea.info/new/partners/BusinessPartners.html> on our WBEA web page for these resources.

More business partners and more links to free teaching resources will be added in the future. If you have a strong company in your area that would be a good new partner, please contact either Ken Kuhn or Kay Ono, our new WBEA president, to start the process of building a new partner.





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A Flashback to Another Arizona WBEA Conference 1977

By Ken Kuhn, WBEA President and WNE Newsletter Editor

The year was 1977—almost forty years ago. Arizona was hosting the WBEA Conference in Scottsdale and it was a conference movie buffs would appreciate. And after you read the workshop titles and topics you will be transported back in time when typewriters were business; shorthand was business; consumer education was business; distributive education was business. Word processing was the future.

Dr. Bob Thompson, of Foothills College, Los Altos, CA was the NBEA Regional Rep. at the time. Kris Sheets was Secretary of the Arizona Business Education Association. Terri Savarese was a new teacher at Gerard High School, in Phoenix and was a host for one of the workshops. (*And a special thank you to Terri for sharing the WBEA 1977 Conference program with me for this article.*) Dr. Lohnie Boggs was the WBEA President from Arizona and Mary Anne Bamrick was the WBEA Conference Chairperson.

The WBEA Fiesta Del Sol Convention was held at the Camelback Inn from May 27-30, 1977. The theme was “On With The Show!” Friday Executive Committee meetings started at 8:00 am, followed by Nominating Committee at 10:00 am, followed by the Executive Board meeting at 1:00 pm. Registration started on Friday at noon. Conference attendees attended a General Workshop on Improving Instruction on Distributive Education in the afternoon or went on tours. The Opening General Session was on Saturday at 8:30 with sessions following all day. Sunday morning started with a tennis tournament, a golf tournament, a non-denominational church service, and sight-seeing tours. The Second General Session started at 1:00 pm with workshops following all day until the WBEA Banquet on Sunday night. Monday morning started with a continental breakfast followed by more workshops and the Closing General Session was from 12 to 2 pm. That was a jam-packed conference!

Here are the events and workshops with the overriding “movie” theme running throughout the program.

“West Side Story” Opening General Session on Saturday from 8:30 to 9:45 am

“Hit Parade”—the exhibits

Saturday workshop titles and topics included the following:

“How to Succeed in Business Without Really Trying” Attitude Improvement and Motivation Ideas for the Classroom

“The Hustler” Problems and Opportunities in Business Education by 1980

“Blackboard Jungle” Exceptional Students in Business Education

“Star Trek” Proprietary Schools

“Money Changers” Consumer Education—What, Where, When, & How in Business Education

“Greatest Show on Earth”—Using Media to Promote Business Education

ACT I Scene I “Greatest Story Ever Told” Public Relations Ideas for the Classroom

Scene II “The Sunshine Boys” Getting Senior Citizens Involved as Resource People

ACT II Scene I “The Wizard of Oz” Key Communicators—Who They are in Public Relations

Scene II “The French Connection” Writing to Communicate

“Search for Tomorrow”—Exhibits and Refreshment Break

Saturday night 6:30-7:00 “Hard Day’s Night” Beer Bust

7:30-10:00 “The Other Side of the Mountain” Steak Fry

Sunday morning started with some choice activities with a “Love Story” tennis tournament from 7 to 12, or “One Flew Over the Cuckoo’s Nest” golf tournament from 7 to 9, or “Learning to Listen” church service from 9 to 9:30, or sight-seeing tours from 9:30 to noon. The Second General Session started at 1:00 to 2:00 with “No Deposit, No Return” talk on Professional Recycling. The following workshops followed all afternoon:

Rerun 3:30 - 4:30 p.m. North Peace Pipe Room
“PAPER MOON”
 Typewriting - 1977
 Speaker: Fred Winger, Oregon State University, Corvallis, OR

Chairperson: Beatrice K. Tracy, Tucson, AZ
 Host: JoAnn Poe, Chandler High School, Chandler, AZ
 Reactor: Rosa Rodarte, Chandler High School, Chandler, AZ

Rerun 3:30 - 4:30 p.m. Prescott Room
“WHAT’S MY LINE?”
 Improving Shorthand Transcription
 Speaker: Lorraine B. Skaff, Associate Professor of Business Southern Oregon State College, Ashland, OR

Chairperson: Duane Lindquist, Clover Park Education Center, Tacoma, WA
 Host: Sue Stout, Clover Park Education Center, Tacoma, WA
 Reactor: Robert Gryder, Professor Arizona State University, Tempe, AZ

Rerun 3:30 - 4:30 p.m. Tucson Room
“GONE IN 60 SECONDS”
 Integrating Data Processing into all Business Education Classes.
 Speaker: Eugene Muscat, San Francisco City Schools, San Francisco, CA

Chairperson: Toby Jalowsky, Arizona Department of Education, Phoenix, AZ
 Host: Dorine Chancellor, Eastern Arizona College, Thatcher, AZ
 Reactor: Barbara Ellsworth, Mesa Community College, Mesa, AZ

Rerun 3:30 - 4:30 p.m. South Peace Pipe Room
“2001: A SPACE ODYSSEY”
 Word Processing: The Future is Now!
 Speaker: Larry Schlott, Word Processing, Inc., Phoenix, AZ

Chairperson: Martha Phillips, Phoenix College, Phoenix, AZ
 Host: Wallace Menckel, Carl Hayden High School, Phoenix, AZ
 Reactor: Julia Farley, Coronado High School, Scottsdale, AZ

A Flashback to Another Arizona WBEA Conference 1977 (Cont'd from Page 17)

By Ken Kuhn, WBEA President and WNE Newsletter Editor

"Paper Moon" Typewriting 1977 by Fred Winger, from Oregon State University.

"What's My Line?" Improving Shorthand Transcription

"Gone in 60 Seconds" Integrated Data Processing into all Business Education Classes

"2001: A Space Odyssey" Word Processing: The Future is Now!

"Take the Money and Run" Accounting: Current Problems and Issues

"Six Million Dollar Man" Distributive Education and DECA 1977

"Midway" Relationship Between Universities and Community Colleges

"The Graduate" Changing Role of Higher Education

"Two-Minute Warning" Supervisors of Business, Office and Distributive Education: Leadership

"The Sting" was a margarita party at pool side starting at 6:00 pm followed by "Guess Who's Coming to Dinner?" WBEA Banquet.

Monday morning started at 8:00 am with a continental breakfast called "Breakfast at Tiffany's" followed by individual improvement sessions called "Paint Your Wagon".

"Great Expectations" Negotiations and You

"Sounder" Are you Listening? Listening skills

"Three Coins in a Fountain" Investments for Teachers

"Oliver Twist" Non-Verbal Communication (Body Language)

"Rich Man, Poor Man" Income Tax Tips for Teachers

The Closing General Session "The Last Act"...then "Gone With The Wind" concluding luncheon was Monday from 12 to 2 pm. "The Critic's Choice" The Last Tango and the "Final Curtain" for adjournment—and safe trips home for everyone on Memorial Day.

Pictorial Review of the WBEA 2015 Conference



Some California Attendees



Rustler's Rooste
Western Dinner



Some Oregon Attendees



Registration Desk with Lauren
McCoy and Elena Sobampo



Co-Chairs Barb Renner &
Chris Liebelt-Garcia



Hawai'i 2016 Conference Co-chairs
Warren Kawano and Della Anderson

The WBEA 2015 Award Recipients at the Awards Dinner



At left: Ken Kuhn, WBEA President, Eileen Wascisin, Outstanding Business Educator Distinguished Service, nominees, Rita Figlenski, and Kay Ono (left to right)



At right: Nominee Mary Ann Lammers, Ken Kuhn, and Nancy Noe, co-recipient of the Outstanding Business Educator Post-Secondary (left to right)



At left: Nominee Linda Snider, Ken Kuhn, WBEA President, and Theresa Savarese, co-recipient of the Outstanding Business Educator Post-Secondary (left to right)



Above: Nominee Thomas Anders, Ken Kuhn, WBEA President, and Outstanding Business Educator High School (left to right)



At left: Ken Kuhn, WBEA President and Sue Van Meter, Outstanding Newsletter Editor, recipient from Oregon Business Education Association

Feedback Comments and some Workshop Presenters at #WBEA2015

Gathered from E-Mails to Ken Kuhn from Conference Attendees

Thanks so much for your e-mail, Ken. I'd like you to know that I was very impressed with the WBEA Scottsdale Conference. There was a wonderful tone to it that was most supportive and interesting. My husband and I both attended (as the Canadians!), enjoying the keynotes, and particularly the breakout session on entrepreneurship Saturday morning. Diane Sherley

Thanks for the note Ken, I appreciate the kind words. Great job leading this organization. Hopefully we cross paths again! Ryan Hamilton



Thank you for your service to WBEA as President. I've never seen a president so devoted to the success of an organization. Your innovative ideas and networking with the other regions has strengthened WBEA in so many ways. It was a pleasure serving on your Board and planning the conference with you. Barbara Renner

I loved the conference. The information I am bringing back to my district will make a big difference in providing a current curriculum for my students. Corrine Hoisington mentioned that her slides would be available to download after the conference. Is there a link available to that site? *(Editor's note: Slides of many workshops are on the WBEA website at <http://www.wbea.info/>)* Nancy Francis



I had a really nice time at the conference in Scottsdale and greatly appreciate all the hard work and dedication of your executive board and committee. You've done a tremendous job during your presidency--thank you! Cheryl Fujii

Great job this year, Ken; and especially, under some extreme situations. Thanks for your support and congratulations on a job well done. Kay Ono

Thank you, Ken! The WBEA conference was great and the venue was terrific. I enjoyed the entire weekend and took back so much that I'm looking forward to sharing. Thank you for a wonderful job as President and your part in organizing the conference. I appreciate everything you did. Dona Orr



Thanks for a great WBEA Conference, Ken. It is valuable for my current assignment and I've already started using the materials. Ahni Dodge

Thank you for your email message, Ken. I want to thank you for a wonderful experience at the Scottsdale Conference and I found the topics and activities to be very timely and interesting. Attached is the completed copy of the form that you sent. Looking forward to seeing at the WBEA 2016 conference. *(Editor's note: Forms are my letters to their principal or supervisor thanking them for allowing attendance at the conference and funding support.)* Patricia Lynn

Thank you, Ken! I've enjoyed my WBEA friends since my first WBEA conference in 2001 when my publisher funded my attendance. Since then, I've attended representing Capella a few times and now as a Friend of WBEA. My membership check is in today's mail. To me, WBEA is totally awesome. I've formed so many lifelong colleagues. The events are top notch and fun. Eileen Dittmar



Thanks Ken. You did a great job representing WBEA as president this year. Your enthusiasm and spark is a boost for our organization. I attached the form as requested. See you soon. Nancy Noe

Hi Ken. Thank you so much for providing WBEA participation letters to our supervisors. This extra effort is very much appreciated. Have a great summer. Linda Owen-Cooper

Thanks for the nice email Ken. See you in November. Glad to see that you enjoyed your Past Presidents' roast. It was fun to plan it. Have a great summer. Pauline Newton



Résumés for Today's Market

By Ken Kuhn, WBEA President, Port Moody, BC Canada

Adam Lewis willingly put himself through the ordeal of applying for sales, service, and support jobs at a string of New York City retailers. He repeatedly saw the same thing—long lines outside stores, companies shutting off revenue generating space to hold hiring events, where jobseekers (often customers too) were waiting in line filling out long forms before a three minute interview with the assistant manager. Otherwise companies were sending these jobseekers back to computers to apply in a similar way as they would for a corporate position.

"It was a terrible experience," Lewis says—"but this, in a way, was precisely the point." Rather than hoping for a job selling shirts, the entrepreneur, now 32, was doing research into how companies connect (or don't) with potential employees. In 2013, his fact-finding mission at an end, Lewis launched Apploi, a job-hunting app (<https://www.apploi.com/>) that recently raised more than \$7 million in private equity investment. The hours of misery paid off. Apploi's CEO, Adam Lewis, launched the company to allow service industry workers put their best foot forward in job interviews. Designed as a sort of central system for applications as well as a way to share videos of your personality and skills, it's already helping hundreds of folks find work. Employers, in turn, can watch a candidate's demeanor when confronted with, say, an especially demanding customer (or, at least, an actor playing that role).

The company offers a mobile and browser-based application process and also sets up hiring kiosks in malls and busy areas where multiple employers can grab walking traffic. Users can submit multiple applications and even show off their skills by shooting short videos. "We give people real-life situations," Lewis says. "For a bartender, you want a great smile while he's making a Manhattan. There is no way you can get passion from a résumé."

It's more interactive (candidates can answer questions that are set by companies in multiple formats) and provide companies with the data that they need to make informed decisions — often hiring cycles for these jobs are less than 24 hours, and personality, commitment, passion and time-availability are much more important for many of these jobs than exam results," said Lewis.

It may be premature to pronounce that the traditional résumé dead, but technology has at least provided alternatives. In 2011, frustrated job seeker Matthew Epstein created a YouTube video in which he appeared in a fake moustache and boxer shorts saying "Google, Please Hire Me". Google didn't hire him but he did land a position with a San Francisco tech startup. Today, Epstein is on the other side of the table, interviewing prospective employees as vice president of marketing at Zenefits, (<http://www.zenefits.com/>) an HR software company.

Employment coaches say that while creative gimmicks occasionally pay off, they usually backfire with no resulting interview. Dawn Penfold, president of career management company Meetingjobs, (<https://meetingjobs.com/>) suggests job seekers harness social media and personalize their applications with services like VisualCV, (<https://www.visualcv.com/>) which allows users to embed colorful graphics and video components into their résumés.

"You can't just have a general résumé," says James Clift, VisualCV's CEO, "personalization is seen as a must." Job-specific video attachments on résumés are a good idea, Clift adds, as long as the applicant doesn't get carried away.

Job seekers are not the only ones getting more creative. Increasingly, candidates are blindsiding candidates with queries like "How many gas stations are there in Manhattan?" and "How many golf balls would fit in a plane?" While such questions may appear frivolous, they do serve a purpose. "The idea is to show how you problem solve," says Barbara Safani, owner of career management firm Career Solver. They don't expect you to know the answer."

While Google was once renowned for springing such brainteasers on applicants, the company has now disowned the practice. According to the Lazlo Bock, Google's senior vice president of people operations, these mental curveballs are designed to put candidates off-kilter, which reinforces the imbalance of power that characterizes most job interviews.

The conventional power dynamic, however, may be starting to shift. As the unemployment rate drops and a potential talent crunch looms, companies are turning to the kinds of tactics familiar to users of Apploi. Using Match-Click, (<http://www.match-click.com/>) an online service launched last year, firms can record video clips highlighting their attractive working environments, interesting employees and exciting projects—thereby, the thinking goes, attracting the best candidates.

But Bock knows all too well, it doesn't always pay for employers to get too clever. He recalls a billboard campaign Google ran a decade ago that featured a "cryptic puzzle" aimed at curious computer engineers. Solving the riddle led to a web page that invited the person to apply for a job. "We hired exactly no one from that gimmick," Bock says. "Not every crazy idea is a good one."



Downtown Freddie Brown In Memoriam

Fred W. Brown, Jr., (May 21, 1936-April 25, 2015) has left the auditorium on April 25 in Vancouver, BC. He was 78. He got his teaching degree from UW, Seattle, then taught business education for 30 years at Kitsilano Secondary School, Vancouver. He won BC Teacher of the Year and helped replace manual typewriters in the schools with IBM Selectrics. "Downtown Freddie Brown" worked as a DJ in Vancouver, and DJ'ed for the high school dances, moving the prom into the Orpheum Theater. He supported the BC Blind Sports Association. Fred would want you to listen to music you love with somebody who makes you laugh, and remember him. His memorial service was held Friday, May 8, at 2 p.m. at Lake Stevens, Washington.

Your New WBEA Executive Committee 2015-2016



Back Row left to right: Ken Kuhn, Past-President (BC), Janie McFarland, Secretary (Montana), Roietta Fulgham, WBEA Director to NBEA (California), Tina Fulks, Legislative Director (Nevada), Dr. Brenda Jacobsen, Treasurer (Idaho).
Front Row left to right: Elaine Stedman, President-elect (Montana), Kay Ono, President (Hawai'i) Chris Liebelt-Garcia, Newsletter Editor (Arizona), Kristina Yamada, Awards Director (Utah), Linda Snider, Membership Director (California).
Missing: Della Anderson, Webmaster & Digital Media



WBEA/HBEA 2016 Conference Hawai'i

Here is the direct link to our WBEA/HBEA 2016 Conference special rate at the Waikiki Marriott Resort & Spa. I have also included details about booking a room below. Room rate of \$229/night includes in-room Internet access and an option to waive the additional resort fee. bit.ly/wbea2016hotel

The booking code is: LY7LY7A
Room block under: WBEA/HBEA 2016 Conference

Rate available from 02/08/16 to 02/17/16. If booking a reservation that includes dates outside of these dates, reservations must be made by calling the Marriott Reservations at 1-800-367-5370. Be sure to identify yourself as part of the Western Business Education Association WBEA/HBEA group.

WBEA/MBEA
Bozeman
Montana
February 16-19
2017
SAVE THE DATE!
For questions contact Janie McFarland
JaniehmcFarland@yahoo.com

A circular logo with a blue background. It features two people skiing down a snowy slope. The text "Elevating Business Education" is written in a circle around the top. Below the skiers, the word "Bozeman" is written in a stylized font. At the bottom of the circle, it says "WBEA 2017".

"It keeps me from looking at my phone every two seconds."

The Last Word...as Newsletter Editor

By Ken Kuhn, WNE Newsletter Editor

As this is my last newsletter as WNE Newsletter Editor, I would like to share with you that it has been tremendous professional development for me to research, edit, and communicate with the many writers who have contributed to each of the newsletters. I started with the Fall 2010 edition and this one is the 16th newsletter that I have done. A lot of work—a lot of pleasure and accomplishment. It has been a pleasure providing good and interesting articles to you.

The newsletter has had articles by our Executive Committee members sharing the information that they have, advertising for conferences, information shared by various STPs about what they are doing, articles written by teachers sharing lesson ideas, articles of interest to members, and many links for further resources and interesting readings.

Over the 16 newsletters we have had advertising revenues that brought in \$9,575 to bring our total costs of printing and postage of \$21,757.82 down to \$12,182.82. I hope our advertisers have had good business from you to support their advertising to contact you and share information.

The advertising in this electronic newsletter was placed at no charge to our advertisers as a gesture of goodwill for their support of the WBEA and our conferences. Please support them!

I hope that the new WNE Newsletter Editor, Chris Liebelt-Garcia, enjoys the process of producing a newsletter as much as I have. I wish her well in the new endeavour.

Links To Learning

By Ken Kuhn, WNE Newsletter Editor



One of the WBEA 2015 keynote speakers and workshop presenters was Corinne Hoisington. Links to many of her past Powerpoint presentations are at <http://1drv.ms/1JgvR6v>. Enjoy the professional development. Free and open blog for business teachers to provide weekly information on Microsoft Office and Windows releases can be found at <http://cengageofficeblog.com>.

The bring your own device (BYOD) movement in K-12 schools has skyrocketed over the past five years. In fact, about 71 percent of U.S. school districts have policies allowing student devices to be used in the classroom for learning. But BYOD is often dependent on students using whatever technology they have at home, most often a cell phone. And although 80 percent of teenagers own a cell phone, the fact is, not all phones create equal functionality and phone plans vary widely. Only 37 percent of teenagers own a smartphone, and fewer still have unlimited data plans, which means that activities requiring mobile apps or storage of large amounts of data are not accessible for all students. Read more at: <http://bit.ly/1Gzv8YW>.

As we seek to prepare young people with skills for career success, Warren Buffet reminds us what makes great employees: *In looking for people to hire, look for three qualities: integrity, intelligence, and energy. And if they don't have the first one, the other two will kill you.*

We live in an age where "the end justifies the means" has become the mantra of far too many adults who are role models for children. Nowhere have the circumstances and fallout been more disheartening than in the recent Atlanta school cheating scandal. Admittedly, the underlying issues that lead to dishonesty are often complex and multidimensional. People rationalize their actions with seemingly valid reasons. But as Buffet suggests, a lack of integrity comes with a high price tag. How do children learn to be honest, respect societal norms, and act in ways consistent with the values, beliefs, and moral principles they claim to hold? Read more at: <http://bit.ly/1NcZ7Lh>.

It's disappointing to see misused QR Codes (not only for me). It's also unfortunate to think about the company which invested in this technology for... nothing. Well, it's basic, but if you want to ensure a return on investment when using QR Codes you have to respect certain things.

Here is my tip: QR Codes will be powerful and efficient if you align goal, content and environment. Read more at: <http://bit.ly/1Gzwinf>.

The students of Generation Z are a confident group that almost always believe they are ready to take the next step or take on the next task, no matter how prepared they actually are. Whether it's taking a final exam after one night's worth of cramming or earning a promotion in their first year, today's youth truly believe they can get the job done. Gen Z's confidence about their capability to successfully perform in the workplace upon graduation even trickles down to their educators. Read more at: <http://bit.ly/1HiMGxi>.

Upcoming Events

IBEA CONFERENCE
Boise, Idaho
July 28, 2015

NVBEA CONFERENCE
Statenline, Nevada
July 28, 2015

ABEA CONFERENCE
Phoenix, Arizona
August 28, 29, 2015

HBEA CONFERENCE
Oahu, Kauai, Hawai'i
September 25, 2015

WSBEA CONFERENCE
Wenatchee, Washington
October 8-10, 2015

MBEA ACTE CONFERENCE
Billings, Montana
October 15, 16, 2015

OBEA CONFERENCE
Albany, Oregon
October 22, 23, 2015

BCBEA CONFERENCE
Vancouver, BC
October 23, 2015

WBEA 2016 CONFERENCE
Oahu, HI
February 12-14, 2016

Western News Exchange is published by the WBEA (Western Business Education Association) three times a year.

Western News Exchange
Submission Dates:
♦ Fall: September 1
♦ Winter: November 15
♦ Spring: April 15

To submit news for the next **Western News Exchange**, send items to:

Western News Exchange
Chris Liebelt-Garcia
WBEA Newsletter Editor

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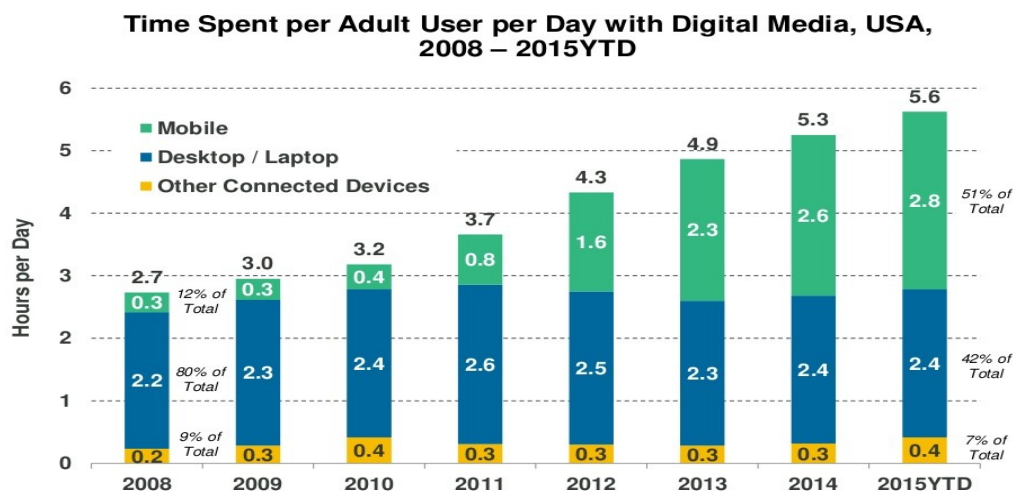
The Hottest Digital Trends for 2015—Code Conference Report by Mary Meeker

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

Mary Meeker has tracked digital trends for two decades starting in 1995. (Taken from the KPCB report given on May 27, 2015 found at <http://www.kpcb.com/internet-trends>) In 1995 there were about 33 million Internet users (less than 1 % of the world population); in 2014 there are 2.8 billion Internet users or about 39% of the world population—with USA going from about 61% of the users to only 10% of the total users in 2014. Asia (excluding China) makes up 28% of the current Internet users; China makes up 23% and Europe makes up 19%; USA has 10%, and the rest of the world has 21%. The highest growth rate over the last year has been in India at 33%. (USA was only 2%.)

Mobile phone users numbered about 80 million users in 1995 (1% of the world population) and in 2014 there were 5.2 billion (or 73% population penetration). Smartphone growth was at 55% over the last year in India, 28% in Brazil, and only 9% in USA.

Internet Usage (Engagement) Growth Solid
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA



@KPCB

Source: eMarketer 9/14 (2008-2010), eMarketer 4/15 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking.

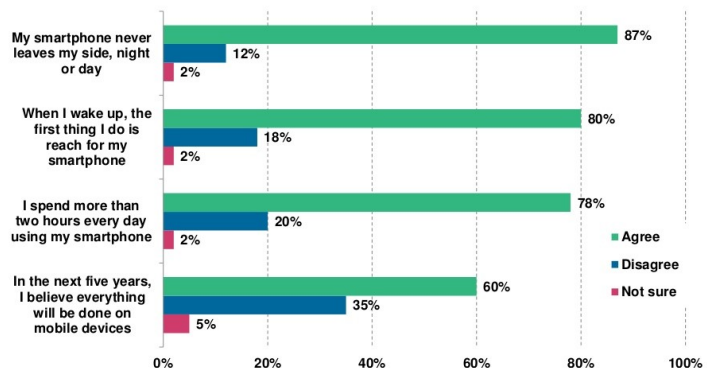
14

Among her report highlights:

- Internet user growth is solid, but slowing down. The number of global Internet users increased 8% last year, compared with 10% in 2013 and 11% in 2012.
- The trendsetters are 12 to 24 year-olds who fuel services such as Instagram and Snapchat.
- Drone growth is unique, fast and global. Consumer drone shipments are estimated to hit 4.3 million units in 2015.
- Social media use in March 2015 among American youth age 12 to 24: Facebook 74%, Instagram 59%, Snapchat 57%, Twitter 32%, Vine 30%, Google+ 26%, Pinterest 20%, Tumblr 15%, WhatsApp 11%, LinkedIn 7%.
- Ads are increasingly being optimized for mobile, and they can be fast, interactive and fun. “Buy buttons” will become pervasive.
- A downside to all this growth comes in the form of bigger, faster cyberattacks.
- For 87% of Millennials their phones never leave their side, night or day.
- ‘Just in Time’ is greatly enabled with mobile phones for such things as turn-by-turn navigation, breaking news events, local community event information, and emergency help situa-

Millennials = Love Their Smartphones... 87% = ‘Smartphone Never Leaves My Side’

Millennial Smartphone Behavior, USA, 2014



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Source: Zogby Analytics. Note: Zogby Analytics was commissioned by Mink Systems, Inc. to conduct an online survey of 1,019 Millennials who have a smartphone. For the purposes of this survey, “millennials” are defined as adults between the ages of 18-34. All interviews were completed May 30 through June 6, 2014. Sums may exceed 100% owing to rounding.

69

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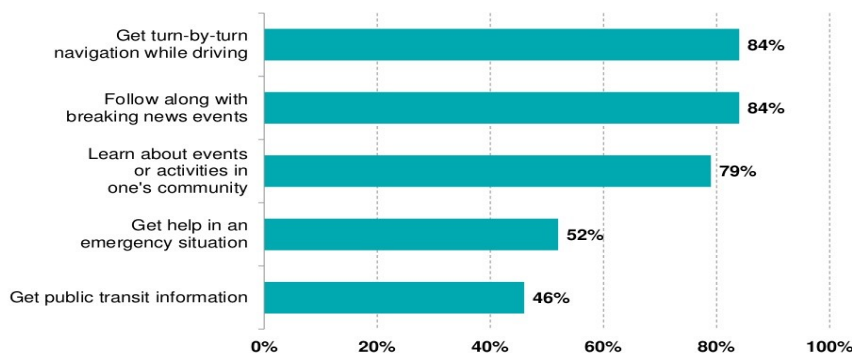
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tions.

- Internet usage penetration by USA was strong from 1996 to 2014; for China it started strong from 2008 to 2014; and for India strong penetration started in 2013. (the third largest market)
- In 2014 India was mobile e-commerce sales was 41% of total e-commerce sales, while China was 33%, United Kingdom, France, and Brazil were about 20%, and USA was 15%.

'Just in Time' Information = Enabled by Mobiles + Sensors + Humans...

% of Cell Phone Owners Who Used Phones to Perform At Least One of Following Activities, USA

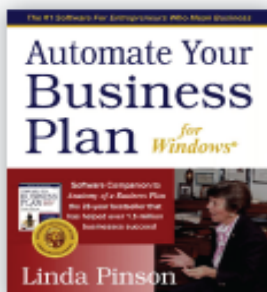


@KPCB Source: US Smartphone Use in 2014, Pew Research Center, 4/15. Survey conducted among 2,188 USA smartphone owners during 10/14.

73

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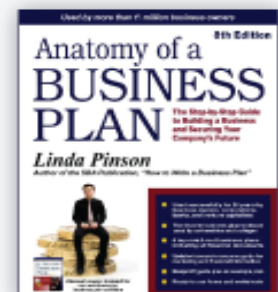


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Roger & Donna Anderson
on her birthday



Keynote Speaker: David Kravetz



2014-2015 Award Recipients



Pauline Newton at Rustler's Rooste Western Networking Dinner

