

Winter 2014
Volume 14
Issue 3

On the Web at
www.wbea.info

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Western News Exchange

A Message from your WBEA President...

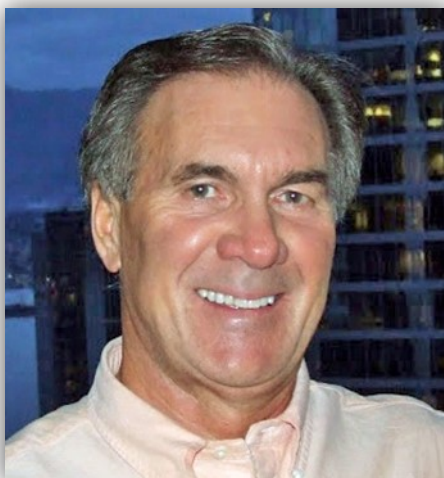
By Ken Kuhn, WBEA President 2014-2015, Port Moody, BC kenkuhn@shaw.ca

I'd like to wish my Business Education colleagues a happy and restful, but not stressful, Christmas holiday season. Enjoy the Christmas lights and music and spending time with your family and friends. This is the time for giving—and sharing—and helping out those who have less than we do. "Pay it forward" for we never know when and if we will need some help one day.

I have recently returned from attending regional, state and provincial conferences in Little Rock, AR, Portland, OR, Wenatchee, WA, Missoula, MT, Surrey, BC, and Monterey, CA. Throughout all of my travels I have observed that the economy of the western region is doing well and is coming out of the recession that we went through. I saw acres and acres of fruit orchards, fields in harvest, vegetables, vineyards, nuts, wineries, barns full of hay, new plantings, grain elevators aplenty, lots of industry, and many semi-trailers transporting all of these goods all over North America. All of these businesses use the students that you teach valuable business, marketing, and accounting skills. You are an important part of the process of developing this positive culture and strengthening our economy.

I am also writing to encourage you to do a few things: First of all, if you are not an NBEA/WBEA member, then I encourage you to visit this link to become a Friend of WBEA Contributor: <http://www.wbea.info/new/friends/friendsofwbea.html>. You will then be able to receive our WBEA Newsletter and also attend the WBEA 2015 Conference in Scottsdale, Arizona from May 22-24 at WBEA member prices. More information for this conference can be found at <http://www.wbea.info/new/conferences/conferences.html>. At that link you will also find information about the NBEA Conference in Chicago from March 31-April 4 where you can also make an application for a \$200 stipend if you are a first-time attendee. Please share this information and newsletter with your colleagues.

I encourage you to get involved with your state or province by serving on a committee, writing an article for this WNE newsletter, or offering to present a workshop at a state, provincial, or WBEA regional conference to share your expertise and teaching strategies. Please contact me if you have questions, need support, or need resources for your classroom: kenkuhn@shaw.ca.



Switch to E-Mail Delivery...Faster, "Hot Links", Savings

The NBEA reimbursement to the WBEA is about \$2.35 for the current \$80.00 membership fee to belong to the NBEA. The WBEA expense for paper, printing, and posting your three newsletters each year per member is \$5.78. Please help us shave expenses from our budget by switching to electronic delivery of your newsletter. The benefits to you include: immediate delivery, live hyperlinks to Internet sites and e-mails included in the newsletter, and a beautiful colorful newsletter. The benefits to the WBEA includes saving our organization postage expense, paper, envelopes, labor to fold and label the newsletter—and is much kinder to the environment.

Please send your name and e-mail contact information to me at kenkuhn@shaw.ca with details of your desire to switch over from paper to electronic delivery. I thank you for considering this change. All e-delivery members will be in a draw for a prize by me at WBEA 2015 Scottsdale.

WBEA 2014-2015 Executive Committee www.wbea.info

PRESIDENT

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

PRESIDENT-ELECT

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

TREASURER

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

SECRETARY

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

PAST PRESIDENT

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

NBEA REPRESENTATIVE

Eileen Wascisin
3815 Gala Loop
Bellingham, WA 98226
360-733-4067
ejmw@comcast.net

2015 WBEA Conference – YOU CAN GO!

By Barbara Renner, WBEA 2015 Conference Co-Chair

Great news! You can go to the 2015 WBEA Conference in May after all! I've had several teachers tell me they can't go to the conference because "...of graduation," "...it's the end of school," "...I have to do my reports," "...I have to give finals." No more excuses – you can go! And here is why...

The conference starts Friday, May 22 at 5:30 pm with the Opening Session featuring our Keynote Speaker, Corinne Hoisington. The conference ends on Sunday, May 24 at 8:00 pm after the Closing Session, dinner, and awards.

One of the reasons we've been advertising the conference dates as May 20-25, 2015 is because you can have the special room rate of only \$109 beginning Wednesday, May 20. For those of you who don't have graduation, end of school, reports, and finals, you can come on Wednesday and stay until Monday to celebrate the beginning of summer with a little vacation in the sun...in Arizona...in [Scottsdale](http://www.scottsdaleaz.com)!

There are meetings and special events planned on Friday, May 22 for those who come before the conference starts. Below is an abbreviated schedule of the WBEA 2015 Conference (times may vary somewhat):

Thursday, May 21:

4:00 pm - Registration & Hospitality Opens

Friday, May 22:

7:30 am – Registration & Hospitality Opens

7:30 am to 11:30 am – Professional Development Training for S/T/P Presidents-Elect and Membership Directors (See <http://wbea.info/new/profdev/pdi.html> for the application and more information)

8:00 am to 11:00 am – Various WBEA Executive Board Committee Meetings

12:00 pm to 4:30 pm – WBEA Executive Board Meeting

(S/T/P Presidents and one delegate are invited to attend the WBEA Executive Board Meeting)

4:30 pm to 5:00 pm – First-Time Attendees Meeting

5:30 pm to 7:00 pm – **Opening Session** with Keynote Corinne Hoisington

TOURS AND SPECIAL EVENTS:

9:00 am to 10:30 am – PING Factory

10:00 am to 12:00 pm – Wrigley Mansion with Lunch

1:00 pm to 3:00 pm – Scottsdale Fashion Square Back of the House

2:00 pm to 4:00 pm – Su Vino Wine Education and Trivia

Saturday, May 23:

7:30 am – Registration & Hospitality Opens

8:00 am to 11:45 am – 9 Breakout Sessions and 2 Computer Workshops

11:45 am to 1:30 pm – Lunch with Speakers David Kravetz and Eileen Spitalny, Owners of Fairytale Brownies

1:40 pm to 4:00 pm – 4 Breakout Sessions and 3 Computer Workshops

4:00 pm – Silent Auction closes

5:00 pm – Western Networking Dinner at Rustlers Rooste

Sunday, May 24:

7:00 am to 8:15 am – DPE Breakfast

8:00 am – Registration & Hospitality Opens

9:00 am to 2:20 pm – 8 Breakout Sessions and 4 Computer Workshops

11:30 am to 12:15 pm – Mini Keynote Speaker, John Mulcahy from West-MEC

5:00 pm to 6:00 pm – No Host Reception

6:00 pm to 8:00 pm – **Closing Session**, Dinner, and Awards

TOURS AND SPECIAL EVENTS:

12:30 pm to 3:30 pm – Hard Rock Café & "Phoenix Suns" Back of the House

12:30 pm to 3:30 pm – Top Golf with Lunch

If your family will be joining you, a package of Arizona sightseeing tours and sites to visit will be available at the Hospitality Table. You can also check out www.visitphoenix.com to see what's happening in the "Valley of the Sun."

You can register online at www.wbea.info or www.azbea.org.

Register before **January 1, 2015** to receive the **Early Bird Special rate** of only \$180 for NBEA/WBEA or ABEA members and Friends of WBEA.



WBEA Awards Deadline Extended!

By Kristina Yamada, WBEA Awards Chairperson, West Point, UT

Fellow Colleagues **WBEA AWARDS DEADLINE EXTENDED!**
It's not too late! Nominate your fantastic colleague for a WBEA Award!
Deadline extended to January 31, 2015!

There are many colleagues and business associates who are involved with Business Education and Career and Technical Education Student Organizations and are excellent candidates for Regional recognition. However, it takes someone to recognize this and to nominate them.

Don't wait! Put your nomination together now and submit it! Please see the attachment for further information.

Please visit: <http://www.wbite.org/new/awards/awards.html> for nomination forms. Completed applications and any questions can be directed to Kristina Yamada at KYamadaUT@comcast.net.

Thank you for your nomination!



New EXTENDED Deadline:
January 31, 2015

**Due to the
WBEA Conference
being held in May this
year, the Awards
Deadline has been
extended to
January 31,
2015!**

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

THE APPLICATION DEADLINE HAS BEEN EXTENDED TO
JANUARY 31, 2015!!

Nominations can be made in the following categories:

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

Nominations are also being accepted for the WBEA Educational Opportunity Scholarship until January 31, 2105 as well! If you are currently enrolled in an Advanced Degree program, we would love to reimburse you for part of your tuition fees!

All applications are located on the WBEA website: <http://www.wbite.org/new/awards/awards.html>

Applications and questions should be directed to Kristina Yamada at KYamadaUT@comcast.net.

WBEA 2014-2015 Executive Committee (Continued)

AWARDS DIRECTOR

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

LEGISLATIVE LIAISON

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

MEMBERSHIP DIRECTOR

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

NEWSLETTER EDITOR

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

PDI DIRECTOR

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

TELECOMMUNICATIONS DIRECTOR & WBEA WEBMASTER

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



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News from the NBEA Board Meeting, October 31/November 1, Chicago

By Eileen Wascisin, NBEA Representative, Bellingham, WA

The NBEA Executive Board had its first meeting of the year in Chicago on October 31 and November 1. Because of plane and weather conditions, I missed the first night of the meeting. I was not present for Opening Remarks by both the NBEA President and Executive Director, Board training, approval of the April 2014 minutes, and approval of all written and oral reports.

NBEA Executive Board will have the following openings for 2015-2018. They are Secretary-Treasurer, Policies Commission, NBEA Director At-Large Position, and WBEA Director. Watch the **Forum** for applications details.

November was National Education Business Month "It's all about Business" Education for Success in Business and Life.

2015 Convention Update

- Members of the committee are Pat Arneson, Sue Sydow, Madge Gregg, Peter Meggison and Karen Williams.
 - The committee has filled 40+ sessions.
 - There will be a Preconvention Tour Wednesday morning to the Chicago Federal Bank. A second tour is being looked at for the afternoon.
 - Networking luncheon will be held as a way to meet one another
 - There are 22 Technology workshops scheduled. The technology workshops will be feature some "Back to Basics".
- Flash drives will be included with registration.

Audit Report - David Jones from Ribis, Jones, & Maresca, P.A. (Certified Public Accountants), who has been reporting on the NBEA audits since the 1990's, stated the following with this year's audit.

- There has been erosion over the last 10 years
- Overall the organization is healthy
- Recommendation: dues increase. He stated that a small increase does not affect membership and recommended a \$5 increase in all dues.

A motion made by the Finance/Audit Committee that **each NBEA membership type be increased by \$5 passed**. This is the first increase since 2009 and will be effective December 1, 2014.

First-time attendee stipends – There has been a low number of applicants for these stipends. An awardee of this stipend must attend the Awards luncheon in order to receive the stipend. It was stated that if the numbers do not increase, this may be the last year that this stipend is offered. It was noted that the first-time attendee stipends apply to current NBEA members.

Membership update -

- Membership renewals from the NBEA office are sent out 90 days ahead
- A Membership App is being developed
- Schools should be encourage to begin a National Business Honor Society



WBEA submitted two proposals to the NBEA Executive Board:

The first one was for NBEA to have a part-time instructor membership and the second one was to have the retiree membership placed on the membership form and to do away with the 10-year consecutive membership requirement.

Part-time membership – This proposal was ruled out of order because our bylaws do not restrict our current professional membership classification to full-time business teachers. Anyone who wishes to join NBEA may do so. Therefore, adoption of an additional category of membership would be a violation of our own bylaws, which states that our executive board may only establish other types of membership when existing categories are inadequate.

Retiree membership – After discussion, **no action was taken**. There is still a **10-year consecutive membership requirement and the category will not appear on the NBEA Membership form**.

Future Convention Sites

Below are future NBEA Conventions and sites.

- 2015 – Marriott – Chicago, Illinois, March 31 – April 4, 2015
- 2016 – Cosmopolitan – Las Vegas, Nevada, March 22-26, 2016
- 2017 – Marriott – Chicago, Illinois, April 11-15, 2017
- 2018 – TBD – end of April
- 2019 – Marriott – Chicago, Illinois, April 16-20, 2019



This year's Executive Board is comprised of: Maurice Henderson, President (MI); Dr. Robert Blair (TN), President-elect; Marlene Todd Stout (IN), Past President; Kimberly Schultz (IA), Secretary-Treasurer; Becky Petersen, SBEA Representative; Debbie Stanislawski, (WI), NCBEA Representative; Patricia Arneson, (NE), MPBEA Representative; Eileen Wascisin, (WA), WBEA Representative; Dr. K. Virginia Hemby, (TN), At-Large Representative; Dr. Diane Fisher (MS), NABTE Representative; Dr. Tamra Davis (IL), ISBE Representative; Lydia Nelson (MA), NBHS Representative; Dr. Robert Mitchell, (AR), ARBE/DPE Representative; and Dr. Janet Treichel, (VA), Executive Director.

WSBEA & WAME Hold Annual Fall Conference

By Keith Hannah, WSBEA Co-President, Tacoma, WA

Washington State Business Education Association (WSBEA) and Washington Marketing Educators (WAME) held its annual Fall conference on October 9-11, 2014. About 105 business and marketing teachers met in beautiful Wenatchee, WA to “Take Charge of Change.” This year’s BAM (business and marketing) Conference was held at the Red Lion Hotel and Conference Center. This year’s conference was co-chaired by Keith Hannah, Grace Brady, and Susie Roberts.

Our pre-conference, held on Thursday, October 9, was a two part-session attended by 26 business and marketing teachers. The first session, presented by Grace Brady, was on assessing course alignment to 21st Century skills. The second half of the day’s focus was on ELA/Literacy Common Core alignment in business and marketing courses. Our presenter was Liisa Moilanen Potts, Director of Literacy and Professional Learning Integration for the Office of the Superintendent of Public Instruction (OSPI) in WA State. A second pre-conference offering was held off-site at the Wenatchee Valley College with a focus on integrating Microsoft IT Academy into business and marketing courses. This pre-conference session was attended by another 30 business and marketing teachers from across our state.

On Friday morning, conference attendees met at 8:00 a.m. for a networking breakfast. Our conference officially kicked off at 9:00 a.m. with Lance Wrzesinski, Business and Marketing Program Supervisor, giving an annual OSPI update. Free Microsoft Certification testing, sponsored by CCI Learning, was offered to conference participants all day Friday as well as Saturday morning. Friday breakout session topics included: Sports Tourism, ASB Rules & Regs – What You REALLY Need to Know!, Career Choices & Work-based Learning, Introduction to iPhoneography, Creating Presentations, eMeetings & Webinars, How to Think Like an Entrepreneur...and Help Your Students, too!, SAM (Skills Assessment Manager), Using Skyward for Online Testing, Mobile App Development, FBLA – Branding Your Chapter, Jamba Juice for Your School Store, and Online Tools to Increase Engagement & Productivity.

At our Friday Awards Luncheon, our keynote speakers were Stephan Belding from the Millennial Consulting Group, Marylhurst University & the University of Phoenix and Sam Rama, Director of Operations for Black Bear Frozen Yogurt & Espresso. Jackie Floetke, WSBEA Co-President, presented two awards during our luncheon: Marcia Pedersen, business teacher at Lynden High School in Lynden, WA, received the award for Outstanding Secondary Educator and Keith Hannah, business teacher at Columbia Junior High School in Fife, WA, was presented with the President’s Award.

Our Friday evening social, attended by 60 of our conferences goers, was held at the beautiful Chateau Faire Le Pont Winery. Our social included a tour of the winery, a wine tasting, and an amazing buffet dinner. We were happy to have Ken Kuhn, WBEA president, join us for our social after driving up from the Oregon Business Education Association (OBEA) fall conference.

For our Saturday morning breakfast, motivational speaker Erin Jones delivered a powerful message of inspiration and affirmation about the impact teachers have on young people in her presentation titled “Dream a Better Tomorrow.” Ken Kuhn also brought greetings on behalf of WBEA to our conference attendees.

Saturday breakout session topics included: MindTap-Tap Into Your Students’ Minds, Creating Your Own T-Shirt Enterprise/Training – Part 1, Microsoft IT Academy Updates, Taming the Internet: How to Find and Organize Valuable Internet Resources, Business and Personal Finance Curriculum Ideas from the Wharton School, Creating Your T-Shirt Enterprise/Training – Part 2, and Microsoft OneNote – The Coolest Tool in School. Our conference concluded at 11:30 a.m.

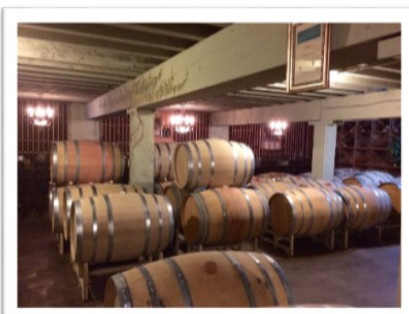
Next year’s BAM Conference will once again be held in Wenatchee on October 8-10, 2015. Members from across the Western Region are cordially invited to attend. We’d love to have you join us!



Jackie Floetke (L) presents Marcia Pederson (R) with Outstanding Secondary Educator Award



Jackie Floetke (L) presents Keith Hannah (R) with the President's Award



On the winery tour at the Chateau Faire Le Pont Winery



Dinner at the Chateau Faire Le Pont Winery

High Schools Revamp Programs to Meet Skills Needed

By Ken Kuhn, WBEA President, Port Moody, BC

On my recent trip to Missoula, Montana for their ACTE/MBEA Conference I learned how Montana high schools are integrating many of their courses to be dual-credit with the local community colleges. High schools throughout North America are responding in a similar fashion to guide students toward good-paying jobs and help fill a critical shortage of middle-skill jobs, requiring some post-secondary education but less than a bachelor's degree—that are expected to make up the largest share of jobs created from 2014 to 2018.

Over the past three decades many courses teaching specific skills were dropped from education programs in high schools in favor of courses that lead students into four-year degree colleges or universities—and often leaving students with a costly career investment that has yielded disappointing results for many graduates. Many parents were encouraging their kids to attend post-secondary for a degree—the degree that many of them did not attain. Unfortunately, many of these students were not suited for that rigor.

The middle-skill training targets a glaring imbalance in the labor market.

Despite high unemployment since the recession, manufacturers still struggle to fill hundreds of thousands of job openings. Since bottoming out in February 2010, employment at U.S. factories has risen by 700,000 to 12.1 million, recouping about 30 percent of the jobs the industry lost in the downturn.

Manufacturers are increasingly looking to high schools and community colleges to fill current staffing needs and gear up for a wave of Baby Boomer retirements. Educators are trying to dispel student's misconceptions about the industry and spark their interest before they choose other jobs or head to four-year colleges.

Manufacturing is dogged by an outdated image that it's 'very physical, labor intensive, you're working with your hands, you're getting dirty and there's no career path'. Actually, you're working with computers and robots that are doing what they used to do by hand—and that requires a skill set in math and science above what was required a generation ago. The high school programs encourage students to choose a career track and take part in internships as early as age 15.

A few of the 16 Career Clusters pocket guide that I read in the Pathways to College & Career Readiness that directly affect business education courses include: Business Management & Administration, Finance, Information Technology, and Marketing. More information can be found at this link: <http://careertech.org/> and here: <http://bit.ly/1ygVpws>.



Get Ready to Rock! SBEA Conference, Little Rock, Arkansas

By Ken Kuhn, WBEA President, Port Moody, BC

Debbie Castles, SBEA President, and her program committee provided excellent workshops for teachers of all levels and interests building on a rock solid foundation! Yes, the theme was apparent at every turn, making for a truly fun and educational occasion. Even the heavy rainstorm tornado added to the excitement. The Opening Session keynote speaker Dr. Susie VanHuss provided an inspiring and thoughtful address on the critical skills and abilities business education needs to emphasize to prepare students for the demands of the labor market.

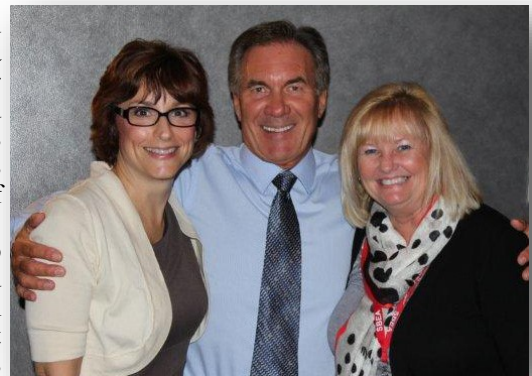
It was a pleasure for me to attend the SBEA Executive Board meeting to observe how they govern themselves. SBEA had budgeted for 220 to attend the conference but only 122 were registered. Every one of the twelve states in the SBEA region has dropped in membership. One state was trying to attract elementary & middle school teaching keyboarding or business, another was stressing personal contact, while another was giving luggage tags to promote memberships. The SBEA now has 1233 members. SBEA was also concerned of the drop in the NBEA rebate for membership from \$7000 to below \$3800 and how they could now balance their budget.

I also attended the Board Dinner that night. At our table of ten people, the conference co-chair, Paula Long, mentioned that it was her birthday the next day. I said that it was also mine and then the Cengage rep. said that it was also hers—all on October 2nd. What a coincidence! Gerry Kimble, from Alabama, (also sitting at our table) said it was also her husband's birthday on the same day. The picture adjacent is of the three birthday kids.

Two new exciting exhibitors that I have not seen at business education conferences were [EverFi](#) and [Novell](#).

Two outstanding workshops I attended included "Enhancing Productivity with Office 365" by Dr. Susie VanHuss and Dr. Connie Forde and another one "Professionalism: Where Has It Gone?" by Dr. Cheryl Wiedmaier.

The convention ended on a high note with closing session speaker, Dr. Stephen Hefner, Superintendent of School District 5 of Lexington and Richland Counties. Dr. Hefner shared his personal account of how business education impacted his life and career choices. He credits business education with actually saving his life! Dr. Hefner, true to his character, rocked the house with his personal story and emphasis on technology and innovation.





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

May 20-25, 2015

The Scottsdale Plaza Resort

www.wbea.info

www.azbea.org

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

Name _____ NBEA Member # _____

School/Business Name _____

Preferred Mailing Address: _____

City _____ State/Province _____ Zip/Postal _____

Preferred Phone _____ Preferred Email Address _____

Name for Badge _____ Guest Name for Badge _____

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

		Amount		
Early Bird Member (Postmarked by January 1, 2015)	\$180			
Member (Postmarked by April 24, 2015)	\$220			
Member (Postmarked after April 24, 2015)	\$320			
Retired Member (Postmarked by April 24, 2015)	\$180			
Retired Member (Postmarked after April 24, 2015)	\$220			
Full-time Undergraduate Student Member (By April 24, 2015)	\$180			
Full-time Undergraduate Student Member (After April 24, 2015)	\$220			
Non-member (Postmarked by April 24, 2015)	\$300			
Non-member (Postmarked after April 24, 2015)	\$380			
Guest for meal functions (see Guest meal fees)	\$50			
Dues: <input type="checkbox"/> NBEA/WBEA \$80 <input type="checkbox"/> NBEA/WBEA/ISBE \$110 <input type="checkbox"/> ABEA \$25 <input type="checkbox"/> DPE \$60				
Meals (Tickets required for all meals)	Registrant Fee	Guest Fee	Amount	Please check Yes or No for meal functions
Friday Exhibitors Reception	Included	\$40		<input type="checkbox"/> Yes <input type="checkbox"/> No
Saturday Luncheon <input type="checkbox"/> Penne Rustica (Chicken) <input type="checkbox"/> Vegetarian	Included	\$35		<input type="checkbox"/> Yes <input type="checkbox"/> No
Sunday DPE Breakfast	\$35	\$35		<input type="checkbox"/> Yes <input type="checkbox"/> No
Sunday Awards Dinner <input type="checkbox"/> Steak <input type="checkbox"/> Chicken <input type="checkbox"/> Salmon <input type="checkbox"/> Vegetarian	Included	\$68		<input type="checkbox"/> Yes <input type="checkbox"/> No
Subtotal of Registration, Dues, Meal Fees				

The Scottsdale Plaza Resort

7200 North Scottsdale Road
Scottsdale, AZ 85253

www.scottsdaleplaza.com

Reservation Line: 800-832-2025

res@scottsdaleplaza.com

Conference Room Rates:

\$109.00 Single/Double

\$139.00 Villa/Patio Suite

13.32% occupancy tax per day

Ask for WBEA 2015

Deadline for conference hotel block rates is April 20, 2015

Computer Hands-On Workshops Laptops will be available or use your own	Workshop Times (2 hrs. long)	Fee	Amount
Workshop 1: Office 2013 & Office 365	Saturday: 8:00 am – 10:00 am	\$40	
Workshop 2: Teaching Financial Literacy	Saturday: 8:00 am – 10:00 am	\$40	
Workshop 3: Windows 8.1 Update 1	Saturday: 1:40 pm - 3:40 pm	\$40	
Workshop 4: Accounting with Quickbooks	Saturday: 1:40 pm – 3:40 pm	\$40	
Workshop 5: Get Your iPad On	Saturday: 1:40 pm – 3:40 pm	\$40	
Workshop 6: Industry Certification with Certiport	Sunday: 9:00 am – 11:00 am	\$40	
Workshop 7: Self-Branding Through E-Portfolios	Sunday: 9:00 am – 11:00 am	\$40	
Workshop 8: Adobe Creative Cloud	Sunday: 1:30 pm – 3:30 pm	\$40	
Workshop 9: iCloud	Sunday: 1:30 pm – 3:30 pm	\$40	
<i>Total Cost of Selected Computer Workshops:</i>			
Professional Growth Tours and Special Events	Times	Fee	Amount
Tour 1: PING Factory	Friday: 9:00 am – 10:30 am	\$20	
Tour 2: Wrigley Mansion with Lunch	Friday: 10:00 am – 12:00 pm	\$40	
Tour 3: Scottsdale Fashion Square Back of the House	Friday: 1:00 pm – 3:00 pm	\$20	
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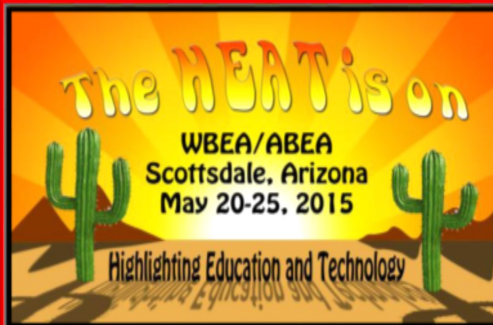
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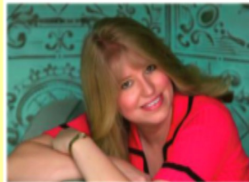
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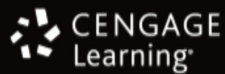
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Race for Relevance: 5 Radical Changes for Associations

By Ken Kuhn, WBEA President, Port Moody, BC

While attending the OBEA Conference earlier in October, Mary Ann Lammers shared a book that she said she had recommended the OBEA Executive to read and also shared that book with me: ***Race for Relevance***. It is a book that shares many terrific insights that need to be taken into consideration for the future of many organizations that we may be involved with. I share some of the highlights here for your consideration and thought. Can the NBEA and WBEA learn from these recommendations?

The traditional association model which performed so well for decades is struggling. It has several common characteristics, including years of culture and tradition, dependence on volunteer boards and committees, a broad range of programs and services and heavy reliance on face-to-face meetings, and print communications for delivering value.

The conventional approaches that once worked well are no longer a fit in an environment that's been fundamentally and irreversibly changed. While most associations' survival is not at risk in the near term, their relevance and vitality are in jeopardy. Their struggles will continue if they cling to traditional approaches and structures.

This article identifies the six high-impact forces that have significantly changed the landscape for associations, and outlines the five radical changes that are proposed by the two authors, Harrison Coerver and Mary Byers.

The New Environment for Associations

The traditional association model was not designed for current conditions and circumstances. Market changes and external forces have created a new landscape, one that challenges the underpinnings of associations. The following issues are changing the way associations operate.

Time Pressures

The traditional association model is time sensitive. Members and volunteer leaders are pressed for time as Americans are busier than ever before. They are working long hours, managing two income households and juggling busy schedules, and fighting for time for family, friends and recreation. Volunteers are closely examining their commitments, members are challenging the return on investment for every meeting and everyone is more selective in deciding what they will read.

When a member turns down a volunteer position or decides to pass on a conference because they "don't have time," be careful. "I don't have time" is code for, "I have something better to do with my time." Because the current model requires a large time commitment, members' unwillingness to share their time should be a concern.

Value Expectations

Membership in a professional society was considered part of being a professional. Company membership in a trade association was considered an obligation. People and companies belonged because it was the thing to do.

No more. Individuals and companies expect a return on their dues investment. The pressure on associations to demonstrate value is not going away.

Member Market Structure

All member markets are dynamic and over time most have undergone significant change. In some instances, they are rapidly transformed. Many associations are struggling to serve member markets that are vastly different from those they were initially designed to serve. Industry consolidation and professional specialization trends require a rigorous rethinking of the member market the association can competitively serve.

Generational Differences

While stereotyping is dangerous, it's clear that each generation has its own values when it comes to volunteer service and expectations regarding the return on their investment for their dues dollar. According to the 2006 report "Generational and the Future of Association Participation," the difference between Generation X and Baby Boomers is not in the propensity to join associations, but in their expectations about what membership means and the return it provides.

Almost all association clients express concerns about attracting and engaging young professionals and new entrants.

The association disconnect with each succeeding generation is real and growing.

Competition

In the good old days, most associations played in their own sandbox with little competition. That competition-free environment is gone.

First, the number of associations serving industries and professions has grown dramatically, resulting in increased association vs. association competition. Second, competition from the for-profit sector has increased for virtually every association offering from publications to trade shows to educational programs.

Associations' ability to compete with a wide range of product and service providers is a new and considerable challenge.

Technology

Associations were slow to adopt technology as the Internet age dawned in the early 1990s and their relevance is increasingly at risk if they don't bridge the resulting gap. Many associations are still reluctant to get on board.

A tidal wave of technologies has evolved to offer virtually every association deliverable and function: education, information, networking, fundraising, grassroots mobilization, etc.

Effectively responding to the potential of technologies that didn't exist just a few years ago is a major challenge for slow, reactive association practices.

Five Radical Changes for Associations

Associations recognized that their world was changing. They made adjustments and modifications to their structures and delivery systems. But the changes they instituted were minor and incremental. When the scale change is extensive and substantial, a proportionate response is in

Race for Relevance: 5 Radical Changes for Associations (Cont'd from Page 12)

By Ken Kuhn, WBEA President, Port Moody, BC

order. Simply put, the minor and incremental changes associations have made are inadequate. Radical changes are in order. Five radical changes are proposed to keep associations relevant to members.

Overhaul the Governance Model

The typical association's governance structure and processes are obsolete in today's environment. Many are too big. They are slow. They waste time. They are reactive. They eat up staff time. They underutilize the organization's human capital. Some boards are not assets; they are a liability.

Associations need boards composed for performance, not boards composed by where you live, what interest you represent, who you know or how long you've been hanging around. We need boards that can govern: that can "direct and control" the association. We believe a 5-member board can be most effective with directors carefully selected for competencies that are critical to the organization's future. Radical? Not really. In practice, most associations are actually governed by a similar sized Executive Committee. Why not just make it official?

And for committees, let's cease with the charade and have staff chair committees with members selected for the industry or professional knowledge that only they can bring to the table.

Empower the CEO and Enhance Staff Expertise

The association CEO today is criminally underutilized. While kinder and simpler times allowed this, today a successful association cannot afford to underutilize its human capital. Squandering valuable time in the "care and feeding" of volunteer leadership and energy devoted to mitigating micromanaging directors is no longer acceptable. And well-intentioned but inefficient committees don't make the best use of the association's human capital. The typical association governance structure is an impediment to performance versus an asset. An empowered CEO and staff are essential to future success.

Rigorously Define the Member Market

The days of associations' ability to serve broad, sprawling member markets are over. Associations cannot be the equivalent of the obsolete department store in a retail industry with specialty stores, discounters, manufacturer's outlets, category killers and online operators.

Associations need a disciplined analysis of their member market as they exist today and are likely to evolve tomorrow. Too many associations are structured to serve a market that doesn't exist anymore. They must ask "Who is the member that we are uniquely positioned to serve?" and focus their efforts here and avoid the distractions of marginal member segments.

Rationalize Programs and Services

The typical association tries to do too much. For most, the underlying thinking is that the more programs, service, products and activities that you offer, the more valuable membership is. Unfortunately, volume does not equal value.

Associations should purposely concentrate their resources on a limited number of key programs and activities, and eliminate those that are obscure, underperforming or no longer relevant. By abandoning the losers, more resources can be allocated to the winners. And a side benefit of a narrow product line is an improved ability to communicate a few strong programs versus a long laundry list of "stuff."

Bridge the Technology Gap and Build a Framework for the Future

Technology will quickly become an integral component of an association's functioning and performance. To realize this will require a major shift in the mindset of associations. For most associations, investments in technology have been made slowly and begrudgingly. A new philosophy must be adopted that acknowledges the promise of technology and how it will be critical in positioning associations in the near future.

One important change is to rethink the association's technology "spend"—the total technology expenditure, both on payroll and non-payroll. The current spend (estimated to be about 4.0% of total revenue) is inadequate. Spending in the range of 8 to 10% is more likely to be required, necessitating a challenging but critical reallocation of resources.

Capitalizing on technology is not an option for associations. It is an imperative.

Six pressures. Five radical changes. The result? A more vibrant, relevant and healthy association. Ultimately, isn't that what serves members best?

Links to Learning



- ♦ Integrating Mobile Into Learning with Eileen Dittmar: <http://paper.li/dreileendittmar/1319911931>
- ♦ Do you even need a social media content calendar?! Hootsuite Yes, you do (and here's why): <http://ow.ly/FrRlo>
- ♦ 25 Best Pinterest Boards in Educational Technology: <http://bit.ly/1ganzPO>
- ♦ TED Talks always informative. Here's one from David Pogue to share tech tools for your computer, smartphone, etc. <http://bit.ly/1kVogMI> that will help you out...just in case you didn't know some of them. Enjoy!
- ♦ Dr. Virginia Hemby Slideshare presentations: <http://www.slideshare.net/drvhemby>
- ♦ Enhance your social media management with **Hootsuite**, the leading social media dashboard. <https://hootsuite.com/>
- ♦ E-Learning & Web Tools to Engage Students: <http://www.eileendittmar.org/>
- ♦ Steve Hargadon: The Learning Revolution Has Begun: <http://www.stevhargadon.com/>
- ♦ 10 Things Every Teacher Should be able to do on Google Docs: <http://bit.ly/1oF7K7P>
- ♦ 13 Great Twitter Chats That Every Teacher Should Check Out: <http://bit.ly/P4PTYT>



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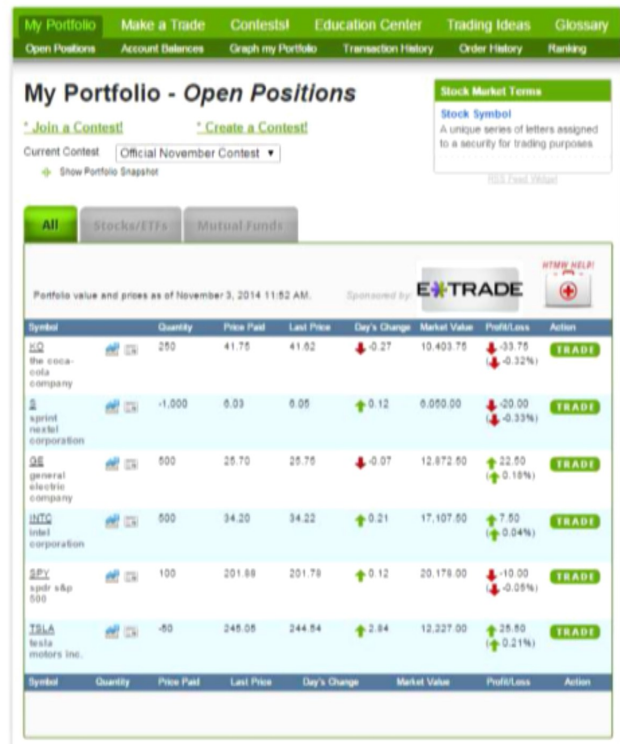
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WBEA Legislative Updates

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

The 2014 mid-term races have concluded and the political balance of power has shifted. Policy advocates from all over the country provide us with details on the outcome of the election.

Republican victories in the congressional mid-term elections will bring a new dynamic to Capitol Hill when the 114th Congress officially begins in January. This shakeup in Congress extends down to the key committees of jurisdiction for education and workforce training issues in both the House and Senate. While committee assignments will not be divvied up among the freshman and returning Members of Congress for several months, the likely successions of important leadership positions on these committees are beginning to take shape.

The most noticeable change will come in the Senate Health, Education, Labor and Pensions (HELP) Committee. Sen. Tom Harkin (D-IA), a veteran member of the committee and the current chairman, will retire at the end of the year. Since the Republicans took majority control over the Senate in the election, the HELP committee will not only be under the leadership of a new chair, but of a new party as well. Sen. Lamar Alexander (R-TN), the current ranking member on the committee, is the front runner for the position. Sen. Alexander is the former governor of Tennessee and served as the secretary of education under President George W. Bush. If selected, Sen. Alexander is expected to prioritize the reauthorization of the Elementary and Secondary Education Act (ESEA). He has supported efforts to provide states with greater control over federal education dollars, particularly for ESEA Title I funding. Alexander has been very critical of the Obama Administration's efforts to provide states with ESEA flexibility waivers, as well as signature Administration education programs like Race to the Top. Under Alexander, the HELP committee is also expected to continue work on the reauthorization of the Higher Education Act (HEA) as one of its early priorities, with a focus on reducing federal regulations.

A strong contender to take over the position of top Democrat on the HELP committee is Sen. Patty Murray (D-WA). As the current chair of the Senate Budget Committee and member of the Labor, Health and Human Services, and Education Appropriations Subcommittee, Sen. Murray has worked to increase federal funding for education through her efforts to replace sequestration. A signature higher education issue for Murray has been to reinstate the "ability-to-benefit" provision that was eliminated from the Pell grant program, which is one of our priorities as well. She was also one of the bipartisan sponsors of the Workforce Innovation and Opportunity Act, which reauthorized the federal job training system, and has introduced legislation focusing on career pathways.

House Education and the Workforce Committee Chairman Jon Kline (R-MN) has technically reached his term limit after serving six years as the top Republican on the committee. However, Kline has expressed his desire to retain his spot, and the House leadership could grant him a waiver that would allow him to retake the gavel for the 114th Congress. During Kline's tenure, he has overseen committee efforts to reauthorize ESEA and HEA, both of which will be top priorities in the committee when it reconvenes. Additionally, the committee held hearings on the reauthorization of the Perkins Act in the fall of 2013 and earlier this year. It is unclear when either body will take up Perkins reauthorization in the next Congress. With the new Republican majority in the Senate, Kline will have his best shot at producing reauthorization bills that could be passed by both chambers. However, he and Alexander must still contend with filibusters from Senate Democrats and the threat of a White House veto on any legislation that does not have bipartisan support. Kline will likely serve alongside Rep. Bobby Scott (D-VA), who is expected to replace retiring Rep. George Miller (D-CA) as the committee's ranking Democrat.

Election night brought victories for Rep. Dave Loebsack (D-IA) and Chairman John Kline (R-MN), but not for veteran committee member Rep. Tim Bishop (D-NY). Congressional Republicans are likely to use their hefty majority, along with the new Republican majority in the Senate, to push a bold policy agenda in the 114th Congress that will have major implications for education and workforce training issues. The threat of funding cuts will increase, as many newly elected members ran on a platform of cutting discretionary federal spending.

Along with the congressional mid-term races, state-level elections and ballot measures will have a large impact on CTE issues in the coming years. At the top of the statewide ticket were a number of gubernatorial races. Governors John Kasich (R-OH), Rick Scott (R-FL), Nathan Deal (R-GA) and Scott Walker (R-WI) all survived competitive races, while Tom Corbett (R-PA) fell to his Democrat challenger in Pennsylvania. In addition to elected offices, education ballot initiatives were decided in several states. Voters in Illinois and New York approved ballot measures to increase funding for public education. Oregon voters rejected a proposed state constitutional amendment to create funds for students pursuing post-secondary education, including technical, professional and career training. A proposed teacher evaluation system, based in part on student test performance, was defeated in Missouri. This is a hot topic in many states as government officials try to find a way to tie student outcomes to teacher evaluations.

Although the elections are over, it is still important to keep talking to your friends, colleagues and government officials about issues that affect CTE programs in your area. In fact, it is now even more important to make sure we are advocates for CTE. We need to make sure our new government officials understand that CTE provides students with vital employability skills.



Student Engagement: The Flipped Classroom

By Linda Snider and Nancy Buck, Grossmont College, El Cajon, CA

What Does This Mean To You?

A new classroom instructional strategy is “flipping the classroom” in which an instructor reverses instruction. In other words, instead of lecturing about the new topic, alternative delivery methods are implemented such as placing the responsibility of learning on the students through Podcasting, viewing videos, reading articles and the like before even coming to class. During the actual class time, the teacher uses effective engagement strategies to motivate students in reviewing the material and tackling the “hands-on” activities which will be started during class but completed as homework outside of class.

Web vs. Hybrid...

Consider these teaching scenarios: teaching totally online is Nancy-BOT 109-Elementary Accounting and BOT 110 Business English & Communications; whereas Linda teaches a short-term, late starting course: BOT 104-Filing/Records Management. Different engaging techniques are integrated to reduce attrition and increase retention of these distance education learners.

Another option is a Hybrid class, meaning that 49% is taught on-campus and the remaining 51% is instructed online. Linda teaches the CSIS 110-Computer Science Microsoft Office, a 4 unit class (university transferable) and BOT 106-Effective Job Search (Project Success linked with English and Reading 90, part of a Learning Community), a 1 unit course.

Incentives & Rewards

During class, tickets are given for those students who read the material ahead of time by answering various survey questions from the chapter. Towards the end of the class, tickets are drawn for prizes such as candy bars, granola bars and that every popular Extra Credit (E.C.)

Other strategies include the Scavenger Hunt activity which involves issuing a term to each student, allowing them two minutes to research the definition. This is primarily used when presenting new material and concepts. Each student who correctly identifies their vocabulary word or acronym receives an E.C. incentive ticket for drawings later in the class period.

Time management opportunities are available for those students who beat the deadline 24 hours early on taking major tests and exams online. For example, Chapters 9-12 test is due by Monday night at midnight. If a student submits this online by Sunday night before midnight, they may earn 10% of their overall score. Students seem to be encouraged by this offering, especially if they manage their time well enough and get their assignment done prior to the deadline.

Online E.C. is also offered by having students post to the Discussion Board in the course management system and providing 5 E. C. if they respond to fellow student's postings on whatever the topic might be of the week.

More To Come...

These are just a few of some of the most successful student engagement strategies to use in both the flipped classroom and also with online instruction. There many other techniques and web tools that can be implemented but you'll have to explore some of these web links and consider attending the upcoming WBEA 2015 Conference in Scottsdale, Arizona, over Memorial Day weekend, 2015.

Here are a few more ideas to pique your interest:

- ◆ Hot Seat Activity—using Name Plates
- ◆ Icebreakers, Brain Teasers
- ◆ Perception puzzles
- ◆ Collaborative Projects:
 - Partners (Pair Share)
 - Teamwork/Group Projects
- ◆ [Podcasting](#)
- ◆ [Survey Monkey](#) [Poll Everywhere](#)
- ◆ [Gamify](#)
- ◆ Turn your class into a fun environment – they learn as they play.
- ◆ [Top 5 Online Student Engagement Strategies](#)
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- ◆ [GCF Learn Free Videos](#) (Goodwill Community Foundation)
 - Examples of topics...
 - ⇒ Technology
 - ⇒ Microsoft Office
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 - ⇒ And much, much more!



Three Dynamic Female Role Models

By Ken Kuhn, WBEA President, Port Moody, BC

Over the last couple months while I was attending various state business education conferences, I had the pleasure of meeting three dynamic women keynote speakers that I will profile here. One is a world-changer in education (Erin Jones) and the two others are successful women entrepreneurs (Lynne King Smith and Sally Ann Reiss). Erin Jones spoke at the WSBEA Conference in Wenatchee; Lynne King Smith spoke at the OBEA Conference in Portland; and Sally Ann Reiss spoke at the CBEA Conference in Monterey. Each of them are terrific role models for young females looking to venture out into the workplace.

Lynne King Smith: Carving a Niche in Tickets

Lynne is the co-founder and CEO of [TicketForce](#), a company based in Mesa, AZ, that facilitates the sale of event tickets nationwide and in Canada. In 2012, the privately-held company sold \$52 million in tickets in the USA and Canada.

Lynne has been traveling for work nearly constantly, she says. "It's just something that the business seems to require right now. This next week, I'll be spending quite a few days in Hawaii meeting with an existing client and also with a prospective client." Because King Smith believes strongly in engaging one-on-one with her clients, travel does require a large chunk of her time. Along with garnering new business, King Smith often meets new clients to help them get up and running within the TicketForce model. Other times she travels with some of her 15 team members to help manage the on-site ticketing needs for large fairs and festivals.

When TicketForce came into the marketplace 10 years ago, online ticket sales were not the commonplace medium they are today. Through specialized software, TicketForce was able to offer client services at a lower fee per ticket than its competitors, giving them an edge in the market. Combining that with a high level of customer support in the form of marketing is what gave TicketForce a true edge over the competition.

By offering marketing tools to their client base of thousands of venues, TicketForce ensures that its clients can utilize social media to its apex to obtain the greatest exposure for their events. It is King Smith's background in marketing that took the company in this direction and gave it an edge over leading competitors.

And to that end, one of the company's main means of exposure over the years has been trade shows, a place where venues, ticketing companies, food vendors, "everything you could ever imagine that would be event-related," says King Smith, come together under one roof to exchange ideas, participate in workshops and forge business partnerships.

King Smith plays a pivotal role in these conferences held across the United States. With a degree in marketing, she's taken the lead by teaching marketing and PR seminars at the conferences, coaching venue personnel on optimizing social media, blog operations and creating loyalty programs, a particularly valuable tool for venues to assure repeat customers and a devoted client base. For her depth of knowledge in the field, King Smith is often chosen to sit on panels and discussion forums at these massive conferences, an opportunity she particularly enjoys.

Since 2010, the company has experienced tremendous growth in the USA and Canada. Says King Smith, "We made it through 2010 with no cuts in jobs or employees. And overall, through our business model, our practices, we've proven we can save our clients' money in hard times." King Smith's expertise in marketing has enabled TicketForce to include among its client offerings free monthly consulting, webinars and LinkedIn discussions to help them save money and optimize ticket sales.

Erin Jones: Changing the World One Student at a Time

Erin Jones is the first director of the Tacoma Public School District's Advancement Via Individual Determination ([AVID](#)) program, which helps middle school students prepare for and succeed in college. Erin most recently served as director of equity and achievement for Federal Way Public Schools. Prior to that, she was the assistant superintendent of student achievement for the Office of Superintendent of Public Instruction in Olympia, where she was responsible for working with educators and policy makers to create policies and practices that would better serve students of color and students otherwise disenfranchised. Jones' 23 years of education experience also spans working as an athletic coach, public and private school teacher and an instructional coach.

Last March, Erin was recognized at the White House as a "Champion for Change" for her passion and work to close opportunity gaps. Other awards that Jones has received include the Washington State Milken Educator of the Year 2008 (Rogers High School, Spokane) and the Most Innovative Foreign Language Teacher in 2007 (Stewart Middle School, Tacoma). "I'm coming home," Jones said. "Tacoma is where I started my career in Washington State. And AVID is my absolute passion. I'm looking forward to being a part of changing lives and making dreams a reality for Tacoma's students."

Erin was born in the United States but raised in the Netherlands, where her parents worked as teachers at the American School of The Hague. She is quadrilingual, speaking Dutch, Spanish, French and English. She returned to the United States in 1989 to attend Bryn Mawr College, where she earned a BA in Comparative Literature with a focus on literatures of the African Diaspora. Erin later earned her teaching certificate at Pacific Lutheran University with endorsements in English, French and ELL. In addition to modeling innovative and engaging lessons for other teachers to observe, Jones also created a weekly leadership group called "Ladies of Distinction" to provide opportunities for young minority women to work with and be mentored



Three Dynamic Female Role Models (Cont'd from Page 18)

By Ken Kuhn, WBEA President, Port Moody, BC

by professional women from within the community.

Erin's personal philosophy: "Although I am very passionate about many aspects of public school education, I am probably most passionate about issues of equity that relate both to ethnicity and socio-economic background. I love to work with diverse student populations, but my greatest passion is to empower staff to reach the students who seem unreachable. There is nothing greater than watching a student who comes from a difficult home begin to see their hopes and dreams come alive in academics. I am also passionate about exposing students to the realities of the globalization of our community. As a person who spent most of my childhood traveling across Europe and encountering other children from all corners of the world, I believe we have a responsibility to expose our students to the realities of what exists outside the walls of our school and outside the boundaries of our neighborhoods. Education is the real golden ticket for our students. It is the ticket to freedom and to opportunity. It is the ticket to the success of our nation."

Sally Ann Reiss: CEO and Co-founder of PlayyOn

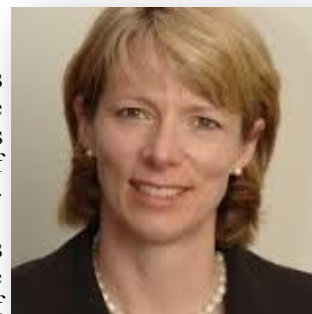
Sally is currently the CEO and co-founder of [PlayyOn Inc.](http://PlayyOn.com), Palo Alto, CA, which provides Your Sports Life Online—a LinkedIn for Sports. She founded the company to create a mobile platform that enables amateur athletes and teams to create a 'digital ID card' that showcases participation and achievement. The platform emphasizes the social and positive dynamics of sports participation, especially with high school and college students who are looking for opportunities to define their character.

PlayyOn is a free sports application for sharing an athlete's sports life online. It provides everyday athletes and teams with a way to share their participation, be validated and to receive inspiration from their peers, family and fans. PlayyOn encourages social inclusion and self esteem. Amateur athletes and teams are empowered to control their information regarding who they are and what they have accomplished over time which is important to showing peers, employers and higher education schools aspects of their character. Moreover, PlayyOn helps administrators, coaches, parents and players unite in their passion for the game by easily sharing team announcements, scheduling and photos/videos. PlayyOn is a sports network that weaves its features into the users' social networks (Facebook, Pinterest, Google+, etc).

Sally has about seventeen years of business experience working with early stage technology companies in Silicon Valley start-ups. She specializes in early stage start-up logistics and corporate identity. She has been involved in the founding team of six start-up companies, with TiVo being the most significant exit story. TiVo is the online DVR that allows people to record TV broadcasts for replaying later at a convenient time for them.

She has applied her skills to various sectors of the startup world, including working with the founding science teams at Omnix Inc. (biotech) and Bina Technologies (biotech/software). She played a key role in setting up both companies. She also worked briefly for QB3, the University of San Francisco's accelerator for start-ups spun out of UCSF labs. She helped the University form partnerships with the City of San Francisco on a project called BioSF.

In her spare time, she has been active in the non-profit world. In 2001, she was on the founding team that started Summit Preparatory High, a charter school located in Redwood City, CA. In the late 2000s, she was the Chairwoman of the Portola Valley Community Fund, organizing a small, dynamic team that raised \$20 million from private donors for a new Portola Valley Community Center.



Technology Trends That Will Affect Education in Next Five Years

The [2014 NMC Horizons Report](http://www.nmc.org/2014-horizons-report) was released in February, the 11th annual edition of a long-running study that aims to identify emerging technologies that will have an impact in education in the coming five years.

The report is produced by the New Media Consortium (NMC), a not-for-profit consortium of hundreds of colleges, universities, museums and companies, and in collaboration with EDUCAUSE Learning Initiative (ELI), a network of 1,800 institutions and more than 300 corporations serving higher education IT.

The report's findings come from the deliberations of an international panel of education and technology experts from 13 countries and six continents. The panel reached consensus on six key trends, six significant challenges, and six important developments in education technology "likely to have a large impact over the coming five years in education around the globe." The timing aspect is an interesting feature of the *Horizons* model, and it lends extra weight and relevance to the consensus findings of the panel. In terms of key trends, the panel identified two "fast" trends that will drive change in the next one to two years, two more "mid-range" trends that will drive change in the next three to five years, and two "long-range" trends that will have an impact in five years or more.

Please see the complete [2014 NMC Horizons Report](http://www.nmc.org/2014-horizons-report) for additional background, examples, and further reading on each of the six trends. Some of the trends include: (1) Growing ubiquity of social media, (2) Integration of online, hybrid, and collaborative learning, (3) Data-driven learning and assessment, (4) Shift from students as consumers to students as creators, (5) Agile approaches to change, and (6) Evolution of online learning.

Read more on how the international mapped out these technology trends: <http://bit.ly/1otlSkk>

OBEA "Back to the Future" Fall Conference

By Mary Ann Lammers & Christy Ekroth, Oregon 2014 Conference Co-Chairs

The 68th Annual Oregon Business Education Association (OBEA) Conference was held in Portland, Oregon, at McMenamins Kennedy School on October 10, 2014. The conference theme of "Generational Differences and the Implications in the Workplace" has received considerable media attention in recent years. Drawing on this research, Dr. Michelle Swift discussed how Millennials are both similar and different from previous generations, the societal and competitive factors contributing to the evolution of the generations, and the implications to organizations trying to develop, manage, and retain the younger generations of workers. Following her presentation and Q & A session, she moderated comments from a panel of industry members. The panel included Fatemeh Fakhraie (Social Media & Marketing specialist at brass|MEDIA), Bill Hubel (Executive VP & COO of Citizens Bank), Sara Parker (Talent Development Manager for Fred Meyer Stores), Steve Sampson (Underwriting Director for CAN Insurance), and Lynne King Smith (CEO of TicketForce).

Nancy Peterson from Portland, Oregon, received the 10th annual **Lammers Professional Development Scholarship**. Peterson has been an active member in OBEA and has served as the secretary for three years. She has completed WBEA's Professional Development Training and has attended several WBEA and NBEA conferences.

The Lammers' Scholarship recipient must be a current member of OBEA and be willing to serve in some leadership capacity on the OBEA Council. Nancy will receive up to \$300 to help defray expenses to attend the 2015 NBEA Convention at the Marriott Hotel in Chicago, Illinois. The Lammers Scholarship was established to honor Mary Ann Lammers, the 2004-05 president of the National Business Education Association (NBEA). Mary Ann is a retired faculty member and former Department Chair of the Business Technology Department at Linn-Benton Community College.



Ms. Kari Raeburn, a current student pursuing a MAT degree in business and social studies at Concordia University, Portland, Oregon, was the recipient of the \$500 **Fred and Lorraine Winger Scholarship**. Both Drs. Fred and Lorraine Winger left a lasting legacy for business educators in Oregon and the nation.

Besides pursuing her studies, Kari has worked as a tutor, has held various positions at medical clinics, and has been a court-appointed advocate for abused and neglected children. She wants to be a business teacher to especially encourage females to study business and inspire all students to venture into owning a small business.

Nancy Noe was honored as "an amazing teacher and person" with the **OBEA Post-Secondary Teacher of the Year** award.

At Linn-Benton Community College, she has been the Business Technology Department Chair, Legal Administrative Assistant Program Lead Advisor, Administrative Office Professional Program Lead Advisor, and the College Now Representative for Business Technology. She also serves as the lead POC chair for the Administrative Office Professional Statewide Consortium which created a statewide AOP degree accepted at 12 Oregon community colleges. In addition, Nancy was an Adjunct Professor at Capella University from 2004 to 2009. As a Community College teacher, "Nancy does all she can to make sure her students are prepared to enter the workforce with technology and communication skills, as well as teamwork, problem-solving and decision-making skills."

Nancy not only belongs to her professional organizations—ISBE, NBEA, WBEA, OBEA, IAAP, and NALS and she also serves. She has been past president of OBEA; current president-elect of OBEA; OBEA conference chair, awards chair, and treasurer; WBEA Strategic Planning Committee; WBEA 2004 regional conference chair; WBEA annual conference committee; Workshop presenter; WBEA President; and a WBEA regional representative to national board.



Christy Ekroth was presented with the **OBEA 2014 Distinguished Service Award**. Since receiving the secondary teacher of the year award in 2009 and retiring soon thereafter, Christy Ekroth has served as WBEA's president elect, president, and past president. She co-chaired the 2014 WBEA/OBEA joint conference in Portland last February and has continued to help plan this year's OBEA conference at the Kennedy School. She has also served OBEA as Directory and Membership Director for eight years, as Awards Director for three years, and shared the OBEA president's position with Jessica Voas in 2009.

Christy is a believer in business education and those of us who have given our professional careers to helping students and our professional associations. To quote her words "The bottom line is that we are the bottom line. With the ever changing technology and the changing backgrounds of our students, we need to keep current. The best way to do that is to reach out to others with the expertise and become involved ourselves." Christy's involvement in business education has exemplified passion, involvement, and friendship at many levels.

Online, All Students Sit in the Front Row

By Bill Gates, Founder of Microsoft, Business Magnate & Philanthropist, Visionary

I went to Arizona earlier this month to see what the college of the future might look like. What I found taking shape is an exciting new era of higher education that will help more students get a great, personalized education at an affordable price.

This future may not always include the lecture halls, dormitories, football teams and other features of the traditional college experience. Instead, the colleges I visited are experimenting with ways for students to get their degrees online, allowing them to take courses anyplace and at any time.

These “colleges without walls,” as they are sometimes called, are at the forefront of the effort to broaden access to higher education, especially for low-income students juggling their studies with full-time jobs and families. During my visit, I heard inspiring stories of students who are taking advantage of these flexible learning models to pursue degrees that can put them on paths to new careers.

One of those students is Shawn Lee, a student at Rio Salado College in Tempe. He has a compelling story: After dropping out of college decades ago, he found himself in a series of low-paying, often back-breaking jobs. He recently decided to get his degree—and I’ve found this is a pretty common refrain at community colleges—when he had his first child and wanted to start building a better life. Watch the video: https://www.youtube.com/watch?feature=player_embedded&v=KMQFrWVmMqQ

Tucked away in an industrial park in Tempe, Rio Salado doesn’t look much like a traditional institute of higher education. There were no students running to class. No ivy-covered walls. Just a couple of glass-faced office buildings.

As we walked inside for a tour, there was an even bigger surprise.

The college has just 22 full-time faculty serving 60,000 students, with more than half of them attending their classes online. (The full-time faculty depend on 1,400 part-time teachers who manage individual class sections, review/grade assignments, and consult with students.) Students can start any of the school’s 1,000 courses almost any Monday of the year. Classes cost \$84 per credit hour, far less than what other colleges charge.

I also visited the University of Phoenix, a for-profit institution with more than 300,000 students, where teachers and staff are working to make online learning even more flexible. One of the most popular innovations is a mobile app that gives students the freedom to study virtually anywhere. With the app they can keep track of their grades and assignments, participate in class discussions, and receive alerts from their teachers about their courses.

If your idea of college is a professor lecturing in front of a classroom full of students, some of these innovations may be surprising, even a little unsettling. But this kind of out-of-the-box thinking is needed to address the challenge facing higher education. College tuition is rising faster than any other cost in the U.S.—pricing many students out of a degree. More than 40 percent of college students drop out, depriving them of the chance to earn more money and leaving the U.S. without the highly-trained workers we need for economic growth. The fact is, we face a real dilemma. We need to educate people in a better way without increasing cost.

Most mornings I listen to online courses while walking on my treadmill. In my experience, what separates the great courses from the mediocre ones is the quality of the professors, whose passion and expertise bring their subjects to life, as much online as in-person. That’s why it’s critical that during this time of transition we keep our focus on the instructors. They are the ones who inspire and guide students. The best online learning technologies expand the reach of the most inspiring professors by allowing more students to be part of their classes.

The risk of this mass approach to education, of course, is that students might get lost in such an impersonal setting. That’s why Rio Salado and other institutions are researching new approaches to student advising. Using the growing body of data available about online students’ learning habits—for example, are they completing assignments and logging onto their courses regularly?—the institution can intervene to help students at risk of falling behind or dropping out. “Students don’t get lost because no one can just sit in the back corner. Everyone is in the front row,” a Rio Salado faculty member told me.

Several students I met during my visit said they liked learning online better than in a classroom. “I’ve taken college classes in a big auditorium with herds of people. There was no personal connection,” one University of Phoenix student said. “Now I can reach my teacher with the click of a mouse.”

Other students said they liked the fact that they can learn at their own pace and fit school into their busy schedules. What

(SEE Online on Page 23)

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Pathways to \$uccess—Doing What Matter\$ CBEA Conference Monterey, CA

By Ken Kuhn, WBEA President, Port Moody, BC

Once again, a pleasure to attend the CBEA Board meeting to understand their concerns. An outstanding conference with terrific workshops, informative and entertaining keynotes, awesome location, and many exhibitors. Some of the memorable events during the CBEA Conference were the keynote addresses by [Andy Dolich](#) on “Navigating the Polarizing Issues in Sports” and [Sally Ann Reiss](#) on “Lessons About Starting a Business” as well as a special tribute to Bob Thompson. Many thanks to Leroy Brady from San Diego City College for the accompanying pictures.



CBEA President Chris Hood, Keynote
Andy Dolich, Roger Anderson



Pauline Newton &
Mr. & Mrs. Bob Thompson, Jr.



WBEA President Ken Kuhn &
Keynote Speaker Sally Ann Reiss



CBEA Past Presidents in Attendance



Roger & Donna Anderson, Ken Kuhn,
& Mr. & Mrs. Bob Thompson, Jr & Bob's jacket



Marty & Joe McFarland & Mr. & Mrs. Bob Thompson, Jr.

How to Make a Good First Impression on Social Media

On social media, like any medium, the first impression is absolutely fundamental to success. Once first impressions are made, they are extremely hard to change, even when people are presented with facts that disprove their first impressions. On social media, people probably give you even less time to make an impact than they would if you were meeting in person. You need to strike a chord, and fast. Read more at this link: <http://bit.ly/1w3PGGW>

Online, All Students Sit in the Front Row (Cont'd from Page 21)

By Bill Gates, Founder of Microsoft, Business Magnate & Philanthropist, Visionary

still needed improvement, however, was a connection with other students. They said they struggled to complete team assignments online because it was too difficult to coordinate schedules. Lab work for science classes and other hands-on learning can also be problematic, although Rio Salado is addressing this issue by giving chemistry students a lab kit to use at home. Marine biology students get a frozen squid to dissect.

The biggest challenge facing all higher education institutions is how to ensure more students stay in college or university and complete their degrees. They are looking everywhere for solutions. Arizona State University, for instance, discovered that the college catalogue overwhelmed students with too many class choices and gave them too little guidance. So the university redesigned the entire experience. The new, personalized online catalogue features "major maps," which outline a major's key requirements, optimal course sequence, and career options to help keep students on the path to graduation.

I left Arizona feeling quite optimistic about what the future holds for higher education. It also reminded me how much work still needs to be done. What's most exciting is that the institutions I visited are not standing still. They are taking risks and using their creative and intellectual powers to reinvent themselves for the future. In doing so, they will give many more students the opportunity to do the same with their own lives.

Upcoming Events

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

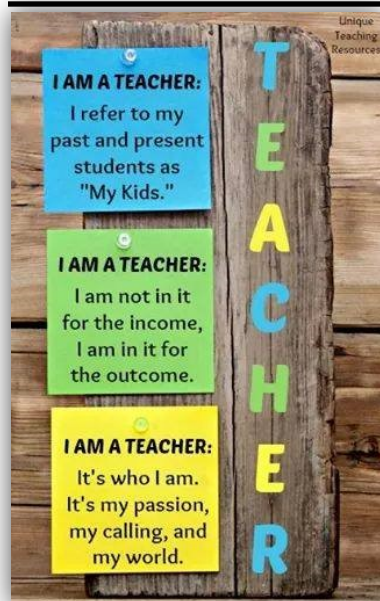
NBEA 2015 CONVENTION
Chicago, IL
March 31-April 4, 2015

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

NBEA 2016 CONVENTION
Las Vegas, NV
March 22-26, 2016

WBEA 2017 CONFERENCE
Bozeman, MT
February 17-19, 2017

NBEA 2017 CONVENTION
Chicago, IL
April 11-15, 2017



What Students Remember Most...

You told me how busy you were; how much there was to do. How little time there was to get it all done. I listened.

And as I looked at you, wearing all that worry and under all that strain, I said it's about *being there for your kids*. Because at the end of the day, most students won't remember what amazing lesson plans you've created. They won't remember how organized your bulletin boards are. How straight and neat are the desk rows. No, they'll not remember that amazing decor you've designed.

But they will remember you.

Your kindness. Your empathy. Your care and concern. They'll remember that you took the time to listen. That you stopped to ask them how they were. *How they really were*. They'll remember the personal stories you tell about your life: your home, your pets, your kids. They'll remember your laugh. They'll remember that you sat and talked with them while they ate their lunch.

Read more at this link: <http://bit.ly/1zfPPJz>

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

E-Mail:
kenkuhn@shaw.ca



WESTERN NEWS EXCHANGE

WESTERN BUSINESS EDUCATION ASSOCIATION
Ken Kuhn, Newsletter Editor
440 Woodhill Drive
Redding, CA 96003

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