

IOWA BUSINESS EDUCATION ASSOCIATION
Executive Board Meeting
Airport Holiday Inn, Des Moines, Iowa
Executive Room
Thursday, October 9, 2008

CALL TO ORDER

President Roger Davis welcomed everyone and called the meeting to order at 6:33 p.m. in the Executive Room at the Airport Holiday Inn, Des Moines, Iowa. Present were Tracy Weber, Pat Thieben, Roger Davis, Chad Larson, Mike Latta, Cindy Murphy, Sue Elwood, Kristy Cleppe, Patrick Geer, Lana Moeller, Samara Olofson, Sue Elwood, Sharon Keehner, Jeane Schweitzer, Rhonda Schmaltz, Barb Bielenberg, Dana Lampe, Sandy Warning, Wayne Norman, Jody Emerson, Jennifer Otten, Deb Jones

Roger welcomed the newest Executive Board members: Kristy Cleppe Area 9, Wayne Norman Area 13, and Chad Larson.

SECRETARY'S REPORT

The minutes of the May 3, 2008, Executive Board Meeting were approved as presented. Sharon Keehner moved to accept the minutes. Rhonda Schmaltz seconded the motion. The motion carried.

TREASURER'S REPORT

Patrick Geer reported the treasurer's report dated April 1 to September 30, 2008, with the following balances: checking account balance, \$3,749.83, Money Market Account \$15,104, US Bank Certificate of Deposit \$10,000 and Hoffman CD \$1,737.23. Patrick transferred all accounts to US Bank. Cindy Murphy identified an error on the annual report for the Money Market Account beginning balance for 9/30/08 as \$150,007.34. It should be \$15,000. Cindy Murphy motioned to accept the treasurer's report with the correction. Sandy Warning seconded. Motion carried.

EXECUTIVE BOARD REPORTS

President. President Roger Davis submitted a written report stating that he attended NBEA in San Antonio this spring and he attended the Program Management meetings in Des Moines throughout the year. He served on planning committee for the 2008 convention. He has initiated an effort to set up e-mail addresses for all IBEA appointed board members. He also worked with Lana Moeller to make changes to the constitution to combine the newsletter and webmaster positions and to reflect the fact that we are no longer publishing a paper newsletter. He called for a group to study the area rep structure. He has suggested moving away from paper documentation to electronic document storage. He also assisted Lana Moeller in finding candidates for board positions. Roger

appointed Chad Larson as student representative to the board and he appointed Wayne Norman to fill a vacancy in Area 13 for a term ending in 2010. Roger thanks everyone on the Executive Board for their service to IBEA this year. He also thanks the members of the planning committee for their hard work in planning this year's convention. He has enjoyed serving as president and he looks forward to his role as past president next year.

President-Elect. Sandy Warning submitted a written report stating the Planning Committee has been working diligently to create this year's convention. They came up with some new ideas, which convention attendees should enjoy. The convention registration details are as follows: convention registrants—98 (as of 9/30/08); exhibitors—18 businesses, 34 reps, 22 booths; and presenters—27 presenting in 25 sessions. There are several new presenters as well as some returning from previous years. The sessions follow three tracks: financial, technology, and general interest. Sandy reminded everyone that Barb will be taking group pictures of the planning committee, executive board, and award winners immediately following the banquet. She also reminded everyone to assist with next year's planning committee by filling out the convention evaluation form and the volunteer form which are in everyone's folders.

Past President. Lana Moeller submitted a written report stating her general duties were as follows: updated the rotation schedule for area representatives; contacted Sue Elwood to assist in the Drake Credit Option for 1 hour of graduate credit which added an online component this year; coordinated the Past President's Breakfast to be held Friday morning; attended Business & Technology Program Management meetings held throughout the year (3–4 annually); updated Policy 2.05 which is located in the minutes under Unfinished Business; deleted Policy 2.07 and renumbered 2.08 to 2.07; deleted Policy 3.01; updated Policy 5.05 indicating the Treasurer's books shall be audited yearly and that a statement verifying the audit shall appear on our Web site.

Lana's nominating duties included selecting the 2007 Slate of Officers nomination committee which consisted of the following people: Lana Moeller, Immediate Past President; Cindy Murphy, Executive Secretary; Sharon Keehner, Area 1a; Bonnie Beorkrem, Area 9; Sandy O'Brien, Area 10; and Jeane Schweitzer, Area 16.

NCBEA. Jody Emerson submitted a written report stating the current Iowa NBEA Membership as 121 Professional, 2 Student, & 6 Retired Members equaling 129 members. Iowa's Membership Target is 203. Our current membership is 60 percent (not including student & retired members).

Iowa is well represented on the NCBEA board as noted by the following NCBEA Officers: President—Kimberly Schultz, Kirkwood Community College, Cedar Rapids, Iowa, kimberly.schultz@kirkwood.edu; President-Elect—Beth Sindt, Hawkeye Community College, Waterloo, Iowa, bsindt@hawkeyecollege.edu; Immediate Past President—Laura Taylor, State Fair Community College, Sedalia, Missouri, ltaylor@sfcemo.edu; Secretary—Sue Elwood, Northeast Iowa Community College, Calmar, Iowa, elwoods@nicc.edu; Treasurer—Twana Hulen, Northeast Randolph County R-IV, Cairo, Missouri; Student Representative, TBA; NBEA Representative-

Administrative—Maurice S. Henderson, Business Professionals of America, Eastern Michigan University, Ypsilanti, Michigan; Illinois State Representative, Karen Drage, Eastern Illinois University; Indiana State Representative, Greg Valentine, University of Southern Indiana; Iowa State Representative—Jody Emerson, Creston, Iowa, jemerson@iowatelecom.net; Michigan State Representative—Barb Bartosiewicz, Manistee Area Public Schools; Minnesota State Representative—Bob Murray, Little Fork, Minnesota; Missouri State Representative—Michelle Lindsey, Ozark Community School District; Ohio State Representative—Vicky Ryan, Davis College; Wisconsin State Representative—Debbie Stanislawski, University of Wisconsin; Newsletter Editor—Jen Wegner, Wisconsin Department of Public Instruction; Web Master—Tonya Skinner, Jackson Community School District; ISBE Representative (ex-officio)—Pat Wissen; NBEA Executive Director (ex-officio) Janet M. Treichel; NBEA President (ex-officio)—Sharon Fisher-Larson.

NCBEA Update. North Central Business Education Association of the National Business Education Association will be publishing *Reach for the STARS—2008-2009 Business Education Classroom Activities Created by Teachers for Teachers!* For detailed information, go to www.ncbea.org. The NBEA Administrative Board awards stipends to first-time attendees at the national convention. Encourage teachers who qualify to take advantage of this. No one made applications for stipends so none were awarded last year. Application deadline is December. NCBEA received \$300 from Iowa that was raised at Fall IBEA convention through the 50/50 fundraiser and raffle. This is used to support NCBEA activities. NBEA/NCBEA booth at 2007 state convention exhibit area was successful. Six teachers and three students joined NBEA. Jody received Membership Director's material at the NBEA Convention in San Antonio, Texas in March. The upcoming NBEA Convention will be in April 2009 in Chicago, Illinois. See complete list of conventions on the NBEA web site: www.nbea.org.

IACTE. Dana Lampe submitted a written report stating that for the CTSO Recognition Day (Thursday, February 5) in Des Moines, IACTE is giving each CTSO two \$50 stipends for students and two \$50 stipends for their advisers to attend the Wednesday, February 4 evening legislative training. IACTE is also providing a pizza dinner. Students will have an opportunity to meet with legislators. The deadline to sign up for the stipend is January 22. More information will be sent to each business CTSO.

She also reported that the Iowa CTE “Preparing Iowa’s Workforce of Tomorrow” Conference begins Thursday, November 6, 2008, Ames, Iowa, Gateway Center. There will be tours, sessions, and awards. The conference registration deadline is October 31, 2008. The registration fee is \$100 and the late registration fee is \$125 (after October 31st).

Dana also states that the IACTE would like to recognize IBEA award winners from last year and submit their names with other divisional winners at the IACTE conference. The following are IACTE awards and their recipients’: IACTE Outstanding CTE Teacher of the Year, IBEA Outstanding Business Educator-Secondary Level (7-12) Rika Hinshaw, Ankeny HS; IACTE Outstanding New CTE Teacher of the Year, IBEA Outstanding New

Business Educator—Secondary (1-5 year teacher) Amanda Eberhart, Northeast HS; and IACTE Outstanding CTE Educator of the Year, IBEA Distinguished Service Award-Lynn Fraker, Kirkwood Community College.

The CTE Region III Conference will be held in Burlington, Iowa, from June 15-17, 2009. IACTE invites CTE leaders representing all the divisions. A formal invitation will most likely come to all the IBEA board members. The overall focus for the conference will be on leadership and association development/improvement.

Executive Secretary. Cindy Murphy gave a handout of the breakdown in membership as of June 30, 2008 with 226 members.

Newsletter/Web site Report. Sue Elwood submitted a written report stating her general duties this past year which included updating the Spring Online Newsletter, collecting convention information, attending summer workshops, collecting awards nomination information, updating the Fall Online Newsletter, updating convention information, adding meeting minutes, and renewing the web server/domain name. Her final duties will include adding post-convention information. As of December 31, 2008, she will be turning the position over to the capable hands of Sharon Buss. Sue stated that it has been a pleasure to serve as Newsletter Editor/Webmaster since fall 1997.

Historian. Barb Bielenberg submitted a written report stating her activities over the past year which included taking pictures and setting up a display at IBEA in October, 2007. She will take pictures at the IBEA conference this year (with digital camera) of the following: session speakers, award winners (groups and singles), general session speakers, exhibitors and tables, casual shots of attendees, past president's breakfast & state presidents, assembling packets, registration, current board, newly elected board, registration committee & registration desk.

She organized pictures on the computer for a PowerPoint to play at the Past President's Breakfast, and the Saturday Brunch, for which she will bring her laptop, but a projector will need to be furnished. She will be making copies of the photos and PowerPoint CD for the president and convention chair. Copies of documents for the year were filed. Digital pictures were sent via e-mail to Sue Elwood for the newsletter.

Barb attended the following meetings: NCBEA in Grand Rapids, Michigan, October 1-3, 2008, the Past President's meeting giving a stipend report for first-time attendees at NCBEA. She is currently serving as NASBE (National Association of Supervisors of Business Education) as President as of July 1, 2008. She will attend ACTE in December (2-6) in Charlotte, NC, and the NASBE meetings there.

She secured door prizes for the IBEA convention. Barb stored boxes of historian's files. She also wrote to congressmen regarding Perkins funding, and she had all her teachers do the same.

Department of Education. Pat Thieben represented Kelli Diemer by submitting a written report stating The Iowa Department of Economic Development has money available to support competitive events for the designated target industries for Iowa and have developed a grant for organizations to use to request this money. The targeted industries include Information Solutions (specifically IT), Life Sciences (biotechnology), and Advanced Manufacturing. Last year, a majority of the money went to the IT Olympics at ISU (Cyber Competition) and to Skills USA. She stated that we want to be part of this for the coming year so a committee was designated to work on a grant for our business organizations.

One person from each of the Business CTSOs was designated to serve on a committee to determine the direction we want to take and to write the grant. These people are: Chris Bohnet–DECA, Joan Cochran–Secondary BPA, Erich Heneke-PBL, Dana Lampe–FBLA, Tony Timm–Delta, Pam Uhlenkamp–Post-secondary BPA.

The first meeting was held on Monday, September 29 at the Grimes State Office Building in Des Moines. The group identified the goals for the grant and identified some activities. They have split the grant up into parts in order to expedite the writing. The first drafts are due October 15 and then will be shared with the entire group. They hope to have a final grant written by the end of October. Currently, they are asking for approximately \$40,000 to do a variety of activities. Once the grant is finalized, they will share more information with all the CTSOs. They do not have a timeline as to approval of the grant at this time.

Program Management. Sandy Warning submitted a written report stating the committee met June 6 and August 8. It was reported by Kelli Diemer and Pat Thieben that coursework in “personal finance” will be a required essential skill in high schools by 2013. The same goes for “employability skills” and “technology skills.” These are secondary requirements but will have the “trickle up” result for post-secondary.

The Professional Development sub-committee held a meeting July 8-9. Committee members were assigned a task to find data-driven research showing improved student learning as the result of professional development. This will be a topic for further discussion in October. Once we have more data collected, goals can be set and we can determine how student learning will best be impacted.

There was continued discussion on joint professional conferences and CTSO conferences.

Summer workshops were reported successful.

Public Relations. Rhonda Schmaltz submitted a written report listing her completed tasks this year in her role as public relations chair. She sent an e-mail to AEA reps in September asking them to contact any business education teachers in their area with information she provided to them on the IBEA fall conference. She prepared a press release for the conference packets this fall. The press release can be used by IBEA members when they return to their communities for publication in their local papers. It

highlights the features of the conference and the dates the conference was held. This fall, with direction from the Board, she developed a contest for a new IBEA logo. The information was forwarded to Kelli Diemer, who then sent it out to all business educators in the state of Iowa. Response has been good, and Rhonda brought the submitted designs with her to our meeting today for the Board to review. It will need to be determined if the board, our membership or both will vote on a new logo for IBEA. At the conclusion of our fall conference, she will send information to the schools of our award winners. Letters will also be sent to schools of out-going as well as in-coming officers for IBEA. Information about the IBEA fall conference will also be sent to various newspapers around the state via email.

Awards. Lois Roth submitted a written report stating her activities over the past year which included: working through the checklist and adding a few things (she will keep looking for better/easier processes to follow), communicating with area reps (using e-mail most of the time) attempting to use area reps and statewide distribution to encourage nominations for awards (as you can see, 2008 has VERY disappointing results. Is it the process or is it something else?), e-mailing responses to a variety of people with questions. Lois reported having 3 nominees for Secondary, 1 for Service to Business Education, 1 for Distinguished Service, 0 for New Secondary, 0 for Hoffman, 0 for New Post-Secondary, 0 for Post-Secondary, 16 Iowa BEST, Years of Service will be recognized, and retirement folks will be recognized.

Lois developed, created, and ordered educator table gifts, designed a display board, a winners' brochure, and various other certificates for the convention. She also ordered plaques.

She submitted numerous questions on how the awards process should go and who should be responsible for what requirements for each award. She also reported the number of awards over the past few years. This subject will be revisited at a future meeting.

Convention Site. Patrick Geer submitted a proposal from various hotels in the Des Moines, Iowa City, and Cedar Rapids areas. Discussion was held and minutes taken in the New Business section of the minutes.

Student Representative. Chad Larson did not submit a report.

AREA REPRESENTATIVE REPORTS

Area 1a. Sharon Keehner did not submit a report. Her area met.

Area 1b. Kelly Jared did not submit a report.

Area 2. Jennifer Otten did not submit a report.

Area 3. Lecia Berven submitted a written report stating a meeting of the Area III business instructors was scheduled for May 21, 2008. After getting responses from several

instructors who could not attend, it was decided to postpone the meeting to the fall. They will hold their meeting at the end of October.

Area 4. Open

Area 5. Mike Latta did not submit a report.

Area 6. Open

Area 7. Open

Area 9. Kristy Cleppe submitted a written report stating the following activities: updated teacher lists and verified teacher e-mail addresses and current positions; in the process of updating the administrative (principals) list; e-mails have been sent encouraging Area 9 educators to attend the IBEA conference; forwarded any IBEA news and activities to Area 9 educators

Area 10. Sandy O'Brien did not submit a report.

Area 11a. Lou Ann Knorr had nothing to report.

Area 11b. Samra Olofson had nothing to report.

Area 12. Open

Area 13. Open

Area 14. Cindy Hutson did not submit a report.

Area 15: Karen Moore had nothing to report.

Area 16. Jeane Schweitzer submitted a written report stating the following: the Area 16 Fall Business Education meeting was held October 1 in Ft. Madison. Twelve area high schools and community college business instructors attended, as well as Monica Hinkle, Area STC/Tech Prep Coordinator, and Kelli Diemer, Department of Education.

The program included an update from Kelli on current topics such as the Personal Finance requirements, Iowa Core Curriculum, assessments, and new standards in Marketing Education.

Monica introduced the instructors from Southeastern Community College who discussed changes taking place in their programs, including more instruction in soft skills as recommended by their business advisory council members.

Their theme for the meeting was entrepreneurship, "Small Businesses in Small Towns." They visited several local businesses. The owners of three retail shops and a bistro discussed how their business began, what they look for in employees, and what they would recommend to be successful in starting a new business.

A member of the Ft. Madison Convention and Visitors Bureau made a presentation on "Tourism in a Small Community."

Following lunch at another unique bistro, the area instructors had a chance to discuss ideas and their programs with one another. Discussion also included attending the upcoming IBEA State Convention and the IACTE State Convention in November.

There next meeting in March, 2009, will follow the Area Business Advisory Council meeting. Some of the participating schools will be updating their business members on the Council before the spring meeting.

Jeane wants to thank the Iowa Business Education Association for giving her the opportunity to serve as Area 16 Representative. She stated that she knows that she hasn't been able to give to the Association nearly what she has received by being part of the Board for the past three years.

She is pleased to announce that Kathy Steffensmeier, Business Education Instructor at Holy Trinity Catholic High School, will take her place as an Area Representative.

UNFINISHED BUSINESS

Area Rep Structure. Sandy O'Brien—not in attendance—Will be dealt with at a later meeting.

Webmaster Stipend. It was reported by Sue Elwood that the Department of Education is no longer paying for postage & printing for the newsletter. The cost was becoming too high so they decided to combine the Newsletter/Webmaster position in order to publish more to the web and eliminate mailings. Sue reported that the only mailing that will be made will be before the convention only. She stated that with her position of web master she has been updating the Web site almost daily. It can be time consuming. Sue Elwood motioned to keep the stipend the same amount of money and to pay it in 3 equal payments. Sharon Keehner seconded. The motion carried.

Payment for attending convention. Lana Moeller suggested changing the way Policy 2.05 is worded to include not just the president and president-elect, but to also name a designated person in case the President and/or President-elect cannot attend. She also stated that reimbursement be made to the president and president-elect to attend conventions up to \$1,000 to attend NBEA and that the NCBEA representative be reimbursed up to \$500 to attend NBEA. Sue Elwood suggested that the NCBEA representative get reimbursed also. Sharon Keehner reminded everyone that we need to be cautious about spending our money since the price of everything has gone up. Barb Bielenberg suggested looking at the cost and adjusting on a yearly basis. Lana stated how important the NCBEA representative position is to our organization. She also stated that if proper reimbursement is not made that position could become hard to fill. Barb stated that sometimes schools will pay some of the cost but she suggested that IBEA should be responsible for some of the expenses. Jody Emerson, the current IBEA NCBEA representative stated that she attended 2 meetings this year: NCBEA & NBEA for NCBEA representatives. Sharon Keehner stated that she thought \$500 isn't enough, but that it is better than nothing. A motion was made by Lana Moeller stating the President and President-elect and the NCBEA rep shall be paid actual expenses up to \$1,000 each to attend the NBEA convention. The President or designated representative and NCBEA

rep will be paid actual expenses up to \$500 each to attend NCBEA. Jeane Schweitzer seconded. Motion carried.

New Logo. Rhonda Schmaltz sent information out in September requesting all Iowa business teachers to help design a new IBEA logo. Over 80 logos were submitted. She numbered them and then she asked the board to vote on their top three. Dana Lampe stated how great it is to get the students involved. Linn-Mar designed this year's program cover. It was decided to allow the membership to vote on the final logo. Roger thanked Rhonda for her efforts. Sandy Warning stated it is great to see involvement.

E-Mail Addresses. Roger Davis and Sue Elwood made e-mail addresses for everyone on the Executive Board. This was designed so business teachers do not have to look up who their area rep is; all they have to do is go to the Web site and click on the e-mail link to their area number. Roger will handle any problems that arise. Roger will publicize the e-mail addresses location on the Web site at the convention. Barb Bielenberg suggested including a list of the e-mail addresses in the program at the convention. Sue Elwood will include a link on the Web site. Roger will send out instruction on how to get the mail forwarded to each board member.

NEW BUSINESS

Appointments of Executive Secretary, Webmaster, Historian, Student Representative. Roger Davis stated that Cindy Murphy will serve again. Sue Elwood will be leaving as webmaster at the end of December. Sharon Buss at Hawkeye will take over. Barb Bielenberg will be remaining as Historian and Chad Larson will be student rep.

Appointments of Standing Committees: Public Relations, Awards. Sandy Warning stated that Rhonda Schmaltz will continue in her position as Public Relations and Lois Roth will continue as Awards.

Convention Site Selections for 2011. Patrick Geer submitted a written report comparing numerous hotels and their prices for the 2011 convention. Much discussion was held about the pros and cons of each hotel. Based on prior contacts with hotels and using the resources at the Des Moines Convention and Visitors Bureau, he solicited bids via e-mail to several Des Moines and Cedar Rapids/Iowa City corridor hotels. In the bid proposal he asked for prices based on our current two-day Friday/Saturday format as was decided at the May board meeting. He received bids from: the Cedar Rapids Marriott, Coralville Marriott, Holiday Inn Airport, Des Moines, Hotel Fort Des Moines, Des Moines Marriott, Adventureland Inn, Best Western Airport, Iowa Events Center, and The Meadows (Prairie Meadows). Patrick stated that most of the hotels told him the prices are based on today's prices and could go up. The Cedar Rapids Marriot will be 2010 location and their price may actually be lower—he was given the highest actual price. Holiday Inn Airport in Des Moines had the lowest prices. Hotel Fort Des Moines says they can hold us but they are expensive. Des Moines Marriott is downtown and only available the first weekend in October. They charge for parking. Adventureland Inn is available all dates. The Cedar Rapids Marriott did mention multi-year rate—we could have our pick of dates

but 2012 is not booked. Sharon Keehner thanked Patrick for his work. Patrick stated that Mark Ryan will take over next year. He is a marketing instructor and has experience in working with hotels. Wayne Norman stated that the Des Moines Marriott's parking charges are high and necessary due to vandalism. Chad Larson stated that convention always seems to be held on UNI's homecoming which inhibits UNI students from attending. He stated there are currently 40 students in the Business Education program at UNI but only eight will attend this year's conference due to UNI's homecoming this weekend. He suggested that the weekend of the 21st might be better choice. Kristy Cleppe stated that teachers may not be attending this year due to finals. Sharon Keehner stated that October is a bad month for convention. Dana Lampe and Deb Jones suggested getting a quote from the Holiday Inn on Merle Haye Road in Des Moines. Mike Latta reminded everyone about the strong feelings we had about the Cedar Rapids Marriott and that repetition might be a good thing since we are having the 2010 convention in that same location. Dana Lampe inquired about the results of the survey following the convention last year as to good days/dates to have the convention. Roger Davis stated that Friday is the most popular choice with Thursday and Saturday as a toss up for the adjoining day. The survey also showed an overwhelming majority wanted the convention in October. Dana Lampe suggested finding a location in the western part of the state and then rotating it every three years. Wayne Norman stated that if a convention would be held in Council Bluffs that it would be in hotel with casino. A motion was made by Samra Olofson to have the 2011 IBEA convention held at the Coralville Marriott in order to avoid UNI's homecoming. Kristy Cleppe seconded. Discussion: Jennifer Otten questioned the room block rate and the meeting room cost. An amended motion was made by Sharon Keehner stating the Coralville Marriott will be the location for the 2011 convention to be held on October 21st and 22nd as long as the negotiated room rate goes down and the meeting room cost can't go above \$1,000. Dana Lampe seconded. The Amended Motion is accepted and carried.

Awards Changes. In Lois Roth's absence, Roger suggested a committee be put together in order to work out changes for the awards process. Sharon Keehner volunteered to be on the committee. Roger is hoping Lois Roth will be on the committee. We will look toward the membership to get more committee members. Deb Jones suggested having both post-secondary and secondary represented.

Other.

Dana Lampe shared a discussion she and other CTSO advisors had about possibly increasing communication between IBEA and ITEC since many business teachers also teach computer-related courses. It was suggested that an ITEC representative be a member of the IBEA Executive Board. Sandy Warning will draft a letter to send to ITEC welcoming their input on the matter.

Pat Thieben encouraged all area representatives to hold meetings in their area to get all business teachers aware of the new changes to Perkins. She stressed the importance of having knowledgeable business teachers to help their high school principals during this transition process.

Sandy Warning motioned to adjourn. Sharon Keehner seconded. The meeting was adjourned at 8:14 p.m.

Respectively submitted,

Tracy Weber