

IOWA BUSINESS EDUCATION ASSOCIATION
Executive Board Meeting
Airport Holiday Inn, Des Moines, Iowa
Executive Room
Thursday, October 11, 2007

CALL TO ORDER

President Lana Hoffman welcomed everyone and called the meeting to order at 7 p.m. in the Executive Room at the Airport Holiday Inn, Des Moines, Iowa. Present were Gail Backes, Bonnie Beorkrem, Barb Bielenberg, Roger Davis, Sue Elwood, Jody Emerson, Patrick Geer, Lana Hoffman, Deb Jones, Sharon Keehner, Lou Ann Knorr, LouAnn Langreck, Mike Latta, Cindy Murphy, Colleen Hunt, Kimberly Peterson, Sandy O'Brien, Jody Emerson, Kimberly Schultz, Rhonda Schmaltz, Jeane Schweitzer, Pat Thieben, Pam Uhlenkamp, Sandy Warning, Tracy Weber, and Cindy Weeks.

SECRETARY'S REPORT

The minutes of the May 5, 2007, Executive Board Meeting were approved as presented.

TREASURER'S REPORT

LouAnn Langreck reported the treasurer's report dated April 28 to October 6, 2007, with the following balances: checking account balance, \$39,314.88, CD Account (Hoffman), \$1,737.23, and CD Account (Security State Bank) \$3,466.93. Correction on Income "2007 Conference Dues" should read "2007 Conference Registration and Dues". Lou Ann Knorr made a motion to accept the treasurer's report with correction. Pam Uhlenkamp seconded. Motion carried.

Roger Davis presented the IBEA Proposed Budget 2007-2008. The "Summer Sessions/DOE" from income and "Summer Workshops" from expenses are duplicated and need to be removed. This will be voted under new business.

EXECUTIVE BOARD REPORTS

President. Lana Hoffman thanked the Board for their support this past year. In July she attended the NCBEA Conference in Springfield, Missouri. While there she attended the State President's breakfast and participated on a State President's panel. As a member of the program management, she organized a committee to discuss the possibility of holding a joint conference with Mark Ed and IACTE. She also helped organize a Task Force to discuss Perkins funding. In addition she raised \$2,135 in donations for Convention. She reminded Board members to submit any bills. She also thanked Roger Davis and his planning committee for all their hard work.

President-Elect. Roger Davis reported that there were 175 registrations for the convention. In that 175, are 158 IBEA members, 10 Lifetime members, 4 retired, and 3 students. Roger reported there are 33 exhibitors and 19 presenters. Roger reminded everyone that pictures are at 8 pm in the ballroom after the banquet. He shared that we need to place an importance at the convention to have the planning and volunteer forms filled out for next year.

Past President. Sue Elwood reported on the update of the rotation schedule of Area Representatives and that Area 4, 6, 7, 12, and 13 are still open. Sue arranged the Drake Credit option for one hour of graduate credit for those attending the convention. She coordinated the Past President's Breakfast to be held Friday morning of the convention. Sue attended Business and Technology Program Management meetings held throughout the year.

NCBEA. Jody Emerson handed out a written report. She reported that the current NBEA membership is 120 as of October 9, 2007. She shared that we have several people from Iowa represented on the NCBA Board. She announced that Kimberly Schultz is our President-Elect, Barb Bielenberg is serving as our immediate Past President, and Sue Elwood is our new Secretary. NCBEA has a booth at the convention selling raffle tickets for a chance at a Bunn-o-Matic coffee maker. Jody encouraged everyone to participate in the 50/50 raffle chance that will be placed at the luncheon tables during the convention. Half of the proceeds will go to NCBEA and the other half to the lucky person whose name will be drawn during the annual meeting. NCBEA will be updating the Classroom Activities CD in 2008. The CD is free will all new NBEA/NCBEA memberships and only \$15 for current members. See written report for the upcoming conventions with NBEA's 2008 Convention hosted in San Antonio, Texas, March 19-22, 2008 and the next regional convention will be October 24-26, 2008, in Michigan.

IACTE – Pat Thieben handed out a written report. Pat shared that Dave Bunting is now serving as the Executive Director. Some of the activities that IACTE participated in were sending students to the National Policy Seminar in Washington, DC, sponsoring the CTSO Legislative Day/Student Recognition, and a contingent met with Jan Friedel and Judy Jeffries on August 29. Dave Bunting has contacted Governor Culver for a meeting and has invited him to be the keynote at the IACTE conference in November. Senator Harkin was nominated and received the National ACTE Policy Maker of the Year Award.

IACTE has continued discussion regarding a Unified Conference. Because of Senate File 277, there is little more flexibility in the K-12s for professional development, but the spending of that money is up to local bargaining groups. We are hoping that conferences such as IBEA and IACTE can be set as a priority. IACTE has a goal of hosting a Unified Conference in conjunction with the Region III ACTE Conference in June 2009.

IACTE continues to encourage all members to also join ACTE. In the award area, Iowa would have lots of eligible participants, but they need to also have membership in ACTE to get the award. We need to have members join both.

Pat Thieben shared that she has accepted a position at the Department of Education as an Educational Consultant. She will start her position on October 1st. Pat will no longer be able to serve as the IACTE representative and needs a replacement. She shared that she enjoyed working in this position, but will remain a member of IBEA and hope to work in the Information Solutions.

Executive Secretary. Cindy Murphy gave a handout of the breakdown for 2007-2008 IBEA Membership with 220 members as of October 9, 2007. Cindy asked that area representatives send out their membership lists to be updated.

Newsletter/Web site Report. Sue Elwood published the Spring and Fall 2007 Newsletter on the Web. Copies of the printable newsletter was sent to members who do not have e-mail (i.e.: about 30 retired lifetime members). Sue plans staying on board as Newsletter/Web Editor for another year until Fall 2008. The new Web site address is ibeasonline.org.

Historian. Barb Bielenberg reported that she has copies of last year's pictures and made a display for our IBEA convention. Barb reminded everyone that she will be taking pictures of the Session Speakers, Award Winners, General Session Speakers, Exhibitors and tables, casual shots of attendees, Past President's breakfast and State Presidents, assembling packets, registration, Board, New Board, and Registration Committee.

Barb organized pictures on computer for PowerPoint to play at Past President's Breakfast, and the Saturday brunch. She plans on making CD copies of the photos and PowerPoint for President and Convention Chair and secured door prizes for the IBEA convention.

She had filed copies of the document for the year and sent digital pictures via e-mail to Sue Elwood for Newsletter. Barb had attended the Mountain Plains conference in Overland Park, Kansas, in June as NCBEA President and the NCBEA Board Meeting in Springfield in July as NCBEA Past President. Barb plans on attending the ACTE in December in Las Vegas and NASBE meetings there as their Newsletter Editor on the NASBE board.

Barb shared that next year's project for the IBEA 100th year is to make copies of all the covers from all the years that we started using folders.

Department of Education. Colleen Hunt reported that their biggest project this year is the Perkins application. They are currently in the transition of a 5 year plan. IBEA is well represented in this project by three of our members: Sandy Warning, Pam Uhlenkamp, and two student representatives. They are all on the work teams, so if you have issues and concerns regarding Perkins, please contact one of these members.

Colleen shared that she brought \$500 from MarkEd for door prizes. She mentioned that this was her last meeting because she has taken a new position with the Department of

Education working with Community College Accreditation and that Kelli Deimer will be replacing her position as Business and Marketing Consultant sometime in January. They will send out an e-mail and let everybody know when the switch has been made. Colleen thanked everyone for their support for the last eight and a half years.

Program Management. Kimberly Schultz handed out a committee report and the Program Management Assessment Project Phase I & II Summary. On August 6, Jan Huss led the committee through the strategic planning process. The group determined that they would proceed with any project currently underway, but would rather wait to start any new project until a later date. The goal for the next year is to focus on process, not product, with an emphasis on professional development of the Iowa business educator. Next meeting dates set are: October 25, February 1, April 24, and June 6.

Assessment-Phase II. Seven of the twenty-one assessments have been completed with five more having been reviewed. The new projects will be available from the DE Web site. Once all of the projects have been completed, the assessments will be available on a CD. A summary sheet of the assessments “Program Management Assessment Project Phase I & II Summary” completed and currently in progress had been prepared and placed in the convention packet. Kimberly Peterson (Essex) and Leasha Hendrix (Price Lab/NU High) are writing the assessments; Kimberly Schultz is editing the work.

The summary was placed in the convention folders and the committee would like feedback on the Phase I & II Summary and maybe need to revisit on the rigor and relevance on the quadrants. The committee would like to create a new CD by next year. Another possibility is to put this on the web as a .pdf, instead of a CD. Kimberly asked everyone to encourage educators to use the Assessments.

Mentoring. A session featuring a technology theme will be presented at the IBEA conference. Any instructor is welcome to attend, but the session emphasis is for teachers with five years or less of experience. The fall ICN session is currently in the planning stages. As in the past, the subcommittee is planning on utilizing the IBEA Area Reps in facilitating the ICN session. Deb Jones serves as the chair for this subcommittee. In the packets for the IBEA are surveys for the ICN sessions. Please add the time you want these sessions on the survey.

Model Curriculum. Barb Lujan is spearheading this endeavor which includes many facets important to a business educator. In addition, the subcommittee has taken over the production of the Web site previously started by volunteer DMACC instructors.

Road Show. Kimberly reported that there is money to develop a “road show” that would travel throughout the state speaking to pockets of Iowa business educators. The topics of the presentation will pertain to administrative aspects such as sequential units and Perkins reporting as well as addressing issues or concerns of audience members. It has not yet been determined whether this project will be completed as many of the developers are already heavily involved in one or more of the three projects that are currently underway.

Summer Workshops. Kimberly reported the summer 2007 workshops were heavily attended and well received. The fate of the workshops; however, remains to be seen. While a survey was put in the folders for the IBEA convention to determine educator needs, the Program Management Committee's budget was severely slashed which may necessitate a change in the amount of workshops, if any, offered this coming summer.

Public Relations. Rhonda Schmaltz reported that the year has been a growing and learning year. She attended the first planning meeting for the convention in January at Kirkwood Community College. She prepared a press release that is in each of the packets for the convention and updated other press releases to be sent out after the convention. Rhonda was grateful to LuAnn Farrell for all her notes and guidelines to follow. She looks forward to more involvement during the 2007-2008 year.

Awards. Lois Roth was unable to attend. Lana Hoffman reported for Lois. There were four nominated for Secondary teacher, two for New Secondary, five for Service to Business Education, one for Distinguished Service Award, zero for Hoffman Award, zero for New Post-Secondary, zero for Post-Secondary, and 23 Iowa Best Awards. At the dinner banquet, Years of Service Awards and Retirement Awards will be presented. Lois placed nomination forms in the convention packets.

Nominating Committee. Sue Elwood reported the 2007 slate of officers nomination committee consisted of the following people: Sue Elwood, Immediate Past President; Cindy Murphy, Executive Secretary; Deb Jones, Area 3; Marilyn Watkins, Area 4/12, Pamella Uhlenkamp, Area 5; Kimberly Peterson, Area 13. Positions which must be elected – (Newsletter Editor/Webmaster; Historian, Executive Secretary are appointed by the President or Executive Board.) Nominations for the 2007-2008 are: Roger Davis, President; Sandy Warning, President-Elect; Tracy Weber, Secretary; Patrick Geer, Treasurer; Lecia Berven, Area 3 Representative; Mike Latta, Area 5 Representative; Samra Olofson, Area 11b Representative. Area 4/12, 6 and 13 are open. An Area 7 Representative must be appointed to complete term which ends in 2008. Nominations for open positions will be taken from the floor at the annual business meeting if no one has accepted the nomination prior to the meeting.

Convention Site. Patrick Geer reported, upon the request of the board, requested information from the Holiday Inn as to what the changes would be for the 2009 convention on the charges if we switched to a Thursday/Friday format starting at 3:00p.m. Thursday afternoon with no banquet on Friday. The hotel notified Patrick that the change would increase the room rate to \$85 and each breakout would be \$25.

AREA REPRESENTATIVE REPORTS

Area 1a. Kelly Jared was absent. No Report.

Area 1b. Sharon Keehner reported that her area was too busy this fall to meet and will try to meet in the spring. Sharon shared that many teachers were unable to come to the convention.

Area 2. Jennifer Nicholls was absent, but left her report with Lana Hoffman. She reported that her area teacher list has been updated and invited area teachers to attend the IBEA Conference in Des Moines.

Area 3. Deb Jones reported that they will have a meeting in November to meet the new representative, Lecia Berven.

Area 4. Marilyn Watkins was absent. No report.

Area 5. Pam Uhlenkamp reported that they had no meeting, but will have a meeting in the future to introduce the new representative, Mike Latta.

Area 7. Gloria Paulsen was absent. No Report.

Area 9. Bonnie Beorkrem reported that the teacher and principal lists were updated along with the e-mail addresses. She sent out e-mails to notify the various activities of IBEA, such as fall convention and summer workshops. On Thursday, November 8, 2007, the members of the Area 9 IBEA as well as the business teachers of the Quad City area from both Iowa and Illinois will be meeting at Davenport West High School to discuss dual-credit courses with the community colleges in the area. Next year, Kristy Cleppe from Bettendorf High School will be taking my place. A written report was submitted.

Area 10. Sandy O'Brien was absent. No Report.

Area 11a. LouAnn Knorr reported that she sent out to her members reminders of the IBEA convention.

Area 11b. Cindy Weeks reported that she is going to be replaced by Samra Olofson.

Area 13. Kimberly Peterson had no report.

Area 14. Cindy Hutson was absent. No report.

Area 16. Jeane Schweitzer reported that she updated teacher, superintendent, and principal lists; also verified teacher e-mail addresses. She collected two live auction donations for IBEA Convention. Jeane attended the Regional Business Advisory Committee Meeting on September 26, 2007. She conducted Fall Area 16 Business Education Teachers meeting following Regional Business Advisory Committee meeting. A written report was submitted.

UNFINISHED BUSINESS

Summer Workshops. Kimberly Schultz reported that the summer workshops were well attended. DMACC offered another session for Office 2007. Limited funding will prevent many offerings for the summer workshops; therefore, the surveys at the convention need to be filled out to get ideas to see what people want.

Convention. In discussion, ideas were presented to find ways to change the date of convention and recruit business educators to attend. The current date conflicts with homecoming events. Lana made a suggestion to hold a joint conference venture; i.e. MarkEd and IACCT. Joining another conference can help bring in a better keynote speaker. The downfall is finding a larger conference center and scheduling three years in advance.

Another suggestion was to hold two conventions; one in the summer and one in the fall. Colleen Hunt felt that this would create a financial burden for schools to pay.

Kimberly Schultz made a motion to move that IBEA indicate to IACTE that we are interested in the possibility of at least a “partial” joining in the 2009 joint conference venture. Before a decision could be reached, we would need to know by April 1, 2008, what IBEA would be responsible for in regards to personnel and financial support. Motion seconded by Deb Jones. Motion passed. Pat Thieben and Kimberly Schultz will talk to Dave Bunting.

NEW BUSINESS

Convention 2009. Patrick Geer reported, upon the request of the board, requested information from the Holiday Inn as to what the changes would be for the 2009 convention on the charges if we switched to a Thursday/Friday format starting at 3:00p.m. Thursday afternoon with no banquet on Friday. The hotel notified Patrick that the change would increase the room rate to \$85 and each breakout would be \$25.

Deb Jones felt that many instructors would like to see a change or try something different so it would not always be on a Friday or Saturday. Kimberly felt that new comers don't see the importance of this conference. Sharon Keehner shared that her principal did not let her go to the conference when she was new. She felt that if they were a first-year teacher, they would not want them to miss work. Another suggestion, was to rearrange 2009 to have the banquet and awards during the day and not the evening

Patrick Geer shared that it would take a year to cancel and that there are no hotels open in 2009. The hotel will change the contract if we change the dates with different rates. Right now we don't pay for breakout rooms.

Other ideas shared for convention was to offer hands on sessions or go to a web based conference. Need to get word out at convention to get surveys filled out to gather ideas for future conventions. Patrick Geer will look at convention dates for a summer convention and discuss at the May meeting.

Roger Davis made a motion to hold the 2009 convention as originally planned on for a full day Friday and a half-day on Saturday. Seconded by Sharon Keehner. Motion carried with one opposed.

Convention 2010. Deb Jones and Sandy Warning would like to get the results from the convention survey and look into a Thursday afternoon and Friday all day session.

Roger Davis made a motion to move that we direct the convention chair to investigate three options for pricing and availability for the 2010 convention to bring to the spring board meeting. Option 1 to be for a full day Friday and half-day on Saturday. Option 2 to be for a full day Friday only. Option 3 to begin at 3:00 p.m. on Thursday and concluding 5 p.m. on Friday. LouAnn Langreck seconded. All in favor. Motion carried.

Proposed Budget 2007-2008. Roger Davis presented the Proposed Budget with one correction to remove the duplication Summer Sessions from Income and Expenses.

Kimberly Schultz made a motion to approve the budget that was presented with correction. Bonnie Beorkrem seconded. Motion approved and carried.

Election of New Officers. A motion was made to approve the Nominations for the 2007-2008 with Roger Davis as President; Sandy Warning, President-Elect; Tracy Weber, Secretary; Patrick Geer, Treasurer; Lecia Berven, Area 3 Representative; Mike Latta, Area 5 Representative; Samra Olofson, Area 11b Representative. Still need to find nominations that will be taken on the floor at the annual business meeting for Area 4/12, 6 and 13 that are open. Motion approved and carried.

The meeting was adjourned at 8:52 p.m.

Respectively submitted,

Gail Backes