

IOWA BUSINESS EDUCATION ASSOCIATION
Executive Board Meeting
Airport Holiday Inn, Des Moines, Iowa
Room 292
Saturday, April 18, 2009

CALL TO ORDER

President Sandy Warning welcomed everyone and called the meeting to order at 10:05 a.m. in Room 292 at the Airport Holiday Inn, Des Moines, Iowa. Present were Tracy Weber, Samra Olofson, Cindy Murphy, Lois Roth, Sharon Keehner, Deb Jones, Sandy Warning, Lou Ann Knorr, Kristy Cleppe, Rhonda Schmaltz, Kelli Diemer, Roger Davis, Mike Latta, Jody Emerson

SECRETARY'S REPORT

The minutes of the October 9, 2008 Executive Board Meeting were approved as presented. Lois Roth moved to accept the minutes. Sharon Keehner seconded the motion. The motion carried.

TREASURER'S REPORT

Patrick Geer was not present. See attached Treasurer's Report. Sandy will send Patrick an order to pay the \$5.00 per member for the membership dues which go to ICTE. This \$5.00 is included in the price for an IBEA membership. Cindy will forward all the names of current IBEA members to Patrick. Sandy pointed out IBEA was under budget for the October 2008 convention. A motion was made to approve the Treasurer's Report by Sharon Keehner and the motion was seconded by Roger Davis. The Treasurer's Report was approved as presented.

EXECUTIVE BOARD REPORTS

See attached reports.

AREA REPRESENTATIVE REPORTS

See attached reports.

OLD BUSINESS

Area Rep Structure. Sandy O'Brien was not present. Sandy Warning noted that IBEA lost the Area 14 Rep. which is the Creston area. Kelli Diemer will be meeting with Areas 13 & 14. Kelli will encourage people in these areas to become an area rep.

New Logo. Rhonda Schmaltz reported that the logo created by Kristie Kruckman, a Vocational Education Teacher, will be officially used as the new IBEA logo. Kristie will get her registration and membership paid for the IBEA convention this fall. Rhonda will let Susan Elwood know this information for membership purposes. The new logo should now be used exclusively on all forms of correspondence.

NEW BUSINESS

Membership. Sandy Warning led the discussion on increasing membership. Lou Ann Knorr suggested getting the names of all business educators in the state. Cindy Murphy added that she has a database, but it needs to be updated. Deb Jones stated that a committee of people called all schools in the state of Iowa a couple years back to get the most recent business educators in the state, but the list hasn't been updated since that time. Kelli Diemer has the names and email addresses of nearly all business educators in Iowa. It was suggested to send a letter to all business educators. Lou Ann Knorr suggested including issues involving business education today such as Iowa Core Curriculum, 21st Century Skills, Perkins, etc. Lois Roth suggested getting a Facebook page for IBEA. Lou Ann suggested sending the letter through the AEA. Rhonda Schmaltz will help Sandy Warning compose the letter and then forward it to all board members for approval. They will also get together in July to prepare the letter for distribution. Deb Jones will inform Sandy of conference highlights to include in the letter. It was decided the letter should come from IBEA. Kelli also suggested including the area rep's names in the letter. Lou Ann suggested contacting all high school principals. Kristy Cleppe suggested pointing out to all principals the changes that are occurring throughout the state and how keeping their business teachers informed can greatly affect their budgets. Sharon Keehner suggested letting the principals know that Perkins can pay for their business teachers to attend the IBEA convention. The letters should be sent out in early to mid August. During the discussion, the board became aware that some AEA's have a written directory. Sandy noted that this board should have a copy of the AEA directory from each area. Jody Emerson suggested targeting the middle school instructors also. It was decided that once the letter is approved and ready for distribution, IBEA will send the packets of letters to the AEA in each area directly. The IBEA convention grid will be placed on the back of the letter. Kelli will get labels and a list of all Iowa business educators to Sandy and Rhonda. Sharon Keehner suggested looking into getting bulk boxes for the letters to be sent to the AEAs in order to save on postage.

Sandy pointed out the current membership year for IBEA runs from July 1st to June 30th. She suggested changing the membership year to run from September 1st to August 31st in order to make paying dues easier for fall convention and summer workshops. Sharon Keehner moved to change the membership year from July 1st to June 30th to September 1st to August 31st. The motion was seconded by Lois Roth. Motion carried.

Constitution Updates. Sandy Warning had one concern about Section 4 of the constitution dealing with the secretary's duties. It currently states the secretary will "mail" a copy to all board members. The definition of "mail" was debated. It was decided

to keep the wording the same in the constitution since “mail” could mean by e-mail or postal service.

Convention Site Selection. Mark Ryan was not present. IBEA currently has the 2011 convention site booked at the Cedar Rapids Marriott. Roger Davis volunteered to talk to Mark about this topic. Kelli Diemer suggested planning a joint conference with ICTE. Her intention is to head up a joint committee in 2010, after her term as president of ICTE ends, to discuss the possibility of planning a joint convention. ICTE did their convention with Health this past year. They did tracks at that convention. Some CTE areas would like the joint conference. Deb Jones suggested waiting to book the 2012 convention in order to see what the result is of the joint meeting Kelli is planning.

Awards. See attached report. Lois Roth is trying to get as much done with awards as possible through email and the web site in order to create less paperwork. Currently, the following awards have been submitted: four educator, zero Hoffman award, one distinguished service award, and one service to business. It was discussed that people who have been nominated in the past have refused to follow through due to the amount of work involved to fill out the application. The IBEA awards are currently patterned after the NBEA awards format to make applying for the NBEA awards easier. Deb Jones suggested combining the secondary and post-secondary educator awards to help to preserve the integrity of the award and promote competition. Sharon Keehner suggested reducing number of letter of recommendation. Tracy Weber suggested making the nominee unaware they are being nominated. Roger Davis suggested letting the nominator do the work. Mike Latta mentioned that ITEC doesn't let the nominee do any work other than fill out an application. Rhonda Schmalz noted ITEC requires three letters of recommendation. It was noted that the IBEA constitution will need to be changed in order to combine the awards. It was also discussed that the Iowa BEST qualifications may be too high. Deb Jones stated the committee who developed the Iowa BEST award should revisit the qualifications for the Iowa BEST award. Lou Ann Knorr suggested asking the membership in the fall if they think the awards structure should be changed. Roger suggested sending out a survey to membership prior to the convention in order to meet the 30 day notification requirement before the convention then the process would be changed for the next year. The change would have to be approved by the membership at the convention. Kristy Cleppe suggested changing the process first before combining the awards. Roger added making the nominator do the work. Lois will have Kelli send out a statewide distribution making a last call for nominees for next year's awards. They were due by the end of March. Roger suggested opening the number of candidates up from just 1 per area to several per area. It was noted that area reps should be in touch with the business teachers in their areas to encourage them to nominate worthy individuals, but the area reps don't necessarily need to be involved in the selection process. Lois is open to suggestions and she encouraged everyone to contact her with any suggestions. Lou Ann suggested that if teachers are contacted in the summer maybe they would be more willing to complete the process. Kelli noted that if a certain area doesn't have an area rep, then those areas don't get the information. Lou Ann noted that only 16 or so people weren't contacted. Kelli will send out a statewide request for nominees around April 30th. Sandy suggested tying in a monetary reward of some sort. Kelli suggested that, as an incentive,

offering people a free convention registration if they follow through the nomination process. No action was taken on this subject.

2009 Convention Update. See attached report. Deb Jones talked about the 2009 convention. See attached report for details. There are currently four people on the convention committee that have never served on that committee before. The theme for the 2009 convention is “IBEA Celebrating Our Past, Unwrapping Our Future.” Gavin Jerome is the keynote. He lives in Ankeny. He is upbeat and motivational. Meals are in the report. Program is in the works. Sue has the registration form nearly ready. Everyone needs to encourage people to attend. Roger suggested giving first-time attendees a free conference registration in order to promote an increase in attendance at the convention. It was also suggested to give one free or discount coupon to one person in each area during the convention. Jody suggested putting this information in the letter that will be sent out in August. It was discussed issuing a \$25 discount for a new attendee to attend the conference. During this discussing the board became aware of the fact that the methods classes at the colleges/universities may not be getting the word out about joining professional organization like IBEA. Sharon Keehner suggested putting together a list of possible speakers willing to go to college methods classes to speak on behalf of IBEA.

Program Management. See attached report. Sandy Warning reported the summer workshops this year will be held on the DMACC campus and at ISU’s Memorial Union. The workshops with summer will be Beginning and Advanced Dreamweaver, Office 2007, Teaching Literacy in the Business Education Classroom, JumpStart Financial Literacy, and Employability Skills. The goal of the workshops is to help increase professional development for Iowa’s business educators and to increase student learning. Workshop numbers were down last summer. The Employability Skills will be held in Ames at ISU’s Memorial Union. ISU Extension is presenting and is offering their curriculum for \$90. Kelli stated there should be a subcommittee on the program management committee that will compile data in order to meet the needs of Perkins since Perkins allocations may become more based on data collection. Colleen Hunt is fighting for data based Perkins allocations. The program committee is determining what questionnaires need to be created to gather the necessary data. Some are harder to gather information for than others. Summative & formative data will be collected. Each workshop attendee will fill out a form before and after the workshop to see if the workshop information gained was actually used. Roger will be registering everyone so the instructors won’t have to do it. During the discussion it was discovered that the IBEA workshops are currently on the DMACC web site, but improperly described. Lou Ann will check on it. Sandy will contact Jeff Gullion and Drew Gocken to find out.

IBEA E-Mail Accounts. See attached report. Roger Davis reminded everyone that they have an IBEA email account at ibeasonline.org. Roger can answer board members questions about to access the webmail. Members can go to ibeasonline.org/webmail. The password is [ibeasonline](http://ibeasonline.org) if the board member has never changed it. Sharon Buss can reset the password. Kristy Cleppe noted there may be a limit on the number of people that can be selected in a bulk mailing. It was also noted that the messages sent from these accounts should have a good subject line since the name of the person sending the

message is not visible and people receiving the message may consider it spam. Sandy suggested all board members get into this email account everyday to check it. Roger suggested having members include this e-mail account in their Outlook accounts. He also noted board members can have the mail received in this account forwarded to another account.

Other. Sandy Warning informed the board that Sharon Buss received a request from ISBE asking if they could have a link from IBEA's web site. Jody Emerson stated this is a good idea.

Kelli pointed out to members the new structure within the Department of Education. See the attached report.

Future Convention Dates: IACTE is in November 5th & 6th, but there is a conflict it may be the 12th & 13th at the Gateway in Ames.

Kristy Cleppe motioned to adjourn. Mike Latta seconded. The meeting was adjourned at 1:15 p.m.

Respectively submitted,

Tracy Weber

Attachments

Awards – IBEA Board Report-- Spring-2009

By: Lois J. Roth, Awards Chair

January, 2009

- I informed area reps of the materials available (where online or within my e-mail as attachments).
- Have been in contact with Sue Elwood regarding online access to things.
- Early May will be sending the next stage of pages for their use
- Early May will be more reminders of things upcoming
- 2008 went fairly well with this procedure, however there is still a real lack of nominations.
- Answered various questions from AR's.

FYI: At the Fall 2008 IBEA Convention, Iowa BEST was awarded to

- First year: 5
- Second year: 3
- Third year: 8

The rubric is available online.

New Secondary	1
Secondary	2
New Post-Secondary	0
Post-Secondary	1
Hoffman	no report
Distinguished Service	1
Service to Business	1

April status of award nominations:

- Certificate folders: I will purchase folders that will be a modified frame for protecting certificates. (Area educator winners. Hoffman, Retirees and Years of Service. As well as Distinguished Service, Service to Business folks who do not attend convention.)
- Frames: to those Service to Business and Distinguished Service award recipients, a frame will be purchased.
- Plaques: Final Educator awards (up to 4).
- Am in the process of determining needs for certificates, folders, frames #'s and plaques.
- Need to email AReps's to get actual names, so can verify membership with C Murphy.

June 1, 2009

- Will receive nominations from AReps's and proceed.

My Concern: some Area Reps respond immediately, some never. Have some areas with no one. Should discussion for future include: open area rep positions, are awards as we know them old fashioned?



**2008-2009 Membership Report
Iowa Business Education Association
April 18, 2009**

AEA	Area Representative	2004-05	2005-06	2006-07	2007-08	2008-09
	At Large Members	30	1	1	1	2
	Lifetime Members	48	52	53	58	62
	Students		10	6	3	2
1A	Sharon Keehner	19	15	20	9	11

IBEA TREASURER'S REPORT

July 1, 2008 to April 14, 2009

	1st Quarter	2nd Quarter	3rd Quarter	To Date 4th Quarter	Annual (YT)
Checking Account Beginning Balance	3,473.31	3,749.83	5,915.68	5,924.05	3,473.31
Income					
Membership Dues	710.00	285.00	50.00		1,045.00
Conference Registrations	0.00	16,688.00	701.00		17,389.00
Workshop Registrations	175.00	0.00	0.00		175.00
Donations	70.00	150.00	0.00		220.00
Exhibitors Fees	746.00	0.00	0.00		746.00
Auction	0.00	401.00	0.00		401.00
Interest Income	32.57	0.00	20.49		53.06
Total Income	1,733.57	17,524.00	771.49	0.00	20,029.06
Expenses					
Non-Convention Expenses					
Meeting Expense	0.00	85.14	0.00		85.14
Mileage	0.00	41.34	0.00		41.34
Awards	0.00	70.81	0.00		70.81
IACTE Dues	0.00	0.00	0.00		0.00
Executive Secretary Stipend	0.00	250.00	0.00		250.00
Gifts	0.00	575.14	0.00		575.14
NBEA Conference	0.00	1,522.95	0.00		1,522.95
NCBEA Conference	0.00	525.59	0.00		525.59
NCBEA Development	0.00	200.00	0.00		200.00
NBEA Dues	0.00	0.00	0.00		0.00
Office Supplies	0.00	40.10	0.00		40.10
Postage	0.00	11.36	0.00		11.36
Webmaster Stipend	0.00	200.00	0.00		200.00
Total Non-Convention Expenses	0.00	3,522.43	0.00	0.00	3,522.43
Convention Expenses					
Decorations	0.00	528.08	0.00		528.08
Facilities	80.73	8,878.37	173.79		9,132.89
Gifts	478.55	490.03	0.00		968.58
Mileage	383.52	0.00	548.73		932.25
Postage	0.00	30.13	0.00		30.13
Printing	0.00	448.07	40.60		488.67
Speaker	0.00	1,444.00	0.00	750.00	2,194.00
Insurance	404.00	0.00	0.00		404.00
Supplies	110.25	17.04	0.00		127.29
Total Convention Expenses	1,457.05	11,835.72	763.12	750.00	14,805.89
Total Expenses	1,457.05	15,358.15	763.12	750.00	18,328.36

Checking Account Ending Balance	3,749.83	5,915.68	5,924.05	5,174.05	5,174.05
Money Market Account Beginning Balance	15,056.88	15,104.00	15,156.36	15,196.89	15,056.88
Interest Revenue	47.12	52.36	40.53		140.00
Money Market Account Ending Balance	15,104.00	15,156.36	15,196.89	15,196.89	15,196.89
US Bank Certificate of Deposit Balance	10,000.00	10,122.69	10,122.69	10,122.69	10,122.69
Hoffman CD Balance	1,737.23	1,737.23	1,737.23	1,737.23	1,737.23
Total Cash from all Accounts	30,591.06	32,931.96	32,980.86	32,230.86	32,230.86

PUBLIC RELATIONS
IOWA BUSINESS EDUCATION ASSOCIATION
April 18, 2009

Prior to our IBEA conference last fall, a contest was held for a new logo for IBEA. Over 100 entries were received from teachers and students across the state. During our Board meeting prior to the conference, the IBEA board selected ten entries to be considered for the new logo. At the conference, IBEA members were able to view and vote on their favorite new logo. At the Saturday brunch, the winner was announced. The winner was **Kristie Kruckman, Vocational Business Education teacher, from Missouri Valley High School. The logo is shown below:**

The IBEA board agreed to provide the winner with a free registration to the Fall 2009 IBEA Conference.

An email was sent out to all business teachers in the state this spring from Kelli Diemer announcing

the winner and showing the new logo.

The new logo appears on the IBEA website at this time.



Respectfully submitted,

Rhonda Schmaltz