

**IOWA BUSINESS EDUCATION ASSOCIATION**  
**Executive Board Meeting**  
**Airport Holiday Inn, Des Moines, Iowa**  
**Executive Room**  
**Saturday, May 5, 2007**

**CALL TO ORDER**

President Lana Hoffman welcomed everyone and called the meeting to order at 10 am in the Executive Room at the Airport Holiday Inn, Des Moines, Iowa. Present were Sue Elwood, Lana Hoffman, Gail Backes, Jody Emerson, Deb Jones, Lou Ann Knorr, Cindy Murphy, Barb Bielenberg, Bonnie Beorkrem, Colleen Hunt, Gloria Paulsen, Kim Peterson, Sandy O'Brien, Jody Emerson, Kimberly Schultz, Rhonda Schmalz, Sandy Warning, and Pam Uhlenkamp.

**SECRETARY'S REPORT**

The minutes of the October 12, 2006, Executive Board Meeting was approved as presented.

**TREASURER'S REPORT**

Sue Elwood reported the treasurer's report in LouAnn Langeck's absence dated October 7, 2006 to April 28, 2007, with the following balances: checking account balance, \$25,491.99, CD Account (Hoffman), \$1,737.23, and CD Account (Security State Bank) \$3,375.70. Lana questioned the \$250 credit from the Entertainment and Speaker and will email LouAnn regarding this.

**EXECUTIVE BOARD REPORTS**

President. Lana reported that NCBEA has currently used a form IBEA Motion form that Sue Elwood had created and adopted. At this time I would like to adopt this form and use it at this meeting. Lana asked members to submit any bills that needed to be paid.

Lana reported that in April, she attended this year's National Business Education Association convention in New York City. There were many great sessions, computer workshops, and motivating speakers. Stuart Varney opened the convention with his keynote on "21<sup>st</sup> Century America: A New Day in Politics, Culture, and Business. She congratulated two of our own IBEA members who were elected to serve as officers of NCBEA—Kimberly Schultz, President and Sue Elwood, Secretary. She thanked the Board for the opportunity to attend as their president.

Regarding the IBEA convention, Lana thanked everyone who took the time to fill out the online survey. The convention planning committee has listened to your suggestions and will be making changes. "IBEA Investing in the Future" is the theme of the convention being held at the Airport Holiday Inn on October 12-13. Roger Davis and his committee are planning great sessions including hands-on computer workshops. She encouraged members to apply for the BEST

Award so that they can be recognized at our fall convention for their professionalism and for all of their hard work.

Lana has attended several Program Management meetings this past year and is currently chairing a subcommittee to determine the feasibility of holding joint conferences with IACTE and Mark Ed. That committee will be meeting on June 15.

President-Elect. Lana reported in Roger Davis' absence. She reported the IBEA convention dates are October 12 & 13, 2007. The location is the Airport Holiday Inn, Des Moines. The convention theme is "IBEA Investing in the Future."

The Committee reviewed the 2006 Convention Evaluations. Some comments for changes from the surveys included: dislikes in the format, sessions were too long, and too many speakers during meals. Several changes will be made to shorten the opening session, lunch session and dinner session. There will not be a speaker at the Saturday brunch to allow people more opportunities to network. Head table seating will be limited to those who will be speaking. In general, the "feel" of the sessions will be less formal and move at a faster pace.

An early bird breakout session is being added at 8:00 on Friday. The "down time" between the auction and the banquet is being shortened.

Thanks to Barb Brown and Southwestern Community College, a mobile computer lab has been obtained which will allow us to offer hands-on computer sessions. In addition to the computer sessions, other tentative topics include: Intro to Bus. Teaching Ideas; Who Me? Accountability on the Job; Identity Theft; Middle School Bus. Curriculum; International Business; Entrepreneurship; New Teachers; Perkins; Money Skills. Watch the IBEA web site for schedule updates over the summer!

In an effort to increase awareness of the convention in the fall, a postcard will be sent mid-August to all business/marketing teachers.

Past President. Sue created a new form "IBEA Motion Form" to used during the meeting and future meetings. Sue reported that she sent out appreciation letters to outgoing Board members and continuing Board members. She also sent Welcome letters to incoming Board members and updated the President's materials before passing on to our new president, Lana.

Sue attended the IACTE conference in Ames and attended the NCBEA convention in Springfield, IL. Sue was elected NCBEA secretary and attended the NBEA convention in New York City. She also attended a Program Management Committee meeting in January.

Sue is working on arranging the Drake Credit option for one hour of graduate credit for IBEA convention this fall. She will coordinate the Past President's Breakfast at the 2007 convention.

NCBEA. Jody Emerson reported 141 members in Iowa. She attended the fall joint Illinois Business Education Association/North Central Business Education Association Conference held in Springfield, IL in November 2006. She also attended the NBEA convention in New York City

held April 3-6. She shared that the newly elected officers for NCBEA are Kimberly Schultz – NCBEA President Elect, Sue Elwood – NCBEA Secretary, and Jody Emerson – Iowa Representative.

Jody gave a handout of the updated North Central Business Education Association's officers and information. She reminded everyone that all IBEA Executive Board members are required, according to IBEA constitution, to be member of NBEA. The membership cost is \$75. Membership forms can be obtained online at <http://www.nbea.net>. She feels that membership is a great concern and is looking for ideas to recruit. NCBEA put together a CD titled "Creative Activities for YOU in YOUR Classroom." The CD is free to new members. Jody would like to put membership forms in the State Convention folders. Jody shared that some states include the NBEA membership in their convention fees and would like to discuss this under new business. She submitted a report with the upcoming events/conventions of the NCBEA, NBEA and ISBE.

IACTE & Legislative. Colleen Hunt reported in Pat Thieben's absence. She reported that IACTE recently hired Dave Bunting to serve as the Executive Director and is in the process of getting a membership database together that tracks all members from all our organizations. Mike Woodson has been appointed as the IACTE treasurer and now added a new secretary position. She reported that they will be voting on a secretary for IACTE in November. If anyone is interested in running, please let Monica Hinkle know as soon as possible.

IACTE is trying to schedule a meeting with Governor Culver in June to discuss issues related to Vo/Tech Education in Iowa. If there is something you would like to have discussed or brought to the attention of the governor, please let Pat Thieben know.

Colleen reported that DOE has been working on the requirements for Perkins. This will be a transition year and the new 5-year plan will start next year. The DOE will be getting the information out to each school soon.

IACTE is looking for membership. Currently the FFA contingent automatically joins ACTE. There are 204 Iowa members in ACTE and 188 of them are from the Agriculture area. The Region III Professional Development conference is scheduled June 19-21 in Springfield, IL.

Executive Secretary. Cindy Murphy stated there were 274 members as of May 4, 2007. She handed out a list of the IBEA Executive Board, 2007-2008 Area Representative Replacement Table and a 2006-2007 IBEA (5 Year) Membership Report. She reported that they need a Representative for Area 6. Cindy passed out rosters to all Area Rep with educators in their area and asked for help to have the list updated.

Newsletter Editor/Webmaster. Sue Elwood published a winter newsletter on the web which included 2006 IBEA award recipients, new Board information, updated membership form, etc. She reported that we now have a dedicated website and the new domain name is IBEAonline.org (cost for Domain Name and server space for one year is \$77). Members will be redirected from the old Site for the next couple of months and then the site will be deactivated. Sue has redesigned the Website and will publish the spring issue in mid May. The printable version of the newsletter is an .rtf and .pdf file. The deadline was April 1<sup>st</sup> to get information printed in the

newsletter. Copies of the printable newsletter will be sent to members who do not have e-mail (i.e.: about 30 retired life-time members). Sue would like to request an increase in 2007-2008 budgets to cover cost of Domain Name/Server and mailing to members who do not have email/internet, estimating \$150.

Sue would like to receive more information to put out on the web, for example, historian reports, program management reports, or any interest to share with other instructors. Sue shared that she can create forms for the website. Maybe signing up for convention, but will need to look into Paypal. Sue submitted a written report.

Historian. Barb Bielenberg reported that she took pictures at IBEA conference and sent Sue a CD for the Web of the convention pictures. Barb reported that she attended NBEA Board Meeting in New York the end of October, attended state conferences in Ohio and presented at conference in Indiana, attended NCBEA in November 2006 in Springfield, Ill, and took pictures, attended ACTE in December, 2006 in Atlanta and took pictures, attended NBEA in April 2007 in New York City, will be attending Mountain Plains Bus Ed Conference in Overland Park, KS and presenting a program there in June 13-15, and will be attending NCBEA in Springfield, MO, July 23-26.

Barb reported that she secured door prizes for last year's IBEA convention and stored boxes of historian's files. She would like to get ideas on a site where some of this material could be stored. A written report was submitted.

Department of Education. Colleen Hunt would like to discuss Perkins as new Business. Colleen reported that Perkins is going through a new 5-year transition plan. She reported that they have some 5-6 sub-committees working on this Perkins Lead Committee which will have many stakeholders. She reported that she needs nominations from this Board to represent IBEA.

Program Management. Kimberly Schultz reported that they need a budget to get #94 set up for convention and needs to get Jim Gleason to the convention. The Program Management committee will meet again on June 8<sup>th</sup>.

Image. Kimberly Schultz handed out a "Best Award" application that the committee updated. Kimberly expressed that we need to get word out to everyone with this "Best Award" application, because the due date is July 15. Some point totals and criteria were adjusted in the hopes that more individuals will apply for the award.

Assessment. Kimberly Schultz reported that Phase II of the assessment project is underway with Leasha Henricksen and Kimberly Petersen writing assignments for the remaining 21 identified critical standards. The information will be distributed at the fall convention.

Summer Workshops. Kimberly Schutlz handed out the 2007 summer workshop registration with workshops available at DMAC and Kirkwood (UNI graduate credit-\$50) and the registration form for "Speaking Solutions" training course at Kirkwood Community College, June 18-19, 2007.

Mentoring. Deb Jones reported that a new mentoring subcommittee was formed this fall and met in mid-December. The session was facilitated by Leasha Henricksen and organized by Deb Jones. The subcommittee will spend some time this summer planning a “road show” with the goal of making personal contacts between new and established instructors. This presentation will include information that the new teacher subcommittee members requested as well as information needed for when the Dept of Education conducts one of the 5-year visits they hold with each school.

Joint Professional Conference Venture. Lana reported that the Joint Professional Conference Venture will lead a group of educators reviewing our current conference format with a specific look at merging our conference with one or more other current conferences offered to the same target market-business educators. IACTE and the marketing group have expressed interest in this joint venture.

Career and Technical Student Organization Joint Venture is also looking at sharing resources used at our student organization state conferences, such as BPA, DECA, and FBLA/PBL.

Model Core Curriculum. The committee is looking at a Model Core Curriculum in which Barb Lujan will be in charge of this committee.

Public Relations. Rhonda Schmaltz thanked LuAnn Farrell for completing the publicity responsibilities for 2006 and a thank you to her for getting things organized and turned over. The first planning committee meeting was held January 2007 at Kirkwood. The publicity letter is announcing our convention is in draft form. This will be sent out to newspapers throughout Iowa during the last week of May. She plans to send an article about the convention in the “News and Review” and get information to Sue for the web.

Awards. Lana Hoffman reported in Lois Roth’s absence. The report highlighted the Fall 2006 IBEA Convention, Iowa BEST Awards to 23 persons. Encourage your teachers to get his recognition. The form is on the web. Need to email Area Rep’s to get actual names, so Cindy Murphy can verify membership. A written report was submitted.

Nominating. Sue Elwood gave a handout of the 2007 Slate of Officers nominating committee and the positions which must be elected for 2007. The complete slate of officers will be published in the fall newsletter and presented at the fall Executive Board meeting. President will be Roger Davis. Pat Thieben needs to be re-elected. Marilyn Watkins is retiring and second terms will need to be replaced. Please consider who would like to serve. Presently at the fall convention there is a vacancy for Area 6 Rep. Sue was also wondering if Area 4 & 12 will separate.

## **AREA REPRESENTATIVES**

Area 2, Area 3, Area 5, Area 11a, Area16 submitted written reports.

Area1A, Area 1B, Area 4, Area 7, Area 9, Area 10, Area 11b, Area 12, Area 13, Area 14, and Area 15 did not submit a report.

Area 2 – Jennifer Nicholls submitted a written report. Updated area teacher list and sent out IBEA award nomination forms to area teachers.

Area 3 - Deb Jones submitted report. Eleven Area 3 business teachers met during the Business Competition Day at Iowa Lakes Community College in Emmetsburg on March 28, 2007. Deb announced that she wants to find a replacement.

Area 5 – Pam Uhlenkamp announced that her term ends and may have found a replacement. Throughout the past year, her main focus has been to keep everyone informed as possible. The Iowa Central's Business Competition Day was well attended with nearly 300 students on April 11, 2007. Pam submitted a written report.

Area 7 – Gloria Paulsen asked to be removed from the West High School mailing list, because she retired and is no longer at Waterloo Schools. No Report was submitted.

Area 9 – Bonnie Beorkrem reported that her class did a project to update the list from the area. She reported next Wednesday they plan to meet with Business Cluster teachers and Area 9 and have a WebMar featuring Windows Vista and bring an activity to share. Tracy Web will be taking over Area 9. No report submitted.

Area 10 – Sandy O'Brien reported that they are in the process of updating the lists and there are lots of changes in the area. They will be meeting on Tuesday. No report was submitted.

Area 11a – Lou Ann Knorr submitted a report. Lou Ann reported that she emailed the Area 11a educators sharing the highlights of the 2006 conference and encouraged them to put their requests in to attend the fall 2007 conference. Encouraged business teachers to promote Business Education in November. Working on membership to update Area 11a membership. Asked Area 11a teachers about an area meeting and have not had many responses back yet.

Area 13 – Kim Peterson reported that she is working on the Perkins subcommittee. She handed out Award nomination forms and did the Iowa Buff award. Kim reported that she cannot find a replacement. No report submitted.

Area 16 – Jeane Schweitzer submitted a written report. Working on updating and revising the Area 16 Business Education instructors and promoting the Iowa Best Award in Area 16 and encouraged as many instructors as possible to apply for the award.

## **UNFINISHED BUSINESS**

Mentoring There is a stipend to pay for gas for mentors to go out reach others. Each area rep gets \$150. A new poster is provided every year.

Convention. Convention planning committee is working on a mailing to all instructors. Colleen suggests letting instructors know that the convention money should be put on the Perkins applications when applying. Another way to cut expenses is to share rooms.

## NEW BUSINESS

Summer Workshops. Kimberly Schultz is seeking suggestions for the summer workshops for 2008. Kim felt that pedagogy is leaving the classroom and that technology is taking precedent and would like to see pedagogy brought back into the classroom.

Convention. Lana had everyone review the handout from Patrick Geer reporting the solicited new bids for the 2009 Convention at various hotels in Des Moines and Cedar Rapids/Iowa City corridor. A handout was given of the results. One item of concern for the Cedar Rapids/Iowa City sites are home game weekends. The rooms sometimes book even on Thursday nights so people would have to reserve early, although the hotels that have a concern have blocked rooms for us. The only home game date (at this time) is October 10.

Lana had the Board review the results of the Online Survey that was sent out by Colleen and 179 responded. This survey is to help look at what can be done differently at the convention.

Sandy Warning handed out the following information based on the 2006 convention evaluation. Of the 179 responding on the online survey, 55.3% indicate they would prefer a one-day convention. 28.5% prefer a two-day, and 16.8% had no preference. In the survey, October is the preferred month. Thursday-Friday and Friday-Saturday are the preferred days for those indicating they wanted a two-day convention. Friday is the preferred day for those who wanted a one-day convention. 53.1% of respondents chose Des Moines for the location, with 13% choosing Cedar Rapids and 27.7% choosing alternating between Des Moines and Cedar Rapids.

In Discussion, listed are ideas or concerns with this change:

- ✓ One day convention
  - Cannot change for fall, already committed to hotel
  - 2 days is too long for instructors to take off from classroom
  - Exhibitors may not want to come for one day vs. two days
  - Exhibitors provide bags. Would this be an additional expense?
  - Not able to get a 16 hr graduate credit in one day, unless we did a Thursday night with the Friday.
- ✓ Thursday and Friday, vs. Friday and Saturday convention
  - Would this interfere with BPEI?
  - Would prices be higher?
- ✓ Suggestions to get more instructors to convention.
  - Set up on web to find out who needs a roommate or share a ride
  - Try another location for the convention
    - ❖ Concerned about free breaks, free snacks and free rooms for the convention.

After discussion, Deb Jones made a motion to check availability for Thursday and Friday Conference in 2008 with little price difference on the existing contract. Seconded by Pam Ulenkamp. 13 in favor, one opposed. Motion carried.

A suggestion was made to list all future convention dates on bottom agenda.

## **OTHER**

In discussion, the Area Reps wanted access of a list of Superintendents in the area to let them know about the IBEA Convention.

NCBEA. Jody Emerson would like to add the NCBEA membership fee to the convention fee, but because of renewals are at different times the Board felt that this would not work. Jody asked to have the NCBEA membership added to the registration form and have copies of the membership forms of the ones that signed up. The Board felt that this was okay and to have the ACCIT membership on the form also and give Pat Theiben copies of the registration forms.

Department of Education. Colleen announced that Perkins is going through a new 5-year transition plan with 5-6 sub-committees working on this Perkins Lead Committee. She reported that two areas not represented were IBEA and Career & Tech students. The Stake-holder group will meet after the report is made from all the subcommittees. After the State Board approval, then there is a public hearing. The nominations need to select or recommend someone (male/female) from post secondary and secondary to represent. Perkins funding indicates 4 people who need to serve on this committee which consists of post secondary and secondary (male/female). Need one name and 3 in reserve for summer. Suggestions for post-secondary would be Pat Thieben, Bonnie Beorkreim, Sandy Waring, Roger Davis and Pat Heigland. This member would need to make reports back to the IBEA Board. Colleen thought there would be budget money for this.

Rhonda Schmultz made an announcement that she is looking for marketing teachers and would like to setup a network of these teachers for their conference on June 7<sup>th</sup> & 8<sup>th</sup>.

Motion to adjourn the meeting by Bonie Beorkrem and seconded by Barb Bielenberg. The meeting was adjourned at 1:53 pm.

Respectively submitted,

Gail Backes