

IOWA BUSINESS EDUCATION ASSOCIATION
Executive Board Meeting
Iowa Events Center – Des Moines, Iowa
Boardroom #3
Saturday, February 11, 2012

CALL TO ORDER & WELCOME OF MEMBERS

President Kathy Larson welcomed everyone and called the executive board meeting to order at 10:04 a.m. She explained where the IBEA conference will be held within the Iowa Events Center and mentioned that there would be an opportunity to view the venue later. Reports and a copy of the agenda were provided to those in attendance.

Sue Elwood moved to allow prior treasurer Patrick Geer to issue checks for reimbursement for mileage since the current treasurer Kelly Cleppe cannot attend the meeting. Sharon Keehner seconded. Motion carried.

APPROVAL OF ALL BOARD MEETING MINUTES

All meeting minutes were posted on the IBEA website. Additional paper copies were distributed during this meeting. Sharon Keehner moved that minutes be approved as wrote. Crystal Combs seconded. Motion carried.

TREASURER'S REPORT

Patrick Geer presented the treasurer's report. Not much has changed since the fall. IBEA's access cash is declining, though, so it has been suggested to discuss the convention registration cost at the planning committee meeting. Convention expenses are exceeding convention revenue. Increasing membership dues needs to considered as well.

Crystal Combs motioned to increase convention dues to \$25 for IBEA and \$5 for IACTE (\$30 total). Patrick Geer seconded. Motion carried. The 2012 convention registration form will indicate the change and note that the membership dues will be for the 2012-2013 year.

EXECUTIVE BOARD REPORTS

President-Elect: Patrick Geer reported that the first convention planning meeting will be held this afternoon. The 2012 summer IBEA convention will be July 31st and August 1st. Patrick is hoping the summer convention will spark interest and result in more attendance.

NCBEA: The current Iowa NCBEA Membership is 100 members as of January 2012. Iowa's membership goal is 153 so Iowa is seeking another 53 members. Regionally NCBEA's membership status is at the bottom of all the regions (eastern, southern, mountain-plains, and western). See the attachment at the end of the meeting minutes for the complete NCBEA report.

IACTE & Legislative: Samra Olofson went to her first conference and shared the information she received, including the topic of the keynote speaker on renewing Career & Technical Education. It provided a positive hope! The same national keynote will be used at the joint IACTE and IBEA convention this summer. Samra indicated that new teachers need to be aware of joining professional organizations once they receive a position in a CTE area.

National Policy Seminar will be held March 4th-7th in Washington DC. Iowa will be sending four student representatives from various organizations to meet with legislatures. IACTE sponsors \$1,000 for each student.

Dana Lampe shared facts about Career and Technical Education that are were provided by ACTE. She encouraged teachers to promote CTE within their schools. Dana will be attending a leadership training session where she hopes to gain information on how to establish leadership within professional organizations and get new people to step forward.

Dana Lampe also shared there is a small conflict with IACTE and Iowa Agriculture instructors (FFA) that is being worked out. IACTE is also looking to fill a post-secondary 2nd vice-president position.

Executive Secretary: Sandy Warning created Area Rep Guideline Binders and sent them to each area rep in October. The binders included guidelines, area school list of business teachers, executive board list, area rep checklist, webmail addresses, and area maps. Sandy's goal was to provide information that would make them feel more comfortable in their executive board positions.

The following table shows the 2011-2012 Membership Report:

AEA	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
At Large	1	1	1	4	3	2	3
Lifetime	52	53	58	64	68	71	73
Student	10	6	3	0	6	12	3
1A	15	20	9	12	10	13	20
1B	10	7	9	12	10	4	(with A)
02	11	9	5	6	1	4	0
03	4	5	2	2	4	2	3
04	6	4	4	3	5	5	2
05	9	8	9	16	12	6	3
06	5	2	0	1	7	4	0
07	19	31	25	28	17	17	17
08						3	2
09	9	14	13	12	17	14	19
10	16	18	19	19	15	31	16
11A	14	18	17	17	20	15	8
11B	24	26	19	38	26	14	6
12	8	7	6	11	1	2	2
13	8	13	4	7	7	3	1
14	10	8	2	3	6	4	2
15	9	9	9	8	10	6	5
16	9	15	12	10	11	7	5
TOTALS	249	274	226	273	256	239	190

Webmaster: Since the last meeting, Sue Elwood has updated the Website with Executive Board Information, 2011 Convention Highlights, 2011 Award Winners and Added Current 2012 Awards Forms, NBEA and NCBEA Information, and Meeting Minutes. She still needs the message from the IBEA president and Executive Board

Information/Reports of interest to members. In the future, she will need 2012 convention information when it becomes available, summer workshop information when it becomes available, and any other information of interest to members. Renewal of hosting service and domain name will be due by April 19, 2012. The cost is \$61.60 for one year. Please continue to send items for the Website as they become available to webmaster@ibeasonline.com or rselwood@mchsi.com.

Public Relations: Following the fall conference, Rhonda Schmaltz sent information to the schools of the award winners. Letters were also sent to schools of out-going as well as in-coming officers for IBEA. This spring Rhonda anticipates working on the publicity of IBEA's joint conference in July with IACTE. She will work closely with the IACTE publicity chairperson and send out information and reminders to current IBEA members as well as business educators in the state about the new format for our conference. Rhonda will continue to work on her goals for this school year. The goals are:

- Develop ways to make the public relations responsibilities more electronic in nature.
- Work with Sue Elwood to provide information to put on the IBEA website.
- Continue with press releases for the convention (include in the packets).
- Continue with press releases following the convention announcing winners from the convention.
- Work to add information to and promote IBEA's Facebook page and Iowa Business Educator's blog.
- Investigate new ways to further promote business education in the state of Iowa.
- Improve communication with secondary, community college, and four-year faculty.
- Provide promotional tools to area representatives.

Historian: No report at this time.

Awards: Lois Roth has submitted website updates considering the July target instead of October. The IBEA Student Recognition Award has been posted. The teacher must be an IBEA member. The due date is February 22nd, and there is an ongoing check with the Executive Secretary to see if the nominating teacher is an IBEA member. With all awards, the nominations are recognized at the state level. Each nominee receives a certificate and table gift. There are four educator awards with one champion per category. The winner receives a plaque. The due dates are as follows:

Feb 22	Student Recognition names submitted
March 15	Educator, Distinguished, Service, Hoffman (then Lois sends forms to educator nominees)
June 1	Due date for educator forms to be completed
June 30	BEST

Continuing this spring, Lois will purchase certificate folders, frames, plaques, and table gifts. She is in the process of determining needs for certificates, folders, frames #'s and plaques. After nominations are received, the Executive Secretary will be asked to check membership.

AREA REPRESENTATIVE REPORTS

Area 1A: Naomi Yaddof reported that her AEA hosts both a fall and spring meeting for business educators. The AEA asks for suggestions on topics, but they plan the entire meeting.

Area 5: Pam Uhlenkamp reported that other than passing on emails to the area business instructors, Area 5 has not met. Iowa Central Community College (Fort Dodge) has a Business Competition Day where all high school early bird (congruent credit) business instructors bring their students to demonstrate their course skills in events for scholarship awards and recognition. This year's event date is March 28th. Kelli Diemer will be

present to meet with and discuss Department of Education and IBEA activities. In the instructor packets, there will be a membership application and information about IBEA.

Area 7: Todd Stabenow has not had a chance to meet with area instructors. He would like to host some sort of event at Hawkeye Community College and liked the idea of a Business Competition Day.

Area 11B: Jodine Smith would like to host a meeting after spring break with the educators in her area. She was unaware of contacting AEAs for help.

Area 14: Crystal Combs reported that her area has met to work on Perkins material. She has been working on recruiting educators to attend the IBEA convention this summer. She has made mention about combining travel arrangements and adding a social activity.

Area 15: Susan Seufferer indicated that there will be a meeting on February 23rd with Kelli Diemer being a speaker. Area 15 has been slow with forming regional advisory councils and getting 3rd party assessment approval.

Area 16: Deb Matthews reported that her area has a regional advisory council and it is a success. They meet twice a year, and the next meeting is in March. Area 16 does not use a lot of resources from AEA; the business teachers put it on. Deb mentioned that the programs of study/technical skill attainment has been going well.

DEPARTMENT OF EDUCATION UPDATE

Kelli Diemer will distribute statewide data broken down by AEA that shows the proficiency of students in reading, math, and technical skill attainment for business and marketing programs.

Kelli reported that there are 647 secondary business teachers in Iowa. That figure proves that there are more individuals able to become members of IBEA.

The Department of Education has been working on helping high school's edit Project Easier data for course sequences. Kelli has been providing comments on the website to business and marketing programs of study.

On the community college level, the Reserve Fund grant has been dispersed. Thirteen of the fifteen community colleges applied for the grant. Community colleges have been selected as fiscal agents for each POS/TSA Federal Cluster. The clusters include Arts, A/V Technology and Communications; Business, Management and Administration; Finance; Information Technology; and Marketing, Sales and Service. The community colleges have met with the Department of Education and the planning process has begun.

The Quality Business & Marketing Programs subcommittee was formed this past year to develop quality programs for Iowa. Their focus this year is on professional collaboration, community involvement, and program promotion. A survey will be sent out to business educators. Sample questions from the survey were shared by Kelli.

OLD BUSINESS

2012 Convention Update: More information will be available after today's meeting. The following positions still need to be filled: Door Prize Chair, Co-Exhibitor Chair, Program Co-Chair (Secondary Level). Naomi Yaddof volunteered to fill the Program Co-Chair position. PayPal will still be an option this year to pay for convention

registration. Executive Board Members are required to donate silent auction and door prizes for the convention.

Strategic Planning: The IBEA Executive Board created a strategic plan during their July 2011 meeting. Sharon Keehner shared a copy of the strategic plan. The goals were to increase membership, improve communications, bridge the generation gap, review IBEA's structure, improve lobbying, and improve the image. Discussion was held on the strengths and weaknesses of the strategic plan. The strategic plan should be an ongoing effort to show that progress is being made.

NEW BUSINESS

Summer Workshops/Program Management Committee: The committee met twice this school year and has focused on offering quality professional development opportunities and assistance to business/marketing teachers. Summer workshops are being scheduled at this time with hopes of five being offered. Due to budget cuts, it was voted to reduce the presenter stipend to \$400 and to charge attendees \$25 to help cover costs. Todd Stabenow volunteered to host a summer workshop (or two) at Hawkeye Community College. Two one-half day summer work days have been scheduled for June 22nd in two locations, Southeast Polk and Linn Mar High School. Carol VonTersch has created a website titled "Business and Marketing Lesson Idea Fest" for sharing lesson plans.

The committee plans to work on development of programs of study and technical skill attainment assessments this year. Performance indicator data has been reviewed for each area in the state. This data will be used to determine what areas need to be focused on for improvement.

The Quality Business & Marketing Programs subcommittee was formed this past year to develop quality programs for Iowa. Their focus this year is on professional collaboration, community involvement, and program promotion.

Convention 2013 Possibilities: Nothing has been finalized for the 2013 convention. A decision needs to be made on location, the time frame, and whether IBEA still wants to partner with IACTE. Kathy Larson proposed that the possibilities be discussed after the 2012 convention.

Other: Naomi Yaddof is looking for anyone who is interested in collaborating with her Entrepreneurship class, even globally. Naomi was informed to contact Sara Bird for information on her "Flat Classroom" project.

UPCOMING CONFERENCES

IBEA – July 31st through August 1st at the Iowa Events Center in Des Moines, IA.

ISBEA – July 29th through August 3rd in Denver, Colorado.

NBEA – April 3rd through 7th in Boston, MA.

NCBEA-Econ IL Workshop is July 16th in Chicago, IL at the Federal Reserve.

ADJOURNMENT

Amanda Eberhart motioned to adjourn at 2:01 p.m. Susan Seufferer seconded. Motion carried.

Respectfully submitted by Amanda Eberhart, Secretary

North Central Business Education Association Report
Iowa Business Education Association's Board Meeting
Saturday, February 11, 2012
Des Moines, Iowa

By Lou Ann Knorr - NCBEA Representative (laknorr@dmacc.edu)
Illinois....Indiana....Iowa....Michigan....Minnesota....Missouri....Ohio....Wisconsin

MEMBERSHIP

- Current Iowa NCBEA Membership: 100 members (January 2012)
- Iowa's membership goal is 153—Iowa seeking another 53 members
- Regionally NCBEA's membership status is at the bottom of all the regions (eastern, southern, mountain-plains, and western)
- How can Iowa increase its National Business Education Association membership numbers?

NCBEA OFFICERS

President - Margaret Erthal (retired), Illinois State University, Brighton, Illinois mjertha@ilstu.edu

President-Elect – Sue Elwood, Northeast Iowa Community College, Calmar, Iowa elwoods@nicc.edu

Immediate Past President – Karen Drage, Eastern Illinois University, Charleston, Illinois ksdrage@eiu.edu

Secretary - Dena Irwin, Shakamak High School, Jasonville, Indiana dirwin@shakamak.k12.in.us

Treasurer - Twana Hulén, Northeast Randolph County R-IV, Cairo, Missouri thulen@dishmail.net

Student Representative – Robert Johnson, Winona State University, Winona, Minnesota rjohnson08@winona.edu

NBEA Representative - Cathy Carruthers, Lewis & Clark Community College, Godfrey, Illinois ccarruthers4612@msn.com

Regional Membership Director – Sharon Fisher-Larson (retired), Elgin Community College, Elgin, Illinois
SATBFL@aol.com

Newsletter Editor – Matthew White, Brown Mackie College, Cincinnati, Ohio matwhite@brownmackie.edu

Newsletter Editor & Web Master - Sue Elwood, Northeast Iowa Community College, Calmar, Iowa elwoods@nicc.edu

ISBE Representative - Barbara Bielenberg (retired), Sloan, Iowa bielenb46@yahoo.com

Iowa Representative – Lou Ann Knorr, Des Moines Area Community College, Carroll, Iowa laknorr@dmacc.edu

NBEA Executive Director – Janet M. Treichel, National Business Education Association, Reston, Virginia
jtreichel@nbea.org

NCBEA Board Updates

- John DeWeese has assumed the position of Missouri Representative/Membership Director.
- Tina Trumbower has assumed the position of Wisconsin Representative/Membership Director.

IOWA's NCBEA ACTIVITIES

October

- IBEA collected \$295 in the 50/50 raffle with half going to NBEA (\$147.50)
- Submitted "News from Iowa" article in *Regionally Speaking—NCBEA Newsletter*—October 2011.
- Kelli Diemer emailed to all Iowa Business and Marketing teachers NCBEA October 2011 NCBEA Newsletter.
 - I asked Iowa business/marketing teachers to submit an article for January issue (none received).

November

- Volunteered to serve as a coordinator for NBEA session in Boston (Thursday, April 5 from 2:30 – 3:30 pm)

December

- Made no contacts.

January

- Personally invited an IBEA member to consider presenting at NCBEA Summer Workshop "**Sharpen Your Tools: Build a Brighter Future!**" on July 16, 2012, in Chicago, Illinois.
- Submitted Iowa article and Teaching Tip article for NCBEA *Regionally Speaking* January 2012 edition.
- Submitted names of IBEA 2011 award recipients to NBEA to be included in the "outstanding Business Educators Recognized" section of the *Business Education Forum*.
- Submitted names of IBEA 2011-2012 Board members to NBEA.
- Received notification of NCBEA Administrative Board Meeting to be held on Tuesday, April 3, 2012, from 6:30 to 9:30 p.m. at Boston Marriott Copley Place—Vermont Room (5th floor).
- **Received notification of NCBEA Business Meeting to be held on Wednesday, April 4, 2012, from 5:15 to 6:15 p.m. at Boston Marriott Copley Place—Vermont Room (5th floor).**
- NBEA: Submitted names of IBEA/NBEA members as possible secondary, post-secondary, and collegiate teacher categories for the NBEA Anonymous Awards Committee.
- NBEA: Will attend Invitational Breakfast at NBEA Convention Friday, April 6, 2012, from 7:30 to 8:30 a.m. Immediately following from 8:30 to 10:00 will attend special meeting for NBEA's regional and state membership directors.

NCBEA BUSINESS ISSUES

Issues from January 19, 2012 virtual NCBEA Administrative Board meeting.

What value is the region providing its members? Member benefits provided through the 10% NBEA dues sharing.

- Newsletter, Website/Facebook, Awards, Scholarships/Stipends, 2011 NCBEA/Chicago Summer Workshop
- As of September 28, 2011, checkbook balance is \$16,556.95. However, between July 2011 and January 2012 total inflow is \$8,473.00 and total outflow is \$9,375.62 leaves overall \$-902.62 total.
- NCBEA received from Wisconsin/NCBEA joint fall conference \$1,550.00 NCBEA received from all eight states their checks for \$200 for the NBEA professional development stipend NCBEA received from NBEA membership rebates \$1,704.00 NCBEA received from Chicago Workshop \$2,550.00 However, CD sales last year was \$1,623.75 and this year is \$236.00
- Vice President Karen Drage proposed last year the addition of a Delta Pi Epsilon (DPE) representative to the NCBEA Administrative Board. The discussion was left on the agenda until DPE could be asked if they were interested in having a representative serve on the NCBEA Board (position may not include any travel funds for the representative to attend NCBEA meetings). DPE affiliation with NBEA officially began on January 1, 2012.
- Proposed changes to the Bylaws with continued confusion over electronic voting issue
- Continue to seek NCBEA President-elect and Regional Membership Director (needs to have served as state membership director) AND to seek NCBEA Treasurer (no prior NCBEA administrative board experience)
- Cathy Carruthers (NCBEA's representative to NBEA)
Asks that each state have National Business Honor Society session during its conference Encourages state members to participate in Book Drive to Boys' and Girls' Clubs of Boston Thanks each NCBEA state for their contribution to NBEA Professional Development

After the discussion of the regional improvement plans, NBEA President John Olivo posed the question, “What is the value of the region to the members?” The two issues that surfaced were communication and leadership opportunities. After more discussion, it was a consensus that both of those issues are declining in the regions.

NBEA Executive Director Jan Treichel suggested that each regional director go back to his/her region and have the discussion with his/her respective board. There were two major questions to ask those regional boards: 1. First, what is the future of this organization? 2. Second, where do we see this organization going in the next five years?

- Each regional president was asked for a budget.
- NBEA sent out a spreadsheet to each executive board and regional president
- NCBEA lowest budget of the executing regions
- Eastern region has no board, no rep on NBEA board, and does not get a membership rebate—NBEA took over eastern membership—they have increased membership
- What have regional membership directors for each state if NBEA can do it better (NBEA did not say it just that way).

Cathy told NBEA President Olivo that the regions need to know one year ahead for budget purposes if membership rebate will not be coming to the regions and know how regions would be represented on the national board or if each region would still have representation.

Cathy as well as the other regional directors will be put on the spot at the April NBEA Boston Board meeting. She asked if NBEA could make the regions go away; she was told NBEA does not have that power. However, regions do not charge dues: NCBEA is an organization that is not funded by dues. Regions get a membership rebate; what NBEA could do it take away that membership rebate that it becomes a matter if NCBEA will maintain as a region. NCBEA board is not prepared to answer that question.

General comments for NCBEA’s state membership directors:

- A state membership director (who has been on NCBEA board for 10 years) has been frustrated by the system and process. He has questions if the past why do we have this regional setup if we are promoting just membership in the national organization which is what it has moved to over the past few years—even changed the title to membership director instead of representatives from individual states.
- NBEA cannot shut NCBEA down. On the other side, it is controlling what we can and cannot do. Gut feeling that we may be fading away.
- Every state in the nation has money issues and so do our schools. Something tremendous would have to happen to turn the present situation around.
- It would be nice if NCBEA could start charging dues, but people are complaining about paying out dues for all these different organizations.
- The membership of one state business education association has shrunk so that the state business education board had to make hard decisions and removed some positions from their state executive board.
- Many NCBEA board members are spending their own resources and time; pulling away financial incentives would be significant.

NCBEA CONTACTS/MEMBERSHIP EFFORTS

October

- Wrote personal thank you notes to 4 new members and 12 renewal NBEA members

November

- Sent 13 letters to those attending IBEA Fall Conference but were not NBEA members

January

- Asked IBEA President to forward to Program Committee NCBEA's request that a session topic be on NBEA's National Business Honor Society—Cathy Carruthers ccarruth@lc.edu is the initial contact person (NCBEA's NBEA representative)
- Sent 42 emails inviting Iowa business teachers to renew their NBEA membership
- Wrote to 22 Iowa business teachers to renew their NBEA membership

UPCOMING CONVENTIONS

National Business Education Association—April 3-7, 2012, Boston, Massachusetts (www.nbea.org)

NCBEA Summer Workshop—July 16, 2012, Chicago, Illinois (www.ncbea.com)

International Society for Business Education— International Conference; July 29-August 3, 2012, Denver, Colorado.

"Mile High and Worldwide: International Business Education" (www.siecisbe.org)

NCBEA Web Site = www.ncbea.com; NBEA Web Site = www.nbea.org

Vision of NCBEA: The North Central Business Education Association is the regional affiliate of NBEA which is the professional organization that represents education for and about business, supports instruction for preparing individuals to function effectively within the global and competitive economy, and provides leadership for the direction of business education.

Mission of NCBEA: The North Central Business Education Association serves individuals and groups involved in instruction, administration, research, and dissemination of information for and about business in the states of Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, and Wisconsin. NCBEA serves its members by providing leadership training, conferences, and publications to assist them to:

Prepare individuals for successful careers in business and industry.

Prepare a competent workforce that will enable business and industry to be competitive in a global economy.

Prepare individuals to manage personal business affairs so that they are successful and productive citizens.

Provide support and reinforce basic skill instruction.

Develop leadership qualities.

Please let me know how NCBEA can better serve your interests as a business educator, and thank you for letting me serve as IBEA's representative to North Central Business Education Association. Lou Ann Knorr — 712-792-8325 or laknorr@dmacc.edu