



# Arkansas Business Educator

Spring 2007

The official publication of the Arkansas Business Education Association

## Letter From The President

Seven Reasons for ABEA in '07!

With so much happening in '07, the ABEA board thought it would be time for a look at the changes and excitement of '07! Come join us July 31 and August 1 in Hot Springs, Arkansas at the Hot Springs Convention Center (Embassy Suites) for *Seven Reasons for ABEA in '07!* The conference will begin with registration at 11:00 a.m. We will again work with ACTE, which begins on July 29 through July 31.

Registration for the ABEA Conference is now online—no more forms to complete! Hotel information may also be found online at [www.abea.us](http://www.abea.us). In case you have not been there, this is our new website and very easy to find! Be sure you request ABEA room block when making your hotel registration.

We will once again have *Bring Your Own Laptop* sessions. These will begin on Monday evening and continue through Tuesday morning and Tuesday evening. Be sure that you have the appropriate software loaded for the session you are registered. The cost for these workshops will be \$10 each session. Because of the online registration, if any session is full you will not be able to register. This is a great feature and will help you remember what you have signed up for.

There will be NO more roundtables! We have gotten too big to handle that anymore! What a great problem to have. Instead this year we will extend our concurrent sessions to Wednesday morning. You will have a better opportunity to hear sessions that interest you and get more from your conference. All the handouts for the sessions will once again be provided on the ABEA website following the conference.

NEW THIS YEAR! We are adding a social event this year to the conference. This will be held at the Embassy Suites and all members of ABEA **and** NBEA are invited to attend. If you are not a member of both at this time, now is the time to join! You don't want to miss the fun and a chance at door prizes!

Another new item for this conference...this year at the Awards Luncheon we will award one teacher from each ABEA district who has submitted the top lesson activity \$50. YES, we are giving out \$50 to six teachers who have the winning lesson activities for this year! You will need to attend the Awards Luncheon to see who is a winner in your district. It could be you! Look for more details in the following pages of this newsletter.

Make plans now to join us in the fun, casual dress, informational, exciting, something for all, lots of prizes, AND social event of the season at the 2007 ABEA Conference in Hot Springs!

Dr. Sherry J. Roberts  
ABEA President 2006-2007

### Table of Contents

ABEA 2007: Seven Reasons for ABEA.....	2
ABEA 2007 Laptop Sessions .....	2
SBEA: Always a Capitol Idea .....	3
A Look at NBEA Benefits .....	3
2007 ABEA Conference Information .....	4
Go For The Gold ~ Gold Seal That Is.....	5
Finding Your Place At The Top! .....	6
FBLA-ML Competitive Event Preparation Tips .....	7
New Award for Business Education Teachers.....	8
The Electronic Portfolio.....	8

## ABEA 2007: Seven Reasons for ABEA

*Dr. Rebecca J. Timmons, ABEA President Elect—University of Arkansas-Fort Smith*

For our 2007 ABEA Conference, the focus is on the seven reasons to be involved in ABEA! What a great time to be a business educator in Arkansas!

The 2007-2008 academic year will be an exciting one. You don't want to miss it! Our annual conference is designed to inform and enlighten you in technology, classroom best practices, Carl Perkins, as well as provide you with a great opportunity to network with your colleagues and friends from across the state.

Our keynote speaker for the **general session** is someone we all know...Sandra Porter. Ms. Porter will give us all the news we need to know about business education in the coming year and the future. This is in response to suggestions given on last year's evaluations. She will be sharing timely information with us and updates for Carl Perkins money.

Based on your feedback and comments, we are changing the conference format from roundtable sessions to **concurrent sessions**. There will be three sessions scheduled for Tuesday and four scheduled for Wednesday. Some of the concurrent sessions already planned are: New Teachers Workshop, PBL Workshop, FBLA Workshop, Working with an Advisory Committee, and more.

The conference is once again planning great sessions for the **Bring Your Own Laptop** workshops. For more information or if you are interested in presenting, please contact Angie Hutson [ahutson@nlrsd.k12.ar.us](mailto:ahutson@nlrsd.k12.ar.us).

**Check out our really cool website.** [www.abea.us](http://www.abea.us). Not only does it have information about the ABEA conference, but it also includes information about what is happening in business education.

The conference will be held at the Hot Springs Convention Center. Our host hotel is once again located at the Embassy Suites next door to the Hot Springs Convention Center.

As you can see, I am excited about the conference this year and want each of you to come join us in Hot Springs on July 31 and August 1. See you in Hot Springs!



### ABEA 2007 Laptop Sessions

Information about the laptop sessions at the 2007 ABEA Conference will be posted on the ABEA website soon. Check the site frequently for upcoming information:

[www.abea.us](http://www.abea.us)

## SBEA: Always a Capitol Idea

*Kathy Woodcock, SBEA President —Conway High School West*

Arkansas are you ready!

One of the best ways to re-energize is to attend your professional association conferences. I know the ABEA board is planning a great conference in August. SBEA is hard at work planning the 2007 conference as well.

It has been 10 years since SBEA has been in Little Rock. Don't let this opportunity slip by. The 2007 SBEA Convention will be at The Peabody, October 24-27. Make plans now to attend. The Friday night event will take place at the Clinton Presidential Library—cost includes a tour of the facility. SBEA is now offering bring your own laptop sessions (they stole the idea from AR). If you need information check the SBEA website ([www.sbea.us](http://www.sbea.us)). Tentative information about registration, hotel costs and other information is posted and will be updated as plans are finalized.

Presentation proposals are still being accepted. Again look to the SBEA website for the “Call for Proposals” information. If you have questions please don't hesitate to contact me. My email address is [woodcock@conway.afsc.k12.ar.us](mailto:woodcock@conway.afsc.k12.ar.us).

## A Look at NBEA Benefits

*Angela McCallie, SBEA Membership Director—Lonoke High School*

The National Business Education Association serves a vital role in our search for excellence as professional business educators. Benefits in our national organization include:

- \$250,000 Professional Liability Insurance
- Professional Journals and Publications
- Discounts on Professional Resources
- Regional Association Membership
- Discounted Registration for Regional and National Conventions
- Group Insurance
- Professional Award Opportunities
- NBEA Legislative Advocacy

<b>NATIONAL BUSINESS EDUCATION ASSOCIATION</b> MEMBERSHIP APPLICATION Join Today and Increase Your Professional Expertise!	
IMPORTANT... Please list both home and business addresses and telephone numbers. Indicate mailing preference: <input type="checkbox"/> Home <input type="checkbox"/> Business	
Name _____ Title _____	
Organization _____	
Business Address _____	
City _____ State _____ Zip _____	
Business Phone (Include Area Code) _____ E-Mail _____	
Home Address _____ Home Phone (Include Area Code) _____	
City _____ State _____ Zip _____	
RETURN THIS FORM WITH PAYMENT TO:	
National Business Education Association 1814 Association Drive Reston, VA 20191-1586 (703) 860-8200 Fax: (703) 860-4383 E-mail: <a href="mailto:nbea@nbea.org">nbea@nbea.org</a> <a href="http://www.nbea.org">www.nbea.org</a>	
METHOD OF PAYMENT:	
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MEMBERSHIP CLASSIFICATION:	
<input type="checkbox"/> Professional ..... \$75	
<input type="checkbox"/> Professional/SBE (International Society for Business Education) ..... \$100	
<small>Membership dues include a \$20 subscription to Business Education Forum. Subscriptions are not available to non-members. NBEA dues are not tax deductible as a charitable contribution for federal income tax purposes, however, they may be deducted as a business expense under other provisions of the Internal Revenue Code.</small>	

Please consider joining the National Business Education Association. For only \$75 a year, the benefits far outweigh the cost. If you are a member, talk to your fellow business educators. For more information or to obtain a membership form go to [www.nbea.org](http://www.nbea.org) or contact Angela McCallie, SBEA Membership Director at [angela.mccallie@lonoke.k12.ar.us](mailto:angela.mccallie@lonoke.k12.ar.us).

2007 ABEA Annual Conference  
Embassy Suites & Hot Springs Convention Center  
Hot Springs, Arkansas – July 31 & August 1, 2007

**Conference Hotel Reservation**

Embassy Suites – 400 Convention Boulevard  
Call the Embassy Suites at – 1.501.624.9200 Or  
1.800.EMBASSY

Request the Reservation Block for  
Arkansas Business Education Association or **ABEA**

Double     \$129.00 + 13.5%  
King        \$129.00 + 13.5%

**50 Rooms Blocked for ABEA**

Deadline for Conference Hotel Rates is July 1, 2007  
Space and rate cannot be guaranteed after this date.

Check-in time is 3:00 pm and check-out time is 12 noon.

Other Hotels Available Nearby

**Clarion Resort on the Lake**  
501.525.1391  
Rate: 87.00 + Tax  
Small Block – July 1 Deadline

**Austin Hotel**  
501.623.6600  
1.877.623.6697  
No Special Rate

**The Majestic Hotel Resort**  
501.623.5511  
1.800.643.1504  
No Special Rate

**The Arlington**  
501.623.7771  
1.800.643.1502  
No Special Rate



**Seven Reasons for ABEA  
in '07**

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The 2007 ABEA Conference Registration is available **ONLINE** at

<http://www.abea.us>

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## Go For The Gold ~ Gold Seal That Is!

*Angie Hutson, ABEA President –Elect—North Little Rock High School West*

During my first ten+ years as an FBLA adviser, being named a Gold Seal Chapter seemed unreachable. Each year, our chapter would set that as a goal...and each year we failed to reach that goal. Three years ago, I took the “Just Do It” mantra to heart. I had a really motivated chapter president, and she and I decided to make sure our chapter worked hard to reach the goal of being named gold seal. What I learned was...it’s not that HARD! While it seems like a lot and seems intimidating, I promise any chapter out there can make it happen. Most of you are probably completing 90% of it already. It is just a matter of keeping good records of what your chapter is doing.

The most important way to make this happen is by putting it in your officers’ hands. Before NLR-West students run for office, they are given a list of the responsibilities of that office. For example, our chapter president writes our Local Chapter Annual Business report. I make sure anyone that wants to run for that office understands that he/she must be ready to step up and prepare this report. Two years ago, I also decided to have three vice presidents: Vice President – Service (responsible for coordinating all community service activities and the Community Service Project), Vice President – Progress (responsible for planning American Enterprise Day activities and the American Enterprise project) and Vice President – Education (responsible for inviting speakers to meetings and helping secure field trips.)

After officers are elected hold an officer’s meeting to prepare your chapter’s program of work. I hold our planning meeting after school from 4:00 to 6:00. As my officers start arriving, they grab some pizza and other snacks and then we get right to work. I provide a copy of the previous year’s program of work, a copy of the Gold Seal guidelines, and a copy of the Outstanding Chapter\* guidelines. As we work through deciding on our new program of work, we incorporate all the elements needed to achieve Gold Seal/Outstanding Chapter status. We also assign an officer to be responsible for ensuring we complete each task on the program of work. For instance, the treasurer is responsible for coordinating the fundraisers and preparing the budget. If your chapter does the same, at the end of this meeting, you will have completed two of the required activities for Outstanding Chapter: Prepare a Program of Work and Conduct a planning session with newly elected officers. See how easy it is!

Another helpful suggestion is to create a crate with folders or dedicate a file cabinet drawer to Gold Seal/Outstanding Chapter. Create a folder for each of the three areas of Outstanding Chapter (Membership, Community/School Service, and Education/Progress). As you complete a task, file the documentation, such as a copy of your district conference registration, in the appropriate folder.

Your officers and members will greatly benefit from the sense of accomplishment that comes from working hard to achieve Gold Seal status. My students love being one of those chapters sporting their “Gold Seal” ribbons at state and their “Outstanding Chapter” ribbons at Nationals. I know that so many of you do so much with your chapter and are truly “outstanding”. Take the time next year to get your members involved in taking that extra to step to recording and reporting all those great things you do and “Go for the Gold!”

*\*You can complete the Chapter Excellence Achievement Award instead of the Outstanding Chapter which isn’t as difficult.*

## Finding Your Place At The Top!

*Kelley Todd, FBLA District I Coordinator—Fort Smith Southside High School*

We've all heard the expression "It doesn't matter whether you win or lose, it's how you play the game!" In FBLA competitive events, there really is no such thing as losing. Of course, some members are called "on-stage" to be presented with awards, but **all** of our members are winners! They have won because they have challenged themselves to learn more and take a chance!!

### General Tips for Placing at the Top

1. **Prepare!** Read the guidelines. These are available on the Arkansas FBLA website ([www.arfbia.org](http://www.arfbia.org)) and the national website ([www.fbla-pbl.org](http://www.fbla-pbl.org)). If using the Arkansas website, select the state handbook, paying special attention to Chapter 5 concerning individual, team, and chapter events. You might also want to check out the District Supplement, particularly focusing on Who's Who guidelines. On the national website, choose the FBLA link, then competitive events. This option gives you access to guidelines, topics, questions and answers, and other helpful information.

Use available materials. Competitive events study guides, examples of winning reports, and DVDs of winning performances are available for purchase at [www.fblamarketplace.com](http://www.fblamarketplace.com).

2. **Recruit!** Ask who is interested in competing. Encourage outstanding business students to compete. Collaborate with fellow FBLA advisers, all business teachers in your school, for recommendations.
3. **Network!** Use community resources. Find out if there are any organizations in your community that would mentor your competitors. Toastmasters is just one example of a group that would be helpful. Consider asking the organization to work with your Public Speaking I/II and Impromptu Speaking competitors as well as your other performance events.

Invite other teachers, parents, and business people to share their expertise. Perhaps your speech teacher could give pointers. Parents and business people could critique team performances and offer pointers for improvement. Individuals who make presentations as a part of their job can offer excellent ideas. They know what is effective in the job market and how to catch the targeted audience's attention.

Use former competitors. Everyone thinks of winners, but also consider those who didn't make it "on-stage." Those individuals can offer valuable insight as to what they wish they had done (or should have done) differently.

Team your members with mid-level members. Let your senior high members coach the younger members in their events. The best way to be sure that you know something is to be called on to offer pointers to someone else who has less expertise in the area.

4. **Compete!** Follow the dress code. Read the dress code for each conference attended. They will all typically be the same. Make sure that your competitor adheres to this code. Remember, if you allow that competitor to step onto the bus or into the testing room with a dress code violation, he or she will be disqualified. If in doubt, don't take a chance. Always err on the side of caution if unsure as to whether or not a competitor's attire would be acceptable.

Follow the rules. If a specific format is indicated, follow that format. The guidelines spell out exactly what is expected. Competitors who succeed meet the expectations by providing the material needed in the format required.

*(continued on next page)*

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## **FBLA-ML Competitive Event Preparation Tips**

*Kim Conant, District IV FBLA-ML Coordinator—Nashville Junior High School*

There are several tips that may help you prepare your students for Middle Level Competitive Events.

1. Preparation for Skills Events
  - a. Give copies of event information from handbook including judging sheets.
  - b. Give copies of layout guides from national website.
  - c. Schedule time for students to come in to your lab and practice keying the documents before the day of testing.
  - d. Give students information for Computer Slide Show and Web Page Creation as soon as possible to give them ample time to prepare the presentations.
2. Preparation for Written Events
  - a. Give copies of event information from handbook.
  - b. Give copies of FBLA information for events that require it.
  - c. Research sources for other information for events such as Business Math and Intro to Business Communication.
  - d. Make “practice” tests for students to discover any weaknesses.
3. Preparation for Performance Events
  - a. Give copies of event information from handbook including judging sheets.
  - b. Give copies of FBLA information for events that require it.
  - c. Follow guidelines for submitting applications and other materials.
  - d. Give students “mock” interviews.
  - e. Allow the Public Speaking competitor to present their speech to you in time to make adjustments if necessary.

Always try to provide some kind of study material for the events. Even though we do not know the exact information that will be on the written tests, we should try to give students a good basis of information so they do not go into the event blindly. For instance, for Computer Concepts, give students a CT Intro textbook and have them do some of the review questions at the end of each section.

Of course, it all will boil down to how motivated your students are and how much effort they are willing to put into preparing for their event. Encourage your students to do their best, provide positive feedback, and applaud their efforts. If your school has an end-of-year awards assembly, present any certificates they were awarded at that assembly for additional recognition.

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### **Finding Your Place At The Top! *(continued)***

Regardless of the type of event, students gain knowledge and skills that can be built upon for a lifetime. As business teachers and FBLA advisers, we have a unique opportunity to open our classrooms and FBLA chapters to all types of students. FBLA is a great organization with room for a diversity of students! Start a new tradition with these students, have a “Study Night Breakfast” before the competition. Invite some of your community resources in to share the experience. They can also quiz/critique your competitors. Even if a student never wins a first place plaque in a competitive event, our members are winners because they are taking the time to make a difference by taking part in community service activities, preparing for their futures, and making connections. This difference is “on-stage” everyday for everyone to see and appreciate!

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## **EXCITING NEWS!**

### **NEW AWARD FOR TEACHERS OF BUSINESS EDUCATION**

This year the ABEA Board of Directors is proud to announce a new award for teachers of business education in Arkansas. This award will be presented to six teachers from across the state for an innovative and exciting lesson plan that can be replicated in other classrooms. Here is the BIG news...each of the six winners will receive a check for \$50 during the Awards Luncheon at the 2007 ABEA Conference in Hot Springs!

What do I need to do to win? Well, to win every teacher is being invited to submit a favorite lesson to their district representative on the ABEA Board. You will need to follow the guidelines for submission of your lesson plan. The guidelines can be found on at [www.abea.us](http://www.abea.us) . You MUST also be a member of both ABEA and NBEA! Get your memberships up-to-date now so that you will be eligible. There is no grade level or business course that is not eligible. We are looking for all 5-12 business education courses to participate.

All winning lesson plans will be accessible on the ABEA website after the conference. This is a way for business educators across the state to begin sharing great ideas for the classroom. We hope to continue to grow this reference for future business teachers in Arkansas as well as teachers in other states.

Please participate in this exciting program and attend the ABEA 2007 Awards Luncheon on August 1, Hot Springs Convention Center to see who has won in your district.

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## **The Electronic Portfolio**

*Carole Anderson, District III Representative—DeWitt High School*

If an artist applies for a job, he brings representation of his work. This documentation holds the artist accountable for what they say they can do. If you view the electronic career portfolio as a type of documentation of what the person can do, then the task of creating the portfolio is as easy as proving what you say you can do. Electronic career portfolios were introduced this year as a new competition in FBLA. These portfolios should be viewed as a well-documented resume.

The required items for the portfolio are as follows: a letter of application, the resume, career goals/objectives, and the required education for career choice. The competition also requires you to choose four additional items. My student chose to show some of her work that she has completed. She described community service that she had completed over the last four years. She included pictures of her working and actively participating in the community service and activities around school. She showed documentation that she was actively involved with the activity. You could include a letter from the person in charge of the activity. In addition to these items, she included letters of reference from several sources including one teacher, an employer and a family friend. Other items that could be included are honors/awards, community participation, projects, leadership/conference activities, professional development, and clubs/organizations.

Each year I require my students to maintain an electronic portfolio. They maintain this portfolio in Computer Business Applications, Multimedia, Desktop Publishing and Workforce Technology. At the end of the year, they know that this portfolio is a work in progress. They have created a scrapbook of their accomplishments in high school, and it is up to them to set their goals and document their careers.

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