



# Arkansas Business Educator

Spring 2008

*The official publication of the Arkansas Business Education Association*

## Letter From The President

Dear Arkansas Business Educators

Teaching – it is a passion. I know most of you have a burning desire to help young people and that is why you entered this profession. Therefore, we chose “ABEA – Red Hot!” as the theme for our 2008 ABEA conference. We all have that fire to learn and keep abreast of all the latest trends and technologies in business education, so make plans now to attend the Arkansas Business Education Conference in Hot Springs on August 5 & 6.

Carrie Bengston has done a terrific job putting together an excellent program for you. I am really excited about the “Swap Shop” sessions that are planned for specific courses such as Accounting and Keyboarding. Additionally, we have added two more interest sessions to the Tuesday afternoon and Wednesday morning sessions for an increase in variety and to make the accommodations roomier.

Let me send out a big thank you to all of you who have volunteered to present. Be it a laptop session or interest session...we thank you for your willingness to share your classroom ideas and techniques with the other business teachers around the state. Arkansas business teachers are simply the best!

Please check the list serve and ABEA website [www.abea.us](http://www.abea.us) often. Information on awards and nominations will be coming soon, as well as, conference registration information.

John Podojil said” "Teaching is not a profession; it is a passion. Without passion for your subject and a desire for your students to learn and be the best in the world, we have failed as teachers, and failure is not an option.” I hope that all of you have a passion for your subject and a desire for your students to be the best in the world. I also hope your attendance at the 2008 ABEA conference will help you start the 2008-2009 school year fired up about teaching because ABEA is “Red Hot!” I look forward to seeing all of you soon.

Angie Hutson  
ABEA President 2008

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## Ideas for Middle Level FBLA

*Kerry Eliason, Treasurer—Nettleton Junior High School*

Sometimes it is so hard to find new and different things to keep your middle level FBLA members interested and keep them joining from year to year.

Some of the things that we have come up with to keep our members interested and informed is having a guest speaker once a month. We have people from different businesses come and speak to our students during 4<sup>th</sup> period which is our lunch period. The members can pay to have food brought in to them each time. For example, the owner of Chick-Fil-A (and the cow) came to speak to our students. We took orders the week before they came and the students were able to eat Chick-Fil-A after the speaker was finished. The speaker will speak for approximately 30 – 45 minutes and then the members pick up their food and go to the cafeteria to eat. We have also had pizza and subway sandwiches brought in. It is different and the students don't mind paying \$5 to have a different lunch. The businesses are always willing to work with us and give us a good deal on the lunches.

Our fundraisers have come about as an idea from one of our former Presidents. Each year at Halloween we take orders for Halloween grab bags and on Halloween we deliver them to the 7<sup>th</sup> period teachers (our last class of the day) and they distribute them. We have 700 students in our building and we always sell approximately 1200 bags. The bags cost \$1 each. Also, we take orders for Kisses for You bags for Valentines Day. (Our students are not allowed to have anything delivered to school, so this is a way they can receive something from their friends!) We also sell about 1200 Kisses bags. The members are asked to sell 10 bags. They will take orders and have the receivers 7<sup>th</sup> period teacher on the order form. We get together on a Sunday afternoon and make the bags. With 30 – 35 people working, they usually get finished within 3 hours. The members are also asked to bring a large bag of candy. That way, everything is profit. We do this to raise money for Arkansas Children's Hospital.

Another fundraiser that I do is to have a competition between my classes. I do this to raise money for March of Dimes. My students raise money in each class and the class that raises the most, I cook for them. (Finger foods, such as sausage balls, etc.) The other classes are allowed to bring snacks for the day, but they have to supply them. I try to have the fun day on a pretty day so we can go outside and eat and enjoy the nice weather. I usually raise about \$400 per semester.

If you would like any more information, you can contact me at [keliason@nettletonschoools.net](mailto:keliason@nettletonschoools.net) and I will be happy to supply you with order forms, etc.

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## Free Software Available

*Julie Aaron, District IV Representative—Texarkana Area Vocational Center*

Want to provide your students with photo editing and web design software, but don't have enough money in your budget to purchase high-end software? Fortunately, there are some alternatives which are not only affordable, they're FREE!

A great photo-editing software, which can be downloaded free of charge, is GNU Image Manipulation Program, (GIMP.) The software is available from their website: <http://www.gimp.org>, and is available for Windows, MAC and Unix platforms. The site also has a user manual and a user group to help learn the software.

Need to create a web site? Nvu is a free open-source HTML editor. It contains "What you see is what you get" (WYSIWYG) page editing. It has FTP capabilities, tabbed editing, forms, tables, and templates. XML and CSS support are available, and it has a built in validator. Nvu can be downloaded from their site at: <http://www.nvu.com>.

Nvu is also available in Windows, MAC and Unix platforms. The site contains a link to their support site, which also includes a support forum, a wiki feature, and a chat feature to get help from other users.

Many Arkansas Education Cooperatives are offering professional development using Nvu through the Technology Infused Education (TIE) site: <http://tie.k12.ar.us>. The site offers materials for teacher training on a workshop entitled "[Connecting Your Class to the World Using Nvu](#)." Check with your local cooperative for more information.

## Literacy Strategies

*Marcia Dye—Fort Smith School District*

Just about everything with the new Perkins is now based on performance indicators. We must show an increase in literacy scores of CTE students determined by 11th grade English end of course exams; increased math scores based on end of course geometry scores for CTE students; increase in the non-traditional (gender) enrollment in CTE; increase in the non-traditional (gender) completers of programs; increase in graduation rates; increase in technical skill attainment; and placement.

Teachers who use reading and writing strategies in their classrooms do not need to be reading specialists. Academic and vocational teachers from the fourth grade through high school only need to recognize that by using different reading strategies, they can help their students more deeply learn their subject matter through routinely achieving higher order thinking over the content. A side benefit is that they will also help their students to acquire or sharpen their literacy skills.

### *Reading Strategies*

Two reading strategies that I personally have found helpful in my business classes are KWL and SQ3R.

#### **KWL:** What I Know; Want to Learn; What I Learned

The strategy helps students combine new information with prior knowledge to build concepts and vocabulary. It provides students the opportunity to brainstorm, preview vocabulary and concepts and to retell what they have read. It creates a purpose for reading the assigned text and allows the teacher to model for students what needs to occur with all reading assignments in content areas.

#### **SQ3R:** Survey, Question, Read, Recite, Review

The students will preview or *survey* what they will be reading by looking at headings, chapter summaries, vocabulary words, pictures, objectives, etc.

They will write *questions* on what they want to learn or what they think the reading material will cover. Questions can be linked to the headings. This helps build comprehension and relate ideas to what they already know.

They *read* the material for the purpose of answering the questions. Highlight key terms and concepts.

*Recite* – once they finish reading, tell someone what was read

*Review* – after reading, skim notes, concepts, key terms, read chapter summaries again, etc.

### *Writing Strategies*

There are several ways to incorporate writing into the business classroom, most of which we already do by nature of our curriculum:

- compose original letters, memos
- read newspaper for current events in business or on-line business journals, then reader response or writing prompt to address topic
- research project
- use graphic organizers

## Mark Your Calendars!

<b>PBL National Leadership Conference</b> Atlanta, GA June 21-24, 2008	<b>FBLA National Leadership Conference</b> Atlanta, GA June 26-29 2008	<b>Arkansas ACTE Conference</b> Hot Springs, AR August 3-5, 2008	<b>ABEA Conference</b> Hot Springs, AR August 5-6, 2008	<b>SBEA 2008 Convention</b> Louisville, KY October 22-25, 2008
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## 2008 ABEA Conference Registration Form ABEA RED HOT

Please Print Text

**Name:** \_\_\_\_\_ **Name for Badge:** \_\_\_\_\_

**Home Address:** \_\_\_\_\_ **Home Phone:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**School:** \_\_\_\_\_ **School Phone:** \_\_\_\_\_

**School Address:** \_\_\_\_\_ **E-Mail Address:** \_\_\_\_\_

**County of School:** \_\_\_\_\_ (District where your school is located. I, II, III, IV, V, VI)

### Conference Registration

ABEA Members .....	\$60.00	\$ _____
Students/Interns/Retired Teachers .....	\$20.00	\$ _____
Non-members.....	\$120.00	\$ _____
Computer Workshop (\$10 fee per workshop)..... (Please see the computer workshop list below)	\$10.00	\$ _____
ABEA membership dues.....	\$20.00	\$ _____
Students/Interns membership dues.....	\$10.00	\$ _____
<b>Total—Make Checks Payable to ABEA</b>		<b>\$ _____</b>

Your conference registration fee includes the ABEA Luncheon on Wednesday, August 6, 2008.

**Please indicate if you plan to attend the ABEA Luncheon Yes No**

### Computer Workshops \$10 Fee Per Workshop

Monday, August 4 6:00 pm -8:00	<input type="checkbox"/> Movie Maker	<input type="checkbox"/> Word 2007	<input type="checkbox"/> InDesign CS2
Tuesday, August 5 9:00 am – 11:00	<input type="checkbox"/> Audacity	<input type="checkbox"/> PowerPoint 2007	
Tuesday, August 5 5:30 pm – 7:30	<input type="checkbox"/> Microtype/Micropace Keyboard Swap Shop		<input type="checkbox"/> Excel 2007
	<input type="checkbox"/> PowerPoint to Moviemaker	<input type="checkbox"/> PhotoShop CS2	

Kerry Eliason, 2008 ABEA Treasurer  
28 CR 7670 Road  
Brookland, AR 72417  
870-268-0334

**PLEASE NOTE:**  
**On-site registration is \$100.**  
**Please have your registration in by**  
**July 18, 2008 to prevent on-site**  
**registration fees.**

**2008 ABEA Annual Conference**  
 Embassy Suites & Hot Springs Convention Center  
 Hot Springs, Arkansas – August 5 & August 6, 2008

**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 5, 2008  
 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 4 Deadline**  
 Ask for Arkansas Business Ed. Rate

**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**



**RED HOT!!**

## **Measurement Activity for Desktop Publishing— Creating Business Cards From Scratch**

*Carrie Bengston, Vice President—Hot Springs High School*

### **Concept / Topic To Teach:**

Business card layout and design without using a template.

### **Standards Addressed:**

DeskTop Publishing I Frameworks:

5.3 Explain special-sized documents.

\*\*This project also allows cross-curricular skills with math through measurement techniques.

### **Specific Objectives:**

Students will understand the purpose of correct measurement for special documents such as business cards.

Students will practice measurement skills for a specific purpose.

Students will develop Business Cards without utilizing a template.

Students will develop an understanding for the purpose of establishing guidelines to align objects.

### **Required Materials:**

Ruler

One Sheet of Business Card Paper

Adobe PageMaker OR Adobe InDesign OR Microsoft Publisher

### **Step-By-Step Procedures:**

Step 1: Students will be issued one sheet of Business Card Paper Each. The instructor must emphasize that this is the only sheet that the student will receive and that the student should not fold, bend, or misplace the paper to receive their grade.

Step 2: The instructor will then issue one Ruler to each student. Students should be informed that he/she will use the ruler to measure the locations of the perforated lines on the business card paper and record the measurements for both horizontal perforations and vertical perforations.

Step 3: Once the student has recorded all measurement locations the student will open an appropriate program and establish guidelines on the document in the correct horizontal and vertical regions.

Step 4: Students will design one business card region, group their elements, and copy to other business card regions of the paper.

Step 5: Students will print a proof on REGULAR paper and compare the proof to the Business Card Paper provided in step 1. If the elements line up exactly within the perforated lines of the paper the student will then print their final product on the Business Card Paper. If the elements are not exactly lined up within the perforated lines of the Business Card Paper the student will re-measure, make necessary adjustments, and print a proof again. This process will be repeated until the student has exact measurements and alignment. *(Continued)*

## DESKTOP PUBLISHING BUSINESS CARD PROJECT

Create a business card without using templates. Once you have received your Business Card Paper do not bend, fold, or misplace the paper. You will only be given one sheet for this assignment. A failing grade will be issued if the paper is bent, folded, or lost. You will use the ruler provided to measure the Business Card Paper perforated lines. Once you have all measurements for vertical and horizontal perforated lines you will pull out guidelines in the program to design your layout. You will then create one business card and copy it to the other regions of the paper. Print a proof to compare to the business card paper before you print your final copy on the business card paper. The finished product should appear as professional as possible.

Vertical Measurements for Vertical Guidelines	
Horizontal Measurements for Horizontal Guidelines	

Completed:	Requirement:	Points Possible:	Points Received:
	Student has correct Vertical Measurements.	10	
	Student has correct Horizontal Measurements.	10	
	Student has appropriate information on his/her business card.	20	
	Professional appearance of business card.	10	
<b>Total</b>		<b>50</b>	
Comments:			

Name: \_\_\_\_\_ Period: \_\_\_\_\_ Score: \_\_\_\_\_

## Useful Websites

*Angela McCallie, SBEA Representative—Lonoke High School*

As business teachers we are always looking for useful resources online. Here is a list of websites that I or my students have discovered. I put a copy of this on the network for my students to access. They just open it and click on the hyperlink. Hope you find it as helpful as we have.

### Copyright

<http://www.benedict.com>  
<http://www.cyberbee.com/>

Copyright website has famous cases & definitions  
 Copyright tutorial

### Teacher

<http://www.cyberbee.com/>  
<http://school.discovery.com/teachingtools/worksheetgenerator/wtg/biz.html>

Internet Projects

<http://www.4teachers.org/>  
<http://www.puzzlemaker.com/>  
<http://www.greeneclipsesoftware.com/eclipsecrossword/>  
<http://teched.vt.edu/GCC/>  
[www.adobe.com/education](http://www.adobe.com/education)  
[www.desktoppublishing.com](http://www.desktoppublishing.com)  
[www.mrgibbs.com/bhs/faq/rubrics.htm](http://www.mrgibbs.com/bhs/faq/rubrics.htm)  
[www.3dCafe.com](http://www.3dCafe.com)

Worksheet Generator, plus much more  
 Integrating technology and lots of tools!!!  
 Create puzzles sheets  
 Online Crossword puzzle maker  
 Graphic Communications web portal—lots of resources!  
 Tutorials, information, activities for Adobe products  
 Tutorials, clip art, tips and more  
 Rubrics  
 Tutorials, web tools, photos

### Graphics

<http://www.aphids.com/susan/imres/>  
<http://school.discovery.com/clipart/>  
<http://www.3dtextmaker.com/>  
<http://www.crystalgraphics.com/>  
<http://www.animationonline.com/freebanners.html>  
<http://www.1clipart.com/>  
<http://www.clipartsite.com/>  
<http://www.balthaser.com/builder/>  
<http://www.mediabuilder.com/>  
<http://www.free-programs.com/>  
<http://www.cooltext.com/>  
[www.scantips.com](http://www.scantips.com)

Resources for website Icons, Images, and Graphics  
 Graphics  
 Makes 3-d text, Awesome!  
 Free Demos for presentation software add-ons  
 Create banners and buttons  
 Graphics and allows online editing of graphics  
 Graphics and links  
 Online flash animation software  
 Online tools and graphics  
 Index of links to websites  
 Online generator for logos and buttons  
 Info on graphics, resolution, file formats, etc.

### Sound

<http://www.ilovewavs.com>  
<http://www.reelwavs.com>  
<http://www.brainybetty.com/soundsforpowerpoint.htm>  
[www.zamar.com](http://www.zamar.com) will convert formats online and send to your email

<http://www.moviesoundclips.net/movies.php>  
<http://www.wavsurfer.com>  
<http://www.pacdv.com/sounds/index.html>

## SBEA 2007—Thank You, Arkansas!

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

Thank you ABEA! There are not enough words to express my appreciation for all that ABEA has done for me personally and for our profession.

This group of educators we call ABEA continues to be a source of daily information, encouragement and strength. You all mean so much to me. You have pushed me to try so many things I would have never attempted on my own. I am forever grateful.

As part of the SBEA board I have had the opportunity to work with several state associations—you ABEA out shine them all! From ABEA's board and throughout its membership you performed above and beyond what was imagined. The facility put up major roadblocks (heat and water) and although commented about, those attending rated this conference outstanding in every area.

Thank you again for all you did to make SBEA 2007 a success and for allowing me to be a part of ABEA.