

Arkansas Business Educator



Fall 2010

The official publication of the Arkansas Business Education Association

Letter From The President

Dear Arkansas Business Educators:

As we begin another exciting school year, I would like to express my gratitude and appreciation. I am truly honored to serve as your president. Thanks to those of you who attended our annual summer conference in Hot Springs. We had 384 registered, with over 30 outstanding presentations. I would like to personally give the presenters and facilitators a big "Thank You" for sharing your expertise and professionalism with fellow Arkansas business educators.

As educators, our efforts are focused on helping each of our students achieve their highest personal potential. We believe in our students' potential and in their promise for the future. We pledge to create an instructional program that is innovative, creative, and progressive enough to equip our students for the 21st Century workforce. When students leave our schools, they must be prepared to take their rightful places as productive members of our community and the world. Our membership is comprised of dedicated, selfless individuals who are focused on serving students. It is impressive to see the great value that the Arkansas Business Educators place on educational excellence. Working together, we have the opportunity to build upon the wonderful traditions already in place, and continue to create a world-class program of study for our schools and students.

I hope to see each of you at the 2011 ABEA summer conference, to be held in Hot Springs from July 26-27, and look forward to collaborating together towards a common goal; to work diligently to meet the needs of students.

Best wishes for a successful, productive 2010-2011 school year, and I leave you with one of my favorite poems.

I Will Do More

I am only one, but I am one.
I cannot do everything, but I can do something.
And what I can do, I ought to do.
And what I ought to do, I will do.
I will do more than belong...I will participate.
I will do more than care...I will help.
I will do more than believe...I will practice.
I will do more than be fair...I will be kind.
I will do more than dream...I will work.
I will do more than teach...I will inspire.
I will do more than earn...I will enrich.
I will do more than give...I will serve.
I will do more than live...I will grow.
I will do more than talk...I will act.
I will be more than good...I will be good
for something.

— Anonymous



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Sincerely,

Linda Burns
2010-2011 ABEA President

2010 ABEA Conference Highlights

Lisa Hotsenpiller, Editor/Webmaster—Siloam Springs High School

ABEA scored “A Perfect Score” in Hot Springs as business educators across the state gathered for the 2010 Arkansas Business Education Association annual conference, held August 3-4, 2010 at the Hot Springs Convention Center and Embassy Suites in Hot Springs, Arkansas. Three hundred and eighty-four educators attended the conference, which featured computer workshops, concurrent sessions, and exciting networking opportunities.

The ever-popular “Bring Your Own Laptop Sessions” kicked off the conference on Monday night. Participants brought their own laptops with the appropriate software and were instructed by experts in the areas of Photoshop CS4, iMovie/Mac techniques, InDesign CS4, and Excel 2007. Each participant received two hours of technology training inservice credit.



2010 Phyllis Smith Memorial Scholarship winners are Desha Nelson of Arkansas Tech University and Kim Roberson of Henderson State University.

The dynamic nature of business education in Arkansas provided ample material for the numerous interest sessions on Tuesday. The silent and raffle auctions gave conference attendees the opportunity to win popular items such as an autographed Arkansas Razorbacks football. All money generated from both auctions benefitted the Arkansas FBLA-PBL Foundation.

The second and final day of the conference began with more interest sessions in the Hot Springs Convention Center. The Awards Luncheon and Closing Session honored outstanding business educators and aspiring business educators from across the state.

The Phyllis Smith Memorial Scholarship was established by ABEA to honor two business education students who exemplify a passion for a future in the profession. Recipients of this award receive a \$1000 scholarship and a plaque. Carole Anderson, Scholarship Committee Chair, recognized Kim Roberson of Henderson State University for this honor. Accepting her plaque on behalf of the other scholarship winner, Desha Nelson of Arkansas Tech University, was her business education professor, Dr. Linda Bean.

Each year ABEA recognizes outstanding business educators at the conclusion of the Awards Luncheon. Nominations are solicited from all eligible ABEA members. The 2010 ABEA Teachers of the Year are Secondary Teacher of the Year—Tracie Opolka, Hackett High School, and Middle/Junior High Teacher of the Year—Kerry Eliason, Nettle Junior High School.

View conference highlights at <http://www.abea.us/10Conference.html>



2010 ABEA Teachers of the Year are: Secondary Teacher of the Year—Tracie Opolka, Hackett High School, and Middle/Junior High Teacher of the Year—Kerry Eliason, Nettleton Junior High School.

Perkins Funds at Work

Cathy Williams, Community Partnerships and Career Education—Fort Smith Public Schools

Former Congressman Carl D. Perkins from Kentucky is arguably the best friend Career and Technical Education has ever had! Because of his leadership in Congress and his support for vocational education in the early 1980's, federal funding has flowed to the states and local education agencies for more than 25 years because of the enactment of the bill named to honor him. There have been numerous re-authorizations of the original act with different areas of emphasis in each one; however, each re-authorizations has provided for large amounts of funding to support Career and Technical Education programs across the country. What a legacy Carl Perkins left through his support of Career and Technical Education!

Under the current Perkins re-authorizations there are two funding streams to the local districts. One type of funding is based on performance indicators that must be addressed by local applicants. Those indicators are improvement of literacy and math skills (as measured on end of course 11th grade English scores and end of course geometry scores); improvement of technical skills (as measured by end of course CTE exams); high school completion; placement; non-traditional enrollment; and non-traditional program completion. By utilizing the performance indicators, local districts have continued to access the funds to improve their CTE programs. The second category of Perkins funding is directed to programs that are in high skill, high wage and high demand occupations as determined by the Department of Workforce Services. Examples of business programs that qualify for funding through the high skill, high wage, high demand category of Perkins funding are programs such as accounting, management, entrepreneurship, marketing and programming.

All CTE programs in Fort Smith Public Schools have benefited from Perkins funding, but no CTE program in our district has benefited more from Perkins funding than our business programs. Keeping 20 business and marketing classrooms current in terms of technology (both software and hardware), curriculum, and equipment is a challenge. Through Perkins funding, teachers have been able to receive new software and modernized labs to support the software; they have been provided curriculum materials and equipment for integrating and improving academic skills in literacy and math; and they have been provided the opportunity for on-going local, state and national professional development to support and improve their instruction. The students in the business classes are given opportunities to earn industry certifications in IC3 and MOS, and most of the teachers have earned one or more of the certifications. A Perkins-funded Career Development Facilitator will assist the business students with their school to work transitions to employment, enlistment or enrollment in post-secondary programs. She will target business students who are at risk of not graduating and will provide or arrange interventions that will remove the barriers to graduation and post-secondary placement.

School districts in Arkansas provide state and local funds to support CTE programs, and the state provides partial costs of starting new programs. Those funding sources are important, but of great significance to CTE programs in Arkansas are the supplemental federal funds flowing from our old friend, Carl Perkins. Thanks, Congressman Perkins. We couldn't have done it without you.

Making Literacy Come Alive in the Classroom

Jan Lusk, District VI Representative—Highland High School

Literacy Assignments: These are writing prompts which students use in newsletter assignments; they are applicable to any situation. I use them in word processing and desktop publishing.
 Directions: You are to take each of the first six writing prompts and expand on them. I am looking for more than ONE sentence; these should be in an acceptable writing format, i.e. paragraphs, listing, Venn Diagram (if appropriate). Proofread carefully .

1. Students are in seven periods of instruction. Which course of study do you enjoy most or least and give examples to support your answer.
2. If I could be a color, I would like to be _____because..... (Think about how you see this color as it is around you whether in nature, your clothes, a painting, etc.) Think word association.
3. My most embarrassing moment was when.....
4. My happiest memory was.....
5. The best Christmas present I ever received was a Where is it today? Do you still use the gift?
6. Friendship -- When I was growing up, I (had a difficult time **OR** had an easy time) making friends. A friend should be someone..... Expand on friendship and tell me what characteristics you look for in a friend.

Acronym – Using each of the letters in your first name, think of adjectives which describe you—be nice. Example:
 J A N E J – joyful, jubilant, jovial A - angelic, adorable N – neighborly, nice, nosy E—energetic, exciting

Zodiac – Google for Zodiac Descriptions. Read what the description says about you. Do you agree or disagree and give examples to support your answer.

WORD PROCESSING II	Newsletter Assignment	Tables, Templates , Styles, Typeface
DESKTOP PUBLISHING	Newsletter Assignment	Templates, Table of Contents, Templates, Tables

Assignment: (Your required elements could vary; these are suggestions.)

- √ Select a newsletter template, change the color and typeface from the template.
- √ Create a color style.
- √ Create a heading style and apply it to your newsletter. (apply a color which would work with your color style, sans serif font, 16-18 pt.)
- √ Create a body style and apply it to your newsletter articles. (black, serif font, 10 pt.)
- √ Save as **MY NEWSLETTER**

Include

- √ Your name as the title; Ex: Jackson News
- √ Table of Contents
- √ From your writing prompts, you are to include #2, #4, #6; if you have room, you may include another writing selection. The Acronym and Zodiac assignments are required.
- √ Be creative with the Zodiac material — Suggestion: Utilize the Zodiac Sign graphic

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Arkansas Business Education Association Membership Form 2010-2011

Name: _____

Home Phone: _____

Home Address: _____

School: _____

School Phone: _____

School Address: _____

E-mail: _____

District of School: _____

<u>District I</u>	<u>District II</u>	<u>District III</u>	<u>District IV</u>	<u>District V</u>	<u>District VI</u>
Benton	Clay	Arkansas	Clark	Cleburne	Baxter
Crawford	Craighead	Ashley	Columbia	Conway	Boone
Franklin	Crittenden	Bradley	Garland	Faulkner	Carroll
Johnson	Cross	Calhoun	Hempstead	Lonoke	Fulton
Logan	Greene	Chicot	Hot Spring	Perry	Izard
Polk	Independence	Cleveland	Howard	Pope	Madison
Scott	Jackson	Dallas	Lafayette	Prairie	Marion
Sebastian	Lawrence	Desha	Little River	Pulaski	Newton
Washington	Mississippi	Drew	Miller	White	Searcy
	Poinsett	Grant	Montgomery	Woodruff	Sharp
	Randolph	Jefferson	Nevada	Yell	Stone
	St. Francis	Lee	Pike		Van Buren
	Lincoln	Saline			
	Monroe	Sevier			
	Ouachita				
	Phillips				
	Union				

Membership runs from July 1 - June 30 Professional Dues \$20 \$_____

Student Intern dues \$10 \$_____

Make checks payable to: ABEA

Mail payments to: Tracie Opolka, ABEA Treasurer
PO Box 285
Hackett, AR 72937

Making Literacy Come Alive in the Classroom *(continued from p. 4)*

Jan Lusk, District VI Representative—Highland High School

This is a tip for those who use word walls in their classroom but have difficulty getting the words to stay on the wall.

Purchase one or more shower curtains of a solid color (I use two since I want the words large enough to be seen.) I use shower curtains with the grommets already there and hang them from reusable hooks I attach to my wall. Print out your vocabulary words and using a spray can of adhesive, spray the backside of each and attach them to the shower curtain. When you are ready to start a new unit, pull the words off and put up your new words. If you only spray the backside of the vocabulary word, it should come off without a problem. If you spray both the curtain and the vocabulary word, then they may be harder to separate.



Dates to Remember

Southern Business Education Association Convention Charleston, SC October 20-23, 2010	DPE National Conference San Francisco, CA November 18-20, 2010	ACTE National Convention Nashville, TN December 2-4, 2010	FBLA State Leadership Conference Little Rock, AR April 4-5, 2011	Region IV ACTE Convention Biloxi, MS April 14-16, 2011
NBEA National Convention New Orleans, LA April 19-23, 2011	PBL National Leadership Conference Orlando, FL June 23-26, 2011	FBLA National Leadership Conference Orlando, FL June 28-July 1, 2011	Arkansas ACTE Conference Hot Springs, AR July 24-26, 2011	ABEA Conference Hot Springs, AR July 26-27, 2011