



# The ABEA Bulletin

Arizona Business Education: A Tradition of Excellence

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## ABEA Mission

*“Serve individuals and groups in all endeavors associated with and about business and business education.”*

## Arizona CTE Mission

*“Prepare Arizona students for workforce success and continuous learning.”*

Volume 33, Issue 2

Winter, 2007

## WELCOME FROM NEALA SILLMAN, ABEA PRESIDENT

*Happy New Year!* Welcome to the first issue of the ABEA Newsletter for 2007!!

We have the honor of having Kris Sheets, the 2008 WBITE President as a member of the ABEA Board. Kris and some other members of the Board will be representing ABEA in February at the national WBITE Conference in Montana. Be sure to dress warmly! Remember, this is a prelude to the May 2008 WBITE Conference here in Arizona!

This newsletter will give you some teasers about the ABEA Spring Conference. Be sure to put it on your calendar. As always, there will be unique opportunities for networking, some spectacular workshops and a new and improved trade show.

And don't forget that ABEA is YOUR organization. The ABEA Board is YOUR Board. ABEA membership is what YOU make of it.

See you in the Spring!



## About Kris Sheets . . .

Kris Sheets spent 36 years in the field of education, 29 of that in the classroom. He recently retired from Metro Tech High School in the Phoenix Union High School District. Kris served eight years on an elementary school board as well as several other community activities. He also served 23 years in the Arizona Army National Guard. Kris is enjoying his retirement by traveling, working around the house, spending time with his wife Barbara and subbing once and while at Metro Tech. Professionally he is currently President-elect of WBITE (Western Business Information Technology Education).

## 2008 WBITE CONFERENCE

### WBITE ROCKS IN ARIZONA, Digging Into Educational Opportunities

The 2008 WBITE Conference, May 23-26, will be held at the Scottsdale Plaza Resort, Scottsdale, Arizona. Further details will be forthcoming on the web sites. Please note the date change. Tradition has the Arizona meeting in May to allow for lower hotel rates for participants. The conference committee is planning an exciting conference for you. Please see page 4 for additional details.

## PROFESSIONALISM AND COMMITMENT

By Kris Sheets, President-Elect of the 2007 WESTERN BUSINESS AND INFORMATION TECHNOLOGY EDUCATORS (WBITE)

***“Unless commitment is made, there are only promises and hopes; but no plans.” Peter Drucker***

What is your definition of a Professional and Professionalism? Do you consider yourself a Professional? How do you rate your Professionalism? What does commitment have to do with professionalism?

Yes, a lot of questions and probably many different perceptions and answers. The dictionary provides one definition of a professional as “a person who is an expert at his or her work.” For Professionalism I would like to take an excerpt from a book *PROFESSIONALISM IS FOR EVERYONE: FIVE KEYS TO BEING A TRUE PROFESSIONAL*, by James R. Ball. In his book Mr. Ball lists five keys to being a true professional. These five keys are:

**Character:** The Professional Choice, Integrity, Honesty, Truthfulness, Forthrightness, Trustworthiness, Being Responsible, Being Diligent, Doing What Is Right, and Projecting a Professional Image.

**Attitude:** The Professional Approach, Adopting a Service Mentality, Seeking Responsibility, Determination, and Being a Team Player.

**Excellence:** Pressing for Excellence, Continual Improvement, Being Attentive, and Following Instructions.

**Competency:** Expertise, Performance, Personal Effectiveness, and Being a Good Communicator.

**Conduct:** Professional Maturity, Manners Matter, Loyalty, Respect for Authority, Confidences and Confidentiality, and A Touch of Class.

All too often we use the dictionary definition of a professional. However, when researching for this article, I like Mr. Ball’s five keys of Professionalism. Along with being an expert at our work we need also to have these five keys. Utilizing these five keys will pay dividends in the road to building your professionalism. Zig Ziglar once said, “It is character that gets us out of bed, commitment that moves us into action, and discipline that enables us to follow through.” What is your professional character?

Where are you in your professional development? Are you a member of your professional organizations? Are you continuing your educational development by taking classes, attending workshops or attending your professional organization conferences? Are you more than just a member? Are you an involved member? All of these are a part of the Five Keys of Being A True Professional also! When you joined the Education Profession you entered a career which has professional standards. In Business Education those standards are demanding and at times seem out of reach. One way of keeping in touch is by being an active member of your professional organization.

During our classroom instruction, we teach our students about commitment and follow-through. Are you practicing commitment? Commitment means to pledge to some thing or someone. Yes, it is difficult, especially for new teachers: you suddenly have commitments to teaching, school activities, family, church, and the list can go on. No matter what stage of your educational life you are in, your educational profession needs you. Your professional associations need your support and talents. *Won't you please consider joining?* Invest in your future. For Business/Marketing Education Teachers Professional Association suggestions include:

- Your State Business/Marketing Education Association
- National Business Education Association (includes Western Business Information Technology Educators) (NBEA/WBITE)
- Marketing Education Association (MEA)
- Your State Association For Career & Technical Education
- Vocational Association For Career & Technical Education (ACTE)

Bill Gates has said, “Great organizations demand a high level of commitment by the people involved.”

During the past few years, membership in state, regional and national professional associations has declined. Yes, dues have gone up, what hasn't! Your professional association is only as strong as its members. Mark Branger, WBITE Membership Director listed some great reasons to invest in your professional associations, on page 2 of the Fall/Winter issue of the WBITE Newsletter; *WESTERN NEWS EXCHANGE*. You are able to locate it at [www.wbite.org](http://www.wbite.org). Won't you begin on the FIVE KEYS TO BEING A TRUE PROFESSIONAL?

## Professional Development and Certification

Mesa Community College is pleased to continue partnering with the ACEE in offering classes for professional development to Arizona K – 12 educators. The following three classes all offer 3 semester credit hours and Certification from the ACEE for 45 hours professional development. Class information is provided below and if you have questions do not hesitate to e mail [gpratt@mail.mc.maricopa.edu](mailto:gpratt@mail.mc.maricopa.edu)

**Dec. 18, 2006 - Jan 12, 2007**

**ECN 100 Section 8567**...This course has been designed especially for Arizona educators to address issues raised by AEPA: This online class is designed to present, in 4 weeks, the essentials for the Arizona Standards for Economics and the AEPA

**Feb. 12, 2007**

**ECN 160 Economic History of the United States**...This fully online class makes use of WebCt in order to examine the causes and consequences of the economic transformation of the United States economy.

**Feb. 12, 2007**

**ECN 263 Economics of Natural Resources**...This fully online class makes use of WebCt in order to examine the causes and consequences of economic analysis applied to the environment.

## Northern Arizona University

The NAU CTE program offerings now include more courses than in years past. Both graduate and undergraduate degrees are offered. All of the courses below are web-delivered. Spring has new sessions: Full Session, Session 1-7 weeks, Session II—7 weeks.

Spring 07 ([www4.nau.edu/cte](http://www4.nau.edu/cte)) January 16, 2007 to May 15, 2007

5437	CTE 300	Introduction to CTE	Covers the new delivery system
6195	CTE 355	Computer Apps in CTE	Instructional Technology
5443	CTE 465	Methods of CTE	Meets Methods (not for Ag)
6200	CTE 595	CTE Program and Stu. Eval	Evaluation of CTE/Curr. Design
5447	CTE 690	Personnel Management	Classroom Management
5450	CTE 691	Research in CTE	Research and philosophy
6201	CTE 692	Instructional Management	Graduate methods/foundations

Spring 07 ([www4.nau.edu/cte](http://www4.nau.edu/cte)) January 16, 1007 to March 2, 2007

6541	CTE 433	Prog and Curricular Planning	Curriculum development
6542	CTE 496	CTE Student Organization	CTSO planning, setup, and delivery
6543	CTE 561	Facility Design	Facility design and safety
6544	CTE 592	Prog Plan & Curr Dev't	Program and Curriculum Development

Spring 07 March 16, 2007 to May 11, 2007

6540	TE 301	Integration of Teaching & Learning Curriculum & Design	
6702	CTE 599	Cont. Dev't: Foundations of CTE	Philosophy of CTE & Curriculum Design

# WBITE ROCKS IN ARIZONA

Digging Into Educational Opportunities!

## WBITE 2008

### Memorial Day 2008 – May 23-26, 2008

**What are YOU planning on doing professionally?** It is hard to believe 2006 is over and 2007 is beginning. Where does the time go!

Memorial Day Weekend 2008 may seem like a long time away from you, however your WBITE Conference planning committee has been hard at work. All committee chair positions have been filled and now the task of getting the workforce in place is at hand. This is where we need your HELP! Some of you have already volunteered and should have been contacted to help. **If you have not, now is the time to let us know if you are willing to help us out.**

Will you help us make

### WBITE ROCK IN ARIZONA?

Kris Sheets

Conference Chair

2006-07 WBITE PRESIDENT-ELECT

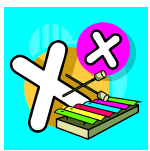
azwbite2008@yahoo.com

## FOOD FOR THOUGHT

Contributed by Kris Sheets, WBITE President Elect -

My niece who is a teacher in Ohio sent me this web site, which I want to share with you. I found it very inspiring, especially in today's world

with the students we are teaching. Go to [www.raisingmallsouls.com](http://www.raisingmallsouls.com) and click on the purple box.



### Generation X's

#### Top Financial Goals

*Sustaining current standard of living in retirement—22%*

*Paying for children's college—22%*

*Paying off debt—21%*

*Sustaining current standard of living—20%*

*Improving standard of living—13%*

*Leaving money for heirs—9%*

*Source: MainStay Investments of NY Life Investment Mgmt survey*



## SCOTTSDALE, AZ FOR WBITE 2008

WBITE will be held in Scottsdale, Arizona in May 23-26, 2008. So what is Scottsdale all about? Here is the first of many articles to let you know about the area, history and tourism that you can enjoy. Make plans now to attend with your family as well. You will be glad you did.

Scottsdale is not only a community; it's a style of living that includes great cuisine, fantastic weather, interesting cultural events, and unique southwestern styled homes. It is a dynamic expanding community that has its roots as an old west farming town.

Scottsdale population today is 197,000 and growing. It sits at an elevation of 1,259 feet and is comprised of approximately 184 Square Miles. The summer high temperatures hover around 103 degrees (it's a dry heat!). Winter daytime temperatures average around 65-75 degrees & winter lows around 40 degrees. The area does receive some rainfall, approximately 7 inches per year.

Scottsdale has many popular amenities for their residents including golf courses, shopping, schools and recreational facilities, parks and in some instances lakes. Scottsdale is also famous for its nationally recognized resorts and hotels that compare favorably with the best in the world. There are many attractions in and around town that will provide visitors with much to see and do.

The known history of the area began nearly 1200 years ago in 800 A.D. The Hohokam people lived and grew their food in what is now Scottsdale. The Hohokam farmed the land and built an advanced canal system to carry water to their crops. The Hohokam were creative artisans who became famous for their intricate work with shells obtained from the Gulf of California and the Pacific coast. They also became entrepreneurs in a thriving trade with their neighbors, the Anasazi and the Mogollon. Their fate is unclear, but they seem to have disappeared from the archaeological record around the first half of the 15th century.

After many years had passed, in 1888 an army chaplain named Winfield Scott came to this area to look at real estate and decided to buy some property. The land he purchased stretched from what is today Hayden Road west to Scottsdale Road and Chaparral south to Indian School.

The land purchase was made through the Desert Land Act, which required the owner to irrigate the property within three years of holding title. Winfield convinced his brother George Scott to come out and help him with the task of irrigating. In 1893 Winfield Scott retired from the army and moved to take up permanent residence on his land; the place that was soon to carry his name.

It wasn't until 1894 when Albert Utleigh bought a parcel south of Winfield Scott's tract and asked him to take care of the land he had subdivided. It was then decided that the name of the town shall be Scottsdale.

The first school in Scottsdale opened in 1910 with 16 students. It opened its first post office in the same year. The settlers that first moved to town did not want to encourage trouble and soon voted for prohibition. Scottsdale's weather allowed its residents to develop extensive farming. People grew citrus, peanuts and cotton; crops well suited to the warm and gentle climate. The town became an artist haven after World War II. Artists came to the area because of the desirable climate and they seemed to fit in with the other townspeople. But it wasn't until 1920 when electricity first arrived, that the town began to really bloom. Scottsdale has continued to grow because of its hospitality and its weather and its Southwest uniqueness.

There are many attractions in Scottsdale visit and explore. It can take some time to see and do them all. Cosanti is a terrific spot to learn about the renowned architecture of Paulo Soleri. You will see his work and have the opportunity to purchase his famous wind-bells. Taliesin West is a place to see some of the outstanding architecture done by Frank Lloyd Wright. Taliesin West was his studio and design center and is still active today.

If you would like to step back into the past, then Rawhide is the place to go. Rawhide is a re-created old west town in the middle of Scottsdale. You will see what life was like in a small Arizonan town during the old west. You will find that Scottsdale is a great place to start out from when heading to an outdoor activity. Water fun is definitely one of the most popular outdoor activities, especially since the area has so many sunny days during the year.

Visitors go to Horseshoe Lake, Bartlett Lake, Saguaro Lake, Roosevelt Lake or the Salt River. All lakes offer many choices, from water skiing to boating to fishing. The Salt River gives its visitors a chance to experience the natural beauty of the Sonoran Desert and the cool water by tubing down the river.

Throughout Scottsdale you will find many walking paths, hiking trails and designated bicycle routes. All designed to allow you to enjoy our lovely climate and incredible scenery. Be sure to make plans to visit us soon.

**Matthew Pellerin**



## Arizona CPA Foundation for Education and Innovation

### Arizona CPA Foundation High School

### *Accounting Scholarship*

#### **About the Organization**

The Arizona CPA Foundation for Education and Innovation in coordination with the Arizona Society of CPAs supports programs and initiatives in education and practice that enhance excellence and innovation in the profession of accountancy.

#### **About the Scholarships**

Monetary scholarships will be awarded to eight high school seniors. If the following requirements are met, each of the eight high school seniors will receive a \$1,000 scholarship.

#### **Scholarship Requirements**

- Following high school graduation, recipient must enroll in an Arizona University or Community College as a fulltime student in the fall semester.
- Recipient must designate their major in the Accounting profession.
- Complete and submit a scholarship application, required supporting materials and documentation by the specified deadline.

#### **Selection Criteria**

The Arizona CPA Foundation for Education and Innovation select their respective scholarship recipients within the state of Arizona. The Foundation's Board will select the winners on the basis of the following criteria:

- Academic achievement as documented through the applicant's grade point average, class ranking, and standardized test scores.
- Community involvement and leadership potential as demonstrated by the student's personal statement and letters of recommendation.

#### **Monetary Award**

The Arizona CPA Foundation High School Scholarship cannot be paid to the recipient. It will be paid to the Arizona University or Community College in which the recipient is to attend.

#### **Supporting Documentation**

- A certified high school transcript that contains the student's class rank, GPA, and test scores must be submitted with the attached application.
- Applicants must submit a personal statement that provides information about their community involvement, career goals and desire to contribute to their community. Information about unique personal or financial circumstances may be added. Applicants should consider the personal statement as the equivalent to an interview. Personal statements must not be more than 2 pages in length.
- A one-page letter of recommendation from one of your teachers or a school official is required. The letter should detail the applicant's background, achievements, leadership abilities and community involvement. Letters should contain personalized information about the applicant. Form letters will be given minimum consideration.

#### **Questions or Comments**

Contact Heidi Frei at (602) 252-4144, ext. 206, AZ toll-free (888) 237-0700, ext. 206, or by e-mail [hfrei@ascpa.com](mailto:hfrei@ascpa.com)

**Arizona CPA Foundation for Education And Innovation Scholarship Program**

**Applicant: To the best of your knowledge, please fill out the information in the boxes below.**

**Application must be received by January 26, 2007**

**Mail to: Arizona CPA Foundation Scholarship Program Attn: Heidi Frei**

**2120 N. Central Avenue, Ste.100, Phoenix, AZ 85004**

**APPLICANT'S GENERAL INFORMATION (PLEASE PRINT OR TYPE)**

Male \_\_\_\_\_ Female \_\_\_\_\_

\_\_\_\_\_  
 (First) (MI) (Last)  
 Permanent Mailing Address: \_\_\_\_\_  
 Street City State Zip Home Phone Number  
 E-Mail Address \_\_\_\_\_

**APPLICANT'S ACADEMIC STATUS AND HIGH SCHOOL INFORMATION**

High School: \_\_\_\_\_

Address: \_\_\_\_\_

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

High School Counselor's name: \_\_\_\_\_

High School Counselor's office telephone number: \_\_\_\_\_

Name of college or university you plan to attend: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Intended Major: \_\_\_\_\_

How did you hear about the program?

Guidance counselor \_\_\_\_\_ Web site \_\_\_\_\_ Scholarship directory \_\_\_\_\_ Other \_\_\_\_\_

**CERTIFICATION AND AUTHORIZATION**

All of the information provided on this application and in the enclosed letters is true and complete to the best of my knowledge. I certify that I am currently enrolled and in good standing as a senior in high school and am applying for full-time enrollment to a two- or four-year college for the 2007-2008 academic year, and am eligible to receive scholarships granted under the Arizona CPA Foundation Scholarship Program.

**AUTHORIZATION FOR RELEASE OF RECORDS**

To comply with the provisions of the Family Educational Rights and Privacy Act of 1974, permission is hereby given to school officials to release the secondary school record and other requested information for consideration in the Arizona CPA Foundation Scholarship Program.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent or Guardian's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Required if applicant is under 18 years of age)

**Please attach your personal statement and letter of recommendation on a separate sheet.**

## ABEA AWARDS NOMINATION FORM

**Please indicate category of award nomination:**

- \_\_\_\_\_ New Business Education Teacher (1-3 years teaching experience)  
 \_\_\_\_\_ Middle, Junior, Secondary, or Post-Secondary Business Education Teacher  
 \_\_\_\_\_ Distinguished Service Award (Administrator, Institution, Organization, or Agency)

**Information About Person Being Nominated (Nominee):**

Name \_\_\_\_\_ Position \_\_\_\_\_

School/Org \_\_\_\_\_ City \_\_\_\_\_

Work Phone (\_\_\_\_\_) \_\_\_\_\_ Home Phone (\_\_\_\_\_) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Has nominee ever received an ABEA Award? \_\_\_\_ Yes \_\_\_\_ No \_\_\_\_ Don't know

If yes, which one? \_\_\_\_\_

**Information About Person Doing the Nominating (Nominator):**

Name \_\_\_\_\_ Work Phone (\_\_\_\_\_) \_\_\_\_\_

Position and Location \_\_\_\_\_

E-Mail Address \_\_\_\_\_

**Procedure for Submitting Nominations:** Simply email this page as an attachment or send an email with the above information to **Dana Fladhammer** at [dana.fladhammer@pcmail.maricopa.edu](mailto:dana.fladhammer@pcmail.maricopa.edu) **ANY-TIME before March 31, 2007. DO IT NOW!**

**Procedure for Nominees to Submit Required Information:** The following requirement, provided by the nominee, should be sent as a Word document attachment(s) to [dana.fladhammer@pcmail.maricopa.edu](mailto:dana.fladhammer@pcmail.maricopa.edu) by a date to be provided to the nominee after the nomination is received.

**NOTE:** Respond to each criterion on a separate page with the appropriate criterion typed at the top of the response page. Double-spacing with a 12-point or larger type is required. Each response must **not** exceed one page, double-spaced.

A one-page supporting letter should be sent as an email attachment to [dana.fladhammer@pcmail.maricopa.edu](mailto:dana.fladhammer@pcmail.maricopa.edu).

**Criteria for Business Education Teacher Award (any level):**

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1. Current paid membership in ABEA and currently teaching at the level nominated.
2. Contributions to business education through teaching. Include information about years of experience (**new teacher award must be 1-3 years**), subject areas taught, course and/or program development, exemplary teaching techniques, and classroom teaching performance. (Maximum points = 50)
3. Participation, committee work, and offices held in professional business-related organizations. (Maximum points = 15)
4. Evidence of professional development. Include activities such as speaking at conferences, chairing conference committees, facilitating conference sessions, and/or professional publications. (Maximum points = 15)
5. Involvement in departmental/administrative responsibilities or working with student organizations. (Maximum points = 15)
6. Contributions to business education in the community through religious, civic, government, cultural, or private business organizations. (Maximum points = 5)

### **Criteria for Distinguished Service Award/Administrator:**

1. Contributions to business education through administrative work. Include specific responsibilities, years of experience, involvement in professional business-related organizations, and evidence of effectiveness. (Maximum points = 50)
2. Evidence of budgetary support for business education programs and student vocational organizations. (Maximum points = 25)
3. Evidence of non-budgetary support for teachers and student vocational organizations. (Maximum points = 25)

### **Criteria for Distinguished Service Award/Institution, Organization, or Agency:**

1. Activities that have resulted in better preparation of business students for business careers or of teachers for careers in business education. (Maximum points = 25)
  2. Activities demonstrating a continuous commitment to business education and its future. (Maximum points = 25)
  3. Activities promoting business education in the community through public persuasiveness and/or support of legislation designed to promote business education. (Maximum points = 25)
  4. Involvement in professional business-related organizations and/or work with student vocational organizations. (Maximum points = 25)
-

## OUR PROFESSIONAL ORGANIZATIONS

### *Conference Dates*

#### ABEA (Az Business Education Association)

2007      April 20-21, Scottsdale AZ    Chaparral Suites Resort in Scottsdale

#### WBITE (Western Business & Information Technology Education)

2007      Feb 15-18, Missoula, MT

2008      May 23-26, Scottsdale AZ

2009      Feb 13-16, Post Falls, ID

#### NBEA (National Association of Business Educators)

2007      Apr 4-7, New York Marriott Marquis, NY

2008      Mar 19-22, San Antonio Marriott Riverwalk, TX

2009      Apr 8-11, Chicago, IL

2010      Mar 31-Apr 3, San Diego, CA

2011      Apr 20-23, New Orleans, LA

#### ACTE (Assn for Career and Technical Education) Nat'l Conference

2007      Dec 13-15, Las Vegas, NV

#### ISBE (Internat'l Association of Business Educators) usually July

2007      Vienna, Austria

2008      Rome or Naples, Italy

2009      Carlsbad, Czeck Republic

#### ACTE<sub>AZ</sub>

2007      July 14-18, Tucson, AZ

## SHORT AND SWEET by Bennie F. Carlos

**Greetings from your President Elect!** Start planning now for the Arizona Business Education Spring Conference at the Chaparral Suites Resort in Scottsdale on April 20-21. Friday, April 20, attendees will have the opportunity to either tour a local Scottsdale business that runs a national franchise, or participate in a two-hour workshop involving a new board game in Business. The first General Session Meeting will start at 7:00 p.m. on Friday. Saturday, April 21, we will kick off with a Breakfast at 7:00 a.m. The Textbook Display will be available from 7 a.m. through 12:30 p.m., and we will hold three separate breakout sessions each hour which will begin at 9, 10, and 11 a.m. There will be nine workshops to choose from. Workshops will consist of the following but not be limited to: The Art of Networking, Arizona Council on Economic Education, The Stock Market Game, Fund Raising Ideas, I-Safe, Marketing for DECA Coordinators, Technology Ideas, LifeSmart, Business Internship for COE Coordinators, FBLA for the Middle School, and Ideas for Community and College Professions.

I extend a hardy invitation to attend the ABEA Spring Conference on April 20 and 21, 2007. I encourage you to invite a friend and yourself to become a member of ABEA.

If you are interested in making a presentation, please e-mail me at [bcarlos@yumaed.org](mailto:bcarlos@yumaed.org).

**To be offered at the Spring Conference:**

## Internet Safety Class

### **Friday, April 20, 2007**

I-Save will provide a two hour training for Professional Staff Development for Business teachers. This two-hour training is for business teachers to help their students understand the dangers of on-line communications.

### **Saturday, April 21, 2007**

I-Save will provide two information sessions on internet safety in an on-line format. Training will be provided by Yvonne Pipkin, Professional Development Manager, I-SAFE Inc.

Plan NOW to attend the 2007  
Arizona Cooperative Education and Work-Based Learning  
All-New Winter Conference  
In Beautiful Sedona, AZ

HILTON SEDONA RESORT AND SPA  
February 6-7, 2007

Conference begins at 8 am on Feb 6 and will conclude with a luncheon on Feb 7

**Conference Highlights:**

- New Location-New Sessions-Different Time of the Year
- Career and Technical Student Organization Discussion (CTSO)
- Recruitment Techniques
- Expert's Roundtable
- Cooperative Education Teacher Training Activities
- State Department of Education Roundtable Discussion
- Leadership Development Activities
- Liability Issues Presentation
- Work-Based Learning and Business Internships



# Arizona Cooperative Education Association

## Winter Conference Registration Form

Registration \$200.00

**(Before January 25, 2007)**

Late Registration \$225.00

**(After January 25, 2007)**

Registration includes membership to the AZCEA, all meals, all sessions, hospitality social, and additional conference materials.

Check in at the conference will be from 7:30-8:30 am on Tuesday, February 6. The luncheon on Wednesday, February 7, will conclude the conference.

We understand that not all people can attend all events, but we are unable to give discounts for missed events. In order to keep expenses lower, please check the meals that you plan on attending. This is already included in your registration, but we would like to have an accurate number.

### AzCEA

Tuesday Continental Breakfast

Tuesday Lunch

Wednesday Continental Breakfast

Wednesday Lunch

Please indicate any special dietary needs (diabetic, vegetarian, etc.):

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### Additional Guest Registrations:

Tuesday Continental Breakfast \$15.00

Tuesday Lunch \$25.00

Wednesday Continental Breakfast \$15.00

Wednesday Lunch \$25.00

### **TOTAL REGISTRATION:**

Registration Total:        \$ \_\_\_\_\_

Guest Total:                \$ \_\_\_\_\_

**Total Remittance:**        \$ \_\_\_\_\_

*Check, money order, or purchase order is to be payable to AzCEA. Please send registration and method of payment to:*

**Kim Niemi                    c/o Independence High School**

**6602 North 75<sup>th</sup> Avenue    Glendale, AZ 85303**

**Fax 623-435-6157**

**Registration cancellation after January 25, 2007 is non-refundable. If you should have questions, please call (AzCEA) Kim Niemi at (623) 435-6126.**

Plan NOW for the 2007

Arizona Cooperative Education and Work Based Learning Winter Conference

In Beautiful Sedona, AZ Hilton Sedona Resort and Spa

February 6-7, 2007

Conference Highlights:

- Career and Technical Student Organization Discussion (CTSO)
• Recruitment Techniques
• Experts Roundtable

Cooperative Education Teacher Training Activities

Accommodations- Very Important to Make Reservations Immediately!

Accommodations can be made at the Sedona Resort and Spa, 90 Ridge Trail Drive, Sedona, AZ 86351, (928) 284-4040 or (800) HILTONS. www.hiltonsedona.com Reservations need to specify "AzCEA" and must be made by January 12, 2007. Please make your room reservations by this date even if you haven't received approval to attend and then you can cancel if you need to. They will only offer this rate until January 12th. Room rates per night:

Deluxe Room (Single or Double) \$99.00

AzCEA Conference Registration

Please check the one that applies:

- Cooperative Education Teacher
Internship Instructor
Placement Program Coordinator
Vocational Education Administrator
Occupational Dean
Other: \_\_\_\_\_

For which program are you a teacher/instructor:

- Agricultural Education
Business Education (COE)
Family and Consumer Sciences Teacher
DCE
Health Occupations (HOE)
Other: \_\_\_\_\_
Special Education
Industrial Technology Education (ICE)
Marketing Education (DECA)
Career Center

Name: \_\_\_\_\_

Name of Educational Institution: \_\_\_\_\_

Name of Educational District: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, and Zip Code: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

For which program are you a teacher/instructor:

- Agricultural Education
Business Education (COE)
Family and Consumer Sciences Teacher
DCE
Health Occupations (HOE)
Other: \_\_\_\_\_
Special Education
Industrial Technology Education (ICE)
Marketing Education (DECA)
Career Center

Name: \_\_\_\_\_

Name of Educational Institution: \_\_\_\_\_

Name of Educational District: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, and Zip Code: \_\_\_\_\_

## GREAT WEB SITE

The Navajo Education Technology Consortium offers interactive lesson plans in Career Workplace Skills, H & PE, Language & Culture; Language Arts, Math, Science, Social Studies, Technology, and the Arts.

[www.netc-navajo.org](http://www.netc-navajo.org) is the web site. Click on lessons and area. I designed an adobe house!

*"If you want to feel safe and secure, continue to do what you have always done.*

*If you want to grow, go to the cutting edge of your profession.*

*Just know that when you do there will be a temporary loss of sanity.*

*So you know that when you don't quite know what you are doing . . .*

*You are probably growing.*

Madeline Hunter

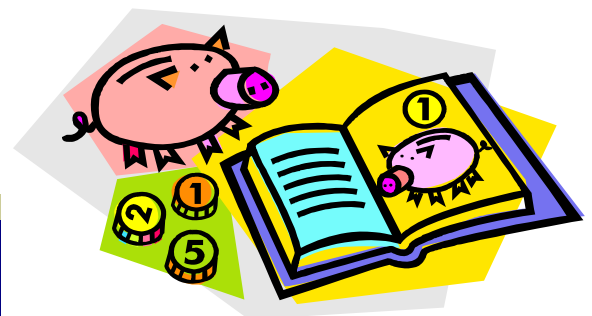
## ABEA Board Meeting



*Many young people lack financial literacy, studies report. Did you know that people ages 25-34 account for the second-fastest growing percentage of those filing for bankruptcy (just after those ages 35 to 44)! Statistics:*

- 33% Of teenagers say they will be able to retire on monthly checks from Social Security.
- 22% Don't know that if you take out a loan, you pay it back with interest.
- 28% Can't balance a checkbook.
- 42% Of college freshmen have credit cards.
- 91% Of college seniors have credit cards. The average senior has five, including general-purpose, gasoline, and store charge cards.
- \$2,169 The average credit-card balance held by undergraduates last year. (It's the lowest since 1998).
- \$1,000 More than half of undergraduates with credit cards had balances with less than this amount.
- 11% Of undergraduates pay less than the minimum payment on their credit-card bills.

Sources: *Christian Science Monitor, Chase Education Finance, Nellie Mae, Charles Schwab Foundation*



## Is Your School a Professional Learning Community?



*There is a growing consensus among educational researchers that school personnel must develop their capacity to function as a professional learning community (PLC) if schools are to become significantly more effective in meeting the increasing demands placed upon them. (Rick DuFour)*

- The guiding principle of a PLC is that the purpose of the school is to ensure high levels of learning for all students.
- We can only achieve our fundamental purpose of high levels of learning for all students if we work together. We cultivate this collaborative culture through the development of highly performing teams.
- We assess our individual and collective effectiveness in helping all students learn at high levels on the basis of results rather than activity. We eagerly seek our multiple indicators of student achievement and use that information to promote continuous improvement.

Nobody talks of entrepreneurship as survival, but that's exactly what it is and what nurtures creative thinking."

—Anita Roddick, Cosmetics Company Founder



## 2007 ACTE<sub>AZ</sub> Award Nominations

The 2007 ACTE<sub>AZ</sub> Awards Nomination form is now available. Please note that it is very important that nominations include ALL criteria requested in order to be considered a complete nomination packet. Incomplete nomination packets will not be considered by the committee. **THE DEADLINE FOR SUBMITTING ALL NOMINATIONS IS Friday, February 16, 2007.**

**(They must be postmarked on this day or before.)**

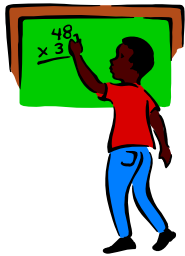
If you have questions, please contact Mary Anne Berens, Awards Committee Chair at [maberens@cox.net](mailto:maberens@cox.net) or by telephone at (623) 939-9263.

**2007 Award Criteria and Nomination Form is on the ACTE<sub>AZ</sub> website at [www.acteaz.org](http://www.acteaz.org). Click on Awards on the left sidebar.**

### Did you know?

In 2005, Arizona gained 364 manufacturing plants, a 6.3 percent increase that placed it third in the United States in plant gains over the year

(*Manufacturers' News Inc.*) Phoenix, Tucson, and Tempe accounted for 55% of the state's manufacturing plants, and gained 149 plants during the year. The top industries by employment are search and navigation equipment, computers, and aircraft engines and parts.



### Glasser's Percentage of How Students Learn

*Student's remember:*

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of what they see and hear
- 70% of what they discuss with others
- 80% of what they experience personally that involves feelings
- 95% of what they teach someone else

*You don't deserve to be called an entrepreneur unless you've mortgaged your house to the business."*

*--Edward S. (Ted) Rogers,  
media executive*

*The Arizona Council on Economic Education recommends the following web sites. These sites provide information and Internet resources to educators.*

- Arizona Stock Market Simulation—[www.arizonasms.com](http://www.arizonasms.com)
- Bix/ed—[www.bized.ac.uk/](http://www.bized.ac.uk/)
- EconEdLink—[www.econedlink.org](http://www.econedlink.org)
- EcEdWeb—[ecedweb.unomaha.edu/teach.htm](http://ecedweb.unomaha.edu/teach.htm)
- Hands on Banking—[www.handsonbanking.org](http://www.handsonbanking.org)
- Federal Reserve System—[www.FederalReserveEducation.org](http://www.FederalReserveEducation.org)
- The Journal of economic Education—[www.indiana.edu/~econed/](http://www.indiana.edu/~econed/)
- Jump\$tart Coalition for Personal Financial Literacy—[www.jumpstartcoalition.org](http://www.jumpstartcoalition.org)
- The Library of Economics and Liberty—[www.econlib.org](http://www.econlib.org)
- The Mint—[www.themint.org](http://www.themint.org) The U.S. Mint: "History In Your Pocket"—[www.usmint.gov/kids/flash/index.cfm](http://www.usmint.gov/kids/flash/index.cfm)
- Money Smart: An Adult Education Curriculum—[www.fdic.gov/consumers/consumer/moneysmart/index.html](http://www.fdic.gov/consumers/consumer/moneysmart/index.html)
- The National Council on Economic Education—[www.ncee.net](http://www.ncee.net)
- Rich Kid, Smart Kid—[www.richkidsmartkid.com](http://www.richkidsmartkid.com)



# Tradition



and

# Innovation



Arizona Department of  
Education  
25<sup>th</sup> Annual  
Mid-Year  
Business Education  
Meeting



Thursday  
February 1, 2007

7:30 am – 3:00 pm

Arizona Historical Society  
Museum at Papago Park

1300 N College Avenue  
Tempe 85281

Registration Fee: \$85

## Tradition

Step back into Arizona's history, prior to the concept of a global economy, to learn about the economic foundations on which thriving businesses were built and the bold endeavors of spirited entrepreneurs in our local communities. Hear first-hand what life was like for one of Arizona's business pioneers from a living history interpreter.

## Innovation

- Discover why innovation is vital to Arizona's position in the global economy.
- Learn from entrepreneurial business leaders about the role of innovation in building our economy and developing our workforce.
- Share strategies for aligning academic and business standards, ideas about integrating FBLA, and resources for use in your classroom.

## Participation

Business educators, administrators, and counselors are encouraged to attend this meeting which will provide information on business trends and issues, curriculum implementation strategies, and an opportunity for professional networking for business education leaders.

Complete this form and mail it with your registration fee or  
FAX it with your purchase order to:

Lynne Bodman Storms  
ASU Office for Workforce Education and Development  
PO Box 872908  
Tempe AZ 85287-2908

Phone: 480-727-8342 FAX: 480-965-8016  
e-mail: [lynne.storms@asu.edu](mailto:lynne.storms@asu.edu)

Make checks and purchase orders payable to:  
ASU Office for Workforce Education and Development

Name \_\_\_\_\_

Teaching/Admin Assignment/Other \_\_\_\_\_

District \_\_\_\_\_

School \_\_\_\_\_

School Address (street) \_\_\_\_\_

School Address (city/zip) \_\_\_\_\_

School Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

The registration fee for this meeting is \$85 per person. This fee includes continental breakfast, lunch, and materials.

**Registration form accompanied by check or purchase order** must be received by **January 25** to be fully registered for the meeting.

Notification of cancellation must be received in writing (FAX/e-mail OK) no later than January 25. Substitutions accepted.

**Registrants who fail to attend without cancellation will be billed.**

Upon receipt of the registration form you will receive confirmation, driving directions to the meeting, and suggested overnight accommodations. **This information will be sent to the mailing address and e-mail address above unless otherwise requested by you.**

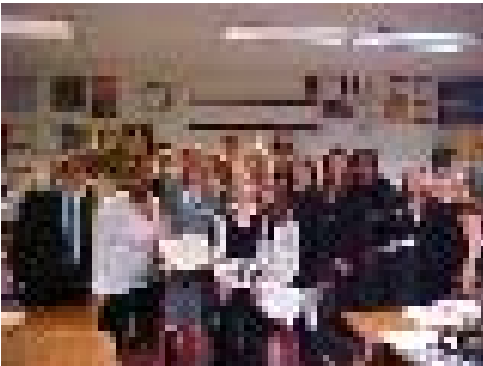
This meeting is sponsored by Business Education, Career and Technical Education Unit, Arizona Department of Education and the Office for Workforce Education and Development, Arizona State University.

## KIDS FOR CAREERS!

At the National Association for Career and Technical Education Conference in Atlanta, several teachers participated in the “Kids for Careers” event. Students were brought in from a local school (East Valley Elementary School, Cobb County Schools in Marietta, GA.) to participate in a hands-on learning activity on November 30. The event allowed teachers to see how to integrate activities into education for better retention of the content. The lesson involved creating a rocket to launch. Students learned how the design of the rocket impacts the distance the rocket travels. Students charted results and modified their designs to hit a pre-determined target. Students were totally engaged in the learning. They then learned about careers in which these skills are important. It was a successful event in which students learned and teachers witnessed better ways to deliver content to a class. The event was sponsored by Harold Holley of Pitsco and chaired by Kevin English, Peoria High School teacher and Region V Vice-President.



“Kids for Careers” Event in Atlanta



Advanced Marketing students from Sunrise Mountain High School presented their entrepreneurship business plans on Friday, December 15. Students had been working on the extensive plans for 8 weeks under the direction of business partner Deb Kuehn of Kuehn Financial Education Services. Students had to research costs, finances, demographics and competition in the marketplace. The presentations allowed students the chance to work on their public speaking skills and showcase their use of technology. “I am very impressed with the students work” said Ms. Kuehn. The students are preparing for DECA competitions

with the papers as well as the upcoming Entrepreneurship Week activities and competitions. The project has been a catalyst for young entrepreneurs that have come from Deb Moore’s classes.

“An investment in knowledge always  
pays the best dividends.”

Benjamin Franklin



Deb Moore's DECA Class participates in  
“Operation Gratitude”