

# Kansas Business Teacher

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Editor: Dawn E. Rottinghaus

## *Develop YOUR Professional Growth Plan*



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**KBEA President**

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**Thank you for your service and  
commitment to KBEA for those  
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### **A Message from Marcia Giess -- KBEA President**

Whether you are a new business teacher or one with some experience, I know your thoughts are on the students in your classes and the direction you plan to take this year. As business teachers, we are continually faced with changes in technology and the need to provide our students with the experience and knowledge needed to be successful in the workplace or for continuing their education. In order to take our students to a new level, we as professionals are also continually learning and this year's KBEA convention promises to provide several such opportunities.

The 2005 KBEA Convention will be October 13-14 in Wichita and I hope you will take advantage of the excellent sessions that will be offered. The Thursday hands-on sessions will include topics such as digital citizenship, web quests, inDesign, Movie Maker 2, iMovie, iLife, Photoshop, marketing topics and creative projects using Microsoft Office.

The keynote address promises to be fun and entertaining as John Irvin of Lifestyle Enhancement Services, provides tips on seeing the positive side of things and presents tools that can be used for reducing stress and coping more effectively with problems at work or at home.

Friday sessions include opportunities for increasing your knowledge base in the area of copyright, teacher resources, marketing, team-building, business etiquette, Palm classroom use and Moodle. You will also have the opportunity to earn graduate credit from several colleges if you desire.

The KBEA convention is an excellent opportunity to meet new friends, visit with old friends and share ideas and experiences. I invite you to make plans now to attend the convention as part of your professional growth plan.

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## *Filling Business and Industry's Needs*

Helen Hoch, Southeast Director



Each year it seems that some event comes along to signal the end of our summer “vacation” and the time to start preparing for the upcoming school year. For me this summer, it was the Career and Technical Education Summer Conference meetings that I attended on August 1.

The opening and follow-up general sessions were provided by a business and industry panel addressing the topic “How Can CTE Students Fill the Needs of Business and Industry?” This group included professionals such as the Director of Human Development for the Kansas City Area Life Sciences Institutes, Human Resources Service Manager for the Farmers Insurance Group, Workforce Development Director for the Kansas Restaurant and Hospitality Association, Vice-President of Kansas Building Systems and Vice-President of the Kansas Hospital Association.

Did you know that out of 100 jobs available in 2005, only 20 require a four-year post secondary degree? All 100 need more than a high school education, with most suggestions being one or two years of additional training beyond secondary education.

All members of the panel emphasized the need for good math and science skills. They also stated it was most important for workers be good problem solvers and have the ability to apply what is learned in the classroom to everyday life situations.

Soft skills are also highly desired by all occupations represented on the panel. Being able to speak in front of a group was mentioned to be an important skill to applicants in the insurance industry, as well as having social skills. All members agreed as to the importance of being able to function as a team member. Several also emphasized the value of ethical behavior, along with attitude and leadership experience.

All occupations represented were looking at continued growth and the necessity of having highly qualified employees to fill openings. Restaurant and hospitality, as well as health-related professions and construction will be fields with great

opportunities, while the newest industry representing opportunities is in the life sciences field.

The restaurant and hospitality industry employees 12.2 million workers, which makes it the largest employer outside of governmental agencies. Four out of ten people work in one of these industries at some point during their lives. Particularly important to workers in these fields are the ability to motivate others and to have fun. Also desired are employees who have community awareness, because then they are able to provide an accurate response when asked questions about the community. Workers in these occupations also need to be committed to their jobs and have good time management skills.

At the present time, most health care professionals are over the age of 40. In 2020, over forty percent will be over 65, in over two hundred health-care related fields. Workers in these fields need to have compassion and pay close attention to detail. They also need to be good problem solvers, adaptable and flexible, as well as have the ability to remain calm under pressure. As with the other occupations represented by panel members, there are openings for employees with all levels of education from high school to one-, two- and four-year post-secondary degrees.

Construction also allows for a wide range of career options--from marketing and clerical, to those who are responsible for the construction itself. This industry is short one-quarter million employees each year. Communication and team building is important, in addition to problem solving and accountability in this field, as well.

Being able to handle large amounts of data, as well as being flexible and highly ethical is important to those who wish to work in life sciences. If you like all areas of math and science—especially biology and chemistry—you would be well suited in this field.

The panel discussion concluded with the reminder that it is important to find out what you like to do and then find out how to make a living at it.

Have a great year! I look forward to seeing each of you at the KBEA conference in October.

## *Standards and Indicators and QPA, Oh My!*

Chari Sowers, Southwest Director



NCA, QPA, State Assessments, Standards, Indicators, Campus/Site Improvement Plans, AYP, etc. It seems that educators today must be focused on so much more than the day to day teaching and learning in the classroom. We are held accountable not only for our students' performance in our curriculum area, but also on local and state assessments, which are correlated to state standards and indicators. In Kansas, the goal is to make or maintain Annual Yearly Progress (AYP) for our school. The two major state assessments in the AYP criteria are Reading and Mathematics. What are we as business teachers doing in our classrooms to help our schools reach the AYP goals in these areas?

Before we can honestly answer this question, we must be thoroughly acquainted with the standards and indicators being assessed in these two areas. I thought I knew them until our new principal started having school improvement meetings in July to get the staff focused. After studying our school's performance on each mathematics and reading indicator from the past three years, we decided on three indicators in mathematics and three indicators in reading, which all teachers will imbed into their curriculum. Do you already do this? Could you do this? How can it be done? Many business teachers around the state are going to be imbedding more mathematics and reading standards into their courses. To give you a start, here is a list of mathematics standards for grades 9 and 10 for the 2005-2006 school year. There are multiple knowledge base indicators and application base indicators for each of these benchmarks. The complete list of mathematics indicators is available through a link on this web page: <http://www.ksde.org/outcomes/mathstd.html>.

**Standard 1: Number and Computation** – The student uses numerical and computational concepts and procedures in a variety of situations.

*Benchmark 1:* Number Sense–

*Benchmark 2:* Number Systems and Their Properties–

*Benchmark 3:* Estimation–

*Benchmark 4:* Computation–

**Standard 2: Algebra** – The student uses algebraic concepts and procedures in a variety of situations.

*Benchmark 1:* Patterns–

*Benchmark 2:* Variables, Equations, and Inequalities–

*Benchmark 3:* Functions–

*Benchmark 4:* Models–

**Standard 3: Geometry** – The student uses geometric concepts and procedures in a variety of situations.

*Benchmark 1:* Geometric Figures and Their Properties–

*Benchmark 2:* Measurement and Estimation–

*Benchmark 3:* Transformational Geometry–

*Benchmark 4:* Geometry from an Algebraic Perspective–

**Standard 4: Data** – The student uses concepts and procedures of data analysis in a variety of situations.

*Benchmark 1:* Probability–

*Benchmark 2:* Statistics–

In the complete indicators document there is a (\$) notation which references the National Standards in Personal Finance. Although many of the mathematics standards are very “mathy” and would be difficult to seamlessly imbed into the business curriculum, we should absolutely be able to imbed any indicator with a (\$) notation into some of our courses. In addition, many of our classes should be able to incorporate many aspects of Standard 4 in the manipulation and analysis of data. Creative business teachers can find ways to support many of the indicators from Standards 1, 2 and 3 also.

The four text types in the reading standards are narrative, expository, technical and persuasive. The three areas of importance as shown in the benchmarks below are comprehension, fluency and vocabulary. Standard 2, literature, is not tested on the state reading assessment.

**Standard 1: Reading**— The student reads and comprehends text across the curriculum.

*Benchmark 1:* The student uses skills in alphabets to construct meaning from text.

*Benchmark 2:* The student reads fluently.

*Benchmark 3:* The student expands vocabulary.

*Benchmark 4:* The student comprehends a variety of texts (narrative, expository, technical and persuasive).

**Standard 2: Literature** — The student responds to a variety of texts.

*Benchmark 1:* The student uses literary concepts to interpret and respond to text.

*Benchmark 2:* The student understands the significance of literature and its contributions to various cultures.

Which of the four text types can you most easily incorporate into your curriculum? Technical and persuasive? Maybe also expository? Certainly an emphasis on vocabulary and comprehension in any reading can be incorporated into every business course. The complete list of reading indicators is available through at link on this web page: <http://www.ksde.org/outcomes/communications.html>

If we as business teachers want our departments to be recognized as a valuable part of our schools, we need to *show* how we support the school improvement process. Let your administrator know what you are doing in the classroom to imbed the above standards and indicators into your course curriculum. All of us can find one or more of these standards/indicators to include in every course we teach. Although it takes some time to fit all of the pieces together, it is worth the time spent, because the ultimate winners in this process are the students!

## “High Performance in Business Education”

Merle Rhodes, M-PBEA President



Wow! What a conference—“Business Education . . . and then some!” Thanks to all of the North Dakotans who were tremendous hosts. It was a wonderful conference, which included the first hand experience of viewing the historic and newly revitalized downtown Fargo, as well as some of North Dakota’s Scandinavian heritage. The opening session by chalk artist, Bob Upgren, the entrepreneurial story of Cheryl Gjevre, and the motivational talk by Heidi Heitkamp brought new hope and vision for business education. Over twenty people, many of whom are outstanding business teachers in our own region, presented workshops that varied from stress management to technology. The dinner at the Red Bear Grill and Tavern and the visit to the Hjemkomst Interpretive Center is a memory that will not be forgotten. The journey of the Viking ship sailing from Minnesota to Norway is a fascinating story.

Now let us take a look at the year ahead. The Mountain-Plains Business Education theme for this year is “High Performance in Business Education”. As you start the new year, I want each of you to focus on how you can bring about higher performance in business education in your classroom. You may feel that you had a “high” performance year last year, but try to make it even better this year. It may be in changing your teaching style, adding new technology, or even your attitude! (Look at the fall edition of M-PBEA’s newsletter, *Notes and Quotes*, for more information on this topic.)

“High Performance in Business Education” will be the main focus at the 2006 Mountain-Plains Conference in Denver. We saw this past year, in Fargo, a tremendous conference hosted by one state. Can you imagine what a conference will be like with two states hosting? The Wyoming Business Education Association is joining the Colorado Business Educators in hosting the 2006 annual conference at the Denver Renaissance Marriott Hotel in Denver on June 14 - 17.

The format of the 2006 conference will be changed slightly. Tourism is big business in Colorado and you are going to have the opportunity to experience it first hand with your family and colleagues prior to the conference. Two days of sight-seeing is being planned prior to the opening of the conference. The opening session has been changed to Thursday evening with an enjoyable evening being planned at the conference site, which will include the “parade of states” and the unveiling of the exhibits. It will also give you an opportunity to get acquainted with teachers from all parts of the region.

The conference committee is currently looking for presenters. The official “Call for Presenters” was made at the close of the 2005 conference. If you would like to present at the 2006 conference, please contact program co-chairs, Linda Malers and Jean Sykes immediately. They may be contacted at [linda.malers@swink.k12.co.us](mailto:linda.malers@swink.k12.co.us) or [jeansyk@hotmail.com](mailto:jeansyk@hotmail.com).

The planning of this conference was started back in 2003 with my appointment as the Conference Chair. After my election as M-PBEA President, Carol Sessums joined me as the conference co-chair. If you have any questions about the conference, contact Carol at [carol@sangreschools.org](mailto:carol@sangreschools.org) or look for continuing conference updates at [www.mpbea.org](http://www.mpbea.org).

### Graduate Credit from. . . .

**EMPORIA STATE UNIVERSITY--**

**Contact Dr. Nancy Groneman**

**1 Hour Credit (BE798)**

**Enroll at the ESU Exhibit Table**

**KANSAS STATE UNIVERSITY--**

**Contact Darla Stone**

**Ask Darla for the enrollment forms**

**FRIENDS UNIVERSITY--**

**Contact Marilyn Jones**

# KBEA Members Enjoy Mountain-Plains

www.ksbea.org



KBEA Northwest Director, Jennifer Wahrman (L) receives her certificate of completion for the Leadership Development Institute from M-PBEA Past President Betty Johnson (R).



The 2005 Leadership Development Institute graduates take a moment to pose for the camera at the 2005 M-PBEA Conference in Fargo, North Dakota.

Congratulations to Helen Hoch  
(Burlington High) for Kansas  
FBLA Adviser of the Year.

Once again, Kansas received  
the  
*Payne-Porter Award for  
Membership Achievement--*  
either maintained or went  
above 100%.



North Central President Ethel Holladay (L), and NBEA President Cynthia Greene (C), pose with M-PBEA President Donna Kelley Shawn (R) at the 2005 M-PBEA Conference.



KBEA member Connie Lindell accepts the Secondary Business Teacher of the Year award from President Elect Merle Rhoades at the 2005 M-PBEA Conference.



Connie Lindell proudly displays her Secondary Teacher of the Year award with her principal Terry Schmidt.

# 2005 KBEA Convention Agenda

www.ksbea.org

(THURSDAY & FRIDAY)



## THURSDAY, OCTOBER 13, 2005

- 12:45 p.m. **Registration for Hands-On Computer Sessions & Convention, Friends University, Olive White Garvey College of Business**
- 1:15-3:15 p.m. **Hands-On Computer Sessions A & B -- Friends University**
- Session A1--Quickbooks, Jennifer Callis, Salina Technical School**
  - Session A2--InDesign, Mary Hammel, Kansas State University**
  - Session A3--Web Quests, Helen Hoch, Burlington High School**
  - Session A4--Digital Citizenship, Mike Ribble, Kansas State University**
- 3:15-3:45 p.m. **Refreshment Break**
- 3:45-5:45 p.m. **Session B1--Creative Computer Projects Using MS Word, Excel, Access & PowerPoint**  
*Sara Marshall, Shawnee Mission North High School*
- Session B2--MovieMaker 2, Kim Hunter, Shawnee Mission High School**
  - Session B3--iMovie/iLife, Tad Hernandez, Holton High School and Barry Savett, Apple Connections**
  - Session B4--PhotoShop, Deb Bether, Educational Services and Staff Development Association of Central Kansas**
  - Session B5--Integrating Marketing Activities Into a Computer Classroom, Scott Jones, Fort Hays State University**
- 6:30-8:30 p.m. **Delta Pi Epsilon (DPE) Dinner & Guest Speaker at Wichita Airport Hilton (ANYONE CAN ATTEND)**  
**Guest Speaker--Deborah Hinrichs, KSDE Consultant--Topic: The Technical Program Review 2005-2006**  
**(The Technical Program Review 2004-2005 will be replaced with Annual District Career and Technical Education Quality Program Assurances for all schools. Come learn what that means for you!)**

## FRIDAY, OCTOBER 14, 2005

- 7:00 a.m. **Registration for Convention, Wichita Airport Hilton, Exhibits Open**
- 7:30-8:00 a.m. **Continental Breakfast**
- 8:15-9:30 a.m. **Opening General Session--John Irvin, Lifestyle Enhancement Services (Tulsa, OK)**
- 9:30-10:00 a.m. **View Exhibits, Coffee Service, Network with Colleagues**
- 10:00-10:55 a.m. **Breakout Sessions I**
- Session C1--Business Etiquette (dress, manners), Dr. Jim Rucker, Fort Hays State University**
  - Session C2--MOODLE, Helen Hoch, Burlington High School**
  - Session C3--Making a Difference with Creative Computer Projects**  
*Sara Marshall, Shawnee Mission North High School*
  - Session C4--Team FUNDamentals, John Irvin, Lifestyle Enhancement Services**
- 10:55-11:20 a.m. **View Exhibits, Network with Colleagues**
- 11:20-12:15 p.m. **Breakout Sessions II**
- Session D1--Palm in the Business Classroom, Kim Dhorty, Northern Heights High School**
  - Session D2--Developing a Marketing Course in a Traditional Business Classroom**  
*Scott Jones, Fort Hays State University*
  - Session D3--Copyright Laws/Teacher Resources, Alan Beam, Principal of Holton High School**
  - Session D4--Digital Citizenship, Mike Ribble, Kansas State University**
- 12:30-2:30 p.m. **Luncheon (Business Meeting, Awards and Presentations & Door Prizes)**

## **IT IS NOT TOO LATE**

**TO REGISTER FOR THE 2005 KBEA CONFERENCE!!  
REGISTRATION FORMS MAY BE DOWNLOADED AT [www.ksbea.org](http://www.ksbea.org)**

## **--IT'S OFFICIAL--**

Due to the uncertainty of New Orleans being up and running in April, the site for the *2006 NBEA Convention* has been moved to the Tampa Marriott Waterside Hotel and Marian in Tampa, Florida.

### **Take the CHALLENGE and Become More Involved with a Tremendous Organization!!**

The KBEA Executive Board is seeking talented and enthusiastic individuals to bring new and innovative ideas to the KBEA organization. Many of the current board members have served a number of years and are now beginning to step down. We are truly in need of educators and administrators with a desire to improve the organization and help continue its successes. If YOU or ANYONE you know is interested in serving a term on the board, please notify Marcia Giess, or any KBEA board member of the interest. It is becoming more and more difficult to find volunteers for the KBEA Board--so increase your knowledge of KBEA and add new convention ideas by joining now.

*It is a truly worthwhile professional experience.*

#### ***PLEASE BRING A LITTLE EXTRA MONEY FOR THE SCHOLARSHIP RAFFLE!!***

KBEA Board members provide a variety of door prizes for which you can purchase raffle tickets. All proceeds from the raffle tickets go to the \$500 KBEA Scholarship that is awarded to a junior or senior business educator at the annual convention.

#### **DID YOU KNOW?**

Any FUTURE business teacher enrolled in college can receive a **FREE National Business Education Association and Mountain-Plains Business Education Association** membership worth \$40! See ANY KBEA board member for more information.

**Kansas Business Education Association  
Fort Hays State University  
Attn: Jim Rucker  
600 Park Street  
Hays, KS 67601**

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# **Kansas Business Fall 20**

