

**IOWA BUSINESS EDUCATION ASSOCIATION**  
**Executive Board Meeting**  
**Airport Holiday Inn, Des Moines, Iowa**  
**Executive Room**  
**Thursday, October 12, 2006**

**CALL TO ORDER**

President Sue Elwood welcomed everyone and called the meeting to order at 7:10 p.m. in the Ambassador Room at the Airport Holiday Inn, Des Moines, Iowa. Present were Sue Elwood, Lou Ann Langreck, Lana Hoffman, Marcia Henke, Barb Bielenberg, Jody Emerson, Cindy Weeks, Bonnie Beorkrem, Ashley Barfels, Dianna Briggs, Pamella Uhlenkamp, Lois Roth, Gloria Paulsen, Deb Jones, Pat Thieben, Lou Ann Knorr, Marilyn Watkins, Patrick Geer, Sharon Kuehner, Lu Ann Farrell, Cindy Murphy, Colleen Hunt, Kimberly Schultz, Gail Backes, Vicki Spielberg, and Edna Stiefel.

**SECRETARY'S REPORT**

The minutes of the April 22, 2006, Executive Board Meeting were presented by Edna Stiefel. Treasurer's report should have read \$23,752. 57 instead of \$35,508.60 in the checking account balance. Jeane Schweitzer reported for Area 16, instead of LouAnn Knorr. Barb Bielenberg moved to accept the corrected minutes, and Cindy Weeks seconded. The motion carried.

**TREASURER'S REPORT**

LouAnn Langreck presented the treasurer's report dated April 22, 2006, to October 7, 2006, with the following balances: checking account balance, \$34,428.26, CD Account (Hoffman), \$737.23, and CD Account (Security State Bank) \$3,262.63. Since there were no corrections, Sue Elwood accepted the report as read.

**EXECUTIVE BOARD REPORTS**

President. Sue Elwood asked members to submit any bills to be paid during this meeting so they can be signed by Lana and her. She reminded members that mileage and lodging is not paid for meetings held in conjunction with the convention, but other expenses from their area could be turned in.

Sue thanked those present for their service to IBEA. She reminded them that this is our organization, and it is truly what we make of it. Sue said that she wasn't exaggerating by saying it could be a life-changing experience if you allowed it to be.

She recognized Lana Hoffman—President-elect and Convention Chair for all of her hard work. She gave thanks to the Program Management Committee as they continue to work on the “Keys to Organizational Success.” Currently, Sue serves on the Global Issues

Committee. She said that later the Board would hear from Kimberly Schultz and Colleen Hunt about some of the forward thinking initiatives that will help business education in our state, such as the mentoring program for new teachers.

As President, Sue conducted the Executive Board Meetings on April 22 and October 12 and the Annual Business Meeting on October 13. She appointed Pat Thieben as IACTE/Legislative Rep. In addition she wrote articles for NCBEA *Regionally Speaking* and *News and Views* and encouraged all of the Board, especially area reps, to submit articles for inclusion in *News and Views*.

Sue updated the President's manual, attended NBEA in Tampa, attended IACTE last November, and contacted prospective members. She also attended the Program Management Committee meetings (president and president-elect and past president are automatically members), and she served on the convention planning committee.

She sent letters to area reps encouraging them to attend the Executive Board Meeting, the Area Rep Strategic Planning Session at convention, and the Annual Business Meeting. For the convention, Sue raised \$1,825 and collected several door prizes from companies.

Sue served as an advisor to the president-elect on convention matters.

President-Elect. Lana Hoffman reported on the fall convention, "Shaping the Future with IBEA." Mark Towers will be the keynote speaker and will present two breakout sessions. The Department of Education will provide funds to help pay for the keynote speaker. A live auction will be held from 5:30 to 6:15. There are 179 registered participants.

Past President. Marcia Henke reported that she contacted all outgoing Area Representative about passing on their materials and helping them recruit new area representatives. She attended a Business & Technology Program Management meeting held last spring. She coordinated the Drake Credit option with Drake. The tuition is \$90 for one earned hour graduate credit. Marcia planned the Past Presidents' breakfast, and updated the Past President's notebook. She made contacts for the 2006-2007 Ballot.

NCBEA. Jody Emerson shared a brochure on the North Central Business Education Association. There are eight states in the NCBEA, which include Minnesota, Wisconsin, Iowa, Illinois, Missouri, Michigan, Indiana, and Ohio. Barb Bielenberg is President of NCBEA, and Beth Sindt is the secretary of NCBEA.

The NCBEA leadership retreat for the Administrative Board was held in St. Louis on August 3 to 5 on a trial basis. The purpose of the retreat is for the transition of new board members and to allow committees to begin their program of work. This allowed state representatives to launch their membership recruitment efforts earlier.

The Publications Committee has completed their fourth publication of activities on a CD titled *Creative Activities for YOU in YOUR Classroom*. The CD's will be sold during the state convention at the NBEA/NCBEA booth in the exhibit area. Cost: \$5. You can also

order online: [www.ncbea.net](http://www.ncbea.net). The 50/50 Chance Fundraiser will be held during Friday's luncheon.

Nominations are needed for NCBEA president elect and secretary (both are three-year commitments) for 2007-2010. Nominations are due on or before December 1, 2006. NCBEA members who are eligible to be nominated for NBEA president have been contacted to submit their nomination. The NBEA President will come from the NCBEA region for the 2009 convention that will be held in Chicago. The NCBEA president elect is a one-year term after which the person becomes president for one year and then immediate past president for one year. The nominee must have served at least one year on the NCBEA Administrative Board. The NBEA secretary requires a three-year term on the NCBEA Administrative Board. The candidate need not have prior experience on the Board. All nominees must be current members of NBEA and be able to commit to attending all Board meetings and all NCBEA sponsored activities.

The NCBEA Administrative Board is awarding three \$200 stipends to first-time attendees of the regional conference. In some years there are funds donated by states for NCBEA members to attend the NBEA convention. With any remaining funds in this account, stipends will be awarded to first-timers at our regional conference. Fall 2006 is the first time for such stipends to be awarded.

IACTE & Legislative. Pat Thieben reported that IACTE has a special sub committee working on revising the Bylaws for IACTE. Some of the changes include reducing the number of members required in an organization or affiliation, changing the program year to begin July 1 rather than immediately after the conference in November, making many changes to make sure the bylaws are current and represent what is going on, and moving several items to the Policy Manual so that the bylaws don't have to be updated as frequently. The Bylaws also will include information on the duties of a secretary and executive director position if approved.

IACTE is looking at hiring a part-time person to serve as the Executive Director of IACTE. The main functions of this person's job would be to maintain continuity on the board, to provide financial and membership reports, and to assist with coordinating various events and activities. Monica Hinkle has sent out additional information concerning the executive director's position in her monthly e-mails. IACTE would like to get IBEA's input on this before moving forward.

The two candidates for 2<sup>nd</sup> Vice President are Steve Ebsen and Craig McEnany. Everyone should have received a ballot to vote, and she encouraged everyone to vote.

Perkins was reauthorized this year by the legislature, but there are several changes to the plan. The DOE will be putting on workshops to inform Perkins contacts about these changes.

The IACTE conference is scheduled for November 9 and November 10 in Ames at the Gateway Conference Center and Hotel. There will be a Pre-conference session at 9:00

a.m. on November 9 that will help those working with Perkins understand the reauthorization.

Executive Board Secretary. Dianna Briggs shared the 2006-2007 Membership Reports. There are 254 members for the 2006-2007. She updated the Area Rep's list. She sent each area rep a list of members in their area. Sharon Keehner asked what to do with the members who were no longer business teachers, and she was instructed to remove them from the mailing list. She updated the IBEA Executive Book and instructed members to send the information to Cindy Murphy the new Executive Secretary.

Newsletter Editor/Webmaster. Sue will move the web page to a new web site with an IBEA domain. She published three newsletters to the IBEA Website throughout the year (December, May, and August). She encouraged Executive Board Members, Area Reps, and IBEA Members to submit articles of interest to her at rselwood@mchsi.comm. The newsletter deadlines are December 1, May 1, and August 1. Sue encouraged everyone to check the Website on a regular basis for updates concerning IBEA activities, awards, and general information about our organization

Historian. Barb Bielenberg set up a display at the IBEA Convention in October, 2005, with pictures of the past year's convention. She took pictures at the IBEA conference with a digital camera and organized pictures on the computer for PowerPoint to play at the Past President's breakfast and the Saturday brunch. She made copies of the PowerPoint CD for the President and for the Convention Chair. She filed copies of documents for the year and sent digital pictures by e-mail to Sue Elwood for the Newsletter.

Barb attended the ACTE conference in December 2005 in Kansas City and took pictures. She attended the NBEA convention in April 2006 in Tampa, took pictures, helped with a computer workshop, introduced a session speaker, attended NASBE meetings, and met with the NBEA president-elect Peter Meggison as a regional president elect. In November of 2005 she attended NCBEA in Indianapolis, took pictures, and received the Gavel. As President of NCBEA (since July 1), she has traveled to Minnesota and Wisconsin, Iowa, and next week will go to Ohio, then New York for the NBEA board meeting, Illinois, Indianapolis, and ACTE in Atlanta.

Barb has stored boxes of historian files, and she asked if anyone has ideas on a site where some of this material could be stored, please let her know if you do.

Department of Education. Colleen Hunt handed out a copy of a letter from the United States Department of Education. The United States Department of Education recognized the role of the technical students and the role of the student education associations in this letter.

Colleen also handed out a copy of the PowerPoint on the "Changes and Implications of the Carl D. Perkins Career and Technical Education Improvement Act of 2006." According to Perkins, if IBEA continues to ask for money, then the organization will have to find a way to tie the money in with Professional Development. If IBEA works

with Program Management, then the money can be tied in with continuous professional development. Perkins was approved for 6 years. The state will write a transition plan in the spring, and then the next year in spring, the state will have to write a five-year plan for continuous professional development. There is a state team that will be traveling to Washington on Monday to learn about writing the transition plan.

The state budget should be approved in approximately two weeks. Funding for the summer workshops is questionable at this time. The budget is declining so it is being discussed to decrease the amount for the student education associations. Colleen would rather give up money for professional development first.

Colleen Hunt was given a new assignment of working with the marketing discipline. The state does not believe that marketing is strong so Colleen is working with DECA.

Program Management. Memberships consists of the following individuals: Steve Abram, Carmen Blass, Dianna Briggs, Joan Brunzman, Rush Bush, Roger Davis, Kelli Diemer, Jodi Ehlers, Sue Elwood, Jody Emerson, Drew Gocken, Leasha Henriksen, Lana Hoffman, Colleen Hung, Barb Lujan, Deb Jones, Kimberly Schultz, Chair, Terry Stence, Alethea Stubbe, and Pat Thieben, Recorder.

Mentoring, Deb Jones, Chair. Deb Jones has scheduled the Fall Professional Development ICN session on November 15 from 5 p.m. to 7 p.m. Jenny Johnson from Jefferson Elementary is interested in doing workshops on special populations. Deb and her subcommittee will conduct a session at the IBEA convention on Friday at 2:45 p.m. The topic is “Surviving the First Years of Teaching” and will feature a snow day theme.

Assessment, Kimberly Schultz, Chair. Kimberly is working with two instructors to write the remaining 21 assessments for the identified Iowa Critical Standards. These assessments will be available early next year and will be distributed to members at the 2007 IBEA Annual Board meeting.

Image, Pat Thieben & Joan Brunzman, Co-Chairs. Pat and Joan provided input to Lois Roth, IBEA Awards Chair, for establishing the Iowa BEST award. The first Iowa Best recipients will be honored at the IBEA convention. Twenty-three individuals qualified for the award.

Summer Workshops, Kimberly Schltz, Chair. Ten summer workshops were held and all received good reviews. The committee is looking at possibly changing the format to include ICN, webcasts, or online sessions in addition to the traditional face-to-face workshops. A survey concerning g the 2007 summer workshops and the 2007 ICN sessions will be distributed via the IBEA convention packet.

During the Kick off Meeting, Jan Huss led the committee through a strategic planning session. The results of this session will be discussed at the October meeting, and a course of direction for the next couple of years will be determined.

Meeting Dates for 2006-2007. The committee will meet from 10 to 3 in Building 7, Walnut Room, on the following dates: Kick off Meeting (8/8), Fall Meeting (10/27), Winter Meeting (1/26), Spring Meeting (4/19), and Summer Meeting (6/9).

Public Relations. Lu Ann Farrell did pre publicity for the convention. She is staying an extra day to get information out for the convention

Awards. Lois Roth discussed the number of nominees for each award. For the BEST award, IBEA members will receive a pin, and non IBEA members will receive a certificate. There were 23 Iowa BEST awards given. Nominees included 5 for Secondary, 1 for New Secondary, 2 for Post Secondary, 2 for Service to Business Education, 3 for Distinguished Service, 0 for Hoffman, and 0 for New Post Secondary. She recognized members with Years of Service and the Retired members. She was wondering how to get nominees for the Hoffman Award. Lois also expressed disappointment over the number of nominees for Service to Business Education because there were only 2 businesses or business people nominated for the entire state of Iowa.

Lois developed and created a display board, a winners' brochure, and various certificates for the convention, and she ordered plaques. She also worked through the checklist and added a few new things. She is constantly looking for easier processes to follow.

Lois redesigned the Distinguished Service Award according to the 2005 Convention decision. She tried to do something different with the nomination form because the other form involved another step, which this one doesn't.

Nominating. Marcia Henke presented the slate of officers: President-Lana Hoffman, President-Elect-Roger Davis, Secretary-Gail Backes, Treasurer-LouAnn Langreck, Area 1b Representative-Kelly Jared, Area 2 Representative-Open, Area 6 Representative-Open, Area 11a Representative-Lou Ann Knorr, Area 14 Representative-Open, and Area 15 Representative-Karen Moore. She thanked the members of the Nominating Committee, Dianna Briggs, Executive Secretary; Vicki Spellerberg, Area 1b, Diane Frank, Area 2, Scott Bahrke, Area 6, and Regina Long, Area 14.

Convention Site. It was discovered at the spring board meeting that IBEA was incorrectly choosing the convention site in spring. According to the bylaws, a convention site should be chosen in the fall. Patrick Geer, Convention Site Chair, sent e-mail inquiries to 15 area hotels and also received an inquiry from the Coralville Marriott. From the initial replies to his e-mails, he sent more detailed information to the Des Moines Marriott (Downtown), the Embassy Suites, the Four Points Sheraton Hotel Airport, the Holiday Inn Airport, the Holiday Inn Downtown, the Sheraton West Des Moines, the Stoney Creek Inn and Conference Center, and the West Des Moines Marriott. He received bids from the Stoney Creek Inn and Conference Center, from the Marriott-Coralville, from the Marriott-Downtown, from the Holiday Inn Airport, from the Marriott-West Des Moines, and from the Sheraton West Des Moines.

## **AREA REPRESENTATIVES**

Area 1A, Area 1B, Area 3, Area 4, Area 5, Area 7, Area 9, Area 11B, Area 12, and Area 16 submitted written reports.

Area 2, Area 6, Area 10, Area 11A, Area 13, Area 14, and Area 15 did not submit a report.

Student Representative. Ashley Barfels attended the IBEA conference for the last two years and has received additional information for use in her field experiences at UNI. By attending the breakout sessions, she has been able to obtain new ideas for lessons, classroom management ideas in computer classrooms, and the process of selecting textbooks.

She has encouraged other students to join IBEA by e-mailing eight new students with a business education major. Three students were interested in learning more about IBEA, but she didn't think any of them could attend the convention due to conflicting schedules.

## **UNFINISHED BUSINESS**

Summer 2006 Workshops were well attended and received good reviews.

## **NEW BUSINESS**

Convention Site Selection for 2009. Sue Elwood suggested that we could look at a two-year option for the next Convention Site. Patrick Greer said that only Stoney Creek Inn and Convention Center provided prices for two years. Stoney Creek Inn and Convention Center is located off the Fort Dodge exit. Ashley Barfels made a motion to stay at the Holiday Inn Airport. Sharon Keehner seconded the motion. Motion carried. Lois Roth made a motion to set the dates for the IBEA Convention for October 16 and 17, 2009. Pamella Uhlenkamp seconded the motion. Motion carried.

BEST Awards form for 2007. Sue Elwood asked for input on the rubric for the BEST Award. Lois Roth suggested rubric and that it might be better to use a Word document because the present document keeps expanding. If an applicant wrote an article 5 years ago, then an applicant could use it for this year and for the next four years. A suggestion was made to give double points for being an IBEA member. It was suggested to have an e-mail committee with Kimberly Schultz, Sharon Keehner, and Sue Elwood volunteering to help Lois Roth.

Budget Approval. LouAnn Langreck, treasurer, shared that she added \$500 to the Awards budget due to the addition of the Best Awards. Marilyn Watkins motioned that we approve the proposed budget for presentation to the general membership at the general meeting. Patrick Geer seconded it. The motion carried.

Merged Areas. Sue Elwood presented a document with the location of the community college boundaries and the AEA areas. The new directory lists all AEAs by names, rather than numbers: AEA 1 – Keystone; AEA 2, 6, 7-AEA 267; AEA 3, 5 – Prairie Lakes; AEA 4, 12-Northwest; AEA 9 – Mississippi Bend; AEA 10 – Grant Wood; AEA 11-Heartland; AEA 13-Loess Hills; AEA 14-Green Valley; AEA 15-Southern Prairie; and AEA 16-Great River. Areas 15 and 16 are planning on merging. Colleen Hunt spoke with the Ag teachers, and they are using GPS. They are discussing changing the area boundaries according to the number of members. Sue Elwood asked, "Do we go by community college boundaries, or the AEA boundaries, or do we set up different boundaries with equal numbers of schools?" If you have suggestions or concerns, please e-mail Sue Elwood. Presently, we are using the community college boundaries.

Appointment of Student Representative. Ashley Barfels has agreed to serve another year.

Appointments of Executive Secretary, Newsletter/Webmaster, Historian. The Executive Secretary will be Cindy Murphy. Sue Elwood will serve as Newsletter/Webmaster for one more year. Barb Bielenberg will stay on as Historian.

Appointments of Standing Committees-Public Relations, Legislative, and Awards. Rhonda Schmaltz is on Public Relations. Pat Thieben will stay on Legislative. Lois Roth will stay on Awards.

Barb Bielenberg moved that we continue our affiliation with IACTE as long as our fees stay at \$5. Lu Ann Farrell seconded the motion. The motion carried.

#### Future Convention Dates

November 3-5, 2006.....	NCBEA, Springfield, Illinois
November 30-December 2, 2006.....	ACTE Atlanta, Georgia
April 4-7, 2007.....	NBEA Convention New York, New York

Announcements. Please submit your bills to Lou Ann Langreck so they can be paid. Please enjoy the convention.

Adjournment. Sharon Keehner motioned to adjourn the meeting at 9:15 p.m., and Jody Emerson seconded the motion. The meeting was adjourned.

Respectfully submitted,

Edna Stiefel