

Iowa Business Education Association
Annual Business Meeting
Holiday Inn & Suites
4800 Merle Hay Road, Urbandale, IA 50322
Saturday, March 4, 2017 - 10:00 a.m.

Call to Order Kyle Van Ausdall

Secretary's Report

The Secretary's Report was is in the IBEA 2016-17. Vote to approve minutes, Andrew Thonstad, Holly Berndt Second, All approved

Annual Treasurer's Reporter - Rhonda Schmaltz (as submitted by Treasurer Patrick Geer) Report Spring 2017

The U.S. Bank account has a balance of \$19,633.71 with outstanding checks of \$532.10 and a deposit outstanding (transfer from PayPal) for \$1,100.00. The PayPal account has a balance of \$55.55. The Hoffman CD has a current balance of \$1,744.19. All payments from the conference have been received and all bills settled.

Executive Reports:

President Kyle Van Ausdall

Kelli Diemer along with Rachel Nelson-Loupee from Marshalltown and Andrew Thonstad from Akron-Westfield, and myself attended the MBA Leadership Forum in Orlando, Florida, from Jan. 27th thru Jan. 30th. About forty other teachers, department of education leaders, curriculum directors, and staff members from MBA Research all attended the event.

I initially felt out of place, but as the conference progressed I began to see how I fit into the grand scheme of things. The Leadership Forum was an opportunity to network with other successful educators from other states and talk about the future of the Business & Marketing Programs. I quickly realized that if we continue to do what we've always done, we will always get what we've always gotten. We all are so busy in the day-to-day workings of our classes and dealing with everyday situations at our schools that it is very easy to lose sight of the big picture. The Leadership Forum sponsored by MBA was an opportunity to look ahead beyond this year, beyond next year—beyond the next five years even—and look as far out as the next decade.

At present pace and continuing on our present path, our Business & Marketing Programs will likely continue to dwindle as programs are cut and teachers retire or leave the profession. In steps MBA to save the day! MBA has many resources including a great staff and helpful resources like the Curriculum Builder, Programs of Study, State's Connection, Certification Exams, Badging, and a plethora of other opportunities for educators to utilize.

MBA's motto for the conference was, "How can we help you?" "What can we do to help with the Business & Marketing Programs across the country and in your state?" This inquiry caught me

off guard as typically additional tasks are assigned, rather than someone saying how can we help.

At the conference, Iowa had a team (at least four representatives from a particular state), along with North Carolina, Colorado, Kentucky, Nevada, and several other states that had one or two representatives. Any time we are given an opportunity to network across our state (or in this case across state lines), the outcomes increase exponentially; we need to never lose sight of our students and working toward doing what is best for them.

At the conclusion of the conference, each state left with a working Action Plan. The Action Plan includes action steps, whom is responsible for the action, a timeline for the action, the resources available and the resources needed, potential barriers, and a communication plan. The Iowa Team felt one of the first things we need to do is to get more Iowa Business Educators involved not only in IBEA but also in making them aware of and using the resources that MBA Research has at our disposal.

President-Elect - Andrew Thonstad

MBA Leadership Forum in Orlando, Florida - The importance of discussing, sharing, promoting, and talking about Business Education needs to take high priority in our state. A major takeaway for me was how many of our students will go into a career in business. Business was compare to STEM, students and jobs in business easily out number STEM. We need to sell business courses. We can do this by working with CSTO, students, community, administration, and future teachers. Another possible idea is to highlight business teachers sharing why they became a CTE educators, their experiences, successes, and advise.

MBA Research - They have been very helpful on working with the needs to teachers and the problems we run into. The process is very easy to work with MBA Research. More teachers need to be using MBA Research resources.

NCBEA Rhonda Schmaltz

The NCBEA/Michigan Business Education Conference was held November 16-18, 2016. Unfortunately, I was unable to attend due to my husband's illness. I did hear through others, however, that the conference was well attended and had some amazing breakout sessions. I am the Awards Chair for NCBEA and this year we presented only one award to a outstanding post-secondary teacher. Just as in Iowa, we struggle on how to get more people recognized for their contributions and accomplishments to our professional organization.

The next joint NCBEA conference will be held in conjunction with the Ohio Business Education Association annual conference, September 28-29, 2017 in Columbus.

I continue to send notices out to lapsed memberships for NBEA. Sue Elwood is the overall membership chair and she sends great information out on a monthly basis, including current lists of current and lapsed members. She also provides us with marketing materials to send out. In January I was able to contact 20 lapsed members with an email and the materials she

provided. February slipped by and I did not do any more contacting, but plan to do so in March. The chart below shows a breakdown of membership for the NCBEA region.

IACTE & Legislative Kyle Kuhlert

No report:

Kelli Diemer: Legislative will have a business student to attend conference in Washington DC. National Policy Seminar, appointments to talk to senators about Perkins money, CTE education, and student organization.

Executive Secretary Sandy Warning

Submitted a list of members is in dropbox. Check link to student payment by PayPal. Suggest AEA reps hand out membership forms and benefits of being a member.

Membership	Educator	At Large	Student	Lifetime	Total
03/04/2017	103	1	5	80	189

Educator Members by Area:

1	7	4	4	9	7	12	3	16	9
1b		5	6	10	12	13	8		
2		6		11a	16	14	5		
3	1	7	12	11b	7	15	7		

Past years' Educator Membership:

2010-11	155
2011-12	124
2012-13	119
2013-14	106
2014-15	153
2015-16	123

Respectfully submitted by Sandy Warning

Webmaster Sue Elwood

Information has been added, updated, and deleted based on input from the board and convention committee.

- o New president's picture and message
- o Membership forms for 2016-17
- o Award winner's information from Fall Convention
- o Board list
- o Convention photos
- o 2017 awards information
- o Checked links for accuracy
- o Updated upcoming events
- v The website host is ICDSOFT

- Renewal will come up on April 20, 2017
- v Item needed after this meeting for updates
- Summer Workshops
- 2017 Fall Convention (when ready)

Public Relations Sara Rowe

No report

Historian Barb Bielenberg

No report

Awards Lois Roth

Winter 2016-17

Web site updates, considering October target (thanks to Sue Elwood for her work)

IBEA Student Recognition Award. (re-emphasize the IBEA member part)
Any suggested changes?

Ongoing check with Exec Secretary to see if Teacher Nominator is in IBEA.

As per 2011 - 2013:

All educator nominations (who complete paperwork) are recognized at the state level.
Each receives certificate and table 'gift'.
Four educator awards-one champion per category. Receives plaque.

***Due dates for 2017:	Feb 20	Student Recognition names submitted (MOVED TO end of March deadline)
	April 1	Educator, Distinguished, Service, Hoffman (then I send forms to educator nominees)
	June 1	Due date for educator forms to be completed
	July 15	BEST Award

Spring 2017

Other awards:

Continue nudge to have folks be nominated.
Will be sending the next stage of pages for their use
Will be more reminders of things upcoming
New Secondary, New Post-Secondary, Hoffman, Distinguished Service, Service to Business, Iowa Best, Student Rec.

Early February status of award nominations:

Certificate folders: ALL educator nominees. Hoffman)And Distinguished Service, Service to Business folks who do not attend convention.

Frames: to those Service to Business and Distinguished Service award recipients in attendance.

Plaques: Final Educator awards (1 to 4).

Table Gifts: (pending educator nominations #s)

Am in the process of determining needs for certificates, folders, frames #'s and plaques. After nominations are received, Exec Secretary will be asked to check membership.

July 2017

Hopefully will receive all nomination papers from those nominated and all follow up will be happening.

Will nudge as much as I can. Nudging will be a good role for the nominator as well!

Hopefully folks will adhere to due dates!

Program Management Lou Voss

Reporting for Lou Voss - Kelli Diemer - Budgets have been tighter at the department of ed. Meet face to face at 2 times, 1 time by Zoom. Business, Secondary, Post Secondary, IBELT, Department of Ed are represented. Goal to have a reception from the the report and recommendation from the 3 day focus group and stayed connected. April 27th

Area Rep Reports

Area 1A Sharon Keehner

No report

Area 1B OPEN

No report

Area 2 OPEN-

No report

Area 3 OPEN

No report

Area 4 - OPEN

No report

Area 5 Pam Uhlenkamp -

Area 5 Business instructors that will have students participating in the Iowa Central Business Competition Day on Wednesday, March 29 will have an opportunity to gather

and visit. I always include IBEA membership and professional development opportunities in their competitive packets.

At this IBEA Board meeting I would like to recruit for the yearly professional development activity held this coming fall on Thursday, August 3. Ideas are welcome for this event and a specific opportunity to become aware of the benefits of our organization. Our small schools have fewer official “business” instructors...and are so busy “doing their thing”. It would be good to meet, share, learn, and understand how important business education is in the academic education.

Emails went out in the fall...but not much since.

Area 6 Carissa Lewis -

No Report

Area 7 Beth Sindt

On January 18 from 4-6 p.m., the following people met at Hawkeye Community College’s Business Department to collaborate, share resources, and discuss concurrent courses. Kyle Kuhlers, business instructor at Union High School, was the presenter.

Name	Affiliation
Beth Sindt	HCC
Kyle Kuhlers	Union H.S.
Diane Harms	Dike-New Hartford H.S.
Mark Ryan	HCC
Corissa Snider	Gladbrook-Reinbeck H.S.
Dianna Briggs	UNI
Lisa Smith	HCC
Roger Davis	HCC
Sharon Buss	HCC
Ashley Gracia	HCC
Tammy Kinnetz	Expo H.S.—Waterloo
Patrick Geer	HCC
Rod Ball	AEA 267
Cindy Tiemessen	Clarksville H.S.
Cyndi Zuck	Waterloo—West H.S.
Others had RSVP but then could not make it.	

Using PowerPoints, handouts, and flash drives, Kyle Kuhlert shared what resources he has used or is currently using in his classes at Union. Other participants mentioned resources they use and specific activities with those resources. There was a time for open discussion concerning high school business curriculum and concurrent courses. (Some instructors had been allowed to teach certain transfer courses but recently were told they did not have the appropriate degree to teach them. This happened to both high school instructors and post-secondary instructors.) This meeting gave the participants to work together on specific concurrent courses. Participants talked about meeting again during the summer months, but no date was set.

Door prizes were donated by the HCC Public Relations & Marketing Department and flash drives were donated by the HCC Foundation.

Area 9 Steve Verdon

Financial Fair - at West High School. Play the real money game.

Area 10 Kevin Murray

Set up a meeting with Sandy with a goal to increase membership. I do have the Area 10 Business teacher list.

Area 11A

Area 11B Rhonda Schmaltz

I have taken over the Area 11B rep responsibilities this year. As of this date, I have not done anything. This spring, however, I plan to set up a time to meet. We will plan for a 1-day meeting of sharing information on classes we teach as well as a guest speaker. Possible adding 11A to this meeting

Area 12 Andrew Thonstad

We have three people, no plan as of yet. Andrew would like to increase attendance. Term is up

Area 13 Kristy Courter-Nickolisen

No report

Area 14 Shannon Smith

No report

Area 15 Holly Berndt

A meeting will be held on Wednesday, March 22nd from 9-12 at Indian Hills Community College for all business teachers in Area 15. This is scheduled prior to the afternoon Regional Advisory Meeting so that more teachers will hopefully be able to attend.

I have sent out an initial email invitation and will follow up Google Form survey and agenda a couple of weeks prior to the meeting. Temporary agenda is as follows:

- 9:00 IBEA Information and Membership Benefits
- 9:15 MBA Research Website
- 10:00 Lisa Jacobs, GPAEA Technology Presentations
- 12:00 Collaboration Lunch

Area 16 Liz Weisinger

There has been not meeting for Area 16 since the Fall 2016 report. All teachers in Area 16 will be meeting April 5 for the Regional Business Advisory Committee meeting in Fort Madison. Business partners will join teachers in the morning for breakfast, teachers will eat lunch at Elliott's Test Kitchen and hear about how the after school program is running and expanding.

Department of Education Update Kelli Diemer

[Get her report.](#)

Old Business

-Password-protected online storage for IBEA: Sue Elwood
Sue has created a new template.

-Area Rep Coordinator Position & Job Description: Sandy O'Brien & Pam Uhlenkamp
Sandy is filling this position for the first year. After year one an evaluation will take place to assess if we need this position.

1. Working on updating openings in Area 1B, 2, 3, 4, 6, 11A, and 12
2. Sandy held a meeting on February 7th. Discussion and questions for all area reps.
3. Sent out two documents to current reps (Area Rap Checklist and Guidelines)
4. Creating a newsletter called "Three Great Things". This will be sent by area reps, they can edit it to add their information.
5. Planning another online meeting to discuss the document information
6. Future Plans: Have a contest among area reps to get conference attendees and increase membership in their area
7. Questions: Should we change the areas? Do we have to many?

-Updating Job Descriptions: Sandy O'Brien, Lois Roth, & Sharon Keehner
Nothing to add or change

New Business

Summer Workshop Overview 2017: Rhonda Schmaltz

IBEA summer workshops are being planned at this point, and we have the following confirmed:

MOS Certification

- June 5-6, 2017 - Iowa Lakes Community College (Deb Jones)

- June 15-16, 2017 - Kirkwood Community College (Sandy O'Brien)
Business Horizons

- Educator Day - June 29, 2017 - Central College (Jessi Steward)

Other workshops in the planning stages:

- Social Media for Professionals
- MBA Research - confirmed, but still working on dates.
- Business Ethics

Graduate credit will be given through UNI for any of our workshops that meet the 15 hour requirement. We will be working with Dianna Briggs to coordinate the graduate credit.

I hope to have all information up and ready for distribution by March 20. Information will be distributed:

IACTE Upcoming Convention: Kyle Kuhler

Sept. 19th at the FFA Enrichment Center in Ankeny.

-The Equity Workforce will be one of the areas

2017 Convention Site: Kyle Van Ausdall

Last year a few issues: President Breakfast and Lunch short of food; however we believe that has been fixed. The cost saving was positive.

October 22-23, 2017

Recruiting New IBEA Members: Kyle Van Ausdall

Promote business programs and encourage new members to get involved and non members to join.

Other

Action Plan

Purpose: To create a "living, breathing document to focus your energy, time, and resources

Directions:

1. Using this form as a template, develop a work plan for each goal identified through the needs assessment process.
2. Keep copies handy to bring to meetings to review and update regularly.

Action Steps <i>What Needs To Be Done?</i>	Responsibilities <i>Who Will Do It?</i>	Timeline <i>By When?</i> <i>(Day/Month)</i>	Resources <i>A.</i> <i>Resource</i> <i>s Available</i> <i>B.</i>	Potential Barriers <i>A. What</i> <i>barriers will you</i> <i>face?</i> <i>B. How will</i>	Communications Plan <i>Who is involved?</i> <i>What methods?</i> <i>How often?</i>
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			<i>Resources Needed (financial, human & other)</i>	<i>you overcome barriers?</i>	
Getting more Iowa Business Teachers involved in IBEA and MBA Research	IBEA Officers, IBEA Area Reps., Kelli Diemer	By end of 2017	A. MBA Research B. Time to educate IBEA Area Reps. on our plan	A. Business Teachers set in their ways B. Start dialogue about the positives of getting involved	Kyle Van Ausdall, Andrew Thonstad, Rachel Nelson-Loupee, Kelli Diemer
Update state webpages that already exist	Sue Elwood, IBEA Webmaster	April 2017 or sooner	A. IBEA website B. Share ideas with Sue on what we are looking for on the website	A. Webmaster has her own ideas. B. Continue dialogue about why this is important to our profession	Kyle Van Ausdall
Communicate more effectively with our stakeholders (teachers, school board, admin, businesses) MBA	IBEA Officers, IBEA Area Reps., Kelli Diemer	April 2017 or sooner	A. MBA Research B. Time to educate IBEA Area Reps. on our plan	A. Business teachers set in their ways B. Continue dialogue about why this is important to our profession	Kyle Van Ausdall, Andrew Thonstad, Rachel Nelson-Loupee, Kelli Diemer
Attempt “model” programs of study	Kyle Van Ausdall, Andrew Thonstad, Rachel Nelson-Loupee	August 2017	A. MBA Research B. Time to implement	A. Time to adapt our courses to the new model B. Realize the importance of moving our programs ahead and make time to do it	Kyle Van Ausdall, Andrew Thonstad, Rachel Nelson-Loupee,
Share our successes with teachers from other districts and get help	Kyle Van Ausdall, Andrew Thonstad, Rachel Nelson-Loupee	April 2017	A. Input from business teachers B. ----	A. We don’t typically “toot” our own horn for recognition B. Realize the	Kyle Van Ausdall, Andrew Thonstad, Rachel Nelson-Loupee, Kelli Diemer

from other states				importance of moving our programs ahead and just do it	
Highlight / Profile monthly businesses	Rachel Nelson-Loupee, then other business teachers	April 2017	A. Area Businesses in various areas of the state B. Input from businesses	A. None really B. Make time to do this	Kyle Van Ausdall, Andrew Thonstad, Rachel Nelson-Loupee, Kelli Diemer

Future Dates:

- NBEA - Chicago, Illinois April 11-15, 2017
- MBA Research Conclave October 6 – 9, 2017. Vancouver, WA
- IACTE- Des Moines, FFA Center, September 19th 2017
- IBEA Fall Conference - Des Moines, October 22-23