



THE Professional Organization For
Oregon's Business Teachers

**October 12 & 13 Conference: "Come to the Valley.
Where Education and Innovation Thrive"**

**Report from Rosemarie Hubley & Twila Lehman
Co-Second Vice Presidents and Conference Chairs**

**You are invited to the Annual Oregon
Business & Management Educator's
Conference at Corvallis High School.**

Begin Thursday evening with hors d'oeuvres and entertainment at Salbaugeon Suites. Continue the next day at the new state-of-the-art Corvallis High School for excellent breakout sessions, an awards luncheon and tours. Our keynote speaker will be Dr. Illene Kleinsorge, Dean of the School of Business at Oregon State University. Visit vendors for the latest in business education curriculum, software, and textbooks. Network with "old" friends and colleagues and make new ones. The conference concludes Friday afternoon with refreshments and door prizes.

Conference Sessions:

- *Take a peek at Microsoft's new Vista
- *What's new in Microsoft Office 12 (Vista release)
- *Using Power Tools - Voice Recognition & Handwriting
- *Capture your screens from the Web, and save your doodles - all with One Note
- *Accounting and Excel working together
- *PERS update
- *Legislative Updates for Secondary Educators
- *New Directions in Business Tech
Community College Programs
- *IS Careers-How to educate and recruit for careers of tomorrow

For more information on the conference or OBME, visit the website at www.OBME.org

Tours: ♦ Corvallis High School
♦ Hewlett Packard Halo Rooms
♦ OSU Austin Entrepreneurship Program
♦ Weatherford Hall

Make your overnight accommodations early by calling Salbaugeon Suites at (541) 753-4320. Mention OBME for the discounted rates.

Quote: If you want to succeed, you should strike out on new paths, rather than travel the worn paths of accepted success.
John D. Rockefeller

June Contributors:

Melinda Platt and Wendy Sorey
Twila Lehman and Rosemarie Hubley
Mary Ann Lammers and Ron Dodge
Alec Josephson and Kathryn Schwartz
Ted Werner

Opportunities, Changes & Farewells From Out-Going Presidents Melinda Platt and Wendy Sorey

As the school year draws to a close, it is often hard to imagine that just right around the corner the new school year will be beginning. As the students get itchy with the change in weather, it is sometimes hard to be positive and look towards the future. OBME's connections can be a positive influence on both your career and your personal life.

We invite you all to the 2006 OBME Fall Conference in Corvallis. Please consider attending the conference as a way to build new connections and a way to learn about and bring innovative best practices to your programs. More than anything, it will allow you the opportunity to connect and network with other teachers around the state that are facing the same challenges that you might be in your programs.

In addition to the conference sponsored by OBME, you might also look ahead to participating in the WBITE conference being held in Missoula, MT, in February 2007 and the NBEA conference being hosted in New York City! If you have never been to one of these conferences and believe that they would be too expensive or too distant, reconsider. If possible, tap into those Carl Perkins funds to help defer the conference costs. The regional and national conferences are for you. They are an excellent opportunity to learn about some exciting new things that you can adapt to your current curriculums whether you have a large

or small budget. If you are interested, just email a current board member and they will give you a personal account of these conferences.

You may have read or heard that for a variety of reasons, the NBEA Executive Board voted in November to appoint a Task Force to review the structure of the NBEA Board. The recommendation was to reduce the size of the NBEA Board. The Bylaws to approve this action will be voted on in November in New York City. Mary Ann Lammers, NBEA Past-President, served on the Task Force from the Western Region. For many of the same reasons OBME will be following the national lead and appointing a task force to review our present structure. **(See corresponding full article for more information.)*

"It's not the years in the life; but the life in the years."

Abraham Lincoln.

Serving as your OBME Co-Presidents' has been a rewarding experience. We have met so many wonderful people over the past three years. We both sincerely appreciate the opportunities we have had in working with other OBME members and the many new friends we have made. It has been a valuable learning experience for both of us. Thank you for allowing us to represent you and best wishes for 2006-2007!

NBEA Restructuring Challenge on the Horizon for Next Year From Out-Going Presidents Melinda Platt and Wendy Sorey

You may have read or heard that for a variety of reasons, the NBEA Executive Board voted in November to appoint a Task Force to review the structure of the NBEA Board. This Task Force met in Reston, Virginia, in March 2006. They recommended to the NBEA Board at the Executive meeting in Tampa, Florida, in April to reduce the size of the NBEA Board. The Bylaws to approve this

action will be voted on in November in New York City. Mary Ann Lammers, NBEA Past-President, served on the Task Force from the Western Region.

As a result of these actions, the NBEA Executive Committee is hopeful that each region and STP will take the steps necessary to provide a similar review of each

organization's structure, effectiveness, mission, and goals.

Taking these steps does not imply that STPs are "broken" or need to be fixed. However, membership is declining in many STPs; and if that is the case (as with OBME), doing the same old things will get the same results. The OBME Executive Board at its early Summer Planning meeting for the 2006-07 year held in Corvallis on April 29-30 voted to create a Task Force with the same purpose and vision which drove the actions at NBEA.

With Mary Ann's leadership and recent experience in participating in such a process, OBME will have the tools necessary to perhaps create a new direction and vision for

OBME. Of course, any decision would have to be approved by the Executive Council and, in some cases, the membership themselves through Bylaws' changes.

As we thought about who could represent the past, present, and future of OBME, as well as our main areas of membership (secondary and post-secondary), we suggested names of those who might be willing to give two days of their time this summer to be a part of this exciting venture. We will give details, background, and processes as we start gathering the group together. Are you willing to join us on July 21-22 in Portland to help shape a new direction for OBME?

Speaking of next year, meet Adriann Spencer,

incoming president of OBME. She has been a business teacher at Centennial High School for six years. OBME recognized Adriann as the Secondary Teacher of the Year in 2005. She was a former recipient of the Fred Winger Scholarship. Her School Board has acknowledged her role in transitioning Centennial's "old school" business program to a technology-based program. A recent article in the Oregonian applauded Adriann's Future Business Leaders of America Chapter that brings real world business preparation into the classroom.

This picture of Adriann in Hawaii at the WBITE February conference shows her spirit—not afraid to forge ahead into unknown waters. We look forward to a great year with her as our Fearless Leader.



Report from Mary Ann Lammers, Oregon's Nationally Recognized Business Education Leader

February brought the long-awaited WBITE conference in beautiful Honolulu, Hawaii. Our colleagues in HBEA provided an action-filled program, thought-provoking speakers, wonderful food, and warm Hawaiian hospitality. We managed to be there the few days between all of the rain that inundated the islands. Kay Ono was elected the new NBEA Representative, replacing Helen Humbert. Kris Sheets is the WBITE President-elect from Arizona. Julie O'Dell from Hardin, Montana, will be the new president on July 1, 2006. The WBITE Summer Planning meeting is scheduled for July 7-8 in San Francisco.

April found us in beautiful Tampa, Florida, the venue that was chosen when New Orleans became unavailable. The NBEA Executive Board meeting was my last meeting as past-president. My seven years on the Board are filled with many memories of colleagues from across the nation. I was invited to serve on the Task Force to look at the structure of the NBEA Executive Board. I spent two days in Reston, Virginia, the end of March crafting a new design for a smaller, more

efficient Executive Board. Many factors provided the impetus for this action, including Congressional mandates, responsiveness of the Board, financial implications, improved communication, and a shift from an operational model to more of a visionary model. Change is always difficult; but NBEA leadership is prepared to lead the association into a stronger future.

The Executive Board approved the Task Force's Report and will vote on the Bylaws changes in the fall. The new Board will have 13 members (instead of the current 22.) as follows:

- President-elect, President, Past-president, Secretary-treasurer (4)
- One representative from each region (5)
- One representative from ISBE (1)
- One representative from NABTE (1)
- One national representative at-large (1)
- Executive Director (1)

Each term will be for three years; NABTE may be an exception. As a result of this decision, all regional and state boards are encouraged to study the make-up, efficiency, and effectiveness of their boards.

Professional dues are raised to \$75 effective immediately. ISBE dues will be \$105 and retired will be \$50. Student dues remain at \$40. **Dr. Peter Meggison** of Massasoit Community College, Brockton, Massachusetts, will be the incoming president. **Dr. Jim Rucker**, Fort Hayes State College, Fort Hayes, Kansas, was elected president-elect. **Nancy Noe** was elected Secretary of ISBE, and **Sue Trautwein** is finishing her term as ISBE Past-president. The 2006 SIEC Conference is scheduled for the Faroe Islands in August. Next year's ISBE Conference will be in Vienna, Austria.

Here are just a few reminders of upcoming events:

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| <ul style="list-style-type: none">❖ WBITE Conference, February 15-18, 2007, at Holiday Inn-Parkside, Missoula, Montana. For conference information and online registration (soon to be activated), check the website at www.wbite.org or www.mbite.org. The theme is "Big Business Under the Big Sky." Montana has the unenviable situation of following Honolulu; however, I can guarantee the hospitality, program offerings, and professional experiences will make this conference worth your efforts to attend.❖ Professional Development Institute—contact Julie O'Dell or Mary Ann Lammers, PDI Director, if interested in attending this training at WBITE in February 2007. OBME and WBITE will | <p>pay for registration fees for two participants.</p> <ul style="list-style-type: none">❖ WBITE 2008 Conference, May 23-26, 2008, will be held at the Scottsdale Plaza Resort, Scottsdale, Arizona. The theme is "WBITE Rocks in Arizona." Further details will be forthcoming on the web sites. Note, the change in the date. Tradition has the Arizona meeting in May to allow for lower hotel rates for participants.❖ NBEA 2007 Convention, April 4-7, 2007, at Marriott Marquis in Times Square, New York City, New York. Check www.nbea.org for registration and program details. Please consider applying for the Lammers |
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Professional Development scholarship to attend the 2008 NBEA Convention. First-timers to an NBEA Convention are also eligible for a stipend to help defray expenses.

- ❖ **All OBME Council members and conference committee members should become members of NBEA/WBITE.**

Again, as your outgoing national past-president, I encourage you to support the parent organization by paying your annual dues of \$75. Some of the benefits include:

- ❖ Outstanding publications (*Forum, Keying In, Yearbook*)
- ❖ \$250,000 professional liability coverage
- ❖ Reduced conference rates
- ❖ Insurance and credit card options

For membership forms, go to the NBEA website (www.nbea.org) for online application.

My last official duty as NBEA past-president was giving the Distinguished Service plaque to outgoing NBEA President, Cynthia Greene, of Georgia. I will continue to serve on a variety of committees and hope to serve the membership in some capacity. Again, thank you to all of my Oregon friends who have supported me in this awesome opportunity to serve our profession. I encourage each of you to find that extra time to be a committed professional outside of the classroom and become an active participant in your professional organizations. Your rewards will be many and your friendships will sustain you. Don't lose the vision that we do all of this for our students and our communities. Knowing all of you has truly enriched my life—thank you for everything

Scholarship Opportunities:

Lammers Professional Development Scholarship for a current Business Teacher. See page 9.

Winger Scholarship Award for a college student preparing for Business Education. See page 11.

The Specter of 2007 is Upon Us! **From Ron Dodge at the Oregon Department of Education**

The big news coming out of Salem these days for educators is the high-pitched conversation about graduation requirements--the new ones currently in place for next year's seniors, as well as new possibilities being discussed by the State Board of Education. Times, they are a changin', and teachers are forced to consider several new questions about their roles as educators in Oregon's evolving public education system. I won't take the time now to touch on the Board's speculation for future changes, but we need to visit the impending requirements for 2007 graduates.

The most pervasive question that comes to the mind of a teacher deep in the educational

trenches of Oregon's secondary schools is, "What do the new graduation requirements mean for me?" Secondly, that teacher will also ask, "What do the new requirements mean for my students?" Here's a look.

First and foremost, the 2006-07 graduation requirements will require students to have personal **Education Plans and Profiles** (EPPs). This is the foundational piece of the new rules, and it fundamentally changes the way we approach education in the state. Gone are the days where the educational model was about silos of disparate disciplines, where students were dragged through a textbook driven/teacher focused delivery system of curriculum that may or may not (mostly not) have

relevance for the students trying to make their way through it. Now, schools will ask students to identify goals for future studies and careers, and the plan of education that they will undergo in our high schools will then be molded to reflect the needs of those plans. Classes and learning experiences will be picked because of their relevance to the plan, and teachers will individualize instruction to tailor the learning experiences for each student.

This new requirement has dominated most of the recent conversations about school improvement efforts, as teachers, administrators, parents, and even students are asking how all this will happen. Teachers have not been trained to teach this new way, there seems to be too many students per teacher to make it practicable, and there are too few resources available to provide professional development and program design to facilitate this change.

In spite of those concerns, several schools have dug in with their efforts to meet the spirit of the law--operating on the firm belief that the new requirements are fundamentally right, necessary for student success in the changing world, and are long over-due. In fact, six Oregon schools have been piloting this work with the aid of a very small R&D grant from the ODE to work out all the pieces of the new requirements as their schools move forward to implement them. And one of the most common elements adopted by those schools is something many are calling "advisories," where students and staff work one-on-one on those EPP's and on mapping out all the career-related learning activities a student needs to meet the new requirements. Through those advisories, school staff are learning a lot about motivation, relevancy, rigor, and relationships that many teachers were previously unable to pay much attention to, as our system has always been geared to crank out its raw material (students) through the old industrial--one-size-fits-all--model. In that old system, teachers often had no idea what dreams and goals their students aspired to, nor did they have a clue about how to help those students meet those goals--a generalization, to be sure, and one that doesn't fit all teachers, especially those from a small school. But even those teachers will learn more about how to formalize those students' plans and dreams, and how to help them come closer to fruition.

The six R&D schools are also working out the bugs in providing **Career-Related Learning Experiences** for all students, as well as opportunities for them to meet the **Career-Related Learning Standards**. But what is becoming the most exciting and rewarding piece of the new requirements is the **Extended Application**. Many schools are initially viewing this--and even calling this--the senior project requirement. But the required components of the **Extended Application** that are listed on the ODE website, refine the senior project concept to a more rigorous and relevant experience as students are asked to take their previous learnings to a new level, and resolve essential questions that lead to new learnings. Ultimately, students are asked to reflect--often publicly--on those learnings. For most students who have gone through the **Extended Application** experience so far, it has been a journey of exploration and revelation that opens their minds to what their prior learning has given them, and where it should lead to as they leave our high schools.

Time and space preclude me from talking about the other graduation requirements in detail, but like it or not, the changes are here for next year. It might be time for us all to catch up on the work those R&D schools have done, and to take time, as well, researching other schools around us who have taken on bits and pieces of the new requirements. It takes time to change and evolve--but when you get a chance to hear how some of these changes positively affect those students who are piloting this evolution, I think you will see that it just might be worth all the growing pains.

From the Oregon Council on Economic Education, PSU From Alec Josephson, Coordinator, Stock Market Game

On May 8th, the Oregon Council on Economic Education ("OCEE") wrapped up another successful year with their annual awards banquet at Portland State University. The awards banquet honored students and teachers from all over Oregon who participated in the Stock Market Game and Economics Challenge. In addition to dinner and dessert, OCEE gave out plaques and awards to Stock Market Game winners, and over \$300 in cash prizes to essay contest winners. Mary Barton, from Phoenix High School, was the keynote speaker and her presentation "*Romania: From Communism to Capitalism*" was a big hit with the audience.

This year, approximately 4,000 students at almost 200 schools took part in the Stock Market Game. The nationally recognized Stock Market Game is an internet-based, 10-week investment simulation allowing players to make their own decisions about stocks and investing. Game participants can be individuals or teams consisting of up to five students. Each individual or team manages an imaginary \$100,000 portfolio. Teams buy and sell stocks and mutual funds, and can undertake more sophisticated investment options such as short selling and buying on

margin. Regional team competition is provided for the following age categories: grades 4-5, 6-8, 9-12 and teachers.

The 2006 winning team was from Aloha High School. They cut out of lacrosse practice early to come to the awards banquet and accept their trophy.

OCEE also conducts an essay contest as part of the Stock Market Game with cash prizes available. There were no entries in the high school division, perhaps next year.

The annual awards banquet also gave OCEE the opportunity to recognize winning teams from the Economic Challenge that was held this April at Mt. Hood Community College. The Economic Challenge is a competition among high school economics students from around the state that tests their economic knowledge and understanding. Students from winning teams receive \$50 or \$100 savings bonds, and receive and all-expenses paid trip to the regional competition.

To find out more about the programs and services offered by the Oregon Council on Economic Education, please call 503-725-3169 or go to www.oreconcouncil.org.

SuperQuest Information

Kathryn Schwartz, Educational Programs Coordinator for Software Association of Oregon Foundation

There is a need to raise awareness and engage our youth in technology beyond Myspace. While technology is the leading employer in Oregon, according to a recent National Science Foundation survey, the state ranks near the bottom of science and engineering graduate students.

In High School, technology education is an elective and when students don't choose technology and engineering courses in high school they are cancelled. This market-driven approach to technology education results in limited technology education opportunities. The Software Association of Oregon Foundation (SAO Foundation) is working to

respond to this challenge by investing in programs that awaken a passion for technology among students.

We do this directly with the Willamette University/SAOF High School Computer Programming Contest and by investing in teachers through professional development at *SuperQuest*.

SuperQuest is planned in collaboration with the Oregon Computer Science Teachers Association, industry professionals and university representatives. Classes are offered at beginning to advanced levels; rotating topics and sequential classes provide

continuity and continuing education. These summer workshops are specifically for teachers, creating a highly focused collaborative environment that promotes discussion about teaching methods, pedagogy, appropriate curriculum materials and classroom management. Courses offered in 2006 will include Introduction to Computer Science through Gaming, Robotics, Exploring Options for Motion: Survey of Animation/Flash, How to Put Your Curriculum on the Web, and Java AP Level A.

The SAO Foundation supports technology education both to support workforce development and because we see technology education as an effective means to teach teamwork, critical thinking, creativity and problem solving skills to all students.

For more information about the SAO Foundation or SuperQuest, email kschwartz@sao.org or visit www.superquest.org.

Taking Co-Operation And Collaboration To A New Level Ted Werner of SAS Consulting

The terms Partnership, Collaboration and Cooperation have usually been associated with one's coworkers in the same company. These work-place skills, however, are expanding in the 21st century market place as exemplified by my job situation. Partnership and collaboration have become huge elements between companies that allow for a more focused business plan to charter success and increase sales. If two companies focus on their strengths, they may do well. But if they share their IP (Intellectual Property) and collaborate to form a super product, not only will the customer benefit, but the two former independent companies may reach a new level of success leading to increased revenue. Each company must determine its strengths or core competencies. They must work as equals, and both must have a stake in the game. The stake in the game is achieving revenue, the supreme motivator.

Collaboration creates focused solutions that can result in an upward sales cycle.

Reports from the Districts

Martha Moore, Astoria High School: Students from the Northwest area of Oregon held their own Business Leaders of Tomorrow Skills Conference in March at Seaside. Classroom topics and skills were the focus of the competitive events. Leadership workshops, a guest speaker, and presentations filled out the agenda. Martha told of the experiences Astoria has had with enforcement of the immigration laws that have led to the heart-wrenching break-up of families of students.

Melinda McClure, Phoenix High School: Phoenix will use the Virtual Enterprise Program for a class next year as an innovative way of teaching business. On June 26 and 27 Phoenix HS will host a workshop so you can learn how to start and teach a Virtual Enterprise class at your school. Contact Melinda for more information at melinda.mcclure@phoenix.k12.or.us. The Virtual Enterprise Training Institute is sponsored by the California Department of Education.

Diane Legner, South Medford High School: South Medford has had a year of evaluation and planning to re-focus their efforts as smaller learning communities in four themed schools. The process of combining Business/Industry/ Technology with Environmental/Social Responsibility will result in one themed school for 2007/08.

Darlene Marquardt, Heppner High School: Heppner has a new FBLA chapter. Imbler's FBLA chapter sent 38 students to the state conference in Portland in April, with 33 placing in the top ten. The

Hermiston DECA students earned trophies, medals, and certificates at their state conference in Portland in March. Several students attended the April conference in Dallas, Texas.

Tiah Van Dusen, Legislative Representative: Senate Bill 1071 provides for the implementation of the Oregon Virtual School District. The impact to the classroom business teacher is that the computer may replace some of our class

2006 Lammers Professional Development Scholarship

Oregon Business and Management Educators

Application Deadline: October 1, 2006

In honor of Mary Ann Lammers, 2004-2005 National Business Education Association (NBEA) President from Oregon, the Lammers Scholarship was instituted to promote leadership and professional development in business education. The Oregon Business & Management Educators (OBME) will manage and continue to fund this scholarship through contributions and proceeds from the Silent Auction at the annual OBME conference. The scholarship will fund registration costs to attend an NBEA Convention. Recipients of the Lammers Scholarship must be an OBME and WBITE/NBEA member and agree to serve on the OBME Council in some capacity.

Amount \$200.

Selection Criteria

Applicant must be:

1. Current member of OBME and WBITE/NBEA.
2. Currently engaged in the business education profession in Oregon.
3. Able to attend the NBEA Convention in New York City, New York, on April 4-7, 2007.
4. Either currently serving or be willing to serve as an elected or appointed member of the OBME Council for at least one year following the NBEA Conference.
5. Be willing to pursue additional leadership training opportunities in professional organizations, i.e. the WBITE Professional Development Institute.

Please mail the completed application form to:

Mary Ann Lammers, Chair
Business Technology
Linn-Benton Community College
6500 SW Pacific Blvd.
Albany, OR 97321

Deadline Dates: All applications must be received by the published deadline date. The scholarship winner will be announced at the OBME Fall Conference on October 13, 2006, in Corvallis, Oregon.

Handling of Funds: The recipient will register for the NBEA Convention and will be reimbursed immediately upon receipt of a copy of the NBEA Registration form following the Convention.

Communication: The winner will be highlighted in the winter *OBME Bulletin* and a letter of congratulations will be sent by Mary Ann Lammers. For questions, please contact Mary Ann Lammers at malammers@comcast.net.

Lammers Professional Development Scholarship Application

Name		Email	
Home Address			
City		State	Zip
Home Phone		Work Phone	
School Name			
School Address			
City		State	Zip

In the box below, write a concise statement describing the following:

- a. Your current professional assignment,
- b. Your professional activities and leadership roles to date,
- c. Your willingness to serve in a leadership role in OBME and why you would want to become involved with your professional associations.

(May attach a separate sheet.)

I have read the application and certify that the information is correct and submitted with my approval.

Name

Date

Oregon Business and Management Educators 2006 Fred and Lorraine Winger Scholarship Award

Application Deadline: September 15, 2006

The Oregon Business and Management Educators (OBME) awards one scholarship each year to an individual who is pursuing a career as a business education teacher. The eligibility requirements have been expanded this year to include any student enrolled in a program at an Oregon college/university which emphasizes business or management education or a current teacher updating his/her skills/license.

Amount: \$300

General Requirements:

6. Cumulative grade point average of 3.0 or above.
7. Currently enrolled in business education or equivalent business education training at any college within the state of Oregon or a current business teacher who is updating methods skills.
8. Career goal is teaching Business Education, Marketing Education, or Information Technology.
9. Must be a current member of OBME.

The following documents are required. Mail them to:

Mary Ann Lammers, Chair
Business Technology
Linn-Benton Community College
6500 SW Pacific Blvd.
Albany, OR 97321

- Letter of recommendation from business education professor or current supervisor
- Copy of current transcripts (unofficial is acceptable)
- Completed application form provided below

Application Form

Your Name _____
Email Address _____
Home Address _____
City _____
ZIP Code _____
Phone _____
Internship (if applicable) _____
School Name _____
School Address _____
City _____
ZIP Code _____

I have read the application and certify that the information is correct and submitted with my approval. I authorize the use of this confidential information by the OBME Scholarship Committee to determine its selection.

Yes

In the box below, write a concise statement describing the following:

- a. Your reason for wanting to be a business education teacher.
- b. Your plans for developing and/or maintaining a career as a professional business education teacher.
- c. What contributions you expect to make to the profession of business education when you become a teacher or what contributions you have made if you are currently a business teacher.

(May use additional space.)

Deadline Dates: All applications must be received by the published deadline date. Selections will be made at the beginning of Fall term and announced to the awardee. The scholarship will be available for Winter, Spring, or Summer 2007. A general announcement and official presentation will be made at the OBME 2006 Conference on October 13, 2006, in Corvallis, Oregon.

Handling of Funds: The award will be paid directly to the winner upon receipt of the final grade for the completed course. An unofficial transcript or grade sheet must be submitted to Mary Ann Lammers, Scholarship Chair, for release of the \$300 stipend.

Communication: A letter of congratulations will be sent to the student recipient as well as the person who wrote the requested letter of recommendation.

**Oregon Business and Management Educators
2006**