

**NORTH CENTRAL BUSINESS EDUCATION ASSOCIATION
ADMINISTRATIVE BOARD MEETING
Boston Marriot Copley Place, Vermont Room
April 3, 2012**

MINUTES (Unapproved)

Call to Order Margaret Erthal
6:30 p.m.

Welcome and Introductions Margaret Erthal
Tina Wisconsin; John Missouri
Everyone else introduced themselves, office, location

Appointment of Parliamentarian Margaret Erthal
Larry Pagel agreed.

Roll Call Dena Irwin

Quorum established? Yes No

Count	Board Member's Name	Position	Attendance
1	Margaret Erthal	President	X
2	Sue Elwood	President-Elect/WebMaster	X
3	Karen Drage	Immediate Past President	X
4	Dena Irwin	Secretary	X
5	Twana Hulen	Treasurer	X
6	Robert Johnson	Student Representative	X
7	Cathy Carruthers	NCBEA Director on the NBEA Board	X
8	Sharon Fisher-Larson	Regional Membership Director	X
9	Linda Harper	Illinois Membership Director	X
10	Jason Hendrickson	Indiana Membership Director	X
11	LouAnn Knorr	Iowa Membership Director	X

12	Larry Pagel	Michigan Membership Director	X
13	Bob Murray	Minnesota Membership Director	X
14	John DeWeese	Missouri Membership Director	X
15	Christy Culver	Ohio Membership Director	ab
16	Tina Trumbower	Wisconsin Membership Director	X
17	Matthew White	Newsletter Editor	X
18	Barbara Bielenberg	ISBE Representative	ab
19	Janet Treichel	NBEA Executive Director	ab
20	John Olivo	NBEA President	ab

Approval of Administrative Board Minutes

Dena Irwin

- a. Virtual minutes, August 2011(LouAnn, Linda)
- b. WI Administrative Mtg Minutes & Business Mtg Minutes, September 2011 (Larry, John)
- c. Virtual minutes, January 2012 (Matt, Robert)

Treasurer's Report

Twana Hulén

Rec'd copies in meeting see appendix

Executive Officer Reports

- a. President

Margaret Erthal

Since our virtual meeting in January, I've been working on reports for NBEA. These reports include the Program of Work and the NCBEA Strategic Plan. I, along with all of you, wrote an article for the newsletter (thank you Matt). I reviewed the updated bylaws and the policies and procedures (thank you Karen). As soon as NBEA is over, my next focus will be on the Chicago July 16, 2012 workshop. We have some dynamite speakers: John Olivo, Athir Mahmud, Rita Brodnax, Eileen Dittmar, Jennifer Robinson, and Patricia Palmer. Topics include technology, the brain and memory space, personal finance, investments, etc. The workshop team consists of myself, Sue Elwood, Beth Stindt, and Patrice Boyles.

- b. President-elect

Sue Elwood

- Prepared article for newsletter.
- Serving as co-chair on the Chicago Workshop Committee.
- Developed a draft copy of the 2012-2013 Program of Work. A preliminary copy is posted in Google Docs for review and comment.
- Preparing notebook for president-elect position.

c. Past President

Karen Drage

We have a candidate for President-elect & Treasurer. Roger Fulk will appear on the ballot as the President-elect candidate and Debbie Gentene will appear on the ballot as the Treasurer candidate. The ballot will be in the next newsletter. There are no candidates for student representative or regional membership director.

The NCBEA Past Presidents' social will be Thursday from 2:00-2:30 p.m. Five Past Presidents' have indicated they will attend.

d. NCBEA Director on the NBEA Board

Cathy Carruthers

e. Regional Membership Director

Sharon Fisher-Larson

Other Officer Reports

a. ISBE Representative

Barb Biehlenberg

International Society for Business Education- Barbara J. Bielenberg, ISBE Representative to NCBEA; March, 2012 – NCBEA at NBEA in Boston, MA

I enjoyed the opportunity to attend the NCBEA conference in Green Bay in September, and seeing all the NCBEA friends!

In our ISBE booth, people could sign up to win a FLIP Video Camera by joining ISBE or renewing their ISBE membership. There were 11 checks to send to NBEA, for people who renewed or joined, and Sue Elwood of Iowa won the Flip Camera. I took some pictures at various events, as well, and sent some on to Sue for the website.

The Iowa Business Education Association Conference was held in early October, in Cedar Rapids, Iowa,, and I also set up a booth there. Representatives in the other states in the North Central Conference agreed to help market ISBE in their states at their conferences, and gain some new ISBE members or renewals. Thanks to all of you for your help!

Promoting the 2012 Conference in **Denver, Colorado** July 29- August 3, was a primary focus, along with membership, as well as letting people look ahead to the 2013 conference scheduled for **Berlin, Germany**. I also reminded you all of the 2014 conference in **Finland**, for those wishing for a unique experience.

Just to let you know who is in charge of the US Chapter, and the international officers: President Marilyn Sherry of Massachusetts, President Elect Lee Kantin of Carson City, Nevada, Past President Janice Bosman of South Carolina, Secretary & Newsletter Editor Marty McFarland of California, ISBE Director to NBEA Marcia Anderson of Illinois, Membership Director Emma Jo Spiegelberg of Wyoming, US VP to SIEC John Lightle of Indiana, Web coordinator Marilyn Sherry, Historian—Roietta Fulgham of California, Editor, Journal for Global Business Ed. Donna Everett, Strategic Planning Committee Chair Joe McFarland of California, Mountain Plains Rep. Gary Shepf of Texas, Western Rep. Andrea Pace, Southern Rep. Eric Kisling of North Carolina, myself (Barb Bielenberg) of Iowa as North Central Rep., U.S. Rep to the Pedagogical Committee Lila Walman of Wisconsin, and U.S. Rep. to the SIEC Networking Committee Brenda Ingram-Cotton of California. SIEC officers: President Tamra Davis of Oklahoma, SIEC/ISBE General Secretary Judy Olson-Sutton of Wisconsin. Note the ISBE and

SIEC websites: www.isbeusa.org, and www.siecisbe.org, as well, as the great ISBE publications with useful global quizzes you can use in your classroom.

Our new North Central Rep for ISBE will be Roger Fulk of Ohio, beginning July 1, 2012. It has been my pleasure serving on the NCBEA board again!

I am serving in my last year on the Policy Commission for Business and Economic Education, as past chair for our meeting April 1-3 in Boston, and look forward to NBEA there later in the week.

b. Newsletter Editor

Matt White

**NEWSLETTER EDITOR / PUBLICATIONS COMMITTEE REPORT
NORTH CENTRAL BUSINESS EDUCATION ASSOCIATION
ADMINISTRATIVE BOARD MEETING
APRIL 3, 2012**

In early February 2012, the Winter edition of *Regionally Speaking* was published. Thank you to those members submitting teaching tips for this edition. This edition also spotlighted the 2012 NBEA Annual Convention in Boston, MA and the 2012 ISBE Conference in Denver, CO. In addition, information was provided on legislative updates as well as a student membership letter from Robert Johnson, NCBEA Student Membership Director.

Also in February 2012, I sent out a publications survey to all NCBEA Administrative Board members and also published a survey link on the NCBEA Facebook page. The feedback from this survey was disappointing as only 5 responses were received. However, the feedback received was insightful and will help develop a publications strategy going forward. Here are some highlights from the survey:

Three questions were asked on the survey:

1. How can NCBEA keep members in the region excited and coming back to the newsletter?
2. What are your thoughts regarding current distribution of the NCBEA newsletter? Are we limiting exposure by only making the newsletter available via the NCBEA website and through e-mail distribution by Administrative Board members?
3. Are there other publication suggestions you might have for NCBEA that would entice members to submit more written content and would encourage both current and new members to continue their memberships?

Highlighted responses include:

Question 1:

“Use a more attractive layout, make it more exciting. Also, consider using podcasts vs. newsletters.”

“Addressing both secondary and post-secondary levels.”

“They first have to be made aware it is even available. How are we making sure that’s happening?”

Question 2:

"Post the newsletter on the Web, email the newsletter, archive in Facebook and Twitter. Maybe consider it coming from the publications individual vs. a board member."

"Yes, link off Facebook page as well. Tweet that it has been posted."

"Cost is what is keeping us from sending out a hard copy or even a postcard; since NCBEA has everyone's email can we not send out an email alerting people to the newsletter?"

Question 3:

"Pod casts, video casts, and maybe a blog or social feed feature."

"Open articles from any member not just membership directors perhaps."

"I've often thought of an online panel discussion for new teachers along with the latest legislative issues."

I think this feedback will be valuable to the Publications Committee and help to design a better publications offering for NCBEA members.

I will begin working on the Spring issue of *Regionally Speaking* following the 2012 NBEA Annual Convention. I hope to gather some photos and share details of the convention in that issue. Also, I would again like to put out a call for articles from the different states from any NCBEA member—state membership directors, please assist me in reaching out to your state members and offering up this opportunity. Any business education or business technology topics will be considered. The deadline for articles submissions will be Friday, April 20, 2012 in order for me to publish the Spring edition before the end of May 2012. Please send any article submissions to me at whitenc@prodigy.net.

I look forward to rounding out this membership year successfully and looking forward to a relaxing summer!

c. Student Representative

Robert Johnson

d. Web Master

Sue Elwood

Updates made to the Website since January 2012: January Newsletter, Proposed Bylaw changes, NCBEA Business Meeting Notice to be held at NBEA Convention, and 2012 Chicago Workshop Information.

Renewed Website hosting service and domain name for two years: \$87.34. Expiration Date of the Website is now 3/13/2014.

9. By-Laws

Karen Drage

Proposed changes to the bylaws will be discussed. (See handout)

Redone article #7 under committees moved items to be alphabetical and renumbered.

Technology committee has been approved by the board but not voted on by the membership but will be brought up at the business meeting tomorrow.

Sue motioned to accept changes to by-laws. No second needed. Motion carried.

Article #7 took out appointment and made it appoint. The motion is from the by-laws committee.

Article #11 immediate moved in front of past president. The motion is from the by-laws committee. Remove hyphen.

Change past president to immediate past president. Motion from by-laws committee.

Article #6 carried

Just go through Karen's paper for each item for rewording.

Article #9 Quorum at the NCBEA business meeting changes (see Karen's paper) motion carried.

Amended motion: electronic voting has been voted by admin board and now needs voted on at business meeting here in Boston.

51% for administrative board meeting. Motion passed.

10. Value of NCBEA to Members and States

All

Cathy gave background about questions asked. Lots of discussion. Cathy felt that the value of the region NBEA cannot determine but rather our region would decide that for ourselves. POW developed by Margaret and whether it was completed along with Twana's report. Asked about Membership too along with Sharon. Copy of flyer with description of workshop. There are 46 new members from Jan to Feb. Several from MA due to convention. Eastern region will have a membership director soon. NCBEA went up 4 people in professional members, student 1, retired up 2. Positive movement. State leadership workshop at 8:30 president's training. President elect Marlene Stout. No more monthly membership reports by state membership directors. Contact headquarters asking for something, labels example, every month to be seen as doing something. Sharon takes care of lapsed members. **DPE beginning the Association for Research in Business Education: Delta pi epsilon, Inc. as of July 1, 2012. See Cathy's flyer for more information.**

Delta Pi Epsilon will change it's name to "Association for Research in Business Education (ARBE): Delta Pi Epsilon, Inc. as of July 1, 2012.

The *Delta Pi Epsilon Journal* name will also change to *Journal of Research in Business Education* beginning January 1, 2013.

As of January 1, 2012, Delta Pi Epsilon will become the research division for NBEA.

Spring Webinars lists of upcoming ones was shared by Cathy. List is available on NBEA Connect.

National Business Honor Society flyers are available. Submit membership checks to NBEA directly.

Email blasts (constant contact) Jan suggests that each state get their own for \$50 per month. Matt said \$169 per year based on how many things you want to use it for. NBEA will provide all the member's emails.

2013Atlanta
2014Los Angeles
2015Chicago
2016 Las Vegas
2017 Indianapolis
2018 No where yet
2019 Chicago

Taskforce added to board meeting this summer to develop a plan to present in November taking a look at how NBEA relates to the regions and states. Look again at mission and vision statements. By-laws will be brought in to look over for consistency. How does each state deal with membership and how regions deal with leadership.

State rebate changing will be discussed if it lowers or becomes no existent. Totally reviewing the structure. Cathy asked what would happen if no money is available, how will NCBEA respond?

11. State Membership Directors' Reports

a. Illinois

Linda Harper

- Increased Illinois NBEA/NCBEA membership by two members from last month's NBEA report to the previous month.
- Sent IBEA Listserv messages encouraging IBEA members to renew or join NBEA/NBEA.
- Sent IBEA Listserv messages encouraging attendance at the NBEA 2012 Annual Convention.
- Submitted newsletter articles for the IBEA Winter newsletter.
- Sent NCBEA members the NCBEA newsletter through the IBEA Listserv.

b. Indiana

Jason Hendrickson

Indiana Membership Director Report--Jason Hendrickson NBEA 2012 Boston—NCBEA Admin Meeting

1. November Conference 2011 Recap:

- Final Attendee Count-270
 - Although textbook adoption year, IDOE had not finalized State curriculum/pathways
 - Registration fee: \$45.00
- Vendors-30
 - Ranged from publishing companies, universities, small business, and CTSO's

- Registration fee: \$100.00 (one table)
 - Sessions:
 - Opening session/Dinner/Awards
 - Closing Session/IDOE Update
 - Silent Auction Items:
 - Scholarships
 - NBEA/NCBEA Membership Table
 - Moved to Registration Area
 - Light to Medium foot traffic
 - Spoke with several new incoming teachers
 - Membership increased slightly: Every New Member is a VICTORY!
 - Conference Evaluations were favorable:
 - Sessions were balanced
 - Session variety was available
 - Post Conference:
 - Contracts secured for hotel site through 2015
2. November Conference 2012 Update:
- November 16-17, 2012
 - Speaker Proposals will be available online starting Monday, April 9, 2012
 - Contract secured for the year
 - Will need to meet with NCBEA President, Sue Elwood to discuss wants and needs of the upcoming conference
 - Save the Date cards will be passed out throughout the conference
 - Small portion of Speaker Proposal forms printed ready to hand out through NBEA
3. Indiana Business Education Association Leadership
- Leadership Changes
 - President John Dawson remains in office through June 2013
 - Upcoming election results will create a full slate of officers
 - IBEA Executive Board Work Session
 - Discussed Leadership Concerns
 - Future growth of the organization
 - Announcements forthcoming in the next few weeks
4. Membership Initiatives:
- Email communication (blasts) through IBEA Public Relations Office
 - Assisted with the NBEA Membership table at November Conference

- Provided and will continue to provide membership information to our Newsletter in IBEA
- Called potential renewal membership candidate-no response back
- Provided email communication to inquiries about membership, conferences, and other NBEA/NCBEA questions
- Provided some updates to the NCBEA Facebook account
 - We need more information to post on the account, please!

To Do List:

- Need to update my Plan of Action to send out to Sharon for her records
- Continue working on Program of Work/Committee work for the 2012 NCBEA/IBEA Conference
- Committee assignments as assigned

c. Iowa

LouAnn Knorr

Iowa Membership Director Report – Lou Ann Knorr (since January 2012)

Iowa Business Education Association 2012 Summer Convention will be held on July 31-August 1, 2012, at the Iowa Events Center in Des Moines, Iowa. IBEA has moved from a fall convention to a summer convention with the hope of getting additional attendees. IBEA convention information at www.ibeasonline.org

1. NCBEA greetings from Sue Elwood at the Business Meeting, Tuesday, July 31 (tentatively 5 p.m.).
2. I will be given time to promote the 50-50 raffle at the Business Meeting on Tuesday, July 31. The envelopes will be distributed at the Wednesday luncheon and winner announced there.
3. A vendor table will be given to NCBEA.
4. A Silent Auction will be held (a door prize/silent auction item is appreciated; it is not an expectation that NCBEA provide an item).
5. IBEA Program Committee is aware that NCBEA would like to be invited to present a Legislative session.

March Activity

- Replied to M-PBEA Membership Director and NBEA Membership Training Workshop Facilitator with a sample for NBEA Membership Training Workshop
- 2012 SIEC-ISBE Brochure link on Iowa Business Education Association Website
- Requested from NBEA Iowa NBEA members and expired membership lists
- Emailed those from Iowa who will be attending NBEA Boston Conference (1) legislative activities and (2) NCBEA Business meeting to take place during NBEA Conference
- Emailed Dr. Erthal with Iowa's reply to the Regional Membership Development Improvement Plan

February Activity

- Confirmed NBEA assistance as a coordinator for a session on Thursday, April 5
- Emailed Iowa members of NBEA (100) the January 2012 edition of Regionally Speaking newsletter
- Requested Iowa Dept. of Ed. to email all Iowa business and marketing educators the January 2012 edition of Regionally Speaking along with the following promotional information and links:
 - (1) NBEA membership benefits
 - (2) NBEA 2012 Annual Convention & Trade Show in Boston April 3-7, 2012!
 - (3) NCBEA Business Meeting at NBEA on Wednesday, April 4, 2012
 - (4) NCBEA/Econ Illinois Workshop July 16, 2012 - "Sharpen Your Tools: Build a Brighter Future!"
 - (5) 2012 Iowa Business Education Association Convention July 31-August 1 in Des Moines
- Personally emailed Iowa members of NBEA (100) the above information

- Attended IBEA executive meeting and reported NCBEA and NBEA activities and information
- Emailed Dr. Erthal with IBEA Executive Board response to the NBEA Executive Board's questions regarding the Value of NBEA
- Emailed "NBEA Wants to be Your Valentine" to (83) expired Iowa memberships
- Emailed personal "miss you" message to five (5) recently expired Iowa memberships
- Provided NBEA with Iowa Business Education Association 2011 award recipients information

- d. Michigan
- e. Minnesota

Larry Pagel
Bob Murray

Minnesota's NBEA membership goal is 180. At the end of January the current membership number was 103 or 57% of the goal. In an effort to increase membership I sent out 100 post cards to current members, thanking them for being members and inviting them to attend the NBEA Convention in Boston. I also sent 98 letters to lapsed members encouraging them to consider joining again.

MBEI's Executive/Administrative Board will meet either April 14 or 28 at Normandale Community College. Topics for discussion include planning a summer Board retreat, planning the Fall Convention and announcement of the slate of candidates for the Spring election.

MBEI's Fall Convention is tentatively scheduled for Friday, October 5 at the Microsoft Technology Center in Edina, Minnesota.

Robert Murray, Minnesota's Representative to NCBEA

- f. Missouri
- g. Ohio
- h. Wisconsin

John DeWeese
Christy Culver
Tina Trumbower

Standing Committee Reports

- a. Awards

Linda Harper/LouAnn Knorr

I updated the award nomination documents for 2012 I sent a message to members and board members to nominate colleagues for the NCBEA Awards; the updates are posted on the NCBEA website. I asked that the NCBEA board members send a message out to their state members and state officers to let their membership know about the deadline for submitting the nominee packets. The deadline is June 15, 2012 for the NCBEA Award nomination packets to be submitted.

Lou Ann Knorr will be assembling the award booklet again this year.

I ordered plaques for outgoing NCBEA Past President and Student Representative.

- b. By-Laws

Karen Drage

The bylaws have been updated. Margaret will be updating the bylaws next year once the proposed changes have been voted.

- c. Budget

Twana Hulen

See Twana's proposed budget sheets.

\$1,400 behind in membership. Dropped down to \$6,500

\$1,000 convention rebate not knowing what Indiana is going to do

Rather see all items...each line item

louann asked who was working on CD roms Christy is working on them. Questioned about CD as a go, if we take it out of budget Twana will have to revise the budget or keep as is because we have the money.

In discussing the budget, we decided....GET TWANA'S NEW BUDGET SHEET AND ADD AS APPENDIX.

Discussion included talking about website subscription called communications expense. Sharon asked if we could add a communications expenses? Twana asked for a dollar amount of \$250 be put in the communications expenses. Jason moved to accept the budget. Larry seconded. Motion carried. Twana will send out a new budget via email.

- | | |
|-----------------------|----------------------|
| d. Legislative | Cathy Carruthers |
| e. Marketing/Linkages | Christy Culver |
| f. Membership | Sharon Fisher-Larson |
| g. Nominating | Karen Drage |

We have a candidate for President-elect & Treasurer. Roger Fulk will appear on the ballot as the President-elect candidate and Debbie Gentene will appear on the ballot as the Treasurer candidate. The ballot will be in the next newsletter. There are no candidates for student representative or regional membership director.

- | | |
|--|----------------------------|
| h. Program of Work | Sue Elwood/Margaret Erthal |
| (Sue) Developed a draft copy of the 2012-2013 POW - posted in Google Docs. | |
| i. Publications | Matt White |
| j. Strategic Plan | Margaret Erthal |

New Business

- | | |
|--------------------------|--------------------------------|
| a. Chicago 2012 workshop | Margaret Erthal and Sue Elwood |
|--------------------------|--------------------------------|

The Chicago Workshop will be held July 16, 2012. A schedule with presenters, hotel information, and a registration form can be found on the NCBEA Website. [See flyer](#) for list of presenters.

Karen mentioned no one to take sharon's place as regional membership director, nor one for student representative. Karen asked for a motion to change "required to attend" NBEA to "recommended to attend. By the student rep." Robert seconded. Sharon stated that she didn't agree. Robert stated that school cannot pay for the student to attend. Robert felt that they should be required to attend NCBEA but maybe not NBEA. NCBEA does not pay for students to attend. Cuts were made across the board when NCBEA had financial difficulties. LouAnn asked if there was a special meeting for the student reps at the NBEA meeting. No meeting takes place. The discussion turned to having a student rep leadership development training at the NCBEA meeting. Sue

asked if we were the only region that meets at NBEA? Yes, were are the only official region that meets. Motion carried.

Sharon off board July 1. Sharon has always donated to send lapsed postcards there will be an expense for the person. Be prepared for expense possibly.

Nominating Committee policy was discussed. Section 12 under policies and procedures. We must reopen the nominations because we don't have candidates for all the open positions. So the date of May 31 SEE SHARON MOTION. Cathy seconded. Motion carried.

Announcements

Administrative Board

Bob is going off the board.

Treasurer and president-elect will be introduced at the business meeting.

Newsletter out by May by Matt.

Bills due to Twana by June 1. \$150 stipend needs receipt to submit.

Adjournment

Margaret Erthal

8:28 p.m. adjournment