



## A Note from the President

by Colleen Webb, MBEA President

What a Super Bowl game on February 6! Having been born and raised in the Upper Peninsula, of course my allegiance had to be with the Packers. Was this game a showdown of two great NFL teams, or what? But more than that, I believe it was also a "show-down" of advertising, or, as some put it, an Advertising Super Bowl, which viewers enjoyed ALMOST as much as the game.

Wasn't it awesome to see the numerous General Motors advertisements featuring Chevrolet? After a long absence from the Super Bowl sponsorship, GM as emerged, and they are continuing to build strength. Looking back over the past few years and what this company has been through, this is a positive sign of the resurgence of GM, and all of our automobile industry.

Perhaps the most memorable commercial was Chrysler and their pairing with Detroit's hip-to star, Eminem. Unveiling the Chrysler 200, Eminem was featured driving through the streets of Detroit, past factories, and landmarks such as the Joe Louis. Seeing the faces of Detroit's many buildings and residents was a moving experience, to say the least. Then, as he walked into Fox Theatre and took center stage and said, "This is the Motor City, and this is what we do." This is yet another sign that our auto industry is in a period of rebirth.

But even more important than the Super Bowl and its many advertising feats, was President Obama's recent visit to my, alma mater, Northern Michigan University and the Marquette area. NMU and the local business community are setting an example of how WiMax can be used to expand economic growth and provide educational opportunities to rural areas. If this can be done in Upper Michigan, think about the possibilities has for us as a nation.

In his remarks at NMU, President Obama said, "I see this (WiMax) as America's moment to win the future, so that the 21st century is the American century just like the 20th century was. But to do this, we're going to have to up our game.

To attract the best jobs, the newest industries, we're going to have to out-innovate, out-educate, and out-build. We're going to have to out-hustle the rest of the world."

The biggest impact on our future will be education, innovation, and drastic changes to our infrastructure. Here is where we come in. We, as business teachers, can have the biggest impact of all. To meet the challenge of the future, your Executive Board has set the theme for **the 2011 Annual Convention: "Business Education...Driving Michigan."** Are you ready to step up and meet the challenge?

How can we drive Michigan? We are planning an exciting year for Business Education here in Michigan so that we can do just that. Regions I and III are busy planning spring events. On our home page, <http://www.mbea-online.org>, click your Region Number on the map and you will get all of the details for the spring event in your region. Plan now to attend.

**The Adrian Project** will be presented in the Upper Peninsula. Through this project, college and high school students become "honorary Special Agents" and will have the opportunity to work with IRS personnel to solve white-collar crimes. Each team performs an investigation that takes approximately four hours to complete. This program can open new career opportunities for our business students as they decide on their college majors. This popular program has a long waiting list and we are most pleased to be able to bring this the Adrian Jr. Project to the UP.

Here's the expected itinerary from the IRS: Westwood High School is hosting the high school version on **March 15**, from 9 am to 1pm. Northern Michigan University is hosting the college version on **March 15**, from 7-10 pm Sault Ste. Marie High School and Career Center is hosting the high school version on **March 16**, 9 am to 1 pm Lake Superior State University is hosting the college version on **March 16**, 6 -9:30 pm. Times may be adjusted, if necessary. For more information, contact Ronalyn Arseneau at [arseneaur@nice.k12.mi.us](mailto:arseneaur@nice.k12.mi.us).

## Mark Your Calendar!

**March 15-16, 2011**

*The Adrian Project  
Upper Peninsula, MI*

**May 6, 2011**

*Upper Peninsula Educational Technology  
& Business Conference  
Munising High School*

**June 22, 2011**

*Michigan Joint Education Conference  
Coopersville, MI*

**July 18-20, 2011**

*MBEA Summer Academy  
Davenport University in Grand Rapids*

**July 25-29, 2011**

*2011 ISBE Conference  
Basel, Switzerland*

**November 2-4, 2011**

*MBEA 2011 Annual Convention  
East Lansing Marriott Hotel*



## MBEA Opportunities Abound

by Joyce Hansen

Summer Academy is scheduled for **July 18-20** at Davenport University in Grand Rapids. This year we will focus on the pursuit of AP Accounting - Accounting Pilot and Bridge Project. This training will be brought to us by Dr. Dan Deines of Kansas State University and his staff. The State of Michigan has approved this course in the Finance program delivery. It's a prime opportunity for Michigan Business teachers to reinvent ourselves, breathe life into our business curriculum, as well as provide an academically challenging course to our program. This is a national pilot project and the data gathered will be presented to the College Board seeking their approval for AP Accounting. This program does not advocate elimination of our high school accounting classes, but furthers study in the accounting area and opens options for students. We are also planning a follow-up to this training in November at the State Conference.

This year we have once again partnered with MiJEC to present the Michigan Joint Education Conference on **June 22**, in Coopersville, MI. Information for the conference can be found on the MiJEC website at <http://mijec.org/>. I have personally attended this conference and used information in my classroom at Baker College.

As an organization, we have strengthened our lines of communication with the Michigan Department of Education with the appointment of Tom Knight as one of the newest members of the Office of Career and Technical Education team. Tom, who taught at Grand Ledge High School, has been on our Executive Board and will continue his board involvement as an Educational Consultant, providing us with a strong tie to the Michigan Department of Education.

We are also committed to strengthening our ties with the North Central Business Education Association and the National Business Education Association through constant communication, webinars, and teleconference calls. We are very fortunate to have Dr. Margaret Erthal as a presenter at our State Conference in November.

I have saved the best for last. On behalf of the entire MBEA Executive Board, I invite you to attend the MBEA 2011 Annual State Conference at the East Lansing Marriott Hotel, **November 2-4**. Better yet, consider being a contributing member of the conference by playing a role in the event by becoming a speaker, a session liaison, participating in a workshop, or leading a workshop. Keep an eye on our website as our plans evolve. Be sure to enter the dates on your calendar today so you can plan to attend!

## A Call to Serve

by Maggie Reeder, Vice President for Business and Finance

It has been my pleasure to serve on the MBEA board again. Although I will not be on the board much longer, I will remain active in MBEA. I can still recall being required to join three professional organizations as part of the requirements in Methods of Teaching Business Education class at Ferris State University. Our great leader, Dr. Carol Turner, expounded on the fact that we need to be part of more than our own classroom and schools. As professionals, we are called to serve – not just our students, but our profession. Our participation is vital to the success of our organization, and our organization is vital to the future of business education. The experience of serving has given me much more than I have given. I want to encourage each and every one of you to consider the current vacancies available on the MBEA board. Contact President Colleen Webb at [colleen.webb@baker.edu](mailto:colleen.webb@baker.edu) if you are interested.

# WANTED

*An MBEA member to take over the  
duties of  
Vice President of Business & Finance  
ASAP with  
term ending  
December 31, 2013*

*If you are interested, please contact*

*Colleen Webb, President*

*at*

*[colleen.webb@baker.edu](mailto:colleen.webb@baker.edu)*

*or call*

*810.765.9078 Home*

*810.765.9078 Cell*

## Business Education . . . Driving Michigan

by Linda L. Powell, Western Michigan University  
Four Year College/University Representative

Graduating from Western Michigan University in business education many years ago, I left the university with a passion and desire to “drive” my own classroom. At that time, Michigan’s economy was in a downturn and no one was hiring, very much like today. I had been recently married with a husband that worked in Kalamazoo so I was “parked in neutral” staying in Kalamazoo. The “drive” to teach was still present in my heart and to reach this destination, I found myself teaching part-time at Kalamazoo Valley Community College. The “road” took me to Davenport University, adult education, and Nazareth College before finally ending up at Portage Northern High School where I parked my car for many years.

Along the roads I traveled teaching at various locations; I found red, yellow and green “traffic” lights. Of course the green lights were the ones I liked best, yellow lights slowed me down, and the red lights were often the lessons I learned the hard way and remember to this day.

While at Portage Northern High School, I began a relationship with MBEA attending regional and state conventions. I saw business teachers that had stepped up to the plate by becoming the movers and shakers in the organization. Before long, I was invited to plan Region III events and got involved at the state level as Membership Chairperson. Both of these opportunities gave me a chance to meet some pretty motivated business teachers across the state. These teachers kept the “drive” in me to work on more committees, get involved with state-level activities, and promote MBEA.

As many of you know, “detours” can occur in one’s life and with my children getting older and becoming more active in their school and community activities, I needed to “park” the MBEA car in the garage and take a break. The high school I taught at was in close proximity to Western Michigan University, which offered the opportunity to mentor business pre-interns and interns in my classroom.

Observing these students, I found they had an enthusiasm and “drive” to one day have their own classrooms. This observation energized me and made me a better classroom teacher, coach and mentor. I met some brilliant young students who are now in their own classrooms “driving” their students to accomplish wonderful things.

The road for me took me on a side trip I never dreamed of – the opportunity to teach at WMU as a CTE instructor working with students. Roles flipped for me from being the classroom teacher with college students to placing these college students with many of the business teachers I knew professionally. Well, I backed the “MBEA” car out of the garage and once again became involved with the MBEA Board as College/University Representative. I found the Board dedicated and “driven” to promote business classes in Michigan. Working with these enthusiastic members, has given me the feeling of being ready for a “road trip” promoting business education curriculum once again.

My position at WMU enables me to network and promote WMU pre-interns and interns and look for mentor teachers who want to guide these future teachers, as they get ready to “drive” their own classrooms one day. By working together, you and I can help make our business education classrooms stronger to give our pre-interns and interns an opportunity to show us “they want to be in the driver’s seat” and prepare their students for jobs and opportunities that are on the horizon! Like the rebirth of Michigan’s auto industry, we, as business teachers in Michigan, have an opportunity to promote the rebirth of our business education classrooms through integrating academics, adding an AP accounting course, promoting BPA and DECA success stories, and helping the students learn skills that will keep them off “dead end roads”.

**I look forward to meeting you at one of the regional spring events held this spring, the summer academy and the state convention in East Lansing this fall.** Feel free to contact me at [linda.l.powell@wmich.edu](mailto:linda.l.powell@wmich.edu) for more information about working with a WMU CTE pre-intern or intern.

### 2011 ISBE Conference: Basel, Switzerland, July 25-29, 2011

The 2011 International Society for Business Education conference, “Business Education: Stakeholders’ Current and Future Requirements,” will be held **July 25-29** in Basel, Switzerland. The deadline for early registration fee of CHF 1,000 is May 30. The conference fee includes the program, all meals for the week except one, and scheduled tours. More details and conference registration information are available at <http://www.siec.ch/conference-2011.html>.

The 2012 conference will be held in Denver, Colorado, July 29 to August 3. The conference theme will be “Mile High and Worldwide—International Business Education.” Proposals are requested for seminars, presentations, and workshops for that conference. The submission deadline will be January 15, 2012. More information about this conference will be available after the 2011 conference.

## “Driving Michigan” at the Post-Secondary Level

by Patricia Pearson, Community College/Private Business School Representative

“Business Education...Driving Michigan” is the theme for the Fall MBEA Conference. As we look back over the past few years the economy in Michigan has been plagued with failing businesses. We are looking to the future, confident of a turnaround for business in our state. **The question is: How can education, and more importantly, business education at the post-secondary level, become the driving force in reviving our state?**

What can we do, as business educators, to model and mentor students to make a difference in the workplace as they contribute and play a critical role in the revitalization of Michigan's economy? Please consider being a presenter at the Fall Conference and share what you are doing in your classroom with other post-secondary instructors around the state. We can only strengthen our presence as the post-secondary contingent if you are willing to become involved.

I look forward to seeing you at the conference. Let's plan to have post-secondary educator voices be heard.

## MBEA Region 1 News

by Linda Schwake, MBEA Region 1 Representative

**The 11<sup>th</sup> annual Upper Peninsula Educational Technology and Business conference will be held May 6 at Munising High School.** The conference is a joint effort between MBEA, MACUL and MIVU. The conference offers Upper Peninsula and Northern Lower Michigan teachers in all grade levels and subject areas a chance to see how technology is used in the classroom. The conference consists of approximately 32 sessions to choose from. Details still have to be worked out yet, but the conference will certainly include sessions of interest to all—from using a GPS to teaching in the cloud. Vendors from a variety of technologies will also be available to help teachers decide on technology for their classrooms. If your school doesn't support going to a conference outside of the U.P. this is the one you want to attend for sure. Because the conference is held “off-season”, motels are offering great rates. **Conference registration is \$40 and includes lunch.** The conference starts at 8:00 am and drawings for door prizes and wrap-up takes place at 2:30.

Registration will be soon be open at the MACUL website: <http://www.macul.org/otherevents/upedtechbusinessconference/>. If you have any questions regarding the conference or wish to present at the conference, please contact [lschwake@charter.net](mailto:lschwake@charter.net) or visit the MACUL website to submit a proposal.

## Professional Development Award Program Free Money!!

Lake Trust Credit Union is committed to supporting financial education and college access efforts in Michigan schools.

The Lake Trust Credit Union Professional Development Award Program was established in 2010 to provide financial assistance resources to Michigan educators for out of classroom/school professional development opportunities such as workshops, association conferences, and training.

In recognition of and in appreciation for our MS/HS Business Teachers, K-12 School Counselors, and Family and Consumer Science Educators within Lake Trust's 35-county membership areas, the Professional Development Award Program provides a resource for today's educators to continue enhancing their teaching skills, while supporting their students' financial and career goals to achieve a bright and exciting future in Michigan.

Visit our website for eligibility and funding details and an application or contact Nicole Piche at 517.267.7111.

Applicants need not be a member of Lake Trust Credit Union.



## Ramp Up Your Program – Pursue AP Accounting!

by Tom Knight, Vice President of Publications

AP Accounting – is such a thing even possible? The *Accounting Pilot and Bridge Project* is a national pilot study pursuing that possibility. Business educators across the U.S. are attending workshops, becoming advocates in a national effort to persuade the College Board's recognition of Advanced Placement Accounting. The *Accounting Pilot and Bridge Project* is gathering data as supporting evidence of the need for high schools to offer AP Accounting.

This summer you have a prime opportunity to position yourself as a participant in a national pilot study. An *Accounting Pilot and Bridge Project* workshop is being held at Davenport University in Grand Rapids, **July 18-20**. After completing this workshop you will be fully prepared to offer an advanced Accounting course that is part of the national project pursuing AP Accounting. Presenters of the workshop include two professors, one from Kansas State University and one from University of Connecticut. Both professors are CPA's. In addition, at least one high school teacher who is teaching the course will be an integral part of the presentation.

Selfishly speaking, if you are looking for ways to promote your program to students, parents, administrators, and your community, this is the perfect opportunity. AP courses catch attention. Because "AP" is a trademark name, schools are naming this course Advanced Accounting while others have opted for College Accounting. If the College Board approves the request, usage of the title "AP Accounting" will be permissible.

Last spring I had the opportunity to attend an *Accounting Pilot and Bridge Project* workshop and offered the course this year; I was amazed with the changes that occurred in my classroom. This course is structured in a manner that drips with relevance; students immediately made connections to business, bringing understanding to decisions businesses must make. The course uniquely blends financial and managerial accounting, and includes materials covered in college finance courses.

Shake up your school student body and faculty's perception of business education, become involved in this national initiative of pursuing AP Accounting. Broadening the appeal, this course easily fits the requirements for senior year math. In addition, the Michigan Department of Education recognizes the value of this project, and last summer approved its offering as part of the Office of Career and Technical Education program delivery in Finance.

If you would like more information on the *Accounting Pilot and Bridge Project* visit the project's web site at: [www.accountingpilot.com/](http://www.accountingpilot.com/). If you have questions about including the *Accounting Pilot and Bridge Project* in your school's curricular offerings feel free to contact me at: [knightr@yahoo.com](mailto:knightr@yahoo.com).

*Shake up your school  
student body and  
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## Summer Academy to Feature Accounting Pilot Training

**The MBEA Summer Business Academy for 2011 will be a training session for the Accounting Pilot and Bridge Project.** The Project is a national initiative to convince the College Board to add accounting to AP curriculum. The dates are set for **July 18 – July 20** at Davenport University's Lettinga Campus in Grand Rapids.

The Academy training session will be led by Dr. Dan Deines of Kansas State University who is the driving force behind the Accounting Pilot along with Joe Bittner of the University of Connecticut. Deines will bring two additional trainers who are high school teachers that have successfully implemented the new curriculum. They will be able to address most of the concerns teachers might have. For more information on the Accounting Pilot and Bridge Project go to <http://www.accountingpilot.com/>.

The training session will run three full days, with continental breakfast and buffet lunch provided. The registration fee has not been determined, but will be similar to previous academy costs. The training will be offered first to current

MBEA members paid for 2011, then to teachers who are not current MBEA members. MBEA membership is expected for all teachers who participate. For more information on membership go to the MBEA web site <http://www.mbea-online.org/> and click on the membership tab. Also watch the website for updates and a registration form.

Teachers who attend will need a financial calculator and a copy of the textbook which they can get free from the publisher, a \$155.00 value. The recommended calculator is the HP10BII. Instructions to get the free textbook will be sent with confirmation of registration.

Delivery of the Accounting Pilot and Bridge Project program content has been approved by the State of Michigan. Teachers may use the standard curriculum content or the pilot curriculum content to meet the state accounting requirements. **This is an opportune time for districts to become a participator in a national pilot program and an advocate for a national initiative.**

## Teaching in the Cloud

by Ronalyn Arseneau, Vice President for Membership

As business educators, we are constantly challenged with exposing our students to the latest in technology, continually updating our curriculum to keep pace with the changing times. One of the major developments in the past few years has been in cloud computing. A major technology company has begun using “the cloud” in its advertisements, but that company does not have a monopoly on cloud computing. It is everywhere around us, and gives us wonderful options when encouraging our students to collaborate electronically outside of the classroom.

I wrote this article in Google Docs, one of the many free options available. Google Docs provides word processing, spreadsheet, and presentation software that students can use at home. This can be beneficial when some students don't have software that is compatible with school software. Students can download the Google document, for instance, as a Word document, as well as uploading it to storage in Google and accessing it from school. This helps to avoid some of the problems associated with accessing documents they've sent to themselves in email accounts that school firewalls block.

They can also upload documents prepared in other software programs (such as Microsoft Word) to Google. They then have access to those documents from anywhere in the world with only an Internet connection.

Students working on group projects can each access a shared document, making individual changes to that document, and working collaboratively to complete a report or other document. All revisions that are made are saved and recoverable. Many cities across the U.S., most notably Washington D.C. and Los Angeles, have switched their employee-based systems to Google Apps, allowing for such collaboration and saving costs in the process. In education, where cost is always an issue, we can allow our students to benefit by exposing them to free resources they can use at home as well as in the classroom.

In our personal computing, we can also take advantage of free applications from the cloud. I, for example, use an application at mint.com, a personal finance site that allows me to pull together all of my banking information, investments, loans, etc., from multiple institutions and use that combined information for financial planning, budgeting, and tax preparation purposes. It is a secure site that is growing in popularity because it allows you to see your entire financial picture in one snapshot.

Cloud computing will only grow in the future, and our students will be sure to use some of these types of applications in the world of work and in their personal lives. It is important to allow them the opportunity to experience some of the many options available to them out there “in the cloud.”

## Why Should YOU Be Involved in MBEA?

by Tracy George, MBEA Secretary

According to [Wikipedia](#), “A **professional association** (also called a **professional body**, **professional organization**, or **professional society**) is usually a non-profit organization seeking to further a particular profession, the interests of individuals engaged in that profession, and the public interest.” An association is a synergistic group, meaning that the effect of a collection of people is greater than just one person. Michigan Business Education Association (MBEA) is the association in Michigan for those of us interested in Business Education. We are “the voice” for our profession to the Michigan Department of Education.

You can probably come up with reasons why you shouldn't become involved. Some might be:

- The time after work
- The extra effort
- The time spent away from work
- The thought of networking
- The money spent on dues and conferences

**However, in this case it seems clear that the benefits outweigh the costs. Here are just a few of the benefits of being involved:**

- Expanding your professional network
- Learning about issues and developments in business education
- Discovering what other teachers in your field are doing in their classrooms
- There are few better ways of showing your commitment to the field than joining the professional association
- Find out who the “movers and shakers” are in your field
- Contacting someone in your field about possible employment as a fellow member of the association may open a door

I urge you to become involved. Maybe you can only commit to being a member right now, and that's great. Another option is to jump in with both feet and offer to be part of the Executive Board. If you feel you have a method, concept, or knowledge that you would like to share, we would be happy to have you present at the Annual Convention. **Whatever you do, we need you to be part of our voice.**

