

NOTES & QUOTES

Mountain-Plains Business Education Association

A Region of the National Business Education Association

- Colorado
- Kansas
- Nebraska
- New Mexico
- North Dakota
- Oklahoma
- South Dakota
- Texas
- Wyoming
- Manitoba
- Saskatchewan

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President's Greeting

Jean Condon, M-PBEA 2020-2021 President

What is your 15 minutes of fame?



Hello

It's that time of year again to reflect back on the events of 2020. Oh boy, was it eventful and like none other. Open up your optimism and reflect back on the good things that came out of 2020. For me--I want to think that I am a much better online instructor. Also, I want to think that I reach out to students more frequently, and I listen more to my students with patience and understanding.

This past year reminded me of the statement "15-minutes of fame" and most recently the Fleetwood Mac Dreams (I know I had that album back in the day) skateboarder who made a difference in his life. 15 minutes of fame is defined as a short-lived media publicity or celebrity of an individual or phenomenon. The expression was inspired by Andy Warhol's words "In the future, everyone will be world-famous for 15 minutes", which appeared in the program for a 1968 exhibition of his work. Another view by John Langer suggests that 15 minutes of fame is an enduring concept because it permits everyday activities to become "great



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2020-2021 M-PBEA Officers

President

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President's Greeting

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effects.” A more recent adaptation, most possibly prompted by the rise of online social networking, blogging, and internet celebrity, is the claim that “In the future, everyone will be famous to 15 people”. I think business educators have more than proven their ability to provide great experiences for their students and become more than famous to 15 people. When was there a time your work was recognized, a time you saved that kid, the time you were one in a billion, the time you realized you had fans, the time you were the face of fun, the time you spoke truth to power, or the time you were just you? It’s a nice little reminder to celebrate the good moments. Look closely; there are more of them around than you might think. What is your 15 minutes of fame?

It is my pleasure to serve as your M-PBEA President, and I look forward to working with all Business Educators in the Mountain-Plains Business Education region. Plan to attend our conference TAKE STOCK IN BUSINESS EDUCATION in Fort Worth, Texas in June 2021. Please encouraging your colleagues to join our NBEA/M-PBEA family and to attend the M-PBEA conference in June 2021. My hope for all of you is that you can spend time safely relaxing with family and friends (whatever that might look like for each of us) and look forward to the great things that will come your way in 2021. I look forward to seeing you at NBEA in New Orleans in March and M-PBEA in Fort Worth in June!

Thank you.
Jean Condon
M-PBEA President



Zoom, Zoom, Zoom

Submitted by Matt Maw, M-PBEA President Elect

A year ago I went to a professional development workshop about how to use Zoom in the classroom. Among the topics discussed were how great it could be to set up a Zoom call to chat with a colleague at another district building, how wonderful Zoom chat could be an alternative to email, and how marvelous it could be to set up group chats and meetings. Zoom was introduced as another tool for the toolbox and I began to ponder whether I wanted to join the Zoom train, a bit hesitant to add yet another tool. A year later, most of us are all on the Zoom train, possibly forced because of necessity rather than wanting to be digital natives with a new-ish platform, at least for my school district and at secondary level.

Zoom seems to be here to stay for the foreseeable future as we continue with virtual meetings, hybrid courses, and remote students. I am a firm believer in establishing culture as the school year starts and now find myself needing to set the Zoom culture to make the best of the experience.

Here are five strategies that I've found to be successful in creating a positive Zoom culture!

1. **Expectation of 'Cameras On!'** - My school district did not initially allow us to require cameras to be on but as an individual teacher I was able to set the expectation for cameras to be on. Students have held themselves and their classmates accountable.
2. **Greet Students** - I try my best to greet students by name once they come onto the Zoom meeting, camera on and ready for learning. This can be challenging when lots of students are entering at the same time but I feel it is worth the effort. The students seem to enjoy the interactions and will often give a wave or exchange a short greeting back. There have been some students who did not initially have their camera on but the greeting and exchange with others prompts them to turn on theirs too.
3. **Zoom Awards** - We have talked in class about Zoom etiquette and wanting to present the best of ourselves on Zoom. I have given Zoom Awards to recognize students in this area. Just at the instance of mentioning my pondering of who should be recognized for a Best Zoomer award, I see changes in posture, screen placement, and engagement.
4. **Reserve Breakout Rooms** - I have got into a routine of creating a few additional breakout rooms to use throughout the class period as needed. I had been creating breakout rooms on a need by need basis but quickly discovered that I could not add another room or recreate the rooms if meetings were already in session. I keep a few standby rooms for students to meet with other staff members who might pop into the meeting, have individual and small group conferences with students, or allow students to meet in a room to share. If I am sending everyone to breakout rooms, I'll recreate the rooms to best fit the type of activity and group size desired for that particular part of the lesson.
5. **Breakout Guide** - After having students describe breakout rooms as 'awkward silence' and witnessing this firsthand through my pop-ins, I knew something had to change to help facilitate discussion and hold students accountable. I often have students make a copy of a discussion guide or collaborate to complete a slide on a shared slidedeck. I have students list all the group members and color code/highlight the individual sections they would ultimately be responsible for when presenting and asking follow up questions. I have found that adding this formal piece enhances the discussion and accountability. The guide helped set the expectations for breakout sessions and we can now have shorter, informal discussions within the breakouts without the need for a formal breakout guide.



M-PBEA Award Nominations

Submitted by Matt Maw, Awards Chair

It is time to begin thinking about nominating your state colleague(s) for the M-PBEA Awards. Let's get each and every state in our region to have a nomination in each category.

M-PBEA gives the following awards:

- 🏆 Outstanding Contributions to Business Education by a **Middle Level Business Teacher**
- 🏆 Outstanding Contributions to Business Education by a **Secondary Business Teacher**
- 🏆 Outstanding Contributions to Business Education by a **Postsecondary Business Teacher**
- 🏆 Outstanding Contributions to Business Education by a **Senior College or University Business Teacher**
- 🏆 Outstanding Contributions to Business Education by an **Administrator or Supervisor of Business Education**
- 🏆 Outstanding Contributions to Business Education by an **Institution, Organization, Business Firm, Government Agency, or an Individual Association** with any of these Groups
- 🏆 Outstanding Contributions to Business Education by a **Secondary "Rookie" Business Teacher**
- 🏆 Outstanding Achievements of **Middle Level, High School, Community College and/or College Business Education Program**



Specific information and applications can be found at <https://mpbea.org/current-award-info>.

Please take a few minutes to nominate your outstanding members! Nominated members will submit your nomination form with their electronic application packet by March 1 to Matt Maw at imaw@lps.org.

Looking forward to seeing your application!!



Be Professional...Be Confident

Submitted by Danya Martin, M-PBEA Member

I am a mentor teacher this year. Not really the point of the story but more of the beginning of a realization.

My mentee teacher is working through an alternative certification program to become a certified business and marketing teacher. She has 28 years of experience in business and banking. She received her first evaluation from her program supervisor last week and very quickly came to me in frustration.

She had received a “Developing” rating in every category. She understood this was an accurate rating for her as a rookie teacher in all categories but one:

Professionalism.

It is hard enough to be a teacher right now, and to be a new teacher is most definitely the ultimate struggle. As she shared her frustration and her belief that her professionalism is the cornerstone of who she is as a teacher right now, I realized that this is true for all of us. She understands everything related to teaching is a learning process; but she knows how to be a professional, and knowing that brings her confidence each day.

We all know that teaching is “messy” right now, but my lesson learned from her experience...be a professional. The one unchanging and controllable

thing we have right now is our professionalism. We can control when and how we communicate with parents, colleagues and supervisors. We can control how we present ourselves each day in our appearance and our attitudes. We can choose to explore and learn new apps or programs. We can control how we interact with our students. We can choose to be a role model for our students.

Wong and Wong stated, “A professional is defined not by the business a person is in but by the way that person does his or her business.”

Let your professionalism be the cornerstone of your teaching this year; let it bring you confidence every day.

Danya Martin



*Ronald Reagan High School
Business & Technology*



Reinforcing Relationships with Business Librarians

Submitted by Karen Leeseberg, M-PBEA Member, Southern Methodist University

As a business librarian in charge of research instruction, I joined NBEA last year to get a better idea of what business instructors and professors were doing in the classrooms. In return, I feel I can provide a different perspective to classroom instructors. The pandemic offered a fresh perspective on the relationships between faculty and librarians.

I was pleased to discover that all the library instruction sessions that had been scheduled in spring semester courses continued when classes transitioned to remote Zoom versions. When it came time to schedule sessions for subsequent semesters, the professors all saw the value in continuing with the research assignments. It was very reassuring to know that we were providing resources and skills that could withstand a pandemic. Overall, the instruction program in the Business Library at the Cox School of Business (Southern Methodist University) has benefited and grown as a result of the pandemic pivot.

The vast changes required by the Covid-19 situation offer a great opportunity to establish or reaffirm your connections with the librarians and resource room professionals at your institution. Librarians can offer a professional, outsider perspective to classroom instructors even if we are not directly involved with your course. You may tell your students to use library resources, but do you know exactly what is available or if your students are asking the librarians for assistance? Your librarian will be glad to speak with you about how your students are interacting with the library. When the pandemic stopped in person use of library resources, we explained to faculty how the students could continue accessing databases such as Bloomberg remotely in order to complete their assignments. We assisted numerous students with the transition to using library resources in the online

environment. The more the librarians know about the research you require in your course, the more they can assist you and your students.

Librarians interact with numerous instructors and students in a wide variety of courses. This makes them a good source of general knowledge about instruction and technology. As an example, one faculty member who hadn't had to teach in the new environment yet contacted me in the fall to ask what I knew about how other faculty were handling student group presentations in their classes now that everyone is not physically in the same room. I was able to provide ideas from what I had seen other classes do, and he was grateful. Librarians are a potential resource for assistance if you are struggling with how to engage your students remotely.

The pandemic pivot helped our library see our connections with faculty and students in a new light. We will use these insights as we work with our business programs going forward. I urge you to use this opportunity to contact your librarian(s) and learn how they can assist you and your classes.



Conference Planning from the Inside: Why Attending the 2021 M-PBEA is Critical

Submitted by Sherrell Wheeler, M-PBEA Past President



For our 2020 M-PBEA Conference in Ft. Worth that was cancelled, we had negotiated a contract. In order to get out of that contract because of COVID-19, we had to move our contract to 2021 but we also had to guarantee them that we would meet minimum requirements. That was our only option or we would have to pay major penalties for cancelling that 2020 contract. We had no option but to cancel that contract; we could not have our 2020 conference. We must have our 2021 conference! We need your help! We are obligated to 74 total guest room nights and a minimum food and beverage of several thousand dollars. If we meet those two minimums, we will not pay any penalties for the 2020 conference nor the 2021 conference. You will get to stay in a new, beautiful hotel in the historic Ft. Worth Stockyard area for \$139 per night which is an amazing price for that area. You will get complimentary internet, breakfast, and drinks with appetizers every night at a reception! And,

of course, you will get to enjoy being with amazing business and technology educators as you get to have in-person networking opportunities!

Why would M-PBEA have a contract that would put us in this situation? When it is time to plan for a conference that requires using hotel space for meeting rooms and reserving guest rooms, negotiations must be made between the facility and the organization. Many members of the organization have no idea the details of some of those contracts. Let me share with you some of the inside information when it comes to conference planning. Typically, those contracts include how much will be charged for a number of things including: the meeting space, the guest rooms, audio/visual resources and services, multiple settings of rooms, etc. Along with that it must be determined how much will be spent on food and beverages. All these agreements come together in determining the contract that will be signed.

If more guest rooms are guaranteed, then the meeting space can be negotiated at no charge. If a certain amount of food and beverage is guaranteed then lower costs for rooms and meeting space can be negotiated. At some hotels the cost for internet in the meeting spaces is extremely expensive so that is something that is always considered when negotiating the contracts. Members always want complimentary internet so that is a consideration in the negotiations.

When setting up meeting space, the podiums, microphones, audiovisual equipment, screens, internet, tables for the projects, etc. are usually all at an extra charge unless negotiated into the contract. Typically, a room is set at the beginning of the day

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Conference Planning from the Inside: Why Attending the 2021 M-PBEA is Critical Continued...

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and to change the arrangement of that room requires hotel staff and thus a charge. If changing the room for a night function is needed, that must be part of the negotiations. If any special setups are needed such as vendor tables, that is a special arrangement and would be a separate charge. If any drapery is needed, that is a separate charge.

What can be used to negotiate and get some of these items included in the contract without paying for them? The two biggest items are to guarantee that a certain number of rooms will be booked and that a certain amount of food will be utilized. As mentioned at the beginning, that is what M-PBEA did in the contract negotiated for 2020 that was renegotiated for 2021.

That is where M-PBEA is at this point. We had negotiated a contract that would provide the space needed for the number of attendees who normally attend the conference, would give conference attendees a great experience, and would provide rooms in the Ft. Worth Stockyard area at a reasonable rate. We

did not anticipate COVID-19 but now we are excited about June 2021 and the opportunities this conference will bring to our M-PBEA members. We know that the M-PBEA membership will step up and attend the conference to help in meeting the obligations of the association and to join others in an opportunity for an in-person conference to network with colleagues. This will be a great time to share ideas and “lean on” other educators that have been going through these difficult months just like you have!

Everyone make plans right now to attend the M-PBEA Annual Conference at the SpringHill Suites by Marriott in Ft. Worth, Texas, June 13-16, and Take Stock in Business Education.



M-PBEA Leadership Award Nomination Information

Submitted by DeLayne Havlovic

Congratulations to Sherrell Wheeler, New Mexico, who was named the 2020 Dr. Donald Moore Leadership Award recipient. Due to M-PBEA not hosting a face-to-face conference in 2020, we plan to publicly recognize Sherrell during the 2021 M-PBEA Conference where we will also recognize a 2021 recipient. The M-PBEA Dr. Donald Moore Leadership Award is the most prestige award that a M-PBEA member can receive. The award recognizes outstanding leaders within our organization. Recipients of this award have provided countless hours of service toward business education on the regional and national level.

The M-PBEA Board of Directors voted in 2019 to change the name of the what was known as the Leadership Award to the M-PBEA Dr. Donald L. Moore Leadership Award to honor the memory of our dear business education advocate/colleague that passed away in June 2019.

We have so many strong leaders in our Association! I strongly encourage you to nominate members in your state association who have provided a service to our regional association. Contact the person who deserves this award and assist them in completing the application materials before the March 1 deadline. Leadership activities in the past ten years are given the highest priority when being judged. The application and nomination form are available at www.mpbea.org.

The categories on the award application include:

Category 1: Leadership exercised in the M-PBEA organization, (offices held, term as Board Member, convention committees, etc.)

Category 2: Leadership exercised in other organizations and groups in the M-PBEA geographic area, including the candidate's own state, (offices held, committees

served, awards received, etc.) Could include your state organizations, student organizations, school groups, etc.

Category 3: Leadership exercised in national and/or international groups--activities primarily apart from those in the M-PBEA region and organization. (NBEA, DPE, PBL, FBLA, BPA, DECA, ACTE, ISBE, etc.)

Category 4: Evidence of abilities in speaking, writing, and research. List presentations you have given, articles written for publications, etc.

Category 5: Evidence of abilities in teaching, counseling, and administration. This section basically is a written report about what you feel qualifies you for this award. Maybe include quotes from administrators, fellow teachers, students, etc. Letters of support are discouraged.

The nomination deadline for the Leadership Award is March 1, 2020. Application and nomination forms may be emailed to DeLayne Havlovic, 4308 N. 158 Avenue, Omaha, NE, 68116; e-mail: delayne.havlovic@ops.org.

Please nominate someone today! We have so many great leaders in our association that should receive the recognition they deserve.

2021 M-PBEA Leadership Award

Nominate a Colleague!

Complete Nomination Packets
must be postmarked by
March 1, 2021.

Nomination forms and guidelines
can be found on the
M-PBEA website
or from
DeLayne Havlovic
4308 N. 158 Avenue
Omaha, NE 68116
delayne.havlovic@ops.org



Changes Moving NBEA in the Right Direction

Submitted by Carol Sessums, M-PBEA Representative to the NBEA Board

Are you like me? Worried about how any changes might make things complicated and upset your organized life, both professionally and personally? I've always said change for the sake of changing isn't necessary, or if it's not broken, why fix it. However, the changes taking place with NBEA are for the good of the association to ensure survival and growth.

It's an honor to represent M-PBEA on the NBEA Board and to be in the front row for the changes that have already taken place and to be involved first hand in some of those changes. Members worried that the change in membership from professional, retired, student to bronze, silver, gold and platinum as well as the increase in dues that came along with the change might negatively affect membership. This hasn't been the case. In fact, NBEA membership has remained steady and the benefits of membership have increased.

Yes, publications have gone online, which for an old dog (which is how I feel especially in 2020) has taken some getting used to but we have also had the opportunity to participate in more webinars and become members of interest groups through the website. In my opinion, change hasn't been so bad.

Let me put some perspective on how change has affected the Mountain Plains region. As a region when educators join NBEA they are automatically part of M-PBEA, that hasn't changed. What has changed is that we don't necessarily need to align our bylaws with NBEA. M-PBEA is an independent association affiliated with NBEA. We will continue to have representation on the NBEA board and need to continue our membership efforts in the region.

The NBEA board recently updated the Bylaws to reflect the new structure which includes three councils – Council for International Business Education (formerly ISBE), Council for National Business Honor Society, and Council for Business Teaching and Research (formerly ABTR). Policies and Procedures have also been updated to align with the Bylaws. All these changes are moving NBEA in a positive direction. You'll want to be part of this positive direction by making plans to attend the NBEA Convention in New Orleans, March 30 – April 2, 2021. See you there!



GETTING THE MOST FROM YOUR NBEA/M-PBEA MEMBERSHIP

Submitted by Christine French, M-PBEA Membership Director

Are you getting the most from your NBEA/M-PBEA membership? Visit the NBEA website at nbea.org to keep abreast of what is being offered to members, such as:

- Access the newly released *National Standards for Business Education*
- Visit the NBEA Business Education Library to access presentations and publications
- Participate in Upcoming Events. The following events are scheduled for 2021:
 - Networking Event for New Teachers
 - Top 5 Ways to Improve Soft Skills Education
 - NBEA LinkUp Networking Event
 - An Introduction to the U.S. Commercial Service
 - Seven Habits of Highly Effective Business Teachers
- Join the newly establish NBEA Book Club; starts January 2021
- Register for professional development conferences
 - NBEA Annual Convention, March 30-April 2, New Orleans, Louisiana
 - M-PBEA Conference, June 13-16, Fort Worth, Texas

The NBEA website is an excellent resource for business teachers to network, learn, and participate in professional development activities. Get the most from your NBEA/M-PBEA membership—check out what is offered by NBEA at nbea.org.



BENEFITS





Give Yourself a Gift!

JOIN NBEA

Membership in the National Business Education Association is a gift filled with:

- **Friendship:** networking opportunities
- **Excitement:** professional development through convention workshops
- **Honor:** opportunities for you and your students to be recognized
- **Creativity:** curriculum ideas and materials for your classroom

...and much much more!



Visit www.nbea.org for membership details





TAKE STOCK IN BUSINESS EDUCATION

Mountain-Plains Business Education Regional Conference
June 13 – 16, 2021

SpringHill Suites by Marriott
Fort Worth Historic Stockyards
2315 N. Main St. Fort Worth, Texas 76164 817.231.7380

Hotel Reservation Code (**MPB**) and Link:
(<https://www.marriott.com/events/start.mi?id=1574375848886&key=GRP>)
\$149.00 per Night (Rate for reservations made **before May 16, 2021**)

Registrations				Fee	Total
Early-Bird Registration (before May 24, 2021 (current NBEA Member)				\$150	\$
Regular Registration (after May 24, 2021) (current NBEA Member)				\$170	\$
*Non-current NBEA Professional Member				\$200	\$
Student Registration (current NBEA Student Member, approved by NABTE)				\$90	\$
Retired Registration (current NBEA Retired Member)				\$120	\$
Breakfast-Leadership Development Institute participant/Board Member - Monday, June 14				Attending ___ Yes ___ No	
Breakfast-First Time Attendees - Tuesday, June 15				Attending ___ Yes ___ No	
President's Reception & Awards Banquet - Tuesday, June 15				Attending ___ Yes ___ No	
	BUFFET	Vegetarian ___ Yes ___ No	Gluten Free ___ Yes ___ No		
Additional Ticket for Guest - President's Reception & Awards Banquet				\$50	\$
Brunch Closing Session - Wednesday, June 16				Attending ___ Yes ___ No	
	BUFFET	Vegetarian ___ Yes ___ No	Gluten Free ___ Yes ___ No		
Additional Ticket for Guest – Brunch Closing Session				\$40	\$
No formal luncheon will be hosted on Monday or Tuesday – there will be designated breaks for lunch and networking collaboration with multiple dining options within walking distance of conference venue.					
Technology Skills Workshop					
Bring Your Own Device (BYOD) – Monday, June 14				Attending ___ Yes ___ No	
Conference Tour					
Cattle Drive & Stockyards Tour - Monday, June 14				\$10	\$
Total (to be paid in U.S. Dollars):					\$
Name:				Please make checks payable to: 2021 M-PBEA Conference Send registration form and payment to: Christine French PO Box 542 Newcastle, WY 82701 No refunds will be issued after June 1 Questions? Contact: Chris French – cfrench4186@gmail.com	
Address:					
City, State, Zip:					
Email Address:					
Phone:					
School/Employer:					
NBEA Member #:					
Current Office Held:					
First-Time Attendee:	<input type="checkbox"/> Yes				
Leadership Development Institute Participant:	<input type="checkbox"/> Yes				