

CONVENTION PROGRAM

Wednesday, October 26

- 1:30 p.m.-5:30 p.m. SBEA Executive Board Meeting Salons 3-4**
Presenter: Becky Petersen, SBEA President
- 1:30 p.m.-5:00 p.m. Discover Nashville Tour (Ticket Required) Hotel Lobby**
- 5:00 p.m.-7:00 p.m. Convention Registration Convention Center Lobby**
- 5:00 p.m.-6:30 p.m. Microsoft FrontPage 2003 (Ticket Required) Williamson**
Creating a simple web page using FrontPage. A workshop for beginners, participants will learn how to use themes; change background colors; insert tables, clip art, hyperlinks, bookmarks, interactive buttons, and various web components.

Presenter: Cindy Prater, Valdosta State University, Valdosta, GA
Coordinators: Regina Buckley and Audrey Williams, Pellissippi State Technical Community College, Knoxville, TN
- 5:30 p.m.-6:30 p.m. The Changing Face of High School Keyboarding Palomino**
Keyboarding has traditionally been taught as a core course in the high school curriculum. However, with the ever-increasing presence of computers in K-8, the value of teaching this skill early is being recognized, and keyboarding is gradually moving into the lower grades. So what are the options for high schools? Is keyboarding going away for good or just being replaced? This session explores the various courses being offered in high school as keyboarding descends into middle schools—and even lower!—and what learning materials are available.

Presenter: Mike Cloran, South-Western Thomson
Coordinator: Kara Burkett, Tennessee Department of Education, Nashville, TN
- 6:30 p.m.-10:00 p.m. SBEA Board Reception and Dinner Terrace/Lorraine's**
Presenter: Becky Petersen, SBEA President

Sponsors: King's College (Reception) and South-Western Thomson (Dinner)
- 7:00 p.m.-8:00 p.m. Solving the Workplace Readiness Puzzle Palomino**
Dr. Doris Humphrey bases her presentation on the premise that students lack basic employability skills because of their limited life and work experiences. She asks, "How can students meet employers' expectations if they don't know what employers expect?" Using the curriculum series Top 10 Tips for Workplace Readiness, she will lead teachers through content and activities that provide the relevance students need in order to understand what is expected of them on the job. Topics will cover lessons found in the Top 10 Tips curriculum including The Job Search, Employability Skills, Business Skills, Communicating Effectively, and Business Ethics.

Presenter: Doris Humphrey, Career Solutions Training Group
Coordinator: Vicki Johnson, Freed-Hardeman University, Henderson, TN
- 7:00 p.m.-8:30 p.m. Microsoft Access 2003 (Ticket Required) Williamson**
Creating a table, queries, forms, and simple reports. A workshop for beginners, participants will learn how to create a table using the design wizard or using

design view, using the datasheet to enter data or using a form to enter data; perform queries on the table using the design wizard or design view; and prepare simple reports.

Presenter: Iris Ellis, Valdosta State University, Valdosta, GA
Coordinators: Martha Merrill and Audrey Williams, Pellissippi State Technical Community College, Knoxville, TN

Thursday, October 27

7:00 a.m.-5:00 p.m.	Convention Registration	Convention Center Lobby
7:15 a.m.-8:00 a.m.	Coffee Break Sponsor: Glencoe/McGraw-Hill Publishing	Convention Center Lobby
7:30 a.m.-10:00 a.m.	Leadership Development Seminar President: Ann Godfrey, SBEA Vice President	Salon 7
7:30 a.m.-10:00 a.m.	State Officers Seminar President: Carol O. Bourke, SBEA Past President	Salon 8
7:30 a.m.-10:00 a.m.	State Membership Directors Meeting President: Donna Robinson, SBEA Regional Membership Director	Clydesdale
8:00 a.m.-9:30 a.m.	Microsoft Office Speech Recognition (Ticket Required) Participants will be introduced to the basic elements learning and teaching speech recognition software applications.	Williamson
	Presenter: Ivan Wallace, East Carolina University, Greenville, NC Coordinators: Sherri Rogers, Middle Tennessee State University, Murfreesboro, TN; Audrey Williams, Pellissippi State Technical University, Knoxville, TN; and Sherra Witt, Cleveland State Community College, Cleveland, TN	
8:00 a.m.-9:00 a.m.	What's New in Business Education? Session will focus on the trends nationwide in program development for business education. Participants will be provided examples of how to develop your business program. The session will focus on the new textbooks and support materials that will benefit the development of your business education program.	Appaloosa
	Presenter: Terry Smith, South-Western Thomson Coordinator: Maria Huddleston, Tennessee Technology Center, Livingston, TN	
9:15 a.m.-10:15 a.m.	Prepare Your Keyboarding Students for a Winning Career Help your keyboarding and word processing students learn to be big winners in the ultimate reality game—a career of Challenge and Opportunity. This session is designed for postsecondary instructors faced with diverse student populations, diverse instructional delivery systems, rapidly changing technology, and a strong desire to enhance and simplify teaching and learning. Join this fast paced session for . . .	Appaloosa
	<ul style="list-style-type: none"> • A quick technology update including new features of <i>Word 2003</i> • An overview of the multiple solution approach used to meet the needs of a diverse student population • A demonstration of premier keyboarding software with one-click web reporting. 	

Presenters: Connie Forde, Mississippi State University and Jane Phelan, South-Western Thomson

Coordinator: Andrea Compton, Middle Tennessee State University, Murfreesboro, TN

10:15 a.m.-12:00 p.m. Professional Development Seminar (Ticket Required) Meeting Room 1

President: Becky Peterson, SBEA President

Greetings: Patricia Wilson, Delta Pi Epsilon

Menu

*Baskets of Assorted Breakfast Breads
Fruit Preserves and Butter
Assorted Dry Cereals and Granola with Ice Cold Milk
Sliced Seasonal Fruits, Berries, and Whole Bananas
Freshly Scrambled Eggs with Chives
Crisp Bacon Strips and Country Sausage Links
Ham and Cheese Croissants
Scalloped Potatoes with Fresh Herbs
Steaming Grits with Cheddar Cheese
Assorted Fruit Juices
Freshly Brewed Coffee and Assorted Bigelow Teas*

Are You M.A.D. About Business Education?

Speaker: Cynthia L. Greene, NBEA President

Sponsor: King's College

Coordinator: Vicki Johnson, Freed-Hardeman University, Henderson, TN

11:00 a.m.-12:00 p.m. Keyboarding on the Move—Where? When? Why? How? Appaloosa

Once upon a time, many high school students took a course called “typing” taught by a business education teacher using the best methods to teach students to type quickly, accurately, and with correct techniques. If we need to teach keyboarding--and we do—when, where, how, and who should teach it? The presenter will demonstrate both Glencoe’s keyboarding software for middle and high school students. The session will conclude with an overview of a new course with emphasis on input technologies being offered by some high schools as a replacement for keyboarding. Could this type of course also be a means of drawing new students into the business education area?

Presenter: Gale Champion, Glencoe/McGraw Hill Publishing

Coordinator: Sherri Rogers, Middle Tennessee State University, Murfreesboro, TN

11:30 a.m.-1:00 p.m. Dreamweaver and Flash (Ticket Required) Williamson

How to Make Your Web Pages Pop! This presentation will demonstrate how to create a web page using Dreamweaver. It will incorporate some new techniques using Flash. The presentation will also address the technology curriculum changes and how teachers can incorporate these tools into their curriculum. Finally, participants will be provided with materials to take with them that will allow them to continue to create innovative web pages that will capture the attention of any student.

Presenter: Elizabeth Hodge, East Carolina University, Greenville, NC

Coordinators: Martha Balachandran, Middle Tennessee State University, Murfreesboro, TN and Audrey Williams, Pellissippi State Technical Community College, Knoxville, TN

- 12:15 p.m.-1:15 p.m. ITCenter 21: Computer Applications Appaloosa**
In today's digital world, knowing how to use technology to gather, evaluate, and process information is an essential part of personal and professional success. But how should we teach students the skills and competencies to successfully manage information and technology in all areas of life? AES offers educators a unique and much needed solution to this problem, ITCenter 21: Computer Applications. ITCenter 21 Computer Applications is a 180-hour course based on standards developed by the International Society for Technology in Education (ISTE), as well as Microsoft Office Specialist (MOS) standards, and the Internet and Computer Core Certification (IC3) standards. The course starts with a review of key topics in information technology (IT); the heart of the curriculum is a series of skills units and project units. The culmination of the course offers the opportunity for integrated application use in the solution of rigorous, open-ended problems.
- Presenter:** Robert Fisher, Southern Educational Systems
Coordinator: Yvonne Wilson, Benito Middle School, Tampa, FL
- 1:30 p.m.-3:00 p.m. Opening General Session Salons 7-10**
Presenter: Becky Petersen, SBEA President
- Presentation of Colors** Page High School JROTC Color Guard, Franklin, TN
Pledge of Allegiance MSG Robert Beverly and Commander Michael Gandy
National Anthem Emma Revette, Page High School, Franklin, TN
Introductions Becky Petersen, SBEA President
NBEA Greetings Janet Treichel, NBEA Executive Director
TBEA Greetings Mae Jean King, TBEA President
Keynote Speaker Jane Jenkins Herlong
Seesaws, Monkey Bars and Swings: Balance or Hit Bottom!
- Announcements** Robert B. Blair, Local Convention Co-Chair
Door Prizes Janice Wade, Hospitality Chairperson
- 3:00 p.m.-6:30 p.m. Exhibits Salon 6**
- 3:00 p.m.-4:30 p.m. Camtasia and SnagIt-Beginning (Ticket Required) Williamson**
Camtasia Studio is versatile software used for recording, editing, and publishing multimedia presentations. In this session, participants will explore the Camtasia interface and Camtasia Studio options. Participants will create a basic screen capture video with audio and compare movie production output formats (AVI, Quicktime, Flash, etc.).
- Presenters:** Audrey Williams, Regina Buckley, and Martha Merrill, Pellissippi State Technical Community College, Knoxville, TN
Coordinator: Martha Balachandran, Middle Tennessee State University, Murfreesboro, TN
- 3:15 p.m.-4:15 p.m. First Timers' Reception Terrace**
Presenter: Joan E. Belk, NBEA Secretary/SBEA Past President
Hosts: Paula McIntosh and Diane Ryon, King's College, Charlotte, NC
- 3:15 p.m.-4:15 p.m. Integrating Assessment Tools and Tutorials in Saddlebred**

Your Computer Concepts and Applications Course

Simplify your life and improve student performance! Integrating assessment tools and tutorials into teaching should be simple and rewarding. This session will provide an in depth look at state-of-the-art tools for training, assessing, and managing student proficiency in a LMS environment. Discover the power of integrating tutorials when combined with a wealth of cognitive and performance-based assessment items. Regardless of the delivery method you choose (i.e. instructor-led, hybrid, or distance learning) this session is for you.

Presenter: Vicki Robertson, EMC/Paradigm Publishing

Coordinator: Nancy Boyd, Cleveland State Community College, Cleveland, TN

3:15 p.m.-4:15 p.m. Implications for Research in Business Education (DPE Session) Salon 7

Presenters: Cheryl Wiedmaier, University of Central Arkansas, Conway, AR, and Kelly Wilkinson, Indiana State University, Terre Haute, IN

Coordinator: Virginia Hemby-Grubb, Middle Tennessee State University, Murfreesboro, TN

3:15 p.m.-4:15 p.m. Promote, Promote, Promote! Salon 8

Are students clamoring to register for your courses? To increase your course enrollments and grow your business department, attend this session to learn about new print and online promotional strategies prepared by secondary, postsecondary, and teacher educators from across the country.

Presenter: Janice C. Harder, Motlow State Community College, Lynchburg, TN

Coordinator: Linda Morris, Central High School, Carrollton, GA

3:15 p.m.-4:15 p.m. So You Want MORE Activities for the Introduction to Keyboarding Classroom? Salon 9

In this session, attendees will be provided MORE examples of activities for an Introduction to Keyboarding class. These activities will enliven the keyboarding class, provide instruction that engages all learners, and enrich learning. Come join the fun and be prepared to SING!

Presenter: Sherry J. Roberts, University of Central Arkansas, Conway, AR

Coordinator: Terry D. Roach, Arkansas State University, Jonesboro, AR

3:15 p.m.-4:15 p.m. The Joys, Thrills, and Pitfalls of Teaching Online Salon 10

Issues associated with online instruction will be presented with audience participation from members who are teaching or have taught online. Questions to discuss would be: What about course integrity? How do we communicate with the students? Is "live" communication like using "chat" required? Are assessment tools adequate? How much "structure" in terms of deadlines and time limits is desirable? These and issues added from the participants can be discussed facilitating a sharing of ideas and experiences.

Presenters: Donna McKoon and Patty Johnson, Motlow State Community College, Lynchburg, TN

Coordinator: Stephen D. Lewis, Middle Tennessee State University, Murfreesboro, TN

4:30 p.m.-6:00 p.m. Meet and Greet Your SBEA President Salon 6 Door Prize Drawing 4:30 p.m.-4:45 p.m.

5:30 p.m.-7:30 p.m. TBEA Business and Awards Meeting Meeting Room 1

President: Mae Jean King, TBEA President

6:00 p.m.-7:00 p.m. Integrating Microsoft Office Specialist Certification into Your Classroom Appaloosa

This presentation will provide participants the opportunity to add in-depth methods and objectives to classroom teaching using certification as an end validation of program objectives. Certification insures the Business/Computer program meeting the standards of industry. Attend this presentation to give you reasons and strategies to expand your curriculum. Learn about Microsoft Office Specialist, its objectives, and what it can do for you, your students, and your curriculum.

Presenter: Betty Lou Herter, DDC Training Services, Inc.

Coordinator: Sandra Bevill, Arkansas State University, Jonesboro, AR

7:15 p.m.-8:15 p.m. Discovering a New Century of Innovation with Century 21 Accounting Appaloosa

For more than 100 years, millions have relied upon the solid strength of South-Western and the ground-breaking innovations of Century 21 Accounting to ensure unmatched accounting success. Experience the innovations of this new 8th edition first hand!

Presenter: Courtney Schulz, South-Western Thomson

Coordinator: Vicki Robertson, Southwest Tennessee Community College, Memphis, TN

Friday, October 28

7:00 a.m.-10:00 a.m. Convention Registration Convention Center Lobby

7:30 a.m.-8:30 a.m. NABTE Meeting Salon 7

7:30 a.m.-8:30 a.m. ISBE Meeting Salon 8

7:30 a.m.-8:30 a.m. SBEA Past Presidents Meeting Lorraine's
President: Carol O. Bourke, SBEA Past President

7:30 a.m.-8:30 a.m. NASBE Meeting Salon 9
President: Kara Burkett, Tennessee Department of Education

8:00 a.m.-9:30 a.m. Camtasia and SnagIt-Advanced (Ticket Required) Williamson
Camtasia Studio is versatile software used for recording, editing, and publishing multimedia presentations. In this session, participants will explore the Camtasia interface and Camtasia Studio options. Participants will create a basic screen capture video with audio and compare movie production output formats (AVI, Quicktime, Flash, etc.).

Presenters: Audrey Williams, Regina Buckley, Martha Merrill, Pellissippi State Technological Community College, Knoxville, TN

Coordinator: Martha Balachandran, Middle Tennessee State University, Murfreesboro, TN

8:00 a.m.-12:00 p.m. Exhibits Salon 6

8:00 a.m.-8:30 a.m. Coffee Break Salon 6

Sponsor: EMC/Paradigm Publishing

- 8:30 a.m.-9:30 a.m. Potpourri of Ideas—Tips for New and Experienced Teachers Salon 7**
A variety of tips and ideas accumulated from 29 years of teaching will be shared with attendees, including tips for classroom management, ways to teach “softskills,” grading/evaluation tips, bulletin board ideas, ways to make the school-to-work transition easier, student motivational techniques, and a free trade activity.
- Presenter:** Debbie Castles, Stratford High School, Goose Creek, SC
Coordinator: Kristy West, Middle Tennessee State University, Murfreesboro, TN
- 8:30 a.m.-9:30 a.m. Video Conferencing—Now You See Me, Now You Don’t! Salon 8**
This presentation will discuss how video conferencing is impacting “traditional” instructional strategies in higher education environments. Emerging uses of video conferencing will be identified. The presentation will also address how classrooms are being transformed. Most importantly, the presentation will address the evolving role of instructor, supervisor and technology director. Finally, we will explore how innovative pedagogies are being used to support learning via emerging video conferencing technologies.
- Presenter:** Elizabeth Hodge, East Carolina University, Greenville, NC
Coordinator: Kim Sipes, Kentucky State University, Frankfort, KY
- 8:30 a.m.-9:30 a.m. Meeting the Challenges of Industry Certification Salon 9**
Georgia is aggressively seeking to maintain and improve career and technology education throughout the state. One component found in the movement is called “Industry Certification.” The Georgia Department of Education has identified the following goals for educators:
- Revise industry certification standards for each program strand on a two-year rotation basis.
 - Update equipment and facility standards/guidelines for all programs.
 - Seek industry certification and recertification of 25 percent of the programs per year.
 - Convert business and marketing labs to business technology centers for expanded use in entrepreneurial ventures and e-commerce.
- With these standards in place, Georgia’s high school business education teachers are challenged to meet these goals. The purpose of this study is to demonstrate the way a high school business education department in Georgia is meeting state-mandated standards. The ultimate goal is to prepare to meet the needs of a competitive workplace and/or postsecondary setting.
- Presenters:** Jorge Gaytan, University of West Georgia, Carrollton, GA, and Linda Morris, Central High School, Carrollton, GA
Coordinator: Linda Bean, Arkansas Tech University, Russellville, AR
- 8:30 a.m.-9:30 a.m. Cutting-Edge Online Keyboarding and Ten-key Data Entry Salon 10**
See *Cutting-Edge Online Keyboarding and Ten-key Data Entry* software on our server so nothing to load or maintain on yours, no papers to grade or print or handle or turn in, automatically calculates mid-term and final grades according to your course standards, Teacher Manager to see Progress and Grade Reports and Class Reports, Self-paced, Ability to turn off timing area on screen so students have to keep their eyes on the textbook and not fingers or screen or they get lost, Message Center to send internal messages to any/all students and receive replies and more.

Presenter: Barbara Ellsworth, Ellsworth Publishing Company
Coordinator: Ryan Carpenter, University of South Carolina, Columbia, SC

9:45 a.m.-10:45 a.m. Business Etiquette and Protocol Salon 7
This session is devoted to teaching proper greetings and introductions, small talk at business meetings and receptions, and business dining etiquette.

Presenters: Terry Roach and Sandra Bevill, Arkansas State University, Jonesboro, AR, and Carolyn McNeely, Gosnell High School, Gosnell, AR
Coordinator: Joan E. Belk, Charlotte, NC

9:45 a.m.-10:45 a.m. Accounting Firms' Preferences for Resumes Received Salon 8
from Accounting Graduates

A questionnaire has been sent to all sizes of accounting firms in the state of Tennessee asking their preferences concerning format, method of delivery, and content of a resume received from accounting majors approaching graduation from the collegiate/university level; 115 accounting firms received this questionnaire.

Presenter: Vicki Johnson, Freed Hardeman University, Henderson, TN
Coordinator: Robert J. Lahm, Jr., Middle Tennessee State University, Murfreesboro, TN

9:45 a.m.-10:45 a.m. ITCenter 21: Computer Applications Appaloosa

In today's digital world, knowing how to use technology to gather, evaluate, and process information is an essential part of personal and professional success. But how should we teach students the skills and competencies to successfully manage information and technology in all areas of life? AES offers educators a unique and much needed solution to this problem: ITCenter 21: Computer Applications. ITCenter 21 Computer Applications is a 180-hour course based on standards developed by the International Society for Technology in Education (ISTE), as well as Microsoft Office Specialist (MOS) standards, and the Internet and Computer Core Certification (IC3) standards. The course starts with a review of key topics in information technology (IT); the heart of the curriculum is a series of skills units and project units. The culmination of the course offers the opportunity for integrated application use in the solution of rigorous, open-ended problems.

Presenter: Robert Fisher, Southern Educational Systems
Coordinator: Yancey Gregory, University of South Carolina, Columbia, SC

9:45 a.m.-10:45 a.m. Virtual Enterprise: Refocusing the Business Education Curriculum Salon 10

The objective of this presentation is to focus on the need to modify the business education curriculum to better prepare students for the real world workplace and offer a course of study that meets the student's needs. The presentation will give an overview of the Virtual Enterprises International program. This program allows students to experience, in a simulated business environment, all facets of being an employee in a firm. A student that completes a Virtual Enterprise program has experienced real-world work related problems and is better prepared to be a quality member of the workforce.

Presenters: Eric T. Wells, South Carolina Virtual Enterprise Network Program Director and Peggy Bozard, R. B. Stall High School, Charleston, SC
Coordinator: Stephen R. Mark, East Carolina University, Greenville, NC

10:00 a.m.-11:30 a.m. How to Build an Online Course Using WebCT (Ticket Required) Appaloosa
The major components of a general online course will be presented. The steps necessary for uploading lectures, quizzes, and assignments, how to use communication tools like discussion boards and WebCT email, and the features of the WebCT "gradebook" will all be demonstrated in a "live" Internet environment.

Presenters: Donna McKoon and Patty Johnson, Motlow State Community College, Lynchburg, TN

Coordinator: Margaret Pickle, Columbia State Community College, Columbia, TN

11:00 a.m.-12:00 p.m. Analysis of Generation Y: Teachers' Perceptions Salon 7
How do generational similarities and/or differences impact the classroom? This session will present findings of a research study designed to reveal teachers' perceptions of Generation Y's orientation toward work, technology, communication, and learning.

Presenters: Vincent W. Smith and Marsha O. Smith, Middle Tennessee State University, Murfreesboro, TN

Coordinator: Angela McCallie, Lonoke High School, Lonoke, AR

11:00 a.m.-12:00 p.m. Putting Some Pizzazz in Your Middle School Keyboarding Salon 8
If you have been looking for ways to jazz up your middle school keyboarding or computer solutions classes, this is the place for you. Come and learn lots of ways to take the boring out and put in the pizzazz.

Presenter: Betty Jo English, King's Fork Middle School, Suffolk, VA

Coordinator: Kara B. Burkett, Tennessee Department of Education

11:00 a.m.-12:00 p.m. Lights, Camera, Action: Taking a Director's View in the Business Plan Development Process Salon 9

This session will provide attendees with practical tips on adding action and excitement to the business planning process. Several strategies to help students assume the role of future entrepreneur by actually acting out some of the activities and processes will be shared. Through employing the techniques discussed in the session the presenter has found that students learn more, have fun in the process, and achieve more practical outcomes.

Presenter: Robert J. Lahm, Jr., Middle Tennessee State University, Murfreesboro, TN

Coordinator: Kathy Woodcock, Conway High School East, Conway, AR

11:00 a.m.-12:00 p.m. Sports and Entertainment Marketing Appaloosa
No other marketing class generates as much excitement for students. Come listen as Randy Morris details this exciting new program. Participants will gain exposure to available materials and textbooks to support instructors.

Presenter: Randy Morris, South-Western Thomson

Coordinator: Donna Robinson, Milton High School, Alpharetta, GA

12:15 p.m.-1:45 p.m. SBEA Awards Luncheon (Ticket Required) Salons 5
Presenter: Becky Petersen, SBEA President

Invocation: Phyllis Alderdice, SBEA Treasurer

Entertainment: Ravenwood High School Chorale, Brentwood, TN
Janice Weaver, Director

Menu

Freshly Baked Rolls with Butter
Old South Spinach Salad with
Raspberry Vinaigrette or Ranch Dressing
Chicken Marsala
Garlic Mashed Potatoes
Green Beans Almandine
Bourbon Pecan Pie
Freshly Brewed Coffee and Iced Tea

Membership Awards: Donna Robinson, SBEA Membership Director

Leadership Awards: Janice Harder, SBEA Awards Chairperson

1:45 p.m.-4:00 p.m. Exhibits Salon 6

2:00 p.m.-3:30 p.m. An Introduction to Microsoft Producer 2003 Williamson

This presentation will demonstrate Microsoft Producer 2003, which is an add-on program for PowerPoint 2003; this software makes it easy to capture, synchronize, and publish audio and video slides and images. Effective rich-media presentation can be created and viewed on demand in a Web browser. Producer 2003 is ideally suited for media professionals, training specialists, sales professionals, and anyone who wishes to create exciting presentations (including secondary and post-secondary teachers and students). The presenters will give an overview, show examples, and give a step-by-step demonstration of how to create a basic presentation using Microsoft Producer 2003. Reference materials will be provided.

Presenters: Carolyn Cox, Randy McElvey, and J. D. Thomerson, Valdosta State University, Valdosta, GA

Coordinator: Frank McKenzie, Cleveland State Community College, Cleveland, TN

2:00 p.m.-3:00 p.m. Let Them Show What They Know: Authentic Assessment, Project Based Learning, and Learning Styles Salon 8

Students have the right to expect learning experience to apply to their fields and relate to the world beyond the classroom. Success in the real world is rarely the result of a pencil and paper test, yet this is often how we judge what students know. Using techniques and projects that engage students in diverse ways beyond the standard lecture format allows students to enter the learning cycle at their strongest point and strengthen their weaker ones. This session will take a brief look at current learning style theory, allow attendees to discover their own learning styles, and demonstrate methods to apply learning style theory in the classroom through project based instruction. Finally, authentic assessment will be discussed as a means of determining what a student can actually do.

Presenter: Marilyn B. Skinner, Baldwin High School, Milledgeville, GA

Coordinator: Ann Godfrey, Cherokee Technology Center, Gaffney, SC

2:00 p.m.-3:00 p.m. Business Plans: Not Just for Business Management Classes Salon 9

Business Plans are outstanding tools for teaching our students not only business management terms and basics, but problem solving, decision making, analytical skills, research skills, and writing skills. I use them in my Word Processing classes which include mostly 9th and 10th graders. The students love it! Come to

this workshop to explore the possibility of using a Business Plan Project in your business class. Project outline, timeline, and resources will be provided.

Presenter: Angela McCallie, Lonoke High School, Lonoke, AR

Coordinator: Karen Duplechin, Tara High School, Baton Rouge, LA

2:00 p.m.-3:00 p.m. To Find...Or Not To Find Salon 10

Even though information literacy has been a “hot” term since the early 1990s, disagreement over the meaning and use of the term has been controversial. While many educators think that information literacy relates to the use of a computer to locate information, others state that information literacy provides an intellectual framework for promoting learning, solving problems, and thinking critically.

The presentation will provide a strategy to help business technology educators and students at both the secondary and post-secondary levels develop research skills through the use of online library modules. Ready-to-use handouts will be provided.

Presenters: Clarice P. Brantley, Innovative Training Team and Dr. Jill White, University of West Florida, Pensacola, FL

Coordinator: Alice K. Huskey, Motlow State Community College, Lynchburg, TN

2:00 p.m.-3:00 p.m. Blending Workplace Ethics into the Business Classroom Appaloosa

The presenter will identify workplace ethics issues that employers list as most import. Then she models interactive activities which participants can implement in their classrooms immediately. Some of the ethics problems she highlights are honesty, responsibility, demonstrating a good attitude, providing high quality, being at work on time, giving a full day’s work for a full day’s pay and others. Dr. Humphrey demonstrates how activities from the *It’s for Real Workplace Ethics* curriculum can be used to connect the business classroom to workplace ethics dilemmas. Each attendee will be given a packet of materials that includes a sample of *It’s for Real Workplace Ethics*.

Presenter: Doris Humphrey, Career Solutions Training Group

Coordinator: Sherra Witt, Cleveland State Community College, Cleveland, TN

3:00 p.m.-3:30 p.m. Refreshment Break Salon 6

3:30 p.m.-4:30 p.m. The Virtual Classroom: An Introduction to Macromedia Breeze Salon 7

The Macromedia Breeze software is a new and exciting program for conducting online learning experiences for students. Students have been introduced to the virtual classroom (VC) experience in graduate level business education courses at the University of South Carolina. The experiences have been extremely beneficial to both the students and the teacher. A Breeze VC setting is almost identical to a traditional classroom setting with open discussion with questions, a white board, sound, video, and presentation capabilities. Macromedia Breeze software is a tool that will enhance student online learning in the twenty-first century. This forum will include a presentation to discover the basics of Macromedia Breeze software. A discussion will also occur on 1) the opportunities teachers and students have had and will have using the Breeze software; 2) software cost, training, pros and cons; and 30 questions from the audience. The purpose of this presentation is to help others understand the powerful capabilities of Macromedia Breeze and how interactive online classrooms can be developed to enhance student learning.

Presenters: Yancey Gregory, Ryan Carpenter, and Tena B. Crews, University of South Carolina, Columbia, SC
Coordinator: Kristin Martin, Middle Tennessee State University, Murfreesboro, TN

3:30 p.m.-4:30 p.m. Communicating Effectively with Legislators (Legislative Session) Salon 8
During this session attendees will learn how improve their communication skills when sharing their ideas and concerns about education issues with state legislators. The presenter is a former Tennessee Senator that served 6 years as the Senate Education Committee Chairman during his three terms in office.

Presenter: Andy Womack, State Farm Insurance and Former Tennessee Senator

Coordinator: Linda G. McGrew, Middle Tennessee State University, Murfreesboro, TN

3:30 p.m.-4:30 p.m. Using Authentic Life Situations to Solve Business Crisis, Emergencies, Problems, and Situations (CEPS) Salon 9

The simulation was developed to give learners “authentic life situations” by removing the pre-designed Crisis, Emergency, Problem, or Situation (CEPS) often found in textbooks or created by the instructor. Letting the simulation direct learners vs. lecture or structures lessons, allows the “human experience and emotion” value to be added to teaching. The simulation was designed using business departments, which act upon authentic business dilemmas (CEPS’s) ending with direct assessment. The CEPS were divided into five categories and range from the simple to more complex with each dilemma requiring the use of critical thinking, problem solving, negotiating, and team skills.

Presenters: Gerry Scheffelmaier, Middle Tennessee State University, Murfreesboro, TN, and Holly Brew, Columbia State Community College, Columbia, TN

Coordinator: Peggy Bozard, R. B. Stall High School, Charleston, SC

3:30 p.m.-4:30 p.m. The Fine Tuned and Gift Wrapped You Salon 10

This workshop delves into the importance of appearance and behavior in the business world. You only get one chance to make a first impression! Discover how to make a GREAT first impression and how to effectively communicate non-verbally through a secret language of success. Business success or failure depends on knowing the rules and following them. Gain a valuable understanding of how you can “fine tune” and “gift wrap” that special gift that is YOU!

Presenter: Paula McIntosh, King’s College, Charlotte, NC

Coordinator: Pat Theriot, Hinds Community College, Vicksburg, MS

3:30 p.m.-4:30 p.m. Integrating IC3 into Your Curriculum—New Objectives, New Curriculum, New Testing Appaloosa

New objectives have been released for the Internet and Computing Core Certification—the foundation for all your students plus all academic students—who intent to participate in the digital work world we have today. Attend this session to learn about what objectives we need to teach, what skills students need to understand, and how you can help your students become a working member with appropriate skills.

Presenter: Betty Lou Herter, DDC Training Services, Inc.

Coordinator: Ruth Paily, Williamson County Alternative Learning Center,

Franklin, TN

4:45 p.m.-5:45 p.m.

NBEA/SBEA Assembly and General Session
President: Tena B. Crews

Salons 7-10

Remarks: Cynthia L. Greene, NBEA President
Remarks: Janet Treichel, NBEA Executive Director

SOUTHERN BUSINESS EDUCATION ASSOCIATION BUSINESS MEETING

Friday, October 28, 2005
Franklin Marriott-Cool Springs
Franklin, Tennessee

Presiding Becky Petersen, President

Parliamentarian Ann Godfrey, Vice President

Call to Order Becky Petersen

Minutes of 2004 SBEA Business Meeting Donna Parker, Secretary

Treasurer's Report Phyllis Alderdice, Treasurer

Reports

Convention Robert B. Blair and Mae Jean King, Local Convention Co-Chairs

Membership Donna Robinson, Regional Membership Director

Executive Board Becky Petersen

Unfinished Business

New Business

Election of Officers

Nominating Committee Report Carol O. Bourke, Past President

Call for Nominations from the Floor Becky Petersen

Elections Becky Petersen

Recognition of SBEA Award Recipients Becky Petersen

Recognition of Retiring and Newly Elected Membership Directors Donna Robinson

Announcements Becky Petersen

Adjournment

7:00 p.m.-10:00 p.m.

Tennessee Mystery Dinner Theater-*Oil* (Ticket Required)
Sponsor: Tennessee Business Education Association

Salon 5

Get ready for an exciting blast from the past as we visit the world of Newton High School 1958 as Mystery.COMedy Theater presents, *Oil*, under the direction of Rebecca Stevens. This is new murder mystery musical by Tom Miller. In this hilarious parody of the classical musical *Grease*, you will meet exciting characters like Donny Zuckerman and Mandy Huginkiss and hear classic songs

like *Summer Fights* and *Hopelessly Suspicious of You*. You are all going to gather as the students, faculty, and parents of Newton High School, all excited about the groovy high school dance. It's going to be totally awesome--unless someone happens to get murdered! Follow along with the clues, grill the actors for information, and be a hero by solving the big crime. So, get out your dancing shoes, poodle skirts, and leather jackets, and shoo-bop-a-wadda-wop down to this event.

Menu

Tossed Garden Salad
Gourmet Cheeseburger
Home-style Seasoned Fries
Double Chocolate Layer Cake
Fresh Brewed Coffee and Iced Tea

Saturday, October 29

- | | | |
|----------------------------|---|-------------------|
| 8:00 a.m.-8:30 a.m. | 2006 SBEA Executive Board Meeting and Photographs
President: Robert B. Blair, SBEA President-Elect | Franklin |
| 8:30 a.m.-9:15 a.m. | Country Continental Breakfast (Ticket Required)
Sponsor: South-Western Thompson | Salons 1-4 |

Menu

Assorted Chilled Fruit Juices
Sliced Fresh Fruit and Assorted Fruit Yogurts
Smoked Ham and Cheese Croissants
Sausage and Biscuits with Yellow and Dijon Mustard
Assorted Fresh Breakfast Pastries, Muffins, and Croissants
Assorted Jams, Jellies, and Butter
Bagels with Cream Cheese
Freshly Brewed Coffee and Assorted Bigelow Teas

- | | | |
|-----------------------------|---|-------------------|
| 9:30 a.m.-11:00 a.m. | Closing General Session
President: Robert B. Blair, SBEA President-Elect | Salons 1-4 |
|-----------------------------|---|-------------------|

- | | |
|---|---------------------------------------|
| Welcome | Robert B. Blair |
| Appreciations | Robert B. Blair |
| Speaker Introduction | Becky Petersen |
| Speaker | Chris Bauer |
| Recognition of Award Recipients | Becky Petersen |
| Hulda Erath Award | Becky Petersen |
| New State Membership Representatives | Donna Robinson |
| Officer Installation | Carol O. Bourke |
| Past President's Recognition | Becky Petersen |
| Pass the Gavel | Becky Petersen |
| Announcements | |
| Convention Report | Robert B. Blair |
| Tour | Mae Jean King |
| Appreciations | Becky Petersen |
| SBEA 2006 Convention Co-Chairs | Robert B. Blair |
| SBEA 2006 Convention Invitation | Cheryl Kowalsky and
Connie Zachary |

**Door Prizes
Adjournment**

Janice Wade
Robert B. Blair

11:30 a.m.-6:00 p.m. Jack Daniel's Country Tour (Ticket Required)

Hotel Lobby