



The Bulletin

Fall 2013

California
Business and
Education
Association

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President's Message

Irina Weisblat, Southwestern College



Dear CBEA Friends,

I hope your summer was eventful! For me personally, this summer was both busy and exciting. I continued teaching online summer courses and started a new job as a full-time business professor at Ashford University. I also attended the 85th Annual Conference of the Société Internationale pour

l'Enseignement Commercial (SIEC) and the International Society for Business Education (ISBE) in Berlin, Germany

In Berlin, I made a presentation on the topic: *Skills Crisis: What Businesses Need from Business Graduates?* Other topic addressed by international attendees clearly supported the Berlin conference theme, *Training for societies in change*. Our colleagues-business educators worldwide are working tirelessly to promote Entrepreneurship education, which is a prominent feature in European education and training policy today.

As we start a new academic year, let's think how we can better serve our students and help them succeed in this extremely demanding global economy. Both educators and business leaders agree that business graduates must have an entrepreneurial mind-set. They should also possess global skills and competencies in order to be competitive in the modern market place. These skills include employability, active citizenship, and ability to create new businesses and innovate.

Innovation in Business Education is the theme of our CBEA State Conference, which will take place in San Diego, CA on November 15—17, 2013. This conference provides an outstanding professional development and networking opportunities for California business teachers. In addition to panel discussions with business leaders, general sessions, keynote speakers, and educational breakout session, the conference offers exceptional computer workshops and technology training. The topics covered by these hands-on computer workshops are unique and very timely. Please check the CBEA Conference agenda for or dates and times of these workshops. A room schedule is also included in the newsletter. For more details, you may contact Susie White, CBEA Office Manager, at CBEAQuestions@cbeaonline.org

We were able to get hotel reservations at the special rate of \$133 a night. This is a terrific rate for a hotel of such caliber as The Westin Hotel, Downtown San Diego.

President's Message (cont'd)

Located in the Emerald Building, The Westin Hotel is a signature landmark in the city skyline. Many of the famous San Diego attractions are just a short walk away – the Gaslamp Quarter with its superb restaurants and night clubs, Horton Plaza – the shoppers' Paradise, the Symphony Hall that always exceeds expectations of music lovers with the most sophisticated taste! The hotel is only a mile away from San Diego International Airport – Lindberg Field, and a free shuttle is provided by the Westin hotel. If you decide to take a train to San Diego, the historic Santa Fe Railway Station is just two blocks' away from the hotel – easy walk! Please visit the Westin's website for more details: <http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1762>.

President-Elect Report

Chris Hood, President-Elect

Obviously this summer like many others has passed too quickly. For many of us secondary teachers, summer is usually a time of reflection and renewal. Individual rejuvenation of our emotional, mental, and physical personae have been traditional goals. This also includes our professional growth. Enjoyment of family, friends, and professional peers with a continued progression for enlightening opportunities are accompanied at a more leisurely pace.

Taking time to review both our new State and National Standards for Business Education was on my to-do list. NBEA takes an obvious but serious vision that all students will interact with some or most aspects of businesses. The standards are based to a large degree on this premise. The standards are stated in four levels of structure. The Level III standards directly relates to the secondary curriculum. The ten curriculum sections are thoroughly introduced and initially presented with a review of building the standards parallel with our new State Core Standards. I would highly recommend your own individual copy of the NBEA, [National Standards for Business Education](#) (included is a CD), studied and place next to our state standards. All these standards should be referenced and highlighted within our communications with students, business advisors, and administrators. CBEA salutes our own CBEA President; **Dr. Irina Weisblat** from Southwestern College in Chula Vista who contributed her time and professional expertise greatly to the "International Section" of the above publication.

Not to be over showed, the annual yearbook by NBEA, "[Effective Methods of Teaching Business Education, 2013](#)" has a plethora of ideas, research and methodologies from subjects for student and professional growth to the foundations of Business Education.

I revisited "The Redefining Entrepreneurship" by Gary Schoeniger, Pamela Morgan, and Jessica Levesque, in the April, 2013 issue of the [Business Education Form](#). This was a good review for "developing an entrepreneurial mindset" in students

Our Western Business Education Association award winning **Western News Exchange** has been a source of professional savvy in defining trends and identifying solutions. "Differentiation at Your Fingertips: A Case for Blended Learning" by Dr. M. K. Skinner, Baldwin College and Career Academy/Georgia Virtual School provided web examples and tools to use now! These were from the winter 2012 edition and can be accessed at www.wbea.info.

Business Education continues to evolve and positively react to the political, economic and social environment. As David, taking on the information age and bureaucratic Goliath, we have the communication, tools, and the best professional peers to overcome obstacles to lead our national assets (students) to success! See you in San Diego!

Membership Has Its Privileges

Jim Dowding, Membership Chair

Some of us remember that as a tagline from the American Express ads.

Why should educators join the California Business Education Association (CBEA)? Well, I am glad you asked. In the past, the expectation was that since you were a professional you needed to belong to a professional organization. The reality is educators have many demands on their time including contract obligations and additional income opportunities. Many may have the feeling that they are just a number and that the organization does not know who they are or what that educator's needs are.

Here is why I suggest that educators need to get involved (notice not just joining but to be active members). First is professional development. Each year new techniques are developed on how to be a better educator. In most public school contracts this is a mandatory requirement, but in private institutions and community colleges this is mandated by the accreditation agencies. Our school administrators and governing bodies want to see that they have hired people that want to grow and develop. As a business education professional, you should be sharing what you have learned (copies of the programs, note on conferences attended, certificates from workshops and seminars).

As part of the professional development within CBEA, you can attend conferences in your region of the state, across the state, in different regions of the country, or even online. Workshops include ways to improve your teaching, new topics to be covered in your classroom, emerging technologies, and most importantly how to help our students become more successful.

Next, CBEA provides a sense of collegiality. As you get together with other professionals, there is an environment of sharing ideas. In this process, you can find out what other people are doing, what has worked for them, what challenges they encountered, and how they overcame those obstacles. One of the most important elements is that you get recharged and enthused about the teaching profession.

Additionally, CBEA keeps you updated on changes in legislation and the state standards. Lastly, CBEA can provide you with networks and connections with the business community, as well technology and grants to get new equipment and resources for your classrooms. With that, there are scholarship links for your students.

What does membership really mean? Membership increases your success as an educator and the success of your students as they leave the classroom. We all got into this profession to make a difference and help change the lives of our students. If you have not yet renewed your membership, please click the link below.

Not a member? Someone in your department not a member?

Click here to join today!

Friend us on [Facebook](#)

Connect with us on [LinkedIn](#)

Share the links with your colleagues!

WBEA President's Message

Christy Ekroth



WBEA has a great Executive Board with Ken Kuhn, from British Columbia, as your new President-Elect and Barbara Renner, from Arizona, as your new Treasurer. We also have three new Executive Committee members. Linda Snider, from California, is your new Membership Director, Tina Fulks, from Nevada, is your new Legislative Liaison, and Kristina Yamada, from Utah, is your new Awards Director. Our returning Board Members are: Greg Colf, Past-President; Kim Bartel, Secretary; Eileen Wascisin, NBEA Representative and Professional Development Institute; Ken Kuhn, Newsletter Director; and Darlene Marquardt, Telecommunications Chair. We would love to meet you all in February at our conference.

The goal of WBEA is to work closely with all S/T/Ps to provide our members with professional development, networking, and learning opportunities. Personally, I would like to increase our communication with the CBEA Executive Board and all our corresponding committee members. One of our goals this year is to help you increase your California membership as well as increase our own membership in NBEA/WBEA. We have a lot to offer, and when you've been around WBEA for a while it seems like family. We encourage you to stay involved, and challenge you to get your colleagues involved. I look forward to seeing you in November at your State Conference in San Diego.



*WBEA 2013-2014 Board members:
Kim, Kristina, Tina, Eileen, Christy, Ken, Greg, Linda, Barbara*

When you join NBEA/WBEA, you become part of a premier professional association for business educators. As a member, where else can you be guaranteed these top benefits:

- ☆ Professional regional and national conferences
- ☆ Professional newsletters
- ☆ Professional publications (such as the Forum, Keying In, and the Yearbook)
- ☆ Professional liability insurance (\$250,000 with membership)
- ☆ Excellent teaching resources (Standards and the new Creative Teaching Ideas)

Whether you are retired or working, I hope you all enjoyed your summer. For those who are teaching, I hope you head back to school with renewed energy and enthusiasm to continue to make a difference in the lives of your students.

How are your distance learners receiving regular, effective contact with faculty?
 Are faculty members teaching online or holding online office hours?



How are your distance learners accessing student support services? Can students access online tutoring or online advising and counseling?

How many other students would benefit from online access to faculty and student support services? non-traditional students · students with safety concerns · students who are embarrassed to be seen asking for help · students who are seeking assistance during off hours.

Since 1996, we have been helping community colleges and universities create effective eLearning solutions—improving retention rates and contributing to student success. Would you like to explore whether we can help yours too? Please contact Chris Bergeron at 813-674-0660 x241 or cbergeron@link-systems.com for more information.

NetTutor® Online Tutoring	WorldWideWhiteboard® Online Collaboration
<ul style="list-style-type: none"> • Qualified tutors trained in best practices for engaging students online; all with experience teaching or tutoring at US colleges; located and managed in Florida • Live and asynchronous support for all subject areas; 24/7/365 • Uses WorldWideWhiteboard • Tutors work with one student at a time—providing individualized feedback—and <u>do not</u> give out answers • Customized to course materials (when provided) • Customizable rules of engagement (the do's and don'ts of how we tutor your students) • Cost based strictly on usage; no sign-up fees, per-session fees, or rollover fees 	<ul style="list-style-type: none"> • Designed for academic use, synchronous and asynchronous (live teaching, live tutoring, asynchronous worksheets, Q&A, paper review, static or record-and-playback archives, show your work) • Chat <u>and</u> whitespace can be used on smartphones and tablets • Web-based, no installs required; works on PCs + Macs • Symbols/tools that support academic collaboration • Integrates via single-sign-on with all popular course management systems (e.g. Blackboard, Moodle, eCollege, D2L, Sakai, Canvas), student information systems, and student portals • Competitive pricing



Karen O'Connor presenting the CBEA 2012 Outstanding Service Award to Dave Garza, Vice President of Careers and Computing for Cengage Learning at the Cengage Conference in San Diego on March 14 before 600 attendees.

Remarks on Professional Associations for WBEA 2013 meeting

Mary Ann Lamers

Executive Director of the Policies Commission for Business and Economic Education

Two of the challenges for professional associations are maintaining organizational membership and maximizing profit and revenue so the organization can continue to provide those services, i.e. helping with volunteer mileage or meals, publicity, etc.

Another challenge is keeping up with people's needs in this fast-paced technological world while offering quality membership benefits.

Their research shows what we all know as being the status right now. Some of the research was as follows:

- *Membership for most groups shows declining memberships.
- *Most organizations are trying to keep current with changes in names, focus, goals, services, etc.
- *Members are more cost-to-benefit cautious—rather than joining for intrinsic or personal value.
- *More emphasis is being placed on finding new members rather than encouraging older members to continue to join.
- *Inverse relationships between dues and services—dues are going up, services may not be keeping up.—begs the question "What's in it for me?"
- *Conferences may not be the revenue-generating endeavor they once were.
- *Conference locations and sites are becoming significant considerations—things cost money these days; teachers are not always willing to pay, especially if their districts are not supporting them.
- *Cost of doing business as a professional organization is becoming more competitive because members are demanding more for their dues.
- *Many curriculum innovations can be found on the Internet—for free (doesn't attest to the quality, however.)
- *Time—and how people are choosing to spend it.

The list goes on and on, but two quotes stood out for me:

"Associations must find the 'magic formula' needed to entice people to join and keep current members from straying," and

"The success of professional associations lies in earning the respect of their constituencies."

The key to success will lie in **MARKETING**—which must be flexible and contain multi-strategy approaches. But to market, you must have services that are "not only desired, but also are needed as member wants continue to change."

Success of future conferences—as well a membership growth—must be built on a compelling message such as the criticalness of professional growth for a successful career that must be developed, established and marketed as a primary 'Hook' to bring in conference attendees and memberships.

"Instilling such a clear and compelling message must be "delivered" so that people think they cannot afford to miss being a member."

In other words, to be successful, professional associations must "earn the respect of its constituencies." Marketing must be flexible and multi-strategical—but marketing doesn't matter if you don't have something to market. Again, we are ever-searching for that respect in Oregon—but we haven't entirely found it yet.

So my challenge, if I can use this opportunity to give you a challenge, is this:

- 1) Our organizations are made up of people, busy people—how can we help ourselves to better serve our colleagues with our professional associations?
- 2) What services and messages can our associations offer that would be so compelling that our colleagues could not afford to miss them?
- 3) What are strategies for finding the money and making the time to help teachers belong and participate in their professional development?

- 4) How to convince someone that investing in professional growth is vital to them personally, whether or not they are getting paid?
- 5) Determine which STPs are being successful right now with membership growth and services for their teachers? If you are—let's find a way to share.
- 6) Even within the western region, how can we reach out to each other; share our successes, brainstorm some new services for members, and once we have updated our services, create a whizbang marketing strategy (probably a new and different approach) to reach the ever-changing demographics of our educators.
- 7) How can we be sure we are taking advantage of all of the very timely and cutting edge strategies that NBEA is already using at the national level? What can we replicate and duplicate at our local levels without excessive costs and an inordinate use of our volunteer officers' time?

I have been out of the loop in the western region and even nationally for the past several years, and maybe some of these challenges are being met, so I don't want this to sound like nothing is being done—I know you all are constantly working on ways to increase membership.

However, I want to leave you with something our State Department of Education representative said at our last OBEA meeting when I was going on about how we needed to increase membership and how we might use his List Serve to reach out to teachers—He said, **“Be cautious that you aren't trying to “sell” your membership just to keep your organization alive.”** I really had to stop to think about what he said, and then in my mind finished his statement by saying to myself, “but rather use your organizations **to help them** keep their programs and **themselves** alive.” I must admit, I sometimes think we lose sight of that thought.

With the help of Carolyn (Anderson, WBEA's Membership Director), Dr. Treichel, Ramona (Schoenrock) and future NBEA presidents and the WBEA Leadership help us to help ourselves by not just sending out pamphlets and e-mails to join, join, join, but rather go back to your states (and all stay connected as we do this) and make sure you are really looking at what your association has to offer these people who are being so picky about how they spend their time and money—what can we do differently and how can we more effectively market what we have to offer.

The Policies Commission will be faced with this dilemma to come up with a “Call for Action” as we write our policy statement this year. I think we know the questions; we might even know some of the answers—don't know yet—but if you do—share with your western colleagues here today. I am encouraging you today to talk about ways to challenge your associations to be sure they know what they are trying to deliver to their members, to ask if these products are being delivered in the most efficient way, to determine if your marketing plan and strategies are in place. You all are working on recruiting and maintaining membership—but we need the best work of our associations collaboratively and collectively working together to allow you to market what will “make something so compelling that people cannot afford to miss it.”

If you are being very successful in your STPs at delivering a product that is needed by your teachers, congratulations—now be willing to share it. If you are not, ask your western region representatives and board what they can do to tackle this challenge. We in this room all know the importance of professional memberships, but our challenge is to bring new meaning to that importance for our current and potential members. I know we can do this; we must do this, and I have faith that those of us who believe so passionately will find the key to success. I will leave you with a quote from Charlie's Angels (I know some of you may not know what I am talking about), but “Should you agree to accept this challenge” maybe your joint efforts will be productive and help produce a new vision for the health of our professional associations!

Welcome to Our New Members for 2013

Nancy Benton
Elizabeth Chun
Stacey Cler
Juan Del Toro
Kristine Durand
Bradley Fulk
Karen Ghannadan
Dianne Howard
Diane Keng
Karen Lee

Randal Long
Mary Mortlock
Jeanette Perez
Danielle Tuason
Ryan Underwood
Steve Walker
Renee Willis
Brycen Woodley
Anthony Zambelli

Welcome Back to Our Returning Members!

Ali Bostakian
Joni Falkenberg

DECA Silicon Valley Conference

Susie White

LaVonne Slaton and I manned a CBEA informational booth at the DECA State Conference at the Santa Clara Marriott Hotel in February. We gave prizes to both students and an advisor. After the conference, we hosted a reception for DECA Advisors, assisted by Pauline Newton who is a DECA advisor at Presentation High School in San Jose. Eleven advisors attended the reception. One more advisor joined CBEA at the conference! We reconnected with Luke Freeman who joined CBEA as a student in 2007 and is now a full-time teacher, DECA advisor, and CBEA member!

NEW MEMBERSHIP CATEGORY!!

Are you or do you have a friend who is an advisor for FBLA, DECA, or other CTSO?

CBEA has created a new membership category for you for \$45/year!

Please tell your colleagues about this new membership category!

We have welcomed many DECA advisors this year!

CBEA STATE CONFERENCE "INNOVATION IN BUSINESS EDUCATION"

Roietta Fulgham

2013 CBEA Conference Co-Chair

The annual California Business Education Association Conference is November 15-17, 2013. It will be held at the Westin Hotel, 400 West Broadway, San Diego, CA 92101, (888) 627-9033.

After the general session at 4 p.m. on Friday, November 15, there will be a the panel discussion on International Trade with a DPE reception following. You will enjoy attending our innovative breakout sessions and computer workshops on Saturday and Sunday.

The keynote speakers are

Dasha Gastol
Field Marketing Manager at
Starwood Hotels and Resorts



Richard Lederer



A tribute to teachers!

Mauricio Monrov, President, US/Mexico
Chamber of Commerce.



"The China Factor and its Impact in
Education"

While in Southern California, entertain yourself through professional development tours, excursions in the city, or just plain networking!

If you are unable to attend and would like to support CBEA as a sponsor, please contact Roietta Fulgham as soon as possible at roietta.fulgham@arc.losrios.edu or call (916) 835-2325.

Come to San Diego November 15-17

Bring colleagues, friends, and family

Experience *Innovation in Business Education* and

Allow time to meet with educators, speakers, and exhibitors

Save the Date!

WBEA/OBEA Invites you to the *City of Roses* for

Relevant
Opportunities &
Strategies for
Excellence



Keynote Speakers:

Dave Dahl—Dave's Killer Bread

Kenneth Pogson—VooDoo Doughnuts

28 Sessions: Finance, Body Language, Trends for the Future, Getting the Job, Health & Fitness, Student Leadership, Industry Hiring, Teaching Ethics, Technology Addiction, Wine Tasting, Student Store Changes, Marketing

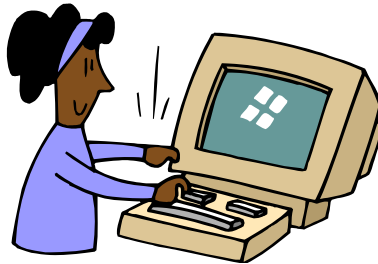
Computer Workshops: iPad, Microsoft Surface, MS Office 2013, Windows 8

Tours: "Behind the Scenes" at Lloyd Center Mall, Portland Food Carts, Underground Tours of Portland, Pendleton Woolen Mills, Oregon Wine and Beer Samples

Call for Conference Presentations, Registration Information, and Hotel Information will be available at www.wbea.info

**Got something you want to share with your
colleagues?**

Send your articles, pictures, ideas, etc. to
Sylvie Merchant at merchas@arc.losrios.edu



**PROFESSIONAL DEVELOPMENT LEADERSHIP TRAINING
FOR ALL PRESIDENTS-ELECT, MEMBERSHIP DIRECTORS, and
THOSE INTERESTED IN LEARNING MORE ABOUT
LEADERSHIP POSITIONS**

WBEA/OBEA Invites you to the *City of Roses* for

Rellevant
Opportunities &
Strategies for
Excellence



The Professional Development Leadership Training has been revamped. This year's Professional Development Institute encompasses the Presidents-elect workshop, Membership Directors workshop, and leadership training. We are encouraging all Presidents-elect, Membership Directors, and those interested in leadership training to sign up for this workshop. The workshop will be held on Friday morning,

February 14, 2014, 8:00 am – 11:30 am. Some of the topics the workshop will cover are:

- Structure of Professional Organization
- Leadership
- Communications
- Meeting Management
- Other Leadership Responsibilities

In addition, participants will receive a flash drive with information from the workshop and a healthy snack break. Those wishing to participate, please complete the application and submit it to Eileen Wascisin, PDI Director, at the address listed at the bottom of the application. Other information is as follows:

DATE: February 13-17, 2014
WHERE: Portland, Oregon
HOTEL INFO: DoubleTree by Hilton at the Lloyd Center
1000 NE Multnomah Street
Portland, Oregon 97232
Phone: 503-281-6111
*Room Rate: \$128.25 +tax Rate
Until January 13, 2014*
Room Block—WBEA 2014
CONFERENCE INFO: www.wbea.info

WBEA is extremely happy to provide this opportunity for you. Your involvement with your professional association is a great investment for your future. If you have any questions, please contact

Eileen Wascisin, PDI Director, ejmw@comcast.net;

Ken Kuhn, WBEA President-elect, kenkuhn@shaw.ca;

Linda Snider, WBEA Membership Director, botlinda.snider@gmail.com

Fond Farewells

Dr. Charles J. Inacker



We are saddened to announce the passing of Dr. Charles J. Inacker. Dr. Inacker earned his Ed.D. from Temple University in Philadelphia, PA, in 1973. While pursuing his doctorate, he served as Vice Principal for Pennsauken High School in Pennsauken, NJ, beginning in 1966.

He began his academic career at California State University, Los Angeles, in the Fall of 1974 in the Department of Business Education and Office Administration. He received tenure in Fall 1978 and was promoted to Professor in Fall 1980. He was appointed Associate Chairman of the Department Fall 1976 and also served as Acting Chair and Chair in 1977 and again from 1980 through 1985. On September 1, 1985, Dr. Inacker began his appointment as Dean of the School of Business and Economics and served in the position until his retirement on August 31, 1991.

Dr. Inacker served on the Board of Advisors of the Business Education Hall of Fame of Rider College beginning on July 1, 1978. In addition, he served as President of Delta Pi Epsilon, the national business education honorary society that emphasizes research, from 1990 to 1991. In 1996 he received the John Robert Gregg Award in Business Education for lifetime achievement, the highest honor that a business educator can receive. He was a mentor and teacher to many business educators in California and was proud of their involvement in leadership positions at the state and national levels. After retiring from CSULA, he was a Dean of Business at the Norco campus of Riverside Community College. He also served as a consultant to the CSU, particularly on projects that concerned both the CSU and California Community College systems.

Dr. Inacker was an inspiration and role model to many students, faculty, and future business educators. He will be sorely missed. Dr. Inacker expressed a wish that no memorial services be held; however, if you wish to send condolence messages to the family, you may send them to his sister at the address below:

Mrs. Ada Myers
3109-4 Lakemont Drive
San Ramon, CA 94582



Lorraine McPherson Sawyer

August 25, 1940 - June 14, 2013



Lorraine Sawyer, a former business teacher at Whittier High School and CBEA member passed away on June 3, 2013. Lorraine was active in CBEA from her college days in the sixties. During the eighties, she was in leadership in Southern Section and became section president. She was very good at team building and had very outstanding section conferences with well over 100 in attendance.

**WESTERN BUSINESS EDUCATION ASSOCIATION
2014 WBEA Educational Improvement Scholarship
Application Process**

Application Deadline: December 1, 2013

The Western Business Education Association (WBEA) announces the annual WBEA Educational Improvement Scholarship for business and computer science educators. This Scholarship is provided to help offset tuition costs for educators who are pursuing an ADVANCED degree to support teaching in the area of Business Education. It is available for tuition and is offered and managed by the WBEA Executive Board through the WBEA Professional Development Committee. Funding for the scholarship will be through donations from individuals, companies, and other sources.

Amount: \$500

Application Process: Applicants must-

1. Be a current member of an S/T/P (State/Territory/Province Business Education Association and a member of NBEA/WBEA,
2. Be currently engaged as an instructor in business/computer education
3. Be currently accepted in a business/computer education degree (Proof of an unofficial transcript and/or grade sheet showing completion of at least one class) must be submitted with application),
4. Additional information submitted as stated on application.

Please send the completed application form, along with documentation requested, by, December 1, 2013 to:

Eileen Wascisin, Director
WBEA Professional Development Committee
3815 Gala Loop
Bellingham, WA 98226-7845

Deadline Dates: All applications must be postmarked by the published deadline date, December 1, 2013. The scholarship winner will be informed of his/her receiving the scholarship no later than January 10, 2014. The recipient will be recognized in the WBEA newsletter and at the WBEA 2014 Conference. WBEA would like the recipient to attend the WBEA 2014 Conference; if the recipient is unable to attend the WBEA 2014 conference, reimbursement to the recipient will be made by the WBEA Treasurer by June 30, 2014 via certified mail.

Handling of Funds: All funds for the scholarship will be administered by the Professional Development Committee and the WBEA Treasurer.

Contributions to the Fund: Contributions to the WBEA Educational Improvement Scholarship fund can be made in any amount payable to the Western Business Education Association (WBEA). The contributions can be made to honor a business/computer educator who is retiring, a business educator/administrator who is involved in teaching/administrating, or who is a deceased member.

WESTERN BUSINESS EDUCATION ASSOCIATION

**2014 WBEA Educational Improvement Scholarship
Application Form**

Name		E-mail	
Home Address			
City		State	Zip Code
Home Phone		Work Phone	Cell Phone
School Name			
School Address			
City		State	Zip Code
NBEA Membership Number		Expiration Date	
S/T/P* Membership Director and e-mail address			

1. Describe your position and responsibilities as an instructor in business/computer education
2. Describe your contributions to Business Education curriculum development, student organizations, administrative responsibilities, and/or publications
3. Describe your participation in local, regional, national, and international professional associations. Include offices held, committees served on, and conference activities
4. Describe your need for scholarship to further educational improvement and goal upon completion of degree (100 words or less)
5. Attach a résumé (limited to two pages)
6. Attach a grade sheet and/or unofficial transcript showing completion of at least one class.

PLACE THIS SHEET ON TOP OF YOUR APPLICATION PACKET

I have read the application and certify that the information is correct.




Name

Date

*S/T/P = State/Territory/Province


2014 CBEA State Ballot Candidate Biographies

Officer Candidates for the State Board of Directors


<p>President</p>		<p>Chris Hood – Tehachapi High School</p> <p>Chris holds a current California Teaching Credential in Business for High School and Adults. He is the Department Chair for the Tehachapi High School Career Technical Education Department, the Future Business leaders of America club advisor, a member of the School Site Council, Freshman Class Co-Advisors and ad-hock advisor for the Computer Networking club. He is also the current California Business Association’s Central Representative.</p> <p>Chris states in his application for this office, “The California Business Education Association is the premier organization representing the profession I have chosen. As a high school business teacher I would like to represent the needs and concerns of our professionals in the ongoing process of generating over twice as many post-secondary degreed candidates than any other discipline.”</p>
<p>President-elect</p>		<p>Gary Marsh, Mission Valley ROP</p> <p>Gary has served as Bay Area Section Representative for the past 2 years. He would like to assist in the growth and revitalization of the CBEA organization</p> <p>Before Mission Valley ROP, his career included working with the Silicon Valley Business Journal, Comcast Spotlight, and Mervyn’s Department Stores. He says in his application for this office, “I understand the importance of promoting business education and preparing tomorrow’s entrepreneurs. CBEA is the vehicle to drive future business growth.”</p>
<p>Treasurer</p>		<p>Frank Timpone, Cerro Coso College</p> <p>Frank is a full time faculty member of Cerro Coso Community College, teaching business courses and is active in the Ridgecrest business community as a director of the Entrepreneurial Club. He has taught Finance and Accounting for several universities in both the bachelor’s and master’s programs. Frank was also CFO for a research and development company in Tarzana and has experience in Manufacturing, Petroleum, Insurance, Healthcare and Banking Industries.</p> <p>He holds a Bachelor of Business Administration (BBA) in Finance and Economics from Baylor University and a Masters of Business Administration (MBA) in Finance from Florida State University.</p> <p>In his application for this office, Frank says, “I am seeking this office to help continue the excellent record keeping of the previous Treasurer.”</p>


<p>Secretary</p>		<p>Lisa Natwick, Holtville High School</p> <p>Lisa began teaching business full-time in 1989 at Holtville High School. She is a one-person department, striving to meet the needs on her campus and in her community with students who have entry-level skills or better in computer applications. Her curriculum includes from introductory and advanced office applications, digital media applications and entrepreneurship. Career readiness is a very important part of her upper level courses.</p> <p>She directs her curriculum using feedback from her ROP advisory councils, district administration and information she gets through NBEA publications and annual CBEA conferences. She values the interaction with her peers and looks forward to serving the community that has kept her inspired and encouraged to offer the best business education possible to her students. Her goals for 2014 include encouraging more membership in her region and more participation in the publication and conferences of CBEA.</p>
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Section Representatives

<p>Bay Section Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma Counties</p>		<p>LaVonne Slaton, Napa Valley College and Carrington College</p> <p>LaVonne holds a Bachelor of Science Business Administration Accountancy Degree (BS) from Sacramento State University, a Masters of Business Administrative Degree (MBA) from University of Phoenix and just recently has been accepted to Case Western Reserve University Weatherhead’s School of Management – to pursue her doctorate.</p> <p>In her application for the office, she says, “The reason that I am seeking this office is that I believe that ‘education is the most powerful weapon which you can use to change the world.’- Nelson Mandela. Currently I am a business professor at Napa Valley College and Carrington College San Jose and I work at both colleges’ business student learning centers. “</p> <p>“This organization is important to me because it recognizes the important fact that business education competencies are essential for all individuals in today’s fast changing society and being a representative will allow me to be more involved in this process.”</p>
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<p>Central Section Fresno, Kern, Kings, Inyo, Madera, Mariposa, Merced, Mono, Monterey, San Benito, San Joaquin, San Luis Obispo, Stanislaus, Tulare, and Tuolumne Counties.</p>	<p>Position available</p>
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<p>Northern Section Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Glenn, Humboldt, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou,</p>		<p>Steve Linthicum, Sierra College</p> <p>Steve has served as Northern Section Representative for the past 2 years.</p> <p>Steve teaches in Rocklin, CA.</p> <p>Steve’s statement of purpose in this office: “My goal in participating as a section leader is to encourage faculty in my region to participate in CBEA activities so we can bring instructional improvement into our classrooms.”</p>
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Sutter, Tehama, Trinity, Yolo, and Yuba Counties.		
San Diego/Imperial Section San Diego and Imperial Counties.		Position currently open
Southern Section Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara, and Ventura Counties.		<p>James Dowding, Various colleges online</p> <p>Before moving to Long Beach, Jim was active with the New Hampshire Business Education Association. Jim has taught business in traditional and online settings, at the secondary and post secondary levels.</p> <p>Jim’s statement in his application for this office: “I would first like to get more connected to the different teachers and programs across Southern California. Second and most important I would like to see more activities for CBEA members and potential members to connect in workshops, seminars, and social networking events across the Southern Region of California.”</p>

EXECUTIVE OFFICERS		
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President	Irina Weisblat	Southwestern College president13@cbeaonline.org
Past President	Karen O'Connor	Cerro Coso Community College president12@cbeaonline.org
President-elect	Chris Hood	Tehachapi High School chood@bak.rr.com
Treasurer	George Pleasant	Retired gap2@aol.com
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NORTHERN Representative	Steve Linthicum	Sierra College slinthicum@sierracollege.edu
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The Bulletin is a publication of the California Business Education Association, made up of education and business professionals sharing a powerful vision - California's leaders linking education and industry to build the 21st century workforce. Published quarterly, The Bulletin is happy to receive comments and submissions—visit us at cbeaonline.org for more information.