



Arkansas Business Educator

Fall 2006

The official publication of the Arkansas Business Education Association

Letter From The President



Dear Arkansas Business Educators

“It has always seemed strange to me that in our endless discussions about education so little stress is laid on the pleasure of becoming an educated person, the enormous interest it adds to life. To be able to be caught up into the world of thought - that is to be educated.” Edith Hamilton

Each fall I am reminded of how scary teaching is when I look at my methods class full of teacher candidates who realize that this is really it! Now is the time for them to actually begin using all that education that has been bestowed upon them. When I was at that point, I was a non-traditional student and you would have thought age would have given me more wisdom and confidence. It did not. I was just as frightened as my students the first time I stood in front of a class to teach.

Would I remember all that I needed to know to make this class run smoothly? What if I gave them the wrong information? What do I do if I don't know the answer to a question? They did not have electronic typewriters when I went to high school!

As a business educator, I found that these questions never ended. Each year there seemed to be new technology to learn, new applications to learn, subjects that were changing, and a classroom that always needed repairing! The class will run smoothly most of the time. The information you give is as correct as what you heard last time. You may be teaching to space twice after a period at the end of a sentence and go to a conference to find out it is now only once! There will be many questions you won't know the answer to but you will know how to find it out and that adventure will be just as wonderful for you as it is for your students.

As for the electronic typewriters, there are not that many of us left that remember when we switched from manual to electric to electronic typewriters. One day there will be few who remember moving from loading the operating system as you turned on the computer and then keying in the commands, to turning on the computer to have Windows appear and using a mouse to click on the application we wanted to use.

I say all this to remind us that as business educators, our lives are always interesting because we have chosen an area of teaching where we are always becoming more educated. Nothing in our profession stays the same for very long. There will be new regulations guiding us, new technology and applications to learn, and a new crop of students who will know more than us about that technology. It is what makes our lives interesting and wonderful!

May your year be one that is filled with becoming an educated person as you prepare your students to enter a world of life-long learning.

Dr. Sherry J. Roberts
ABEA President 2006-2007

Table of Contents

Learn Microsoft Office From the "Crabby Lady".....	2
Sexual Harassment Worksheet.....	2
Tuning Into Business	3
2006 ABEA Conference Highlights.....	4-5
Are You Ready To...Attend SBEA in 2007!	6
An Inside Look At Your School.....	6
Marketing Yourself for Your First Job	7
Mark Your Calendars	7
A Tribute To Ted Dean.....	8

Learn Microsoft Office From the “Crabby Lady”— A Lesson Plan

Dr. Rebecca J. Timmons, President Elect—University of Arkansas-Fort Smith

Assignment Overview

Class assignment for an introductory computer class.

Objectives:

1. Learn about Office by visiting Microsoft’s website.
2. Learn about computer/Internet etiquette in a fun way by reading the Crabby Lady Advice columns.
3. Improve writing skills by summarizing and composing a response from a reading passage.

Assignment

Dear Class,

Question One (Post on Discussion Board)

Go to Microsoft's website: www.microsoft.com Search for the Crabby Lady.

Meet the Crabby Office Lady. She gives advice with an attitude. Select one of the links. Read it and then summarize the information. Post your thoughts, comments, summary on the Discussion Board.

I read most of them, but the one I liked the best was "Demystify a Few Computer Terms and Get On with Your Life." This is a glossary or dictionary of commonly used terms. The right click shortcut is a real time saver. I use it all the time.

Something I learned—the paperclip used for showing the Office Assistant is referred to as CLIPPY. Live and learn!

I enjoy reading your comments.

Keep up the good work.

Dr. Timmons :)

Sexual Harassment Worksheet

Jimmy Stroud, District V Representative—Hector High School

In Office Management, our frameworks include the subject “sexual harassment” in a working environment. I did some research and came up with a few sites about this subject and prepared a worksheet for the student to find on the internet and then answer the questions. Please go to the ABEA website and look for the link to the 2006 ABEA Newsletter. Click on the link to retrieve the document file: **Sexual Harassment Worksheet** if you would like to use this in your classes.

Tuning In To Business—Weekly Writing Assignment

Angie Hutson, Vice President—North Little Rock West Campus

As a business student, it is important for you to be aware of current and late-breaking business events. Business news can be found in a variety of newspapers, magazines, and other publications, television broadcasts - even on the Internet.

EVERY WEEK, a *business news* review (called “Tuning In To Business”) is due by 3:30 p.m. on FRIDAY, whether you are absent on Friday or not. Late reviews will not be accepted. News must have occurred during the current week and be cited. Tuning In To Business will consist of a paragraph summarizing the article/documentary/news item and a paragraph telling how the story has impacted you.

You may use any *business* related, publicly printed and distributed document. Advertisements are not considered business news items; instead find an article about the product they are trying to sell you. If you have any questions about whether something qualifies as a business article, you should see me for approval *before* completing the writing assignment.

CITING YOUR SOURCE:

Example for Documentation of Magazine Articles:

(List in order: author, title of article, name of magazine, date, volume (if applicable), and pages)

Levy, Steven. “Bill Gates Says, Take This Tablet.” Newsweek, April 30, 2001. Pages 67, 70.

Example for Documentation of Newspaper Articles:

(List in order: author, title of article, name of newspaper, date, and pages)

Jaeger, Richard M. “The Future of Technology Stocks.” Arkansas Democrat Gazette. May 16, 1998. A3.

Example for Documentation of Internet Articles:

(List in order: author, title of article, name of web site, date, and Internet address)

Zehr, Dan. “Dillard’s & Wal-Mart Report Gains.” Arkansas Democrat Gazette Online. August 10, 2001. Available Internet: <http://www.ardemgaz.com/today/biz/>.

Example for Documentation of a TV Documentary:

(List in order: reporter, title of the segment (topic), name of the television show, network, date show aired)

Brokaw, Tom. “How Businesses Must Change with the Economy.” Dateline. NBC. May 24, 2001.



All handouts and grading rubrics mentioned in this edition are available on the ABEA website. Go to <http://sssd.k12.ar.us/abea>
Click on the “Newsletter” link in the middle of the page.

2006 ABEA Conference Highlights

Lisa Hotsenpiller, Editor/Webmaster—Siloam Springs High School

“ABEA: Certified” was the theme for the 2006 Arkansas Business Education Association annual Conference, held August 1-2, 2006, at the Embassy Suites and Hot Springs Convention Center in Hot Springs, Arkansas. Over 300 business educators from across the state attended the conference, which featured computer workshops, roundtable sessions, and exciting networking opportunities.

The conference kicked off with computer workshops featuring sessions on Photoshop, DreamWeaver, In-Design, Keyboarding/DigiTools, MS Office Tips and Tricks, and FrontPage. Participants brought their own laptops with the appropriate software and were instructed by experts in their respective areas. In addition, each participant received two hours of technology training inservice credit. This is the third consecutive year for the computer workshops to be held. Judging from the

enthusiastic response of attendees at these sessions, the computer sessions continue to be one of the most popular aspects of the annual ABEA Conference.

The opening general session featured greetings from several dignitaries, including John Davidson, Deputy Director of the Arkansas Department of Workforce Education. Mr. Davidson told attendees about the many changes that career and technical education is facing and challenged business educators to do their part in support Perkins funding.

Keynote speaker Sandra Porter, Program Manager the Arkansas Department of Workforce Education, gave an inspiring presentation about the positive performance of

business students in Arkansas. She also told participants of the increased emphasis on certification testing in schools.

Interest sessions allowed conference attendees to hear about current and future trends in business education. Presentations included “Writing In The Content Area”, “New Teacher Session”, “FBLA Updates”, “Phi Beta Lambda Updates”, “Changes in Accounting Textbooks”, and “Post Secondary Programs”.

Another popular part of each year’s conference is the silent and raffle auctions. Attendees buy raffle tickets that are put in a drawing or sign their name and bid for other coveted items. All money generated from both auctions benefits the Arkansas FBLA-PBL Foundation. This year, \$992 was raised and donated to the Foundation.



The silent and raffle auctions attracted many interested bidders. Proceeds benefited the Arkansas FBLA-PBL Foundation.



Sandra Porter tells conference attendees about the performance of CTE students in Arkansas.



Sharon Floyd tells attendees about Desktop Publishing Activities for the classroom.

The second and final day of the conference began with numerous roundtable sessions in the Hot Springs Convention Center. Topics included “Career Orientation Ideas”, “Working With Advisory Committees”, “PowerPoint Activities”, “Industry Certification”, “Desktop Publishing”, “Perkins”, and “National Board Certification.” All roundtable handouts are available on the ABEA website.

The conclusion of the conference was the Awards Luncheon and Closing Session.



Phyllis Smith Memorial Scholarship recipients with their professors are (from left): Dr. Linda Bean and Teisha Roberts Weisenfels from ATU, and Dr. Sherry Roberts and Erin Woodcock Rappold from UCA.

Individuals who have made significant contributions to business education and ABEA are recognized during this occasion. Among those recognized are ABEA presidents, retired business teachers, and former ABEA teacher of the year award winners.

The ABEA board also recognizes one of its own by awarding the District Representative Award to the outstanding officer who has worked to increase membership and communication in their respective district. The winner of the District Representative Award was Patty Marion of

Mountain Home High School, District VI Representative.

The Phyllis Smith Memorial Scholarship was established by ABEA to honor a business education student who exemplifies a passion for a future in the profession. Jimmy Stroud, Scholarship Committee Chair, presented Teisha Roberts Weisenfels of Arkansas Tech University and Erin Woodcock-Rappold of the University of Central Arkansas each a \$500 scholarship and plaque. Mrs. Weisenfels of Clarksville will be doing her internship in Northwest Arkansas. Mrs. Woodcock-Rappold of Conway will be doing her internship at Greenbrier High School.

Outstanding business education teachers are also recognized by ABEA for teacher of the year awards. Winners are selected in the areas of new business educator, junior high/middle school business educator, secondary business educator, post-secondary business educator, and business teacher educator. Named as winners for these awards were New Business Educator—Kerry Eliason of Nettleton Junior High School, Junior High/Middle School Business Educator—Rhonda Jacobs of Hector Junior High, Secondary Business Educator—Lisa Hotsenpiller of Siloam Springs High School, and College Business Educator—Dr. Terry D. Roach of Arkansas State University.



2006 ABEA Teacher of the Year award winners receive their plaques from ABEA President Dr. Linda Bean. They are (left to right): Kerry Eliason—New Business Educator, Rhonda Jacobs—Junior High/Middle School Business Educator, Lisa Hotsenpiller—Secondary Business Educator, and Dr. Terry D. Roach—College Business Educator.

Are You Ready To...attend SBEA in 2007!

Kathy Woodcock, SBEA President-Elect—Conway High School East

There is no group better than the Arkansas Business Educators! You have already shown your willingness to work toward our goal of the best ever SBEA. This event is coming to The Peabody in Little Rock, October 22-27, 2007.

Dr. Sherry Roberts and Dr. Terry Roach are serving as co-chairs of the event. They are hard at work placing each of you that volunteered into committees and naming chairs for those committees. Several of you are planning to attend SBEA in Atlanta this year to invite the entire region to join us next year.

Please start your plans by putting the 2007 dates on your calendar NOW. If you influence how travel money is spent— earmark some for you and your fellow business teachers to attend. If you have influence over district calendars or professional development recommendations—here is your chance. Those of you in teacher education programs, please consider making this a priority for those students who aspire to be Business Educators.

If you haven't volunteered yet, please contact me, Sherry or Terry—we will put you to work. Please continue to watch postings on the listserve for more information. Remember to join NBEA/SBEA and/or pay your dues.

Thank you Arkansas Business Educators, you are the best!

An Inside Look At Your School—Web Design Project

Lisa Hotsenpiller, Editor/Webmaster—Siloam Springs High School

Teaching Web design is a passion of mine and I enjoy leading students through the process. However, since students are on computers at an increasingly younger age, I realized it was necessary to come up with projects that both challenge students and encourage their creativity. So, I created a project that can be used in a variety of classes, including CT: Business Applications, Computer Applications, and Web Design. This project is also flexible enough that the teacher can add or take away project requirements in order to tailor it to their students.

In this project, I ask students to create a short website that tells about the high school through their eyes. I tell them to visualize the website being something that a new student to our school could visit and learn what it's like to be a student at our school. On the first page, students have to present basic information about the school, such as a picture of the school, the address, phone number, fax number, etc. The second page features information that "outsiders" to our school may not know. (For instance, every Wednesday in the cafeteria we have something called "Charburgers".) The last page is about "cool" things to do at our school, such as clubs, organizations, sports, and classes.

Each student receives a grading rubric that lists the specific criteria to be included on the website. They are encouraged to be creative in graphics, layout, and font use. They are also directed in the prudent use (as opposed to OVERuse) of these items as well! The finished web pages are put as links on my school's web page. Please visit the ABEA website for project specifications and rubric.

Marketing Yourself for Your First Job

Dr. Linda Bean, Past President—Arkansas Tech University

One of the concepts taught in business communications is what techniques should be utilized to obtain a job after completing a college degree. The creation of a quality letter of application and résumé is one of the techniques taught.

All students in the School of Business at Arkansas Tech University are required to take this course. There are other advisors on campus that encourage their students to take it as an elective. The assignment of seeking a job position they are qualified for at the end of their degree is one of the most worthwhile assignments that is completed. The techniques are taught early in the semester so students are able to have a completed résumé prior to recruiters coming to campus and the fall career fair.

Students have thanked me for having them to do this work on several occasions. A senior accounting student had an interview this week and proudly brought her application packet for me to see. It looked great and the interview went well.

The basic instructions for this assignment follow along with the rubrics I use to grade the completed work. The overall final points are 200. I multiply each 50 point item by 2.

Instructions: You must apply for a position you are qualified for upon the completion of your degree. This must be pertaining to a real job announcement. You must provide a copy of the announcement with your letter and résumé. Your announcement should provide skills and qualifications needed for that position.

Try to keep your letter and the résumé to one page. However, if you need to go to a 2nd page on the résumé that is okay, but use an appropriate heading and page number. Your letter should be written with the “You Attitude” and no paragraphs should begin with “I” or “My”.

You are to use a laser printer to complete your work and quality bond paper with a watermark. If you use an inkjet printer, make sure you use appropriate inkjet paper. You do not have to complete an envelope or place your work in a folder. Follow the guidelines of the rubric and basic information concerning the format of a letter and résumé provided in your text. Be careful if you look at some of the examples of letterheads in the textbook and do NOT use a template from any word processing program. Create your own.

Proofread, Proofread, Proofread

Mark Your Calendars!

SBEA 2006 Convention Atlanta, GA October 18-21, 2006	FBLA National Fall Leadership Conference Denver, CO November 2-5, 2006	ACTE National Convention Atlanta, GA November 30- December 2, 2006	FBLA State Leadership Conference Little Rock, AR March 30-31, 2007	NBEA National Convention New York, NY April 4-7, 2007
PBL National Leadership Conference Chicago, IL June 23-26, 2007	FBLA National Leadership Conference Chicago, IL June 27-July 2, 2007	Arkansas ACTE Conference Hot Springs, AR July 29-31, 2007	ABEA Conference Hot Springs, AR July 31-August 1, 2007	SBEA 2007 Convention Little Rock, AR October 22-27, 2007



A Tribute to Ted Dean 1963-2006

Ted L. Dean, age 42, of Hot Springs, our friend, left us on Sunday, July 30, 2006.

He was born on November 5, 1963 at Hot Springs, the son of J. T. Dean and Margie Cowart Dean. He was preceded in death by his father; and grandparents, Levi and Allie Mae Cowart and Tillman and Effie Dean.

He was a 1982 graduate of Lake Hamilton High School and received his BSE from Henderson State University. He also attended the University of Central Arkansas and the University of Arkansas at Fayetteville. Ted was employed with the Arkansas Department of Workforce Education as Public School Program Advisor. He was a member of the Arkansas Business Education Association where he received the 1998 Middle School Teacher of the Year Award. He was also a member of the National Business Education Association, Southern Business Association, Arkansas Association for Career and Technical Education and American Association for Career and Technical Education. In 1999, he was named Business Teacher of the Year. He was a member, and served as pianist, for Center Fork Missionary Baptist Church.

He is survived by his mother, Margie Dean of Hot Springs; and his sister and brother-in-law, Cynthia and Ronnie Stapleton of Yantis, Texas. He had a special relationship as caregiver to his aunt and uncle, Hazel and Fred Ward of Hot Springs, and loved his many other aunts, uncles and cousins.

Services were held at 2:00 p.m., Tuesday, August 1, 2006 in the Center Fork Missionary Baptist Church with Bro. Lynn Baxter and Bro. Loyd Roper officiating.

Pallbearers were Colton Bond, Jamie Cowart, Quinn Martin, Craig Cowart, Josh Baxter, Jimmy Oliver, Allen Blackford and Ronnie Spurlin.

Interment was in the Mount Tabor Cemetery near Glenwood under the direction of Davis-Smith Funeral Home, Hot Springs.

Memorials may be made to the Music Department, Center Fork Missionary Baptist Church, 1101 South Moore Road, Hot Springs, Arkansas 71913.
