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Stukent
On behalf of NBEA’s Executive Board, I want to welcome you to Chicago and the 2022 NBEA Annual Conference! NBEA prides itself on being the premier association empowering educators to achieve excellence in business education, and I couldn’t be more thrilled to have you partner with us - whether you are attending in person or virtually - to continue to grow professionally. As always, during our time together you will find yourself engaging in relevant and timely professional development, collaborating and networking with professional peers, and celebrating the achievements of fellow business educators and administrators at this year’s awards program.

Since we are in beautiful downtown Chicago, I also hope you will be joining us for a variety of offsite events, including a sunset dinner cruise on Lake Michigan. It goes without saying, the last two years have been a time of unprecedented challenges in education. Each and every one of you should be commended for your dedication and perseverance, and I want to personally thank you for your continued dedication to your students, business education, and NBEA. We would not be what we are without YOU!

Keith Hannah
NBEA 2021-2022 President

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NBEA Leadership

Officers - Executive Committee

Keith Hannah
President 2021-2022
Fife School District
Tacoma, Washington

Lori Hauf
NBEA Secretary/Treasurer 2021-2024
Dickinson State University
Dickinson, North Dakota

Delayne Havlovic
President-elect 2020-2021
Omaha Public Schools
Omaha, Nebraska

Benita H. Moore 2021-2022
NBEA Immediate Past President
Jonesboro, Georgia

Joe McClary, CAE
NBEA Executive Director
National Business Education Association
Reston, Virginia

Executive Board Members

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Eastern Region
Wahconah Regional High School
Dalton, Massachusetts

Elisha Wohleb
Southern Region
Auburn University
Auburn, Alabama

Andrew R. Stout
North Central Region
Zion Benton High School
Zion, Illinois

Carol Sessums
Mountain-Plains Region
Sangre de Cristo High School
Mosca, Colorado

Chris Liebelt Garcia
Western Region
Metro Tech High School
Phoenix, Arizona

Barbara Hagler
The Council for Business Teaching and Research
Southern Illinois University at Carbondale
Carbondale, Illinois

Michelle Taylor
The Council for International Business Education
Mississippi State University
Starkville, Mississippi

Glenith Moncus
National Business Honor Society
Hoover High School
Hoover, Alabama
General Information

Registration and NBEA Resource Center
Location: 5th Floor Registration Desk – 5th Floor
Attendees can obtain their registration materials at the registration desk located on the fifth floor of the hotel.

- Tuesday, April 12, 1:30 p.m. – 4:30 p.m.
- Wednesday, April 13, 7:30 a.m. – 3:00 p.m.
- Thursday, April 14, 7:30 a.m. – 4:00 p.m.
- Friday, April 15, 7:30 a.m. – 11:00 a.m.

Exhibits
Location: Chicago Ballroom F, G, H – 5th Floor

- Wednesday, April 13, 12 p.m. – 3:00 p.m.
- 5:00 – 6:30 p.m.
- Thursday, April 14, 7:30 a.m. – 9:00 a.m.
- 12:00 p.m. – 3:30 p.m.

- Exhibitor Showcase:
  Thursday, April 14, 9:15 a.m. – 10:15 a.m.
  (see schedule for details)

Technology Workshop
Attendees interested in late registration for the hands-on technology workshops can check availability at the convention registration desk located on the fifth floor of the hotel.

Name Badges
Each registrant must wear his or her official NBEA name badge to all convention activities. Meeting facilitators and security personnel will be checking meeting rooms and exhibit hall entrances. For your safety, we urge you to remove the badge while touring local attractions. Replacement name badges are available for $10. A convention program book is provided to each attendee at registration. Extra or replacement program books are also $10.

Special Events
360 Chicago: Networking w/ a view
Shuttle information:
Time: 5:00 pm (Central time)
Location: Rush Street side of the Marriott
*Tickets are NOT available on site.

Certiport Testing
Testing sessions are $10/session. Walk-ins are accepted but must be paid before entering. See NBEA Registration desk for on-site payment.

Sunset Dinner Cruise
Our group will meet in the Chicago Marriott Downtown Magnificent Mile at 6:00 pm on the Michigan Avenue side of the lobby. And will make the short walk as a group to:

Wendella Cruises
400 N Michigan Ave
Chicago, IL 60611
312.337.1446

Boarding begins at 6:15 pm at Dock Four
The vessel will return to Dock Four at 8:30 pm
*Tickets are NOT available on site.
TUESDAY, APRIL 12

8:00 a.m. – 12:00 p.m.
212 Leadership Training
Location: Addison (4th Floor)

1:00 p.m. – 4:30 p.m.
NBEA Registration
Location: 5th Floor S. Registration

1:30 p.m. – 4:30 p.m.
Executive Board Meeting
Location: Sheffield (4th Floor)

4:00 p.m. – 5:00 p.m.
NASBE Rap Session
Location: Virtual Only

https://us02web.zoom.us/j/85755927927?pwd=WHdsK1FpVWlsZk9pY3BqK09weDFXQT09
Passcode: 981368

Questions/access issues should be directed to Shauna Williams at shauna.williams@cte.idaho.gov

5:00 p.m.
Chicago 360 Networking w/ a View
Get a unique view of Chicago’s Magnificent Mile from 1000 feet up in the world famous Willis Tower!
*Please see general information page for details.

7:00 p.m. – 9:00 p.m.
Regional Networking & Caucuses
Eastern - Grace (4th Floor)
M-PBEA - Sheffield (4th Floor)
SBEA – Armitage (4th Floor)
WBEA – Belmont (4th Floor)

This time is allocated for NBEA regional groups to network, or meet to address pending business at the discretion of the applicable regional association.

7:00 p.m. – 9:00 p.m.
NCBEA Board Meeting
Location: Addison (4th Floor)

WEDNESDAY, APRIL 13

7:30 a.m. – 3:00 p.m.
NBEA Registration
Location: 5th Floor S. Registration

7:30 a.m. – 9:30 a.m.
Morning Refreshment
Location: 5th Floor S. Registration
*Included with registration

7:30 a.m. – 7:55 a.m.
Meet the Leadership – First Timers’ Session
Location: Chicago A
This session is geared toward first-time convention attendees. Meet NBEA’s leadership!

8:00 a.m. – 9:00 a.m.
The PB&J of Teaching
Location: Chicago B

Working with an everyday task, you will experience a highly engaging session through students’ eyes. As the teacher, you will participate in writing objectives, aligning steps, and evaluation. These three presenters come with a wealth of knowledge from teaching both on the post-secondary and secondary levels and will have information for all levels of participants.

Objectives:
• Participants will recognize the importance of proper planning and alignment to facilitate more substantial evaluation.
• Participants will participate in writing objectives, aligning steps, and evaluation.

Sherrell Wheeler
Brenda Jacobsen
Kim Dhority
Building an Entrepreneurship Program Through Project-Based Learning  
Location: Chicago C

This presentation will provide you with a history of the Lancerships program at Lamoille Union High School in Hyde Park, Vermont. The Lancerships program was supported by an initial $1,000 grant and created to teach entrepreneurship and business concepts. Since its inception in 2018, the Lancerships program has served more than 80 students managing a wide range of businesses. Students fully experience the entrepreneurship process from product research, production, financial planning, and sales. From t-shirt printing to jewelry, the Lancerships Program is a place where students can personalize their learning and contribute to their school community. The program’s proceeds have contributed to community organizations, created and support the LUHS Business College Scholarship.

Robert Fredette

Create a Mail Merge Using Gmail and Google Sheets  
Location: Los Angeles/Miami

Mail merges allow you to contact many people with a customized personal message. Easily personalize your emails, letters, and envelopes. Auto sends emails on a Google Form submit. Simplify the process of producing visually appealing mail merges using Gmail and combining it with data from Google Sheets. With this solution, you can automatically populate an email template created as a Gmail draft with data from Google Sheets. Merged emails are sent from your Gmail account, allowing you to respond to recipient replies. Participants will get step-by-step instructions using the mail merge Google Docs approach. Also included in this presentation are some little-known tips and tricks for using Google in your classroom.

Susan Elwood

9:15 a.m. – 10:15 a.m.  
Lead4Change-A Student Leadership Program for You and Your Business Students  
Location: Chicago A

As CTE instructors, we must all teach leadership skills to our students. Creating the next generation of leaders is a vital role we play as instructors. Many leadership programs are on the market, but none is comparable to the Lead4Change Student Leadership Program. Besides being free, evidence-based, and simple to implement, this hands-on program allows students to apply their leadership skills to their chosen service project. It is a win-win for everyone, and as a result, students, teachers, and the community all benefit. All attendees have the opportunity to register during the session, which gives you instant access to EVERYTHING: Curriculum, videos, lessons, teaching guides, aligned standards, and many more resources, all for free!

Terri King

Engage Your Students at Any Level  
Location: Chicago B

This session is for you whether you are a brand-new teacher or a seasoned veteran, secondary or post-secondary. From the first day of school to the first day of summer, anyone can benefit from classroom management and engagement strategies. Come ready to participate in these engagement strategies that help with classroom management.

Objectives:

- Participants will identify various classroom management tips.
- Participants will utilize engagement strategies.

Sherrell Wheeler
Brenda Jacobsen
Kim Dhority

The Art of Mingling and Networking  
Location: Chicago C

How you communicate informally at events is as important as how you come across when you’re in the spotlight at your workplace. Knowing how to mingle and network may be more critical to your overall success in life than anything else. Networking is also an important, often overlooked social skill. Ever heard the saying, it’s all about who you know? The people you interact with can craft the makeup of your client base and set the pace for your career. This session will focus on tips to practice mingling and techniques to network effectively. Business cards, handshakes, socializing, networking, social media platforms, and other essential etiquette topics will be discussed and practiced. This is also excellent training for you to share acquired information and techniques with your students, which will enhance their professionalism.

H. Roger Fulk

>>>
Entrepreneurship Popup Business in 4 Days
Location: Los Angeles/Miami

Program innovation is appropriate to potentially obsolete teaching methods in entrepreneurial education. Entrepreneurship is not simply a business program but an interdisciplinary discipline. Every interest can have an entrepreneurial outcome. This session will describe new directions taken to assist students in every field in converting their claims into viable business ventures.

Rod Hames

10:30 a.m. – 12:00 p.m.
Business Ed Open Forums
Take this opportunity to meet with your peers to discuss the hot topics of today’s business educators. NBEA’s Business Ed Forum sessions provide excellent networking opportunities where attendees will get input and perspective from others in your field.

Round 1: 10:30 a.m. – 11:10 a.m.
Round 2: 11:20 a.m. – 12:00 p.m.
*There will be a 10-minute break at 11:10 a.m. to allow time to switch to new forum discussion rooms.

In-Person Topics/Locations
Work-based Learning - Chicago A
Certifications - Chicago B
Classroom Ideas - Chicago C
New and Nearly New Teachers - Denver
Entrepreneurship - Houston
Post Secondary (Community College, University & Adult Ed.) – Kansas City

Virtual Topics:
Technology Tips/Tricks
Student Organizations
Certifications

12:00 p.m. – 3:00 p.m.
Tradeshow Open
Location: Chicago FGH

12:00 p.m. – 1:30 p.m.
Lunch on your own

1:30 p.m. – 2:30 p.m.
How To Teach Branding of Oneself Through Story Telling
Location: Chicago A

Help students learn the art and strategy of promoting themselves using stories in their interviews for jobs, volunteering, and other opportunities to tell an interviewee about their capabilities, knowledge, or experience.

Carol Roman

My Favorite Economics Resources--Digital Escape, Podcasts, and More!
Location: Chicago B

This session is designed with you in mind...Grab these resources and Go to your classroom to share them with your students. Join me for some of my favorite economics classroom resources--Digital Escape, podcasts, group activities, and more!

Joey Running

Follow the Money: Accountants in the FBI
Location: Chicago C

*In-Person ONLY
Forensic Accountants play a crucial role within FBI investigations. They leverage their accounting experience and expertise to conduct financial investigations across various Bureau programs—investigating terrorists, spies, and criminals of all kinds involved in financial wrongdoing. Participants will learn about the types of cases we work on, the lifecycle of our investigations, the day-to-day reality of a Forensic Accountant, what it takes to be competitive for an FBI position, and the Top Secret security clearance process.

Brian Lanners, Forensic Accountant, FBI

Entrepreneurial Approach to Entrepreneurial Education
Location: Los Angeles/Miami

Program innovation is an appropriate response to potentially obsolete teaching methods in entrepreneurial education. Entrepreneurship is not simply a business program but an interdisciplinary discipline. Every interest can have an entrepreneurial outcome. In this session, we will describe new directions taken to assist students in every field in converting their interests into viable business ventures.

Kimberly Dhority
3:00 p.m. – 5:00 p.m.
**Opening Session & Keynote**
Location: Chicago DE

The official “Welcome” to the 2022 NBEA Convention.
- President’s Address
- Keynote speaker Krish Dhanam speaks on mentoring values and influence.

“Plan with attitude, prepare with aptitude, participate with servitude, receive with gratitude, and that should be enough to separate you from the multitudes.” ~ Krish Dhanam

5:00 p.m. – 6:30 p.m.
**NBEA Welcome Reception**
Location: Chicago DEFGH

NBEA invites all registrants to attend this fun-filled welcome reception. This is the perfect opportunity to network with peers and exhibitors, have a chance to get a caricature drawing, stop by the NBEA photo booth, and maybe even see a little magic. Light hors d’oeuvres will be served and each convention attendee will receive a drink ticket in his/her registration packet to use during this reception.

Magician, Fred Zimmerman
Caricature Artist, Roger Hurtado

*A virtual networking reception will be provided for our online attendees from 5:00 p.m. – 6:30 p.m.*

7:15 p.m. – 10:00 p.m.
**NBEA Executive Board Dinner (invitation only)**

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**THURSDAY, APRIL 14**

7:30 a.m. – 4:00 p.m.
NBEA Registration
Location: 5th Floor Registration Desk

7:30 a.m. – 9:00 a.m.
12:00 p.m. – 3:30 p.m.
**Tradeshow Hours**
Location: Chicago FGH

7:30 a.m. – 9:00 a.m.
**Morning Refreshment**
Location: Chicago FGH (Inside Tradeshow)
*Included with registration*

8:00 a.m. – 5:00 p.m.
**Business Education Research Conference (BERC)**
Location: Chicago C
*See details on BERC schedule (pg. 16)*

8:00 a.m. – 9:00 a.m.
**Introducing Business Careers in the High School Classroom: Relevant Videos & Career Profiles**
Location: Chicago A

This session previews career-tailored videos/podcasts by subject matter experts, industry professionals, and university students for promoting business career choices for high school students.

*Marcel M. Robles*

8:30 a.m. – 12:30 p.m.
**The Crucial Importance of Entrepreneurship in Education**
Location: Chicago B

Entrepreneurship education supports students for an uncertain employment future by preparing them with skills such as creativity, resilience, accepting risk and failure as growth, collaboration, and promoting economic development within their communities. Join this session to hear about examples and ideas to encourage entrepreneurship and how it aligns with various careers.

*Jason Delgatto*
*Nicholas Haber*
*J.D. LaRock*
*Jennifer Stubblefield*

>>>
Invention Education: Take Your Students from Light Bulb Moment to Shark Tank Moment
Location: Los Angeles/Miami

How can you take students beyond the textbook to gain real, hands-on experiences carrying an idea from prototype to business model? Experiential learning opportunities empower students to engage with your lessons and gain 21st-century problem-solving skills. This session will provide you with the tips, tools, and activities to bring experiential learning opportunities into your entrepreneurship classroom and fully integrate them into your day-to-day curriculum. Project Invent is a nonprofit organization that trains high school educators to transform their classrooms into experiential learning zones rooted in invention education.

Objectives:
• Observe how to teach innovation and invention, and bring your students from prototype to pitch.
• Gain the tools to foster opportunities for high school students to define meaningful problem statements, brainstorm solutions, build prototypes, and promote products.
• Add actionable curriculum, activities, and lessons to your toolkit to better integrate projects such as business plan competitions, school businesses, and inventions into the classroom.

Lauren Babitz
Jillian Harmon

Some of Our Favorite Things in Business Ed
Location: Denver/Houston

We’ve pulled together some of our tried-and-true favorites related to Business Education! Join us for a jam-packed, high-energy, laugh-out-loud session that you are guaranteed to leave with ideas you will want to implement at your school on Monday!

Patti Ertl
Kerri Largo

9:00 a.m. – 2:00 p.m.
Certiorport Testing Sessions
Location: Scottsdale

*Pre-registration required. See registration desk for details.

Exhibitor Showcases
An excellent opportunity to hear from convention vendors and a sneak-peak at the resources available to YOU! These fast-paced presentations will leave you wanting more... and that’s ok! Attendees can swing by exhibitor’s booths to get more information and have a more in-depth conversation about the things that interest you the most.

9:15 a.m. – 9:40 a.m.
Hands-on with AccountingPod - AccountingPod
Location: Chicago A

We explore the power of “hands-on,” individualized learning in the classroom, and the fundamental tools and stories of business today. AI and ML-powered cloud accounting platforms like QuickBooks Online change every day as the solution develops to meet customer needs. You could say our students are learning how to work with robots! An effective teaching solution for these platforms must likewise work within this dynamic environment. This is where AccountingPod comes in - providing a technology solution for teaching and learning resources for today’s digital business skills requirements!

Integrating Ethics Across the Business Curriculum - MBA Research & Curriculum Center
Location: Chicago B

MBA Research and Curriculum Center, with support from the Daniels Fund Ethics Initiative, has created a comprehensive series of instructional resources for teaching principle-based ethics and ethical decision-making. These resources are available free to all schools. They include the following: - 70+ instructional modules - Course guides - Ethics Boot Camp - Ethics Book & Movie List - Ethical Principles video series - Gray Zone video series - Fundamentals of Ethics certification - Professional development. In this session, you will learn about these no-cost resources, how to access them, and their value to the business classroom.
Using Virtual Business Simulations in the Classroom To Engage and Teach - Knowledge Matters
Location: Los Angeles/Miami
Learn how you can provide students opportunities to go hands-on through a simulated work environment. They’ll solve complex problems such as staffing, pricing, safety, and much more through simulations for food service, fashion, hospitality, retailing, sports management, manufacturing, marketing, and financial literacy. Case Simulations, developed by Knowledge Matters, are interactive business simulations that show students the impact of their business decisions in a simulated, virtual world business.

A-B-C-D-E-F Toolkit for Engaging Students - Cengage
Location: Denver/Houston
“Learning for a life worth living” is the vision for engaged teaching using experiential activities and field research. These strategies develop professional competencies, such as goal setting, creative problem-solving, team building, community mapping, case analysis, and interviewing. This session will offer student engagement activities to develop workforce readiness competencies. Participants will receive ready-to-use activities, resources, and guidance from implementing strategies in accounting, entrepreneurship, international business, personal finance, management, and marketing.

Practical Strategies for Teaching with Small Business Simulations - Interpretive Simulations
Location: Chicago B
Simulations provide an environment for a practical encounter with business principles. During this presentation, we’ll cover three of the top strategies that our best instructors use for encouraging teamwork, inspiring critical thinking about business principles, and developing the rubrics for a Final Presentation that ensures the best learning outcomes.

Using Multi-Week Games and “Lab” Space to Crystalize Financial Literacy Concepts in High Schools - PersonalFinanceLab
Location: Los Angeles/Miami
Kevin Smith from PersonalFinanceLab will discuss how to leverage key psychological “shortcuts” to help students learn key concepts in financial literacy programs and retain them for years to come. This will include brief overviews of multiple types of online games, but also example course structures and timelines to give students different opportunities for self-paced learning, group projects, and continual reinforcement that lasts beyond the end of the class.

5 Tips for Teaching an Awesome Social Media Class - Stukent
Location: Denver/Houston
Have you been asked to teach a social media class for the first time, or are you looking for some tips to take your social media class to the next level? These five expert tips will help you teach an awesome social media marketing class your students will love!

This presentation will give you new ideas for structuring your course and provide you with tips and tricks for staying current in the ever-changing social media world.
10:30 a.m. – 12:00 p.m.

**Business Ed Forums**
Take this opportunity to meet with your peers to discuss the hot topics of today’s business educators. NBEA’s roundtable sessions provide excellent networking opportunities where attendees will get input and perspective from others in your field.

Round 1: 10:30 a.m. – 11:10 a.m.
Round 2: 11:20 a.m. – 12:00 p.m.
*There will be a 10-minute break at 11:10 a.m. to allow time to switch to new forum discussion rooms.

**In-Person Topics/Locations**
- Online Education - Chicago A
- Technology Tips - Chicago B
- Games/Learning Tools in the Classroom - Chicago DE
- Recruitment Ideas - Los Angeles/Miami
- Advisory Boards/Committees - Denver/Houston
- Student Organizations - Kansas City

**Virtual Open Forum Topics**
- Entrepreneurship
- Games/Learning Tools in the Classroom
- Classroom Ideas

12:00 p.m. – 1:30 p.m.
**Tradeshow Lunch**
Location: : Chicago FGH
*Included with registration

NBEA is happy to invite registrants to enjoy a light lunch with the opportunity to network with peers and our tradeshow exhibitors. Prize giveaways will be announced at this time. Must be present to win!

1:30 p.m. – 2:30 p.m.
**The Case of Crypto: Fundamentals of Digital Assets**
Location: Chicago A
*In-person ONLY

Similar to defining where “the cloud” actually is, “crypto” has become a popular topic of many conversations. This discussion aims to explain the fundamentals of digital assets in terms we all can understand. The session will explain what cryptocurrency is, how it works, what it means for investors and consumers, and the future outlook of digital assets in our economy, markets, and daily lives.

Maggiy Szyfer

**Have You Checked Out Canva for Education? Whoa!**

**Location:** Chicago B

Canva for Education is FREE for educators! With it, you get all the benefits of premium features such as MILLIONS of images, fonts, graphics, videos, animations, and templates and dedicated classroom space to invite students and teachers to share, review, and manage your work. We’d love to share how we’ve used Canva to level up our department branding, social media, classroom, and professional materials.

Patti Ertl
Matt Marks

**Daily 24 - Time Management for Teachers and Students**

**Location:** Denver/Houston

We all have the same 24 hours; how can we get the most out of it? Technology has made it harder to stay on track and focused when we have so many notifications and distractions. Learn about some tools and tricks to make the most of your time and to help your students learn to manage their time.

Susan Miller

2:45 p.m. – 3:45 p.m.
**“Tools” to Engage**

**Location:** Chicago A

Today’s students are geared to interaction, whether online or face to face. Come and listen while Jessica and Kim talk about online tools, games geared to business, and everyday games that you can use for a business classroom. Most of these items are free or inexpensive to purchase. Come ready to participate!!

Kimberly Dhority
Jessica Crabtree

**Teaching Business Through an Anti-Bias Anti-Racist Lens**

**Location:** Chicago B

In this session, attendees will learn the basics of Anti-Bias Anti-Racist (ABAR) framing and how it can help your classroom environment and prepare your students for the workforce. Attendees will brainstorm ways to frame their course content through an ABAR lens and receive guidance on where to start their journeys as ABAR educators.

Rebecca Mercer
Beyond Braille and Lip Reading: How You Can Best Support Your Students With Vision and Hearing Loss
Location: Los Angeles/Miami

Do you have students with visual or hearing impairments? Have you wondered if you're supporting them in the best possible ways? As we strive for a more inclusive society, understanding others' perspectives is essential and, for educators, necessary. Two secondary business educators will share their own experiences with vision and hearing loss to help you best support your students who experience these disabilities--from what NOT to say to tech tips and tricks.

Kerri Largo
Kevin Jarosz

How to Publish with NBEA
Location: Denver/Houston

NBEA's journal editors and publications committee members have put together this session to provide inside tips and tricks for getting published with NBEA. This is your opportunity to sharpen professional knowledge and share your expertise in a way that will get you noticed for your professionalism. Brought to you by the NBEA publications committee.

This event will cover different requirements for publishing with NBEA and how to submit a manuscript:
The Business Education Forum
The Journal For Business Teaching and Research
The NBEA KeyingIn Newsletter
The NBEA Business Education Curator
The NBEA BizEd Blog and more

Denise Roseland
Joe McClary

4:00 p.m. – 5:00 p.m.
A Cocktail Party Without the Cocktails - How to Teach Networking to Students
Location: Chicago A

The presenter has had success with a mock cocktail party for students using local Chamber of Commerce members who come and visit with students. This session will demonstrate and discuss tips to help with success and pitfalls to avoid.

George Kleeb

Enhance Your Curriculum With Your CTSO
Location: Chicago B

Are you looking for that X factor in your curriculum? Learn a few guiding principles on how to combine your classroom curriculum and CTSO programs to benefit your students’ career skills. Analyze a few projects of how this could be implemented.

Objectives:
- Recognize the importance of CTSOs and how the principles meet curriculum standards and objectives.
- Identify guiding principles on how to combine classroom curriculum and CTSO program that will benefit students’ career skills.
- Analyze projects to use to combine classroom curriculum and CTSO programs.

Sherrell Wheeler
Spencer Christensen

Makin’ Money Easy - Empowering Students With Graphics, Innovative Language & Manipulatives for Learning Accounting & Financial Literacy
Location: Los Angeles/Miami

An energy-filled time of resource-rich ways of “Makin’ Money Easy” for your students awaits! See how business teachers have seen breakthrough results using research-based curriculum and delivery frameworks (APBP, Color Accounting, and more) that leverage graphics, innovative language, & manipulatives to teach kids about money. Whether you teach Personal Finance, Accounting, Entrepreneurship, or any other course that covers money... this session will pack your tool kit full of immediately implementable takeaways to start “Makin’ Money Easy” for your kiddos! Join me as I share 22 years of best practice discovery for teaching and learning about money!

Sean Crevier

5:00 p.m. – 6:00 p.m.
BERC Reception
Location: North Alcove (5th Floor)

Attention college and university educators! Come network with your post-secondary peers and enjoy complimentary dessert and good friends.

6:30 p.m. – 9:00 p.m.
Sunset Dinner Cruise
*See General Information section for details (pg 5)
FRIDAY, APRIL 15

7:30 a.m. – 11:00 a.m.
NBEA Registration
Location: 5th Floor Registration Desk

7:30 a.m. – 9:00 a.m.
Morning Refreshment
Location: 5th-floor Registration
*Included with registration

8:00 a.m. – 4:00 p.m.
Using Creative Cloud in Career Technical Education
Location: Los Angeles/Miami
*Pre-registration required. See registration desk for details.

Adobe provides many tools to help educators enhance their curriculum, engage students creatively, and enrich their professional work. Bring your device and get hands-on experience with Adobe Creative Cloud and its services and programs. Whether new to or experienced with Adobe, these sessions will provide tips and tricks for everyone. You will leave this session armed, motivated, and inspired to integrate innovative ideas and practices into your trade. Be prepared by having your Creative Cloud subscription and the following programs downloaded to your device: Photoshop, Illustrator, InDesign, and Acrobat DC. Be prepared to get creative!

Spencer Christensen

8:00 a.m. – 10:00 a.m.
Developing Open Educational Resources (OER)
Location: Chicago B

This session will dive into what OER is, the “why” behind OER, and the development of OER. We’ll look at the different publishing methods and get OER into the hands of your students. Creative Commons licensing will be discussed and the importance of using Creative Commons licensing for OER projects. Whether you’re trying to help students lower educational costs or want to put together materials specifically for your class, OER is a great alternative.

Elizabeth Diamond

8:00 a.m. – 10:00 a.m.
How to Operate a Student-Run Apparel Decorating Business
Location: Chicago C

This session will include a full video tour of the Meridian Entrepreneurship classroom and an overview of how we create garments with both vinyl and screen-printed transfers. Includes a tutorial of Silhouette Studio, an overview of both QuickBooks and Square for accounting purposes, how we set up our online store, a Q&A portion, and more! Google Drive folder of resources will be shared with participants as well.

Tricia Campbell

9:10 a.m. - 10:10 a.m.
Tools for Marketing in an Age of Social Media Influence
Location: Chicago A

Do your students want to be influencers? While the influencer lifestyle may look straightforward and glamorous, it’s a lot of work, and there are fundamental skills involved with the end product. More importantly, today’s businesses rely on social media to connect with their customers more than ever. So how do we provide students the skills to become an influencer, or more likely, a business’s social media manager? This session will explore a set of online tools available to teachers and students to prepare them to become social media experts!

Ben Sondgeroth
**Alternative Business Teaching Licensure in an Age of Teacher Shortages - An Inspirational Case Study in Teacher Development and Recruitment**

*Location: Chicago B*

Does your state, district, or school have a business teacher shortage or need to inspire new educators to teach business? If so, this session is for you and is about how one state got creative with credentialing teachers while maintaining high standards for who teaches in their classrooms. This session will also discuss critical components of how current teachers can inspire students to want to teach by ensuring competency in critical areas of business.

Presenters for this session include state business education officials, veteran teachers, and stakeholders that will inspire you with ideas for how your state, district, or school, can grow a business teacher.

*Jennifer Stubblefield*
*Angela Huffman*
*Jodi Adams*

**10:20 a.m. – 11:20 a.m.**

**Turnkey Solution to Teaching Computer Science with Ozaria**

*Location: Chicago A*

In this session, you will see Code Combat’s new programming course Ozaria. I will show you how the instructor interface looks and how to make assignments. I use this course for my 8th graders as a beginning coding course.

*Tracie Opolka*

**Zooming with Loom**

*Location: Chicago B*

Learn how to present using the most effortless screen capture and web messaging tool ever!

*Marie Coleman*

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**Introduce Your Class with a Liquid Syllabus**

*Location: Chicago C*

Engage students before the class begins with a Liquid Syllabus! We are used to passing out the dry, policy heavy, several paged syllabus on the first day of class. But there is more you can do to engage students before the first day of class. Put your syllabus online – its own website – that you can share with students and get your students interested in and explain the highlights of the course, so they will be excited to register for the class. We will look at how to put together a good liquid syllabus, develop engaging sections, and what platforms are best to use. Still wondering why it’s “liquid”? Come to the session and find out. You’ll walk away from the session with an outline and several pieces ready to publish.

*Elizabeth Diamond*

**11:30 a.m. – 1:00 p.m.**

**Awards Luncheon & Closing Session**

*Location: Chicago DE*

**2:00 p.m. – 4:00 p.m.**

**Certiport Entrepreneurship Advisory Board**

*Closed meeting, Invitation only*

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THURSDAY, APRIL 14

8:00 a.m. - 8:25 a.m.
Opening General Research Session
Introduction: ABTR Chair Margaret O’Connor
Location: Chicago C (Fifth Floor)

BEST PAPER AWARD
Improving Online Teaching by Focusing on Instructor Presence - In Person
What, specifically, can an instructor do to create a powerful, dynamic, supportive presence in a fully asynchronous online course? By examining teaching behaviors through the theoretical lens provided by teaching presence, and by measuring them with the Teaching Presence Scale (TPS), I hypothesized I would be possible to better understand the most effective online instructional practices. This session shares one instructor’s lessons learned about how increased instructor presence in online courses may contribute to improved student retention and performance.

Dr. Denise Roseland, University of Wisconsin-Whitewater, Whitewater, WI
Dr. Karla Saeger, University of Wisconsin-Whitewater, Whitewater, WI

8:30 a.m. - 8:55 a.m.
Business Faculty Experiences with Online Community-Building Methods During and After the Pandemic Initiated Move to Online Courses - Hybrid
In this study, the researchers explored the experiences of regional campus business faculty in developing a sense of community in their classes after the pandemic-driven shift to fully online learning. Additionally, the researchers sought to learn about faculty expected longer-term impacts on how they develop community in their courses after returning to pre-pandemic course modalities. The researchers distributed two surveys, the first administered during the Fall semester after the mid-term move to all online instruction and a follow-up survey approximately one year after the first. The purposes of this presentation are to discuss the results of the perceived effectiveness of the tools and approaches used for developing community and the long-term impacts to online teaching as experienced by the study participants.

Dr. Thomas Mays, Miami University Regionals, West Chester, OH
Sonseeahray Ross, Miami University Regionals, West Chester, OH

9:00 a.m. - 9:25 a.m.
Poetry Writing in the Business Disciplines: Results of Implementing a 30-Day Mindful Poetry Challenge - In Person
This session will detail benefits of using poetry in the business disciplines and describe the instructional strategies used in the piloting of a 30-day Mindful Poetry Challenge in an undergraduate management course. Session attendees will collaborate in writing a poem, an activity that can be used in various business courses including accounting, business communications, business law, economics, entrepreneurship, information systems, international business, management, and marketing.

Dr. Carol Blaszczynski, California State University, Los Angeles, CA

9:30 a.m. - 9:55 a.m.
Companies that Use Storytelling to Convey Information Within Organizations - In Person
The purpose of this study was to determine the existence and relationship of organizational storytelling to current business culture, involving three research questions pertaining to internal, external, and general use of organizational storytelling. The primary data for this study were collected through a qualitative content analysis regarding organizational storytelling and prominent organizational entities in current business culture. The companies explored under the scope of the topic at hand were as follows: Airbnb; Alphabet Incorporated; The Walt Disney Company; Timberland; Country Sunshine, Inc.; and Lush. Organizational storytelling does exist in
current business culture, within the organization itself and externally through the narrative expressed by the brand name, core values, and mission/vision statements. The relationship between organizational storytelling and business culture is incontrovertible.

Dr. Marcel Robles, Eastern Kentucky University, Richmond, KY

10:00 a.m. – 10:25 a.m.
Learning Analytics Dashboards – Supporting Learning and Teaching in Business Education - Virtual
The use of learning analytics aims to support learning-teaching processes by visualizing learning data on dashboards. Therefore, learning analytics dashboards are seen as valuable feedback tools for teachers and learners. However, there is still little empirical evidence on how these dashboards can support teaching and learning and the implications of using dashboards. Our study in the master’s program in business education and development addresses this desideratum.

Silvia Lipp, BSc MSc, The University of Graz, Graz, Austria
Dr. Susanne Kamsker, BSc MSc, The University of Graz, Graz, Austria
David Luidold, BSc MSc, The University of Graz, Graz, Austria

10:30 a.m. – 10:55 a.m.
DiKoS: Digital Competencies of Students – A Survey to Further Develop Higher Education for Business Educators - Virtual
DiKoS is a project of all higher education institutions in the province of Styria (Austria) to analyze the digital competencies of all first-year students. The study was conducted in a mixed-methods design, with 5,866 students surveyed quantitatively and 35 students surveyed qualitatively. The presentation will explain the project background, focusing on the methodological approach and the quantitative results. Finally, implications for teacher training of business educators and the transfer to the international context are discussed.

Dr. Susanne Kamsker, BSc MSc, The University of Graz, Graz, Austria
David Luidold, BSc MSc, The University of Graz, Graz, Austria
Silvia Lipp, BSc MSc, The University of Graz, Graz, Austria

11:00 a.m. – 11:25 a.m.
Working with a Fever: Educational Experiences and Professional Development Lessons from Business Teachers’ and Marketing Teachers’ Experiences during the Initial and Early Stages of the Covid-19 Pandemic – In Person
This session addresses the findings from a national study of business education and marketing education (BME) teachers (n = 767) and their educational experiences during the initial and early stages of the Covid-19 pandemic. It was in spring of 2020 that BME teachers were tasked with a transition of instruction from traditional in-person settings to that of an online virtual environment. Understanding their experiences during this transition can provide insight into future professional development needs and is of historical significance. Objectives of the study included (a) investigating BME teacher instructional challenges and (b) assistance needs, during the initial and early stages of the Covid-19 pandemic, and (c) examining commonalities and differences of experiences between those teaching in rural vs urban settings.

Dr. Allen Kitchel, University of Idaho, Moscow, ID
Dr. Jeremy Jeffery, Bloomsburg University, Bloomsburg, PA
Dr. John Cannon, University of Idaho, Boise, ID
Dr. Carol Billing, University of Idaho, Boise, ID
11:30 a.m. – 11:55 a.m.  
**Advancing the Design Thinking Mindset in Business Programs and Secondary Business Education - In Person**

A descriptive, quantitative research study sought to discover to what extent business educators are implementing design thinking instructional approaches. Results found that secondary educators are embedding design thinking into a wide variety of business courses. Lack of knowledge is the main reason business educators do not use design thinking, so a Business Education Design Thinking Instructional Model was created to lessen the knowledge gap and promote integration of the Stanford Design Thinking Framework.

*Dr. Molly J. Wickam, Bethel University, St. Paul, MN*  
*Dr. Lacey R. Finley, Park University, Parkville, MO*  
*Dr. Karla Saeger, University of Wisconsin-Whitewater, Whitewater, WI*

12:00 p.m. – 1:00 p.m.  
**LUNCH ON YOUR OWN**

1:00 p.m. – 1:25 p.m.  
**DISSERTATION AWARD**  
*An Investigation into CTE Classroom Instructional Strategies*

This researcher conducted this ex post facto study with the help of career and technical education (CTE) teachers across the country. The research was a survey of classroom instructional strategy usage, a teacher’s familial impact on classroom instruction strategies used, and the effects of Covid-19 on classroom strategies used. Data suggested that CTE teachers use different instructional strategies based on teacher demographics and that Covid-19 did have an effect on CTE teachers’ use of instructional strategies. This data suggested the five most used classroom instructional strategies were questioning, guided practice, demonstrations, lab activities, and whole group discussion.

*Dr. Jonathan Walker, Culver Stockton College, Canton, MO*

1:30 p.m. – 1:55 p.m.  
**The Impact of a Career Academy Model of Instruction - In Person**

Career academies are designed to prepare students for both college and careers. They function around a cohort of students who are connected with peers, teachers, and community partners in a career-focused learning environment that promotes academic success. This session will look at the benefits of this model of instruction and its impact on career and technical education, especially business education. The implications for both secondary and post-secondary institutions will also be discussed.

*Dr. Melinda Rangel, Associate Professor of Business Administration, Tabor College, Hillsboro, KS*

2:00 p.m. – 2:25 p.m.  
**Teaching Business Communication & Report Writing: A Plan Combining Career Documents and Career Research Project - In Person**

This session reviews a 12-week plan to develop career research and career documents through a step-by-step process. It includes challenges faced in the classroom and results of changing the method from two separate projects into one. Tips for success will be included.

*Dr. Margaret A. “Maggie” O’Connor, Bloomsburg University of Pennsylvania, Bloomsburg, PA*  
*Dr. Jane Brooker, The Pennsylvania State University, University Park, PA*

2:30 p.m. – 2:55 p.m.  
**Exploring the Impact of Moving Instruction to Fully Online for a College-Level, Asynchronous, Introduction to Business Course, Due to COVID-19 - Hybrid**

The purpose of this research study was to describe and explore the perceptions of students in a college-level Introduction to Business course completing a fully online, asynchronous, course during the spring semester 2021. Some students participated in an extra credit assignment further detailing and exploring their perceptions of online learning. Some interesting conclusions from the
results of the study will be described, including best practices that were used to teach students during a global pandemic.

*Dr. Jeremy Jeffery, Bloomsburg University of Pennsylvania, Bloomsburg, PA*

*Dr. Christina Force, Bloomsburg University of Pennsylvania, Bloomsburg, PA*

3:00 p.m. – 3:25 p.m.
**Describing the Demographic Data of Business Education Completers Among a Twelve-Year Period: A Longitudinal Study - Hybrid**
The purpose of this research study is to describe demographic data of business education completers over a twelve-year span at a mid-Atlantic university that provides licensure and non-licensure options. The variables that were analyzed included age, undergraduate and graduate GPA, undergraduate cumulative credit hours earned, route, undergraduate major, any minors, honors program completers, age at the time of graduation, and originating state. Trends and conclusions from the research study will be discussed of interest to business education stakeholders.

*Dr. Jeremy Jeffery, Bloomsburg University of Pennsylvania, Bloomsburg, PA*

*Dr. Christina Force, Bloomsburg University of Pennsylvania, Bloomsburg, PA*

3:30 p.m. – 3:55 p.m.
**When Will My Business Teacher Look Like Me - In Person**
The purpose of this session is to share the current state of the teaching workforce and the impact of teacher diversity on diverse students. Best practices strategies will be discussed on how to encourage candidates from underrepresented backgrounds to enter the teaching workforce.

*Dr. Karla Saeger, University of Wisconsin-Whitewater, Whitewater, WI*

*Dr. Denise Roseland, University of Wisconsin-Whitewater, Whitewater, WI*

4:00 p.m. – 5:00 p.m.
**Tips and Strategies for Getting Published - Panel Discussion**
*Moderator: Maggie O’Connor*

*Panelists: Dr. Carol Błaszczyński, Dr. Molly Wickam, Dr. Denise Roseland, Dr. Jeremy Jeffrey*

5:00 p.m. – 6:00 p.m.
**BERC Reception**
*Location: Kansas City (5th Floor)*
Attention college and university educators! Come network with your post-secondary peers and enjoy complimentary dessert and good friends.
Guest Speakers

Krish Dhanam

https://krishdhanam.com

In many ways, Krish Dhanam is the embodiment of the American Dream. The view from the dusty streets of southeast India was not a vista of opportunity. The culture of his homeland was in his soul but the vision of Lady Liberty was in his heart. Krish had a dream as a boy...one day he would walk the paved streets of America and become an active participant in the Land of The Free. “I was about six when I would look at the ships in the harbor and dream about where there were going and if I would ever get there.” Thirty years and a million miles later, Krish has become the very definition of a bootstrap story. Arriving in the towering landmark city of our great country, nine dollars in his pocket, Krish felt the pride and awesome responsibility he shared with millions of other immigrants who had come before him. Winning a sales contest in 1990 earned him a ticket to a seminar conducted by the legendary motivator, Zig Ziglar. This chance encounter would be the catalyst that shaped the next two decades as Krish joined the Ziglar Corporation in 1991 as a telemarketer and eventually became their Vice President of Global Operations. Through training, teaching, and facilitating seminars worldwide, Krish launched his professional speaking career. As one of only two executive coaches personally trained by Zig Ziglar, Krish has successfully delivered his message of hope, humor, and balance in over fifty countries and throughout the continental United States. As a curriculum designer, he has authored programs on staff development, sales, leadership, personal development, and communication. His client list is the who’s who of global enterprise, and he has received accolades from some of the most distinguished organizations including The United States Army, Christian Dior, Marriott Hotels, Cadbury Schweppes, EDS, Texas Instruments, Toshiba, Pepsico, Enterprise Rent-A-Car and Energizer Batteries. Today, he is the CEO of Skylife Success and Global Ambassador for the Ziglar Group of Companies. He is the author of *The American Dream from an Indian Heart, From Abstracts to Absolutes, Missives, Mottos and Maxims, Twilight*, co-author of *Hardheaded & Softhearted*, and a contributing author to the book *Top Performance* written by Zig Ziglar.

Brian Lanners, CPA, CFE

blanners@fbi.gov

After graduating college with a Bachelor’s and Master’s in Accountancy and completing the CPA exam, Brian spent a few years in the audit department at a public accounting firm in Chicago. He joined the FBI as a Forensic Accountant in 2010 and has led a wide range of financial investigations, including public corruption, various types of corporate fraud, Ponzi schemes, counter-terrorism, and economic espionage. He has testified as an expert witness regarding the results of his analysis before the grand jury and in federal court on numerous occasions over the years.

Spencer Christensen

spencerchristense@isu.edu

Spencer Christensen, M. Ed., works as a clinical lecturer at Idaho State University. His primary role is to prepare career technical education (CTE) teachers to become certified to teach in the classroom.

Jason Delgatto

VP Curriculum and Research, NFTE

Since joining NFTE in 2009 as a Program Manager in the Chicago office, Jason has played an integral role in the evolution of NFTE’s next generation instructional resources, from authoring the 12th edition of NFTE’s *Owning Your Future* textbook to the creation of NFTE’s Entrepreneurship and Small Business Pathway. Prior to his time at NFTE, his experience included working for divisions of Pearson and Kaplan Academic Tutoring as well as teaching in the Chicago Public Schools.
Nicholas Haber
Director, STEM & CTE
Certiport, A Pearson VUE Company
Nich.haber@pearson.com
Nicholas Haber is an experienced executive, entrepreneur, and community-builder whose success has been based substantially on setting standards and measuring abilities for digital and entrepreneurial skills for career and technical students. Nicholas oversaw Certiport’s Entrepreneurship and Small Business Certification (ESB) strategy and launch. Nicholas and his brother Jon created SkillCheck, Inc., an online skill assessment. Nicholas joined Certiport in July of 2013 as the Director of STEM and CTE.

Dr. J.D. LaRock
jdl@nfte.com
Dr. J.D. LaRock is the President & CEO of the Network for Teaching Entrepreneurship (NFTE), a global nonprofit that provides high-quality entrepreneurship education to high school and middle school students from under-resourced communities. NFTE currently works in 25 U.S. states and 14 countries and has served more than 1.1 million students since its founding in 1987. He earned his bachelor’s, master’s, and doctoral degrees from Harvard University and a law degree from Georgetown University.

Ben Sondgeroth
bsondgeroth@ltcillinois.org
Ben began his career as a history teacher in Morrison, IL, where he initiated and coordinated the district’s iPad and Chromebook integration. During this time, he developed a passion for sharing exciting new ways to leverage technology in education with other teachers. That passion led Ben to be a national instructor and presenter, allowing him to work with thousands of educators across the country. Now working for the LTC of Illinois, his focus is on helping districts in Illinois leverage digital learning effectively.

Maggey Szyfer
Wells Fargo
maggey.szyfer@wellsfaragoadvisors.com
Maggey Szyfer is an investment professional practicing as a Financial Advisor with Wells Fargo Advisors.

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Concurrent Session Speakers

Jodi Adams
Kentucky Department of Education, Kentucky
jodi.adams@education.ky.gov
Jodi Adams is the Director of the New Teacher Institute, the Kentucky Department of Education certification program for occupation-based CTE teachers, of which Business and Marketing is included. Before moving to KDE, she taught business in Louisville and started a High School of Business™ program, where she was instrumental in developing dual credit opportunities and work-based learning experiences.

Lauren Babitz
Project Invent
lauren@projectinvent.org
Lauren Babitz is a business educator, curriculum developer, and Project Invent Fellow. This school year, she worked with the Project Invent team to build and launch the first national virtual classroom for students across the country. She believes one of the most valuable experiences for students can be hands-on learning opportunities that enable them to innovate, build, and create change within their community. Lauren has experience as a high school teacher and DECA Advisor focusing on entrepreneurship, management, and marketing curriculum. She has also taught several entrepreneurship and leadership courses at the University of Florida.

Marie Coleman
SOWELA Technical Community College, Louisiana
marie.coleman@sowela.edu
Dr. Marie Coleman is the Dean of the School of Business and Applied Technology at SOWELA Technical Community College in Lake Charles, Louisiana. She has been a business educator for 22 years on the post-secondary and secondary levels. She earned her Ph.D. in Career and Technical Education from Auburn University. Dr. Coleman is the current immediate past president of SBEA and serves as secretary for the Accreditation Council for Business Schools and Programs, Region VI Division. She has held multiple roles in SBEA, NBEA, and the Louisiana Association of Business Educators. Marie has been married for 38 years, has three grown daughters, two sons-in-law, and three grandchildren (with another on the way).

Jessica Crabtree
Newton High School, Kansas
jessica.crabtree@usd373.org
Jessica Crabtree is a business teacher at Newton High School in Newton, Kansas.

Sean Crevier
busedcrev@gmail.com
Sean began teaching business classes in 1999, after leaving the technology consulting world. He currently teaches Accounting, Personal Finance, and Intro to Business. In addition to his role in the classroom, Sean serves on the ACTE National Bylaws Committee. He works as an educational consultant and trainer for the AICPA on the National Accounting Curriculum Team, training teachers on implementing the college accounting curriculum APBP into their high school courses. An Instructional Technology Coach of five years and self-proclaimed “Ed-Tech Geek,” Sean is a Google Certified Educator, blogger for Tech & Learning magazine, and Sophia.org FlipClass Certified Teacher.

Tricia Campbell
Meridian High School, Macon, Illinois
campbellt@meridianhawks.net
Tricia Campbell has been a Business Education instructor since 1998 and has been operating an apparel decorating business on the side since 2008. She began her student-run apparel business in 2017. She currently teaches at Meridian High School in Macon, Illinois.
Kimberly Dhority
Flint Hills Technical College, Kansas
dhority@fhtc.edu
Kim has been in business education for over forty years, first at the secondary level and now at post-secondary. Kim has a Bachelor’s in Business Education from Kansas State University and a Masters in Instructional Design and Technology from Emporia State University.

Elizabeth Diamond
Temple University, Pennsylvania
diamond@temple.edu
Dr. Elizabeth Diamond is an Associate Professor in the Teaching and Learning Department in the College of Education and Human Development at Temple University in Philadelphia, PA. As a member of the Center for the Professional Development in Career and Technical Education, she is the program coordinator for Business, Computer, and Information Technology Education and Marketing Education programs. She works with students in these programs and CTE students in other certification and degree programs at the graduate and undergraduate levels as a faculty advisor and mentor.

Susan Elwood
Northeast Iowa Community College, Iowa
elwoods@nicc.edu
Sue Elwood is an instructor in the Business and Computer Departments at Northeast Iowa Community College in Calmar, Iowa. She received her B.A. from Concordia College, Moorhead, MN, and her M.S. from Minnesota State University, Mankato. She has taught at NIACC for 27 years. In addition to her teaching career, Sue serves on several professional boards, including the Iowa Business Education Association the North Central Business Education Association, and coordinates the State Leadership Conference for Iowa’s BPA student organization.

Patti Ertl
James B. Conant High School, Illinois
dertl@d211.org
Patti Ertl is a high school business education teacher in her twenty-fifth year at James B. Conant High School in Hoffman Estates, Illinois, a northwest suburb of Chicago. Patti also serves as an Instructional Coach and Business Education Department Chair at Conant High School and Business Education District Chair for District 211. Her favorite topics to teach include marketing, technology, management, law, and entrepreneurship.

Robert Fredette
Lamoille Union High School, Vermont
rfredette@luhs18.org
Bob has taught business courses in accounting, personal finance, computer applications, and entrepreneurship for 13 years. Bob is also the recipient of the 2020 Freedoms Foundations Leavy Award recognizing the accomplishments of the Lancerships Program he started at Lamoille Union High School. Before his teaching experience, Bob managed Health Clubs and used his experiences in his lessons.

H. Roger Fulk
Wright State University/Edison State Community College, Ohio
roger.fulk@wright.edu
H. Roger Fulk holds the rank of Full Professor Emeritus at Wright State University. He has past teaching experience at both the secondary and post-secondary levels. He is also a Certified Etiquette Trainer, a Certified Proofreader, Certified Microsoft Office Specialist, Google Educator, and a Certified Employment Coach. He is currently employed at Edison State Community College as a Workforce Specialist for the Robinson Student Career Center. Roger and his wife, Vicki, a retired business teacher at Sidney High School reside in Sidney, Ohio, and are the parents of three daughters, Kati, Sara, and Emily, who are also in the education field.
Rod Hames
Crews Middle School, Georgia
rod.hames@gcpsk12.org
Mr. Hames has taught for 30 years as a middle school business education teacher in the suburb of Atlanta. He holds a Specialist’s Degree from the University of West Georgia in Business Education. He has a wife and four children. Rod uses a classroom economy model to engage and help teach finance and business skills experientially. He has held middle school camps for the past six years for young students and uses high school and college interns to learn leadership skills in his camp. Mr. Hames also sponsors pitch competitions, a mock radio show call-in program, and even his school’s version of Shark Tank.

Jillian Harmon
jillian@projectinvent.org
Jillian is passionate about helping young people develop the agency and empathy needed to solve today’s biggest challenges. She serves as the Sr. Program Manager at Project Invent, a national nonprofit that empowers students with 21st-century skills to succeed individually and impact globally through invention.

Angela Huffman
Bullitt Central High School, Kentucky
Angela.huffman@bullitt.kyschools.us
Business Education Teacher & FBLA Adviser at Bullitt Central High School in Shepherdsville, Kentucky.

Brenda Jacobsen
Idaho State University, Idaho
brendajacobsen@isu.edu
Dr. Jacobsen teaches to Impact, Influence, and Inspire new and veteran teachers to Adapt, Grow and Thrive. Dr. Jacobsen has widespread experience in teacher education, instructional strategies, advising, mentorship, and Career and Technical Education. A dedicated teacher and coach, she is passionate about using her skills to guide others.

Kevin Jarosz
Fremd High School and Hoffman Estates High School, Illinois
kjarosz@d211.org
Kevin is a business Educator at Fremd High School and Hoffman Estates High School.

Terri King
Odessa High School, Washington
terrk@odessasd.org
Terri King is a business educator, Future Business Leaders of America (FBLA) adviser, and an advisory board member for the Lead4Change Student Leadership organization. As a teacher and very successful CTSO adviser, she has observed first-hand the profound impact of practical leadership training on her students, community, and FBLA program.

George Kleeb
Great Basin College, Nevada
george.kleeb@gbcnv.edu
George Kleeb is a Professor of Business at Great Basin College. He has 28 years of banking moving from the teller line to the boardroom. His background allows him to bring real-life experiences to the classroom.

Kerri Largo
Hoffman Estates High School, Illinois
klargo@d211.org
Kerri Largo is a 19-year high school business educator with National Board certification and a doctorate in curriculum and instruction. Before teaching, she worked at companies such as Gillette, ADP, and WLUP-FM, which drove her to provide real-world experiences to her students. Kerri is a board member for CABEA and IBEA and a conference planning committee member for NBEA.
Matt Marks
James B. Conant High School, Illinois
mamarks@d211.org
Entering my 10th year in education, I have spent most of my career thus far working in secondary education. In my first few years, I had an opportunity to work with students in middle school but most recently I have been working full time at a high school. Currently, I am a Business Education teacher working at James B. Conant High School located in Hoffman Estates, IL. Throughout my career, I have had the opportunity to teach courses such as Business Explorations, Finance and Investing, Technology Applications, Digital Media, and Consumer Education.

Joseph McClary
jmclary@nbea.org
Joe McClary is the Executive Director of NBEA. He came to NBEA in 2019 and has substantial experience as a business teacher, adult educator, credentialing and association leader. He has taught business and professional development programs for educators in seven countries and across the continental U.S.

Rebecca Mercer
Heover City Schools, Alabama
rmercer@hoover.k12.ai.us
Rebecca Mercer graduated from Auburn University in 2016 with her Bachelor’s degree in Accounting. She worked in the industry for a couple of years before returning to Auburn for her Master’s in Education, graduating in 2019. She has since worked for Hoover City Schools in Alabama, either at Riverchase Career Connections Center or Hoover High School. She has taught Personal Finance, Entrepreneurship, Career Preparedness, Banking, Financial Services, and Advanced Accounting. Since starting her teaching career in 2019, she has become incredibly passionate about framing her course content in an Anti-Bias, Anti-Racist lens.

Susan Miller
St. Vincent St. Mary High School, Ohio
smiller@stvm.com
Susan is in her 15th year as the business and technology teacher at St. Vincent St. Mary High School in Akron, Ohio. She begins working with the freshmen class, helping them successfully transition to high school. Susan developed five courses in the business department, allowing the students to learn more about the business world and what opportunities there are!

Tracie Opolka
Hackett High School, Arkansas
tracie.opolka@hackettschools.org
Tracie is a 28-year teacher from Hackett, AR. She taught business ed courses for 23 years before starting the school’s computer science and drone program. She is married and has two kids.

Marcel M. Robles
Eastern Kentucky University, Kentucky
marcel.robles@eku.edu
Marcel Robles, Ph.D., is Assistant Dean, Chair of Faculty, and Professor of Corporate Communication in the College of Business at Eastern Kentucky University. She is the Immediate Past President of the Association for Business Communication and a Past President for the Association for Research in Business Education (NBEA-ARBE/DPE). She teaches managerial report writing and MBA managerial communication.

Carol Roman
Touro College, New York
Carol Roman has been a business education teacher for many years. She became certified for secondary education and later began teaching in two- and four-year colleges. Currently, she is an adjunct professor at Touro College (New York School of Career and Applied Study), teaching marketing in the Department of Business and Accounting. She is also a development professional in non-profit organizations. She previously served on the board of EBEA. She was President of Delta Pi Epsilon at New York University, where she received her graduate degree under the advisement of Dr. Michael Bronner and Dr. Bridget O’Connor.
Joey Running
West Albany High School, Oregon
joey.running@albany.k12.or.us
Joey Running is a veteran high school business educator and has been recognized as the 2021 Oregon Council on Economics Education Educator of the Year, 2019 Oregon Business Education Association’s Secondary Teacher of the Year, and 2017 Financial Beginnings Oregon Local Impact Educator Award. Joey has served as a member of the 2019 SF Fed’s Educator Advisory Group and Next Gen Personal Finance Summer Institute Fellow since 2017 and was recognized in Teacher Spotlights for Jump$tart, Take Charge Today and Practical Money Skills.

Jennifer Stubblefield
Certiport, Kentucky
j@jenniferstubblefield.biz
A 27-year veteran of a business education classroom in Kentucky, Jennifer Stubblefield specializes in teaching courses that lead to industry certifications. Her classroom efforts have led to developing an award-winning, public high school program that is recognized on the State and National levels for outstanding achievements and high rates of success on state-mandated business education tests and industry certification exams. After retiring from her classroom position in Kentucky, she now serves as the Customer Success Manager for Certiport. She works with teachers across the U.S. as they strive to develop certification programs in various areas.

Sherrell Wheeler
New Mexico State University, New Mexico
swheeler@nmsu.edu
Sherrell Wheeler is the Director of Online Quality Assurance and Professor of Business at New Mexico State University Alamogordo. She has taught business, office technology, and computer science courses in high school and college for 41 years. She served as a Business Professionals of America advisor for 38 years, with 20 of those as the National Officer Coordinator.

Carol Billing
University of Idaho, Idaho
cbilling@uidaho.edu
Dr. Carol Billing teaches future high school business teachers across Idaho within a fully-online program. Her research focuses on best practices for online pedagogy. She is a frequent presenter at local and national conferences, as well as serving on national grant review and accreditation panels. Dr. Billing is a clinical faculty member of the College of Education, Health & Human Sciences at the University of Idaho. She is also experienced in teaching in community college and high school environments.

Carol Blaszczynski
California State University, California
cblaszc@calstatela.edu
Dr. Carol Blaszczynski is a Professor of Management at California State University, Los Angeles. She has served as editor of the Delta Pi Epsilon Journal, Chair of the Policies Commission for Business and Economic Education, and Treasurer of Delta Pi Epsilon. In addition to authoring more than 150 publications, she has been a frequent presenter at business education conferences. Carol is a John Robert Gregg awardee, an NBEA Collegiate Teacher of the Year recipient, and a Poetry in the Disciplines Fellow.
Jane Brooker
The Pennsylvania State University, Pennsylvania
jbrooker3225@gmail.com
Jane Brooker earned a B.A. in Business Administration and Business Education from Cedarville University, an M.B.A. from University of Findlay, and was awarded a Ph.D. in Workforce Education with an emphasis in Human Resource Development/Organization Development and Cooperative Education in May of 2020 from Pennsylvania State University. Her research includes interpersonal competencies, emotional intelligence, and mindfulness. Jane has over 20 years of teaching in K-12 business and technology classes and over six years’ experience in the collegiate level in business and education courses. She has taught educational strategies and professional development to Career and Technology educators at Pennsylvania State University. Jane has taught freshman level classes of Introduction to Business and Foundations of Business; upper class Business Communications; Instructional Strategies, Insurance and Risk Management; Field Experience and Business Education Seminar to Business Education majors; business internships; PACES class to students on academic probation; and was faculty advisor for a Learning Community for new freshman in the College of Business.

John Cannon
University of Idaho, Idaho
johnc@uidaho.edu
Dr. John Cannon is an Associate Professor and Career and Technical Education Program Coordinator at the University of Idaho. He is located at the UI’s Boise Center in southwest Idaho. Dr. Cannon’s research has focused on professional development needs for CTE teachers.

Lacey Finley
Park University, Missouri
lfinley@park.edu
Lacey R. Finley is an Assistant Professor of Management and Department Chair at Park University, Parkville, Missouri. She teaches business communication and career development courses. Her areas of research interest include design thinking, entrepreneurial spirit, innovation education, assessment development, and student/faculty engagement initiatives.

Christina Force
Bloomsburg University of Pennsylvania, Pennsylvania
cforce@bloomu.edu
Dr. Christina Force is an Associate Professor in the Business Education department at Bloomsburg University. She also supervises the business education student teachers. She was previously a high school BCIT teacher for 17 years. She is a graduate of Bloomsburg University and obtained her doctorate from Wilkes University.

Jeremy Jeffery
Bloomsburg University of Pennsylvania, PA
jjefery@bloomu.edu
Dr. Jeremy Jeffery is currently an assistant professor and M.Ed. Co-Coordinator for the Business Education program at Bloomsburg University in Pennsylvania. He teaches various courses, including instructional strategies for Business Education pre-service teachers, Business Communication, Introduction to Business, and courses for the Internship option as part of the M.Ed. in Business Education.

Susanne Kamsker
The University of Graz, Graz, Austria
susanne.kamsker@uni-graz.at
Dr. Susanne Kamsker, BSc MSc Education: Completed the PhD-Program of Business Education and Development at the University of Graz (2021: Digital transformation and the Design of Curricula at Austrian Universities - A Delphi-Study on Curriculum Development in Business Studies and Business Education and Development). Master’s degree in Business Education and Development (2017: Considerations on lesson planning of students at the beginning of the Master’s program in Business Education and Development. Analyzed by a qualitative analysis of Accounting classes). Bachelor’s degree in Business Administration (2015) Employment: Main professional activity: Member of the Scientific Staff of the Institute for Business Education and Development and lecturer (University of Graz: since Nov. 2017). Project Assistant at the Department of Business Education and Development (University of Graz: Project SPINTeams - University Spin-offs Alliance: From the idea to the market through mentoring and transnational entrepreneurial teams (starting in Nov.

**Allen Kitchel**

University of Idaho, Idaho

akitchel@uidaho.edu

Dr. Allen Kitchel is an Associate Professor of Education and Associate Dean for the College of Education, Health, and Human Sciences at the University of Idaho. His content expertise is in teacher preparation, focusing on career and technical education, and business and marketing teacher preparation. He has published more than 20 scholarly articles in national refereed journals, presented at numerous national professional conferences, and served as mentor and major professor for graduate students. His research interests include leadership and faculty development, professional development of CTE teachers, program and curriculum development, best practice models for online pedagogy, and technology integration in learning.

**Silvia Lipp**

The University of Graz, Graz, Austria

silvia.lipp@uni-graz.at

Silvia Lipp, BSc MSc Education: Currently in the Ph.D.-Program of Business Education and Development at the University of Graz. Master’s degree in Business Education and Development (2019: Nudging in accounting classes. Nudging is used to foster learning effectiveness of accounting education). Bachelor’s degree in Business Administration (2017). Employment: Main professional activity: Member of the Scientific Staff of the Institute for Business Education and Development (University of Graz: since Jan. 2021); Lecturer at the Institute of Business Education and Development (University of Graz: since March 2021); Previous employment: Project assistant in the research project “Analysis of digital competencies of students” (University of Graz; Sept. 2019-Feb. 2020); Project Manager of a global enterprise for SAP-/CRM-/MS-Office projects (2014-2019) Fields of Research: Business (Teacher) Education, Agile Learning, Andragogy, Serious Game.

**David Luidold**

The University of Graz, Graz, Austria

David.luidold@uni-graz.at

Currently in the Ph.D.-Program of Business Education and Development at the University of Graz. Master’s degree in Business Education and Development (2020: The significance of learning organization in a world characterized by volatility, uncertainty, complexity, and ambiguity in the context of the automotive industry). Bachelor’s degree in Business Administration (2017). Employment: Main professional activity: Member of the Scientific Staff of the Institute for Business Education and Development (University of Graz: since Jan. 2021); Lecturer at the Institute of Business Education and Development (University of Graz: since March 2021); Previous employment: Project assistant in the research project “Analysis of digital competencies of students” (University of Graz; Sept. 2019-Feb. 2020); Project Manager of a global enterprise for SAP-/CRM-/MS-Office projects (2014-2019) Fields of Research: Business (Teacher) Education, Agile Learning, Andragogy, Serious Game.

**Thomas Mays**

Miami University Regionals, Ohio

maysta@miamioh.edu

Tom Mays is an Associate Professor in the Department of Commerce, College of Liberal Arts and Applied Sciences on the Miami University Regional Campuses. He teaches courses on innovation, digital commerce, and business analysis. Before Miami, Tom taught management and entrepreneur courses at Sinclair Community College in Dayton, Ohio, and he was a small business owner focusing on corporate communications.
C. Shareefah Muhammad

The Chicago Lighthouse, Illinois
cshareefahmuhammad@yahoo.com
Dr. C. Shareefah Muhammad has served as a business education curriculum/instructional leader at The Chicago Lighthouse for 31 years. Previously, she served as an instructor in business colleges. She currently works in the area of awareness/advocacy for persons who are blind/visually impaired.

Margaret O’Connor

Bloomsburg University of Pennsylvania
moconnor1@bloomu.edu
Dr. Maggie O’Connor teaches business education graduate and undergraduate courses at Bloomsburg University of Pennsylvania. She has 20 years of experience in marketing/brand management and has her own consulting business, helping start-ups with business and marketing plans. She has worked for Procter & Gamble, Kodak, and Zodiac, based in Paris, France. She has presented on a variety of topics throughout her academic career, and it currently focused on work/life balance and has begun research on Mindfulness—focusing on herself, peers, and students. Most recently, she was the co-editor of the 2020 Methods book and led the update of the NBEA Marketing Standards. Dr. O’Connor has won several awards, including two best paper awards on marketing topics at the MBAA International Conference, and most recently the 2020 NBEA Secondary Teacher of the Year Award. She is the chairperson of the Council for Business Teaching and Research (CBTR).

Melinda Rangel

Tabor College, Kansas
melindarangel@tabor.edu
Dr. Melinda Rangel serves as an Associate Professor of Business at Tabor College in Hillsboro, Kansas. Dr. Rangel was a high school business teacher for 22 years and the Career and Technical Education Director and Assistant Principal at her high school for five years. During her time in public education, she also implemented a virtual and alternative program and an agricultural career academy. Melinda and her husband, Chris, live in Newton, Kansas, owning and operating multiple businesses.

Sonseeahray Ross

Sonieross@gmail.com

Karla Saeger

University of Wisconsin-Whitewater, Wisconsin
saegerk@uw.edu
Dr. Karla Saeger is an Associate Professor at the University of Wisconsin - Whitewater, where she mainly teaches in the Business, Marketing, and Computer Science Education program. Dr. Roseland’s current scholarship focuses on two avenues of work core to her teaching philosophy and practice: improving the design and delivery of online courses and topics that build the capacity of business educators to use research-based approaches to teaching. A former state supervisor for business education and former high school business and marketing educator, Roseland’s career has spanned many facets of business education.

Karla Saeger

University of Wisconsin-Whitewater, Wisconsin

Dr. Karla Saeger is an Associate Professor at the University of Wisconsin - Whitewater. She coordinates the MS in Business Education program and is actively involved in business education initiatives at the local, state, and national levels.
Jonathan Walker
Culver Stockton College, Missouri
jwalker@culver.edu
Dr. Jonathan Walker is a faculty member in the Business and Administration Department at Culver Stockton College. He earned his BS in Business from Hannibal Lagrange University, MBA from William Woods University, EdS from the University of Central Missouri, and EdD in P-20 Education and Community Leadership from Murray State University. Before teaching in higher education, Dr. Walker was a high school business teacher, FBLA advisor, NTHS advisor, and E-sports advisor at Kirksville Area Technical Center. Dr. Walker is President-Elect of MOACTE, Vice-President of the DESE CTE Advisory Council, and serves on the Financial Literacy Education Council Advisory Board.

Molly Wickam
Bethel University, Minnesota
m-wickam@bethel.edu
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Founded in 1966, Business Professionals of America (BPA) is the premier Career and Technical Student Organization (CTSO) for middle school, high school, and college/university students preparing for careers in business, finance, management information systems and related fields. BPA provides members with opportunities for growth through education, competition, community service, and leadership and personal development. BPA’s Workplace Skill Assessment Program competitions cover topics in business, finance, technology, marketing, and health administration. The organization has more than 38,000 members in 1,600 chapters across 25 states and Puerto Rico and an international presence in China, Haiti and Peru.

Caricature Artist, Roger Hurtado
Booth #: 18
Available during the Wednesday Reception and Thursday from 12:00 p.m. – 2:00 p.m.

Certiport
Booth #: 1
http://www.certiport.com
Certiport is the leading provider of learning curriculum, practice tests, and performance-based IT certification exams that accelerate academic and career opportunities for learners. We are dedicated to helping people succeed through industry-recognized certification. Our credentials are aimed at enhancing individual productivity, marketability, and value.
Crunched Education Program
Booth #: 4
https://education.crunched.io
The Crunched Education Program is an up-and-coming, accounting simulation provider that is committed to driving financial confidence into students nationwide. Our accounting simulations guide students through various small business accounting tasks and give them the opportunity to apply their knowledge to a real-world experience.

Each simulation consists of a well-guided workbook, mock financial documents, and our own cloud accounting software. Students will be given bank statements, check stubs, sales reports, payroll journals, and more to post transactions and analyze financial reports.

Whether your students continue in accounting, start their own business, or simply manage their own finances, we designed our simulations to truly help students feel confident when met with financial tasks.

Interpretive Simulations
Booth #: 5
https://www.interpretive.com
Interpretive Simulations was founded in 1986 to provide simulations that offer real-world practice implementing the principles of business. We have 11 simulations currently, for classes in Management, Marketing, and Strategy.

Our business simulations provide a well-rounded and positive learning experience for your students. We’ve been producing simulations for business schools for many years, and we understand the needs of our customers and their students. We’re committed to providing you the best solution for your class!

FBLA-PBL, Inc
Booth #: 14
https://www.fbla-pbl.org
FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

FINRA
Virtual Exhibitor
https://www.FINRA.org
FINRA is the Financial Industry Regulatory Authority, a not-for-profit organization dedicated to investor protection and market integrity. It regulates one critical part of the securities industry - brokerage firms doing business with the public in the United States. FINRA, overseen by the SEC, writes rules, examines for and enforces compliance with FINRA rules and federal securities laws, registers broker-dealer personnel and offers them education and training, and informs the investing public. FINRA administers qualification examinations designed to establish that individuals employed by broker-dealers have attained specific levels of competence and knowledge pertinent to the industry.

Kendall Hunt Publishing Company
Booth #: 12
https://www.kendallhunt.com
Kendall Hunt is a premier publisher in both digital and print media with over 75 years of experience and over 9,000 titles. We combine service, innovation, and our pledge of quality to provide you with advantages that are unparalleled in educational publishing.

Knowledge Matters
Booth #: 7
https://knowledgematters.com
Knowledge Matters is the leader in virtual experiential learning, with over one-third of all high schools using the Virtual Business line of simulations. Students learn the principles of business, marketing, and financial literacy by running their own simulated businesses. The online simulations allow students to test business concepts in an interactive, risk-free, game-based environment and see the impact of their choices immediately. Students experience scenarios such as staffing, pricing, safety, and more! Students develop business plans, pitch their business to peers, secure investments and continually refine their results to optimize business outcomes and increase profitability. Modeled after real businesses, Knowledge Matters worked in partnership with the J. Willard and Alice S. Marriott Foundation to build the management hotel simulation, The Fashion Institute of Design & Merchandising to create the fashion simulation, and H&R Block sponsored the personal finance simulation.
**MBA Research and Curriculum Center**

*Booth #: 8*

[https://www.mbaresearch.org](https://www.mbaresearch.org)

MBA Research and Curriculum Center is dedicated to supporting educators in the preparation of students for careers in the areas of business management, finance, marketing, hospitality management, and entrepreneurship. Established in 1971, we are a not-for-profit operated and governed by a consortium of state education departments. With the support of the Daniels Fund, we also offer materials for teaching ethics and ethical decision-making at no cost to educators across the country.

**Mujo Learning Systems**

*Booth #: 9*

[https://www.mujo.com](https://www.mujo.com)

Mujo Learning Systems is a publisher specialized in creating a turn-key digital marketing curriculum.

**National Geographic Learning/Cengage**

*Booth #: 2*

[https://www.cengage.com](https://www.cengage.com)

National Geographic Learning, a part of Cengage Learning, is a leading educational publisher of K-12 School and Career and Technical Education digital and curricular classroom materials. Through our digital learning programs and classroom learning resources, schools experience the excitement and joy of learning that National Geographic explorers, scientists, writers, and photographers experience.

**NBEA Photo Booth**

*Booth #: 17*

Create memories in front of a backdrop of the Chicago skyline with your own phone with NBEA’s selfie booth. Brought to you by NBEA’s Platinum Sponsors: Certiport National Geographic Learning/Cengage

**Personal Finance Lab (Stocktrak)**

*Booth #: 6*

[https://www.personalfinancelab.com](https://www.personalfinancelab.com)

Our family of financial games, simulations, and curriculum help more than 800,000 people per year become more financially literate. PersonalFinanceLab™ is here to support K12 teachers who teach business, economics, accounting, personal finance, and social studies. Through experiential learning provided by the Budget and Stock Market Games, students will grasp many financial literacy concepts.

**Stukent, Inc**

*Booth #: 11*

[https://www.stukent.com](https://www.stukent.com)

Stukent’s digital courseware is updated every year to maintain relevancy and align with industry standards. The first-in-the-world Mimic Simulation platform provides students opportunities to navigate challenges via a controlled environment, giving them hands-on experience before graduation.

Stukent’s mission is to help educators help students help the world.
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