Greetings SBEA Members,

I am going to borrow the words of Regional Membership Director Jennifer Stubblefield here. I think they are very appropriate.

“I hope your summer is going well and that it is full of flip flops and good books.” Thanks, Jennifer!

STATE SPOTLIGHT
SOUTH CAROLINA

2019 Conference
The South Carolina Business Education Association had a fantastic 2019 conference in February at the Marina Inn Grande Dunes in Myrtle Beach, South Carolina. Presenters shared sessions on a wide variety of business and education topics including accounting, computer science, coding, and video games.

Attendees were celebrated with prizes and uplifting recognition for our profession from keynote speakers, awards, and a strong network of colleagues. Below are some photos from the event.

2019 SCBEA Convention at Marina Inn Grande Dunes, Myrtle Beach, SC, in February.

SCBEA Past President, Michelle Isenhower, presenting at the 2019 SCBEA Convention.
Education and Business Summit

SCBEA members participated in the 2019 Education and Business Summit in Greenville, SC, in June. The Education and Business Summit (EBS) is the premier Career and Technology Education (CATE) state conference hosted by the Office of Career and Technology Education at the South Carolina Department of Education. EBS is designed to provide learning opportunities in Career & Technology Education content, develop best practices for use in the classroom or in administrative roles, create strategies to prepare South Carolina students for college and career readiness, and prepare participants to develop stronger CATE courses and programs for the success of all students.

Membership Director, Ruthayn Burdette and SCBEA 2019-2020 President, Dennis Roberts presented about dye sublimation printing at the 2019 Education and Business Summit. They will be presenting this session at the SBEA Conference in Daytona Beach, Florida, in October 2019.
2019-2020 SCBEA Executive Board

Elections and nominations took place at the SCBEA 2019 conference. The 2019-2020 academic year SCBEA board members are listed below:

Past-President - Michelle Eisenhower
President - Dennis Roberts
President-Elect - Bridgett Wolfe
Vice-President - Tracy Lemon
Secretary - Hyacinth Phillips
Treasurer - Sandra Cassell
Editor - Bert Sandifer
Parliamentarian - Lynda Oswald
NBEA Representative - Ruthayn Burdette
Technical College/Comm College Representative - Marcia Schenck (Spartanburg Community College)
Secondary/Career Center Representative - Carolyn Diaz
Middle School Representative - Pamela Ferrell
Retiree Representative - Rita Beard
Board Member at Large - Mary Bailey
Board Member at Large - Donna Bowman
Education Associate - Dana DePew
State Advisor - Linda Skinner

Looking Ahead: Save the Date

Our next conference "See Your Future Clearly, SCBEA 2020" will be held at the same location, the Marina Inn Grande Dunes, Myrtle Beach, SC, on February 20-23, 2020. We invite all SBEA members to join us. We are currently accepting proposals for presenters and vendors for the 2020 conference. The Call for Proposals form is located at http://www.scbea.org/conventions.html. Vendors can contact Treasurer Sandra Cassell at scassell@lexrich5.org for more information and a contract.

Legislation and Advocacy

Legislative changes are underway in SC that will affect all SC teachers. You may have heard about the SC for Ed march on the state house that took place on May 1, 2019. Over 10,000 educators, support staff, parents, and community members met at the South Carolina Department of Education and marched to the South Carolina state house. Participants were encouraging legislators to consider better pay for educators, smaller class sizes, less testing, more support staff (such as mental health counselors) and more. Keynote speakers at the event led participants in reflections and guided conversations about the needs of students in South Carolina. The legislature is on break for the summer, but there are education bills slated to be addressed when the legislature reconvenes. Town hall meetings around the state and meetings at the state house continue as educators offer input on the proposals.
South Carolina students received top honors at the recent FBLA National Leadership Conference.

2019 FBLA National Leadership Conference Awards

1st Place, Publication Design
Katie Gilstorf, Lauren Watt, Mary Werner, (Nation Ford High School)

2nd Place, Emerging Business Issues and $500 Cash Award
Ja’Quon Williams, (High School for Health Professions)

4th Place, Health Care Administration and $200 Cash Award
Mary Price, (Abbeville High School)

5th Place, Social Media Campaign
Desmond Chavous, Kamora Johnson, Tiara Missey (North Augusta High School)

7th Place, Job Interview
Kaianne Allen, (Dorman High School)

Recognition Awards
1st Place, SC FBLA, Largest Percentage of Increase in State Chapter Membership in the Southern Region

2nd Place, Indian Land High School, Largest Number of Local Chapter Professional Division Members in the Southern Region

9th Place, SC FBLA, FBLA Connect 10 Program

Gold Seal Award of Merit Chapters
Crestwood High School
North Augusta High School
Strom Thurmond Career Center

America Level of Business Achievement Awards (Highest Level)
Travis Johnson, Crestwood High School, and Kaylee Morris, North Augusta High School

Gold Level of the LEAD Program for Middle Schools
Joshua Cogdell, Alice Drive Middle School

Congratulations, North Augusta High School for your membership recognition awards!
September Sweeps
Action Awareness
Non-Stop November
Connect 10
Outstanding Chapter
Chapter Challenge

Finalists (Top 15)
HS Health Professions (Ja’Quon Williams) – Emerging Business Issues
Myrtle Beach (Michael Clark and Ashlei Tran) – Hospitality Management
Dorman (Kaianne Allen) – Job Interview
Nation Ford (Katie Gilstorf, Lauren Watt, Mary Werner) – Publication Design
North Augusta (Desmond Chavous, Kamora Johnson, Tiara Missey) – Social Media

Travis Johnson of Crestwood High School in SC was announced as national President of FBLA following the awards. The photo at right shows Travis during his campaign speech.
The table below indicates the month **YOUR STATE** will be **SPOTLIGHTED!** We look forward to reading about the wonderful activities and opportunities occurring in your state. Stay tuned!

<table>
<thead>
<tr>
<th>MONTH</th>
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<tr>
<td>November</td>
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<td><strong>JULY</strong></td>
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<td>September</td>
<td>Virginia</td>
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<td>October</td>
<td>West Virginia</td>
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**2019 SBEA CONVENTION**

The 2019 SBEA Convention will be held from Wednesday, October 23 – Saturday, October 26, 2019. The conference meetings will be held at **The Plaza Resort and Spa**, 600 North Atlantic Avenue, Daytona Beach, FL 32118. The phone number for the hotel is 386-255-4471.

Reservations may be booked now by either calling the hotel or booking online. If you call the hotel at 1-866-500-5630, be sure to ask for the Southern Business room block. Here is the link for booking online. [https://reservations.travelclick.com/96954?groupID=2120732](https://reservations.travelclick.com/96954?groupID=2120732)

I hope you will consider this your official invitation to the SBEA convention. Please feel free to share these details with others you know in your states and organizations who might be interested in attending our convention. We are encouraging early registration and hotel room reservations. Our convention will be here before we know it.

This year’s theme for the SBEA Convention is “Racing into the Future.” Daytona Beach is known for its beaches and racing. With the convention in October, the weather will still be warm enough to enjoy the beach. It is just outside the hotel door.

Here are some important convention links.
Convention Planner - [http://www.sbea.us/convention/convention-program/](http://www.sbea.us/convention/convention-program/)
Hotel Information - [http://www.sbea.us/hotel-information/](http://www.sbea.us/hotel-information/)
Convention Needs
The SBEA Planning Committee has several needs. We hope our membership will consider assisting with the tasks. If you are willing to help, please let Dr. Michelle Taylor, SBEA President, or Dr. Marie Coleman, SBEA President-Elect, know immediately. They can be reached at michelle.taylor@rcu.msstate.edu or marie.coleman@sowela.edu respectively.

Currently, we need seven more people who could serve as session coordinators. This is a very easy job. The coordinator introduces the speaker, gives any handouts to participants, and distributes and gathers session evaluations to return to the registration desk.

We need two people who would be willing to present in the Swap Shop. These are mini sessions (about 10 minutes) where ideas are shared. Participants rotate through a large room where all the mini sessions are held. Again, this is an easy task.

SBEA is desiring to provide one more session on Saturday morning. If you have an idea that you would like to share, please let Dr. Coleman know immediately. She is finalizing the program now, and we hope to have this on the SBEA website very soon for all to see.

Lastly, we are searching for five volunteers to help with registration and hospitality. These are also simple tasks. Generally, a person in this role directs attendees to convention areas for sessions or provides information.

Session Spotlights

Utilizing the Wall Street Journal Educator’s Program for Case Analysis
Find out how to incorporate the Wall Street Journal Educator’s Program into your class curriculum and school’s digital library. Learn how to use the articles for case analysis in your Business Management class or in your Entrepreneurship Class to learn/apply SWOT Analysis and Industry Research. Learn how to use the FCEE Stock Market Competition in your classes.

Effective Strategies for Online Facilitation & Feedback
As more learning institutions incorporate online classes in their curriculum, instructors/facilitators must prepare to retain and engage students in the learning process. This session examines best practices for facilitation, feedback, and student engagement techniques. We will provide and share grading techniques, integrating technology with feedback, and resources to actively engage students. Come prepared to share and participate! “Provide an uncommon experience for your students, and they will reward you with an uncommon effort and attitude.” ~ David Burgess

AP Computer Science Principles
AP Computer Science Principles sharing session. The Instructor will talk about how she teaches AP CSP. Then open the floor for discussion about best practices.
2019 STATE CONFERENCES

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<tr>
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<td>Hot Springs, AR</td>
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<td>Florida</td>
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<td>Orlando, FL</td>
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<td>Georgia</td>
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<td>Young Harris, GA</td>
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<tr>
<td>Tennessee</td>
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<td>Twitter at @drvhemby</td>
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KUDOS AND CONGRATULATIONS

My Business Education Forum came in the mail this week. I noticed many of our regional people contributed to the publication or were recognized. Let’s take a minute to give these members some shout outs and high fives!

Margaret Blue made a compelling call for leadership. She invited members to volunteer to help our professional organizations. The leadership opportunities can start “small” with things like facilitating a session at a convention to going big and becoming an officer. The opportunities are many. As Uncle Sam stated, “We need you!”

James Blair and two of his Eastern region colleagues contributed an article for practical student projects in marketing. Challenges were given, and recommendations for meeting objectives were provided. Even the SWOT and its application were provided.

On the next page, FIVE of our membership were noted. Virginia Hemby of Middle Tennessee State University and NBEA Secretary interviewed Bonita Johnson, Leane Skinner, Elisha Wohlb, and Elizabeth Diamond. The topic was “the superior teacher: an endangered species.” How cool is that? We all know that educators – especially business and technology educators – are special, but this article helps show how awesome we really are because of the stress we must handle and still accomplish everything expected.

Alizabeth Allgood of Middle Tennessee State University provided information for integrating “marketing communication in the promotion course.” In her writing, she provided the reader with 7 great brand promotion assignments. She even gave examples of applying the material by using companies like Arby’s and Jim Beam. I plan to incorporate some of this information in my marketing course this fall and hope you will be using the ideas with me.

The spotlight was really shown on six special educators by Joanne Lozar Glenn of Virginia. Three of the six are from the Southern Region! These educators were noted as “game changers.” Michelle Taylor (Mississippi),
Pamela Scott Bracey (Mississippi), and Steve Lewis (Tennessee) were recognized individually for their efforts on behalf of all levels of business education and their professional organizations. Lewis even provided a flashback writing to 1979 for readers about education.

Joanne Lozar Glenn recognized in another article Aisha Erma Lenora Saffold of Mississippi. Saffold has founded P.E.A.R.L.S., a mentoring program for girls, that emphasizes the six core values of purity, empathy, awareness, respect, leadership, and scholarship. These young ladies participate in many activities including a breast-cancer awareness walk. This initiative is really growing and has a nine-member board.

Charisse Woodward and Arnetta Hughes participated in the Colleague to Colleague moment. Each lady provided quotes they use to encourage their students. Charisse said, “Do better.” Arnetta said, “You never know what you can do until you try.” This is so true.

Finally, these people were recognized as contributors and authors this past year to our Business Education Forum. They are Alizabeth Allgood, James Blair, Margaret Blue, Lana W. Carnes, Scott Christen, Lajuan Davis, Virginia Hemby, Stephanie Kelly, Stephen D. Lewis, Benita Harris Moore, Kambiz Tabibzadeh, Susan Hall Webb, and Theresa West. SBEA thanks all these wonderful members for their support and contributions to our organization and helping our region to shine brightly!

The last Kudos is sent to Jennifer Stubblefield of Kentucky. Jennifer is our SBEA Regional Membership Director. She was recognized as the Certiport Educator of the Year and delivered a workshop entitled “MOS: Give ‘em Roots and Give ‘em Wings.” Here is an excerpt from the press release.

“Jennifer’s accolades are impressive, but we’ve seen her in the classroom and her dynamic teaching style and passion for her students is why we honored her as our Educator of the Year,” said Ray Murray, Vice President and General Manager – IT, Pearson VUE. “Anyone who has met Jennifer can sense her enthusiasm for helping students learn the skills they need to succeed in the business world. She has impacted thousands of students in her career, and we are grateful for the work she does to further business education and certification.”

https://www.prweb.com/releases/certiport_recognizes_kentucky_business_teacher_as_educator_of_the_year/prweb16390788.htm

MEMBERSHIP

Please encourage your friends and colleagues to join SBEA. Membership is $100 for one year. With membership a person has access to monthly newsletters, professional journals, and publications. The annual national and regional conventions can be attended with reduced registration fees. Of course, membership provides a $250,000 professional liability insurance policy.

https://www.nbea.org/newsite/member/index.html

Those desiring to join SBEA with NBEA may do so by mailing their membership form or completing the online form. Here is the link. https://www.nbea.org/newsite/member/join.html
### SBEA STATE MEMBERSHIP DIRECTORS

<table>
<thead>
<tr>
<th>STATE</th>
<th>NAME AND CONTACT</th>
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<tr>
<td>Alabama</td>
<td>Morgan Palmer Jones</td>
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<td><a href="mailto:jonesmp@vestavia.k12.al.us">jonesmp@vestavia.k12.al.us</a></td>
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<td>Arkansas</td>
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<td>Florida</td>
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<tr>
<td>Kentucky</td>
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<tr>
<td>Louisiana</td>
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<td>Mississippi</td>
<td>Carole Deere</td>
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<tr>
<td>North Carolina</td>
<td>Madeline D. Tucker</td>
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<tr>
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<td>Ruthayn Burdette</td>
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<tr>
<td>Tennessee</td>
<td>Michelle Taylor</td>
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<td>Virginia</td>
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<td>West Virginia</td>
<td>Sharon Cole</td>
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<td><a href="mailto:skcole@k12.wv.us">skcole@k12.wv.us</a></td>
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### CONCLUSION

Your SBEA Board wishes all of you a restful summer vacation. The officers are listed below for your convenience. We would love to hear from you. This is your organization!

Michelle Taylor, President  
Marie Coleman, President-Elect  
Tracie Opolka, Secretary  
Janet Kreider, Treasurer  
Dana Dingell, Past President  
Jennifer Stubblefield, Regional Membership Director  
Elisha Wohlb, Convention Coordinator  
Geana Mitchell, SBEA Representative to NBEA

Until next month,

Michelle

Michelle Taylor  
2019 SBEA President