



# Southern Business Education Association

## [www.sbeaonline.org](http://www.sbeaonline.org)

### December 2020 – February 2021 Newsletter

#### President's Message

Greetings to All from Louisiana!

2020 is finally over (whew!) and we can look forward to 2021 with anticipation that this year will be better for everyone. My students returned to campus this week after attending virtual classes for two weeks in hopes of keeping our campus healthy and strong.

As you all know, the **NBEA Annual Convention** is scheduled to be held in New Orleans from March 30 through April 2. Both in-person and virtual options are available, so please make plans to attend. This year's convention promises to be exciting and offer many informative and useful sessions to us as business educators regardless of the age of our students. Read through this edition to learn more about a few of the sessions being offered.

**SBEA will have a social** on Thursday, April 1, at the NBEA Convention from 4:15 – 5:30 p.m. We thought it would be nice to get together and have some fun, and present the following 2020 awards:

- Distinguished Service Award for Outstanding Contribution to Business Education by an Administrator or Supervisor of Business Education
- Collegiate/University Teacher of the Year Award
- Post-Secondary Teacher of the Year Award
- Middle School/Secondary Business Teacher of the Year Award

As for the **2021 SBEA Conference**, we are still planning on hosting a conference in October. At this point, we are not definite as to an in-person conference, a virtual one, or both. Many items are under consideration and we will begin sharing details as we make decisions concerning the logistics. As a board, we truly missed seeing all of you in October in Memphis, and believe me, we want to be together in Memphis in October of 2021. So, stay tuned for details throughout the coming months and start thinking about presentations you can share. Begin thinking about new and non-SBEA member colleagues you can invite to participate. Also, please feel free to email us at [sbeaconvention@gmail.com](mailto:sbeaconvention@gmail.com) if you have some great ideas to share or suggestions for

presentation topics concerning the 2021 conference. We want to give our membership what they want! Remember to check the SBEA website periodically as we will post updates for you there.

**Valentine's Day** is right around the corner, so I hope each of you get to enjoy lots of chocolate and other sweet things! ❤️

Stay safe and healthy, and I hope to see you all soon whether it be in person or in cyber space!

Until next time,  
Marie Coleman, Ph.D., President, SBEA

## Open Position on the SBEA Board

The position of Vice President is vacant on the SBEA Board. If you believe you would enjoy serving in this position, please send an email of interest, along with a copy of your current resumé, to [sbeaconvention@gmail.com](mailto:sbeaconvention@gmail.com).

## Highlighted Sessions at NBEA



**212° Leadership Training, Joe McClary** – What is the difference between exceptional associations and those that seem to stay in one place? As with water, one degree can make all the difference. At 211 degrees, water remains liquid. By increasing the water temperature, just one degree causes water to boil and produce steam that can provide power to millions. 212 Degree Leadership Training is designed to provide business education association leaders with the knowledge to turn the temperature up at their association to release untapped potential.

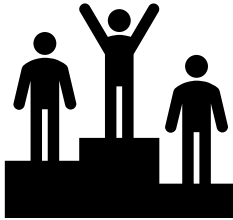
**Teacher Hacks: Excelling at Excel 2019, Chadwick Springer & Carrie Leffler** – This session will explore the latest additions to Microsoft Excel 2019. This will include an overview of additions to Excel, how the latest tools can be beneficial to teachers and students, as well as a deep dive into new functions and charts. This session will be interactive as the presenters work through various functions and provide tips and tricks for increasing student understanding of Microsoft Excel.

**Offline Coding and Cybersecurity Activities: The Sequel, Karen Arlien & Lynette Borjeson Painter** – We have shared offline coding and basic cybersecurity activities at previous NBEA conferences, and you asked for more! This session will cover several detailed, hands-on, offline lesson plans for your students. Remember, not all coders will be computer programmers, and tomorrow's jobs demand coding

skills! Even now, every employee is responsible for cybersecurity tactics within the workplace. Help your students

prepare for tomorrow's workforce with offline activities you can complete in most classrooms.

## **SBEA 2020 Social and Awards Presentation**



Thursday, April 1, 2021  
4:15 pm-5:30 pm  
New Orleans Marriott  
New Orleans, LA

## **Resources for Your Classroom**

- [Bankrate](#)
- [EdSurge](#)
- [Thunkable](#)

## **Featured State – Virginia** [Virginia Business Education Association](#)

Due to the Covid pandemic, Virginia Business Education Association ("VBEA") cancelled its 2020 conference and opted for a summer line-up of collaborative online sessions by a variety of presenters. The VBEA Collaboration Series was launched via our Facebook Group. All sessions were recorded and made available to teachers across the Commonwealth. The recordings and materials are still available to anyone who is interested. The feedback we received was that these sessions were helpful and appreciated, and that teachers are looking forward to future sessions. Stayed tuned for more! We have also seen educators helping each other and posting some wonderful resources in our Facebook Group - VBEA Shared Resource.

The group continues to offer support and collaborative sharing as Virginia teachers navigate the changing educational mandates and delivery methods. Due to the continuing pandemic and restrictions on travel, the VBEA Board made the decision to deliver its 2021 conference virtually as well. Having taken steps now to move to a virtual event, the Board is hard at work planning creative ways to deliver sessions during the planned conference time as well as teacher certification training, vendor talks, and teacher development, mentoring and recognition. As always, we seek dynamic speakers to participate in our annual conference, and a benefit of virtual delivery is the reduction in travel cost for presenters. We welcome interested SBEA members to submit a proposal to participate in the VBEA 2021 conference! Please contact Charisse Woodward, VBEA President, at [woodwarc@fcpsk12.net](mailto:woodwarc@fcpsk12.net) or Mary Ellen Yeatts, VBEA President Elect, at [yeatts.mary@nottowayschools.org](mailto:yeatts.mary@nottowayschools.org) for more information and a presenter application.

## **Congratulations to the 2020 VBEA Award recipients!**

- The VBEA Carl E. Jorgenson and Woodie L. Tucker Scholarship – **Maiya Woodward**, a senior at East Carolina University
- VBEA Outstanding New Business Teacher – **Nick Western** from Thomas Edison High School in Fairfax County Public Schools
- VBEA Al Roane Middle School Business and Information Technology Teacher of the Year – **Katrina Kish**, Central Academy Middle School, Botetourt County Public Schools
- VBEA Walter Shell Business Teacher of the Year – **Michael Onda**, Loudoun County Public Schools
- VBEA Distinguished Service Award – **Mike Mills**

Each award recipient was presented with a plaque and yard sign. Congratulations!

## **2021 State Conferences**

- **Louisiana Association of Business Educators** – LABE Digital Expo – March 11 - <http://laabe.weebly.com/>
- **Florida Business Technology Education Association** – FBTEA Pre-Conference (in conjunction with FACTE) – July 18 – 21, Renaissance Orlando at Sea World Hotel - <http://www.fbtea.org/>

Please email dates and locations of your 2021 state conference to [sbeaconvention@gmail.com](mailto:sbeaconvention@gmail.com) so we can include it in the next newsletter.

## **Featured State – Alabama** **[Alabama Business Education Association](#)**

ABEA hosted their state conference January 25 – 28 in the afternoons only this year. Attendance was good and everyone seemed to enjoy the following presenters. They closed out the conference with their annual business meeting.

Dr. Polly Dunn, a licensed psychologist, provided tips and strategies to help teachers deal with the extra stress from the pandemic. David Knight from Knight Eady shared his expertise on entrepreneurship and the sports marketing field.

On Wednesday afternoon, four presenters shared their “lightning talk” – Kristy Owens, Campus Instructional Coach at Cypress Fairbanks High School in Texas, presented on TeacherMade. Mandy Harrelson of Auburn University presented on College and Career

**2021 Conference**



**#WeLoveBizEd**



Readiness, Pam Hickman from Vestavia Hills High School gave a computer science presentation, and Dr. Chadwick Springer of Auburn University presented on Excel 2019 and Certiport At-Home Certification Testing.

## More Highlighted Sessions at NBEA

### **Google Bootcamp, Bonnie Chelette**

– In this intensive session, we will explore the tools and knowledge needed to become a Google Level 1 Certified Educator. This is more than just a certification... it is a vehicle for pedagogical transformation! Segments will include Google Classroom, Drive, Docs, Slides, Sheets, Forms, Calendar and more. By the end of this intensive google training, attendees will be able to: Utilize powerful online tools in meaningful ways in the context of education. Engage more with your students through technology. FREE! Google Educator Level 1 exam voucher with registration. Participants will leave this training with knowledge and resources to succeed on the Google Certified Educator Level 1 exam and will receive a voucher to take the online exam upon completion of the training!

### **Practicing with Professionals, Lauren Miller & Morgan Jones**

– How do you make the concept of professionalism relevant to students who are just starting to think about what their career journey will be? How do you teach your students to market themselves in a way that will show their best qualities and help them land their dream job? Cover letters, resume writing, thank you notes, and interview skills can easily become just homework assignments to get done in a hurry and turn in for grade

if there is not something that makes doing them worthwhile. What better way to demonstrate the importance of these skills than by giving students the opportunity to practice them with true business professionals? This workshop provides teachers with the resources they need to implement a career unit that prepares students to apply for and land their dream job. It also provides teachers with strategies on how to culminate the unit with actual interviews given by people from local businesses. Students will gain confidence, receive beneficial feedback, and increase their understanding of how to showcase their skills and experiences in the safe space of the classroom.

### **What does the "A" in T-E-A-M stand for? ---- ANALYTICS, Karen Drage**

– Integrating data analytics into business courses in 2021 is a “must have” not a “nice to have.” The sports industry uses analytics to improve player performance, increase ticket sales, and prevent injury as well as many more enhancements. In addition, sports analysts are currently in high demand as many teams are developing entire departments just to analyze statistics to become the best program in the league. The role of analytics in sports has never been more important than during the COVID pandemic when college recruiting and elite sports camps are limited. Promoting



athletic skills to elite programs includes collecting data, analyzing data, and reporting that data to national databases. In sports marketing and event sales, analyzing and segmenting your market is essential. Data analytics can provide a precise and detailed road map to an ever-changing target market in the sports industry. This session will include an in depth look at data analytics in sports from start to finish. It will start with

equipment used by many athletes, sports programs (high schools, post-secondary institutions, and professional leagues), and businesses to collect performance data. It will provide expert advice on how the data is being analyzed and applied to player performance. The session will end with a discussion on how sports data analytics concepts can be integrated into business courses.

## 2021 NBEA Conference

March 30 – April 2  
New Orleans Marriott



Registration for the 2021 Convention in New Orleans is open! Do not miss out on the early bird rate!

For those who opted to receive a credit from the 2020 NBEA Convention in Boston, you have been sent an email with your coupon code for the 2021 convention. If you did not receive your code, contact [bchowning@nbea.org](mailto:bchowning@nbea.org). Please note that you can use your credit to attend either in person or virtually!



<https://nbea.org/general/custom.asp?page=AnnualConventionNewOrleans>

Room reservation deadline is March 5, 2021

<https://book.passkey.com/event/50121327/owner/6139/landing>

## Interesting Reading Regarding Virtual Conferences

- [The Surprising Truth About Virtual vs In-Person Conferences](#)
- [Live, Virtual, or Hybrid Events - Which Approach is Best?](#)

## SBEA Board Members

We are here to serve our SBEA members! Email us at [sbeaconvention@gmail.com](mailto:sbeaconvention@gmail.com) if we can help you in any way!

*Marie Coleman, President; Tracie Opolka, President-Elect; Vacant, Vice President; Michelle Taylor, Immediate Past President; Chadwick Springer, Secretary/Treasurer; Geana Mitchell, Conference Chair; Elisha Wohleb, SBEA Director to NBEA; Jennifer Stubblefield, Membership Director; Wendy Sonnier, Webmaster*

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