ISBE Network

86th Annual International Conference Report
by Roietta Fulgham

This year’s SIEC/ISBE Conference was held in Helsinki, Finland, which is the perfect city for discovering Finland’s unique design culture. The fascinating history of Finnish porcelain industry and the Arabia’s factory outlet provided me with lots of opportunity to be a collector, but since I already had two suitcases I brought with me, I spent hours just strolling and exploring all the collections several times during my stay with my Euro close at hand.

When Reona and I arrived after our long flight from Portland to Amsterdam to Helsinki, we met up with John Lightle, who said “let’s take the bus to our hotel.” (Luckily a young man helped me get my luggage on the bus.) Even though all the signs had Finnish and Swedish on them, everyone spoke English and helped us find our way. I hope John didn’t notice me rolling my eyes behind his back. The weather was hot, and the city appeared tranquil, orderly, and peaceful.

We quickly learned how to use the trams before the first day of the conference because we traveled to Senate Square, the Lutheran Cathedral, and the Esplanades. We also found shopping, flea markets, and restaurants in this area. I will share photos and stories at our website. For those of you who attended, please email me those stories and photos to share with our members. During the week we also saw the Church on the Rock, the Monument to Sibelius (a Finnish composer), Lohja Medieval Church, and Fiskars Village. There was also a post-tour to Tallinn, Estonia.

Our first get-together on Sunday evening was at the Helsinki Business College. Liisa Sjoblom, Finnish Chair of the conference, let us know what we would be doing throughout the week, and it was good to see familiar and new faces this year.

On Monday, our keynote speakers—Timo Lindholm, Dr. Satu Miettinen, and Kristian Helanne—provided us with an understanding of Finnish Economy and Service Design. After the city tour (and shopping), the Deputy Mayor for Education and Cultural Affairs, Ritva Viljanen, and City Secretary, Kristina Matkainen, hosted a reception for the delegates and the accompanying persons.

At the meetings of the assembly of delegates, SIEC/ISBE business was conducted—reports, membership and chapter development, restructurings of committees, constitutional changes, appointments, and elections. Special thanks to Judy Olson-Sutton, SIEC/ISBE General Secretary, and Petra Bragadottir, SIEC/ISBE President for such organized sessions. Continued on page 2
Do you have students interested in learning about international business in a real-world context?

The 2015 Summer Business in Brazil Internship program is a 3-credit course consisting of online work and a hands-on experience through a project in a Brazilian company in Curitiba. The program requires a 1-credit language and culture course. The course is open to advanced undergraduate business students with some knowledge of Spanish or Portuguese. For more information: http://www.latam.ufl.edu/research-training/la-business-environment/business-in-brazil

John Lightle, Ph.D. Receives Bill Anderson Outstanding Service Award

The 2014 International Society for Business Education Outstanding Service Award was presented to Dr. John Lightle at the annual ISBE reception on April 17 in Los Angeles. John began his career as a high school Business Education teacher, then Business Cooperative Education teacher/coordinator. For twenty-five years, he was a teacher and administrator with Marion Community Schools. John was the administrator of Marion Campus of Ivy Tech Community College for eleven years. In May 2014, he retired from the Marion Campus as President.

Within Business Education in the United States, John Lightle is a well-known and respected leader. He has assumed leadership positions not only in ISBE but also in NBEA, NCBEA, and Indiana. John has hosted a foreign exchange student in his home, is involved in global economic development initiatives in his community, and has hosted several Chinese delegations in his home as well as a delegation from South Africa, all looking at his community as a possibility for locating foreign businesses. He continues to be involved in several community organizations and holds board and leadership positions in many of them.

His leadership roles in the US Chapter of ISBE include serving as the US Vice President to SIEC, President, North Central Representative, Treasurer, and Strategic Planning Committee. On the international level, he has served as General Secretary of SIEC-ISBE. Over the years, John has attended 19 international conferences since his first conference in Sodertalje, Sweden in 1987. He has visited SIEC friends on other trips to Austria and Belgium and served as a guest lecturer at the University of Graz.

John has been a great example, a mentor, and promoter of ISBE. Thank you for your multiple contributions and your many years of outstanding service! Congratulations John!

World Cultures and Unique Ways of Business Negotiation Webinar on December 9, 2014 at 4:00 p.m. EST. For more information: http://nble.org/webinars/

86th Annual Conference, continued from pg. 1

The accompanying persons visited many locations by bus and by tram and by foot while the delegates attended workshops and seminars from presenters from Austria, Finland, USA, and South Korea. Presentation topics were on Networking, Modeling a Virtual Enterprise, Service Learning Program, Entrepreneurship Coaching, Design of Learning Assignments, Competence-Based Education, Smart Business Learning Service, Entrepreneurial Skills, Doing what Matters for Jobs and the Economy. For program details, please see our website (will be updated in January).

Our closing speakers—Dr. Leena Jokinen and Teemu Kokko—shared Futures Guidance and Dimension in Education.

We enjoyed our visit to Helsinki, Finland. We learned several principles of service design thinking, blended programs, life-long learning, and information overload. Join us on these excursions because SIEC/ISBE brings together a world of relationships and resources. Next year experience SIEC/ISBE in Krakow, Poland, because your participation means the world to us.
Past President’s Award to Lee Kantin
by Andrea Pace

Lee Kantin, 2012-2013 ISBE President was presented the Past President’s Award for his contributions to ISBE at the reception held during the NBEA convention in Los Angeles on April 17, 2014. For more than 20 years, Lee taught business courses at Madison Area Technical College. He is currently retired, but continues to work as an accountant during tax season.

Lee has been an active member of ISBE for over 20 years. In the US Chapter of ISBE, he participated on the first writing team for the ISBE Standards for Accounting, attended 15 NBEA Conferences, presented at two NBEA Conferences on taxation for teachers, and served as the President-elect, President, and Past President of ISBE between 2010 and 2012.

Lee joined SIEC-ISBE in 1989 and attended his first international conference in Glasgow, Scotland. In SIEC International, he attended 22 international conferences and served as the General Secretary for the organization from 1997—2004. He also aided in the writing of the 100-year anniversary book for SIEC.

Thank you, Lee, for your steadfast commitment to ISBE, your numerous contributions, your encouragement and support, and your outstanding leadership!

President’s Message
by Roietta Fulgham

My first experience as President of the US Chapter of ISBE was in Helsinki, Finland, August 3-8, 2014. What a rewarding trip filled with tours, information, and discussions! I felt very comfortable among the Finnish people because almost everyone spoke English. On one occasion Andrea and I got lost and were escorted to our hotel by a young Finnish woman who we had asked for directions. This was a strong example of the meaning of Service Design—the theme of the SIEC-ISBE Conference! She designed the service that was needed on the spot, and we’re so glad she did.

The workshops and seminars were well attended and enjoyed. Delegates received global evidence, coaching, and digitalization models to use in their classes immediately related to Service Design. I learned several ways of how to be and relate to my students and faculty. This is a quick summary of the opportunities in Service Design from the speakers and presenters.

As our ISBE Constitution and Bylaws state, our purpose is to promote business education among the member nations through international exchange programs, through cooperative endeavors, and through unified efforts in working towards mutually determined goals and objectives.

Please imagine:

- how you can provide business educators in other nations with a better understanding of business education in the US
- how you can encourage business educators and business students to study abroad and/or participate in international courses and conference
- how you can create a better understanding of international affairs among businesspersons and educators
- how you can promote the advancement of international peace
- how you can arrange activities for educators visiting the US

because ISBE needs you and your colleagues. Renew your membership and encourage others to join. Come to our ISBE functions at the NBEA Convention March 31-April 4, 2015, in Chicago, Illinois, and experience international business education as well as meet your current officers. You may e-mail me at roietta.fulgham@arc.losrios.edu for additional information.
Nominations Needed for ISBE Offices

All terms begin July 1, 2015. Attendance at the NBEA Convention (Meetings of ISBE are typically on Tuesday afternoon and evening of the convention) is expected during the term of office.

Elected Positions:

President-elect: A three-year term starting as President-elect in 2015, President in 2016, and Past-president in 2017. Previous ISBE Executive Board experience and attendance at an international conference is suggested. Nominees may come from any region.

Secretary: A two-year term.

Membership Director: A two-year term.

US Vice-president to SIEC: A two-year term. Attendance at a SIEC Conference is highly recommended. Once elected, this person will be expected to attend all international conferences during the term of office.

Eastern and Southern Representatives: A two-year term. Duties include distributing information to members and potential members in their region, promoting membership at state and regional conferences, helping to organize the ISBE exhibit at the regional conference, and serving as a voting member at the ISBE board meetings.

Appointed Positions:

Newsletter Editor: A two-year term. Duties include editing two newsletters per year.

Webmaster: A two-year term.

Strategic Planning Committee Chair: A two-year term.

Journal Editor: A two-year term. Duties include facilitating the peer-review process and editing articles for the journal.

Nominations may be made by any ISBE member. Self-nominations are encouraged. Elected officers are expected to attend the NBEA Convention and all ISBE functions during NBEA while holding office.

Send your name, address, e-mail address, telephone number, and position to: Andrea Pace, Past-President at gapace@comcast.net by December 10, 2014.

A picture and biography will be needed for the spring newsletter.

International Business Resources: http://nble.org/business-education

Call for Papers

ISBE invites manuscripts for its referred online publication, Journal for Global Business Education. Topics should focus on International Business and may include reviews of literature, research, teaching methodologies, and other topics of interest to an international business educator audience.

The deadline for submission to the 2015 Journal is June 30, 2015. For questions regarding the Journal or publication guidelines, please contact: Tamra Davis, Editor, at t.davis2@ilstu.edu.

The Journal is a non-profit, online, referred publication of ISBE. Manuscripts should focus on philosophy, theory, or practices related to international business education at all levels of instruction. Authors must be members of NBEA and ISBE.
Future SIEC Conferences

2015—Krakow, Poland
2016—Graz, Austria

International Business Resources:  http://nble.org/business-education

Business Education Hall of Fame

On Saturday, November 1, 2014, Dr. Calfrey C. Calhoun and Dr. Gordon F. Culver will be inducted into the Business Education Hall of Fame at the University of Wisconsin-Whitewater.

Dr. Calfrey C. Calhoun received degrees from the University of Georgia, Georgia State University, Peabody College, Vanderbilt University, and Ohio State University. Dr. Calhoun’s impact as an educator was most immediate in the Southeastern United States but also felt throughout the United States. Hundreds of students graduated from the Bachelor of Science in Education program at The University of Georgia (UGA) during his 25 years there. He also influenced a broader scope of student in his role as Dean of the School of Technology at East Carolina University, a position he held for five years. He published at least 26 articles, 3 yearbook chapters, 9 books, 2 technical reports, and 2 monographs.

Dr. Gordon F. Culver held degrees from Oklahoma State University and the University of Nebraska. He taught at Stillwater High School and Oklahoma State University in Stillwater, Oklahoma, and at the University of Nebraska-Lincoln (UNL) until he retired in 1990. Dr. Culver served as President of National Business Education Association, President of Delta Pi Epsilon, and President of Mountain-Plains Business Education. He was also a Dean of the Institute for Certifying Secretaries, an honorary life member of Professional Secretaries International and Cornhusker Chapter of PSI, and Past President of Lincoln Chapter of Administrative Management Society.

The primary purpose of the Hall of Fame is to pay tribute to those men and women who have made significant contributions to business education in the United States. The Business Education National Hall of Fame is located in the University of Wisconsin-Whitewater. The Hall of Fame was started at Rider University in Lawrenceville, New Jersey, in 1977.

To be nominated, a candidate must have been an active business educator (teacher, lecturer, author, supervisor, publisher, inventor, etc.) and have been deceased at least three years prior to the nomination deadline. Elections to the Business Education National Hall of Fame are held every two years. The Selection Committee is comprised of an anonymous group of business education leaders from throughout the United States.

For more information about the National Business Education Hall of Fame, please contact:
Julie Marino, Department of Curriculum & Instruction
University of Wisconsin-Whitewater
marinoj@uww.edu
Outstanding Service Nomination

The ISBE Bill Anderson Outstanding Service Award is given annually to a member in recognition of distinguished service to the Society at the national or international level. The award is presented during the NBEA Convention.

A nominee must be a member of ISBE and must have held a leadership position or an office in the US Chapter during the past 10 years. The current president, president-elect, or past-president will not be considered for this award. Distinguished service may include contributions to business education through teaching, participation in the professional association, attending national or international conferences, involvement in other activities such as service on committees or working with other members, and/or publications, activities to promote ISBE. These activities should reflect outstanding service, commitment, and loyalty by the nominee. Nominations shall be considered for three years; after which a candidate may be re-nominated.

Nominate someone you think has contributed to the activities of the Society by sending a letter of support that includes the nominee’s name, address, telephone number, e-mail address, and a description of the distinguished contributions to Roietta Fulgham by February 1, 2015.

2014-2015 ISBE Executive Board

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International Business Resources: http://nble.org/business-education
SIEC-ISBE Executive Committee Report
by John Lightle

The SIEC-ISBE Executive Committee met in Helsinki, Finland, prior to the beginning of the 86th International Conference. Petra Bragadottir, President, chaired the meeting. All EC members were present: Petra Bragadottir, President; Michaela Stock, VP German speaking Chapters; Liisa Sjoblom, VP Nordic Chapters; John Lightle, VP US Chapter; Leszek Preisner, Pedagogical Committee Chair; and Judith Olson-Sutton, General Secretary.

Reports were received followed by brief discussion. Petra shared that she had attended the Nordic Conference and the NBEA Conference. Michaela shared that the Austrian Chapter is planning the German-speaking Conference to be held in Turkey in May 2015 and the SIEC-ISBE International Conference to be held in Graz and Slovenia in 2016. They are also planning a task force to assist the Swiss Chapter in rebuilding.

Liisa shared that Chapters in Sweden, Denmark, and Finland each had interesting outreach events for their members. John shared information from the Los Angeles conference as well as activities in the Korean Chapter. Leszek shared that that the number of pedagogical sessions for the conference was down to 17 as four had cancelled out at the last moment.

Judy reported a balance of $65,627.03 following the $2488 net loss in 2013-14. Membership continues to decline and because of lower conference attendance income from course fees declines as well. Individual membership has declined by 490 members and collective membership declined by 41 members over the past five years. Four Chapters have become inactive in the past three years—Italy, Belgium, Norway, and England.

As there were no applicants for the newly formed Professional Development Committee, it was determined to continue the period of transition for another year. Tamra Davis agreed to chair the PDC for this transition year. The chair position will again be advertised to the membership. Michaela Stock agreed to be appointed co-editor of the Journal for a three-year term. The EC very much appreciates the willingness and professionalism of Tamra and Michaela to take on these additional duties.

Constitutional changes were approved to bring the constitution in line with the proposed new committee structure.

Liisa Sjoblom provided an overview of the conference. The EC extended its appreciation to Liisa and her committee for their work in planning a quality, professional conference. Fourteen members registered for the shorter, four-day conference which included the opening general sessions and the pedagogical sessions. Many of them would not have attended if they had to register for the full conference since they were local and already well acquainted with the culture and companies.

Leszek overviewed the 2015 SIEC-ISBE Conference to be held in Krakow, Poland, July 26-31. The conference theme will be “Education for Business Sustainability.” The host college will offer a one-week summer school program on the subject of Sustainable Management the week immediately preceding the conference. Those interested may contact Les for registration and fee information should any attendees be interested in attending.

Michaela shared early information about the 2016 conference to be held in Graz, Austria, July 31-August 5, 2016. One day of the conference will be held in Maribor, Slovenia. The conference theme will be “Entrepreneurship and Entrepreneurship Education—Regional and International.” They will offer a four day option for participants who prefer only the opening general sessions and pedagogical sessions.

Conference hosts have not been identified for 2017 and beyond. However, it is hoped that some of the 2014 participants will consider hosting in the future.

All members are encouraged to continue to join SIEC-ISBE and to invite and encourage others to join.
National Business Education Honor Society

Are you looking for a way to provide honor and national recognition to outstanding students in your business education program? Look no further. The National Business Honor Society is the perfect way to bring greater recognition to your students AND your business education program.

By starting a chapter of the honor society, you will be able to promote and recognize your dynamic students' academic achievement in business education at the secondary level.

Who’s eligible? Any high school junior or senior who has completed or is currently enrolled in his/her third business course and has a 3.0 (overall) and 3.5 (business course) GPA.

What school can start a chapter? Any public or independent secondary school offering business curriculum reflective of National Standards for Business Education is eligible to apply for a local chapter charter.

Start a chapter today. It’s so easy... you’ll be glad you did!

The National Business Honor Society is an official division of the National Business Education Association. Through starting a chapter your students’ names and school will be recognized in NBEA publications and on our website.

SIEC President Sends Greetings
by Petra Bragadottir

Dear SIEC Friends

I want to begin by thanking Liisa Sjöblom and her organization committee for a great conference in Helsinki and all the hard work they did to please SIEC-ISBE members from all over the world, this past August. It was a very relaxing one and once again we had a heat wave during the conference week. Helsinki is a beautiful city and I really enjoyed the conference and meeting all my SIEC friends.

We have Members Only area on our website: www.siec-isbe.org and the password will change on October 1st. There you can find some presentations from the conference in Helsinki and so far, the content is limited, but as you, the SIEC-ISBE members contribute lesson plans, teaching ideas, and articles, the Members Only area can grow and become a valuable tool for everyone in the organization. Another value or our members was the creation of a SIEC-ISBE Facebook page. You can enter SIEC-ISBE facebook site via our website. So, what can YOU do to increase the value of SIEC-ISBE? Become a fan of our page on Facebook and contribute to the discussions there, share ideas or contribute to the Members Only area of the website. You can also invite other business teachers to join our organization, or you can simply contact a friend that you made while attending a conference. We always welcome new members.

We have been encouraged to use the tool we already have like SIEC-ISBE Facebook site and Discussion Forum on the website. It is a good platform to stay in touch between conferences. Loosing members is worrying me, We need to spread the good word about SIEC-ISBE and „sell“ to our colleagues the value of being a SIEC-ISBE member. We that have attended conferences have experienced the good atmosphere during the conference and we know how good network of colleagues all over the world can enrich our professional life.

The theme is „Education for Business Sustainability “. Leszek Preisner and his organizing committee have already started making plans and arrangements for our conference next July. I hope that you are also making plans to attend next year’s conference in Poland, July 26 through July 31, 2015. See you there!

Warmest SIEC Regards from the land of Fire and Ice.

Petra Bragadottir, Iceland

International Business Resources: http://nble.org/business-education
Today’s technological advances in hand-held computer devices such as smartphones provide challenges for educators. Students use smartphones to listen to music, check the time, text others, surf the Web, visit social sites (e.g., Facebook), shop, watch television, view movies, search for information, and so forth. Students’ dependence on their smartphones does not stop at the classroom door.

Some teachers are annoyed when students use their smartphones during lectures. This results in developing verbal and written policies to restrain the use of smartphones during class time. However, this approach is not likely to succeed due to the strength of the dependence that some students exhibit.

Proactive practices that incorporate smartphones into the learning process are necessary.

This involves reducing students’ use of smartphones for personal use during class time. Recent research has shown that students have misperceptions regarding their peers’ use of smartphones for personal use during class time. Students misperceive that their peers use their smartphones for personal use more than they do themselves. Clarifying students’ misperceptions is important because these misperceptions may lead students to believe that texting others in and out of the classroom, surfing the Web, visiting social sites, tweeting, and using phones during examinations are the campus norms. This belief may result in students increasing the use of their phones for personal use during class time to fit in. They already fit in; however, they do not realize it.

University and college administrators have engaged in clarifying students’ misperceptions regarding their peers’ consumption of alcohol for decades. Faculty members charged with the responsibility of providing a productive learning environment might engage in activities designed to clarify students’ misperceptions regarding their peers’ use of smartphones during classes. Instructors can clarify students’ misperceptions by following the guidelines below.

Information is a powerful tool in changing perceptions. For example, information has changed perceptions and consequently behaviors such as, pregnant women not using alcohol or smoking. Instructors can provide students with information provided by them to make the point those misperceptions exist regarding their peers’ use of smartphones during class time.

Instructors develop and administer a short questionnaire during class to determine students’ use of smartphones and their perceptions of their peers’ use of smartphones. Student volunteers can report the results to the class.

Clarifying these misperceptions may result in reducing undesirable uses of smartphones and provide an environment conducive to optimizing the learning experience and allow instructors to harness the power of smartphones for learning purposes. For example, instructors can direct students to use their phones as calculators, to take pictures of information on the board or projected on the screen, look up current information regarding case studies, supplement lectures with online resources, and so forth.

The best discipline is a good lesson plan. This coupled with clarifying students’ misperceptions set the stage for instructors to incorporate the use of the most advanced pedagogical tool in the history of education.
Anyone renewing NBEA Professional/ISBE membership this year (Use the Promo Code: ISBE RENEWAL DRIVE) will be entered into a drawing to win a one year membership (value $110) in NBEA/ISBE. Make sure that you enter the Promo Code on your online application or write ISBE RENEWAL DRIVE on your membership form. A drawing will take place in Chicago at the annual NBEA Convention. Renew Today!

**Membership Challenge**

The International Society is your organization to bring a global perspective to the classroom. Membership in ISBE links you to hundreds of educators throughout the world.

**NBEA Convention—March 31—April 4**

**Chicago Marriott Downtown**

**November 2014 is National Education for Business Month.** This month offers all business educators an ideal opportunity to demonstrate why a business education curriculum is so important to all students, regardless of what career they ultimately pursue. Display this year’s colorful poster that lets everyone in your school know that "IT’S ALL ABOUT BUSINESS."

Order your poster today by clicking here.