



The Communique

2012 ACTE REGION V CONFERENCE

Remember to register for the 2012 ACTE Region V Conference at the Snow King Resort in Jackson, Wyoming on April 11-14, 2012.

See page 7

Your Professional Voice

So Long ACTE Annual Convention



By Jason Speck
ACTEN President

At the opening session at the annual ACTE Convention in St Louis the program was preceded by beautiful, a cappella, choral music sung by 8th graders from Carr Lane Visual & Performing Arts Middle School located in St. Louis. The room was called to order. The colors were posted. The Pledge of Allegiance was recited and our National Anthem made the opening of the session complete. We were greeted by ACTE President, James Comer. He introduced our Past President, Gary Moore and President-Elect, Karen Mason. They each extended their welcome and were followed by ACTE Executive Director, Jan Bray. Jan extended her welcome, as well, and updated the assembly about ACTE's continuous commitment to shape and guide Career & Technical Education. Both Jim and Jan eluded to this being the last ACTE Convention but did not elaborate on just exactly what that meant. Focusing on other

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**FCCLA
Members at
National
Convention
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Welcome new members to ACTEN!

Rose Bernstein-Family and Consumer Sciences Education
John Berger-Trade and Industrial Education
David Eledge-Trade and Industrial Education
Geoffrey Horejs-Trade and Industrial Education

ACTEN 2011-2012 Officers

President Jason Speck
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things about the convention I did not put a second thought into the statements about being the last ACTE convention until the State Leaders Luncheon. During the luncheon Jan Bray gave her annual report but also included what was going to happen in 2012 per the annual convention. For those of you who have thought about going to the ACTE annual convention in Atlanta in 2012 you will need to think again. Replacing the annual convention is CareerTech 2012—the only international summit on excellence in CTE! What is it and how will it replace the ACTE annual Convention you ask? This dynamic event features a new format that is focused on what you need to succeed in your program, your institution and your community. You can't afford to miss the crucial networking, vital business and industry connections, and hands-on learning unprecedented in our profession!

You don't want to lose this opportunity! At CareerTech VISION 2012, you will:

- Form beneficial new partnerships with the business and industry sectors
- See, touch and interact with the latest innovations in the world of education
- Earn critical CEUs in a challenging and stimulating new context
- Connect with your colleagues and the leaders in CTE today
- Energize your ongoing commitment to excellence
- Envision the potential of your CTE program—and discover practical ways to achieve it
- Experience firsthand the exciting future of CTE in your community and across the country

Plan now to attend CareerTech VISION 2012 and join thousands of your fellow CTE professionals at the most exciting CTE event of the year! Catch the VISION—because together, we make it work!



An International Summit on
Excellence in CTE
Atlanta, Nov. 29-Dec. 1, 2012

Making Money While We Learn

Kathleen Kennedy, FCS Greeley-Wolbach

In a FCS class, we can teach more than how to measure and mix, safety and sanitation. Today, it is important to include more emphasis on other life skills, such as writing, math, and entrepreneurship. These concepts should be taught because, when students finish their education, they need to know how to make money as well as know how to spend it. They need to understand how our economy works and how to take an idea and make it into a reality.

These are lessons that are not difficult to integrate into our already crowded curriculum. For example, in a bake shop lab students watch a demo, make a batch (practice), next go into production of many batches or a large batch which will be offered for sale. The profits from this sale provide the revenue for the next project or activity.

Not every lab will turn into a food production line. I have identified 3-4 labs per course and let students decide which product they feel up to mass-producing, usually 1-2 per semester. When a product does go into production, students create a product for sale in which:

- * The recipe is enlarged as needed
- * Packaging is planned
- * A label is prepared, using all the pertinent information
- * Directions for use/preparation are typed
- * The production line is set up for quality control and sizing (weighing)
- * A cost sheet is prepared and a price is set using basic mark-up techniques
- * Many batches or several large batches are prepared
- * The finished product is packaged for sale, using proper safety and sanitation techniques
- * A marketing plan is made or an ad is written for the morning announcements

By adding a few days to a lesson, I have expanded the learning into many other areas and at the same time earned some money to expand the culinary skills in my classes.

Continued on next page...

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Making Money While We Learn Cont.

The administration and school board have been very supportive of the food production activities. Students presented at a recent school board meeting and provided product samples, as they explained the process and how it fits into the CTE standards for a career ready individual. The Nebraska Standards and Summit report can be accessed at

[Http://www.education.ne.gov/NCE/Standards.html](http://www.education.ne.gov/NCE/Standards.html)

This semester the Greeley-Wolbach 7th grade Nutrition class sold 160 – 3 oz. packages of Candy Crunch during the December semester finals. The product cost \$0.79 to produce and was sold for \$1.00. A profit of \$39.00 was added to the FCS foods budget.

Second semester the seniors will be producing pies for the scholarship pie sale held during a home basketball game. The FCS 8 class will be creating a product for finals week in May.

The Foods I class has selected to make scone mixes. These mixes use basic ingredients and measurement skills. Packaging is in a zip lock bag with a label that is computer generated. Mixes typically cost \$1.50 or so to produce and sell for about \$3.50. A class in production can make 30 or so in one period. Quality control is enforced with a digital scale.

In order to begin an entrepreneurship segment to your culinary classes, think about what you or your class makes well. Almost anything will qualify, but items with a shelf life – like the scone mix, are the easiest.

The 2012 FCSTN Leap Packet will contain more detailed information, student worksheets and recipes on this teaching concept.



2012 NCE Conference

Join hundreds of career educators from across Nebraska and plan to attend the 2012 Nebraska Career Education Conference to be held Tuesday, June 5 through Thursday, June 7 at the Younes Conference Center at the Holiday Inn, Kearney, Nebraska. This conference is full of learning, networking and professional development opportunities. From keynote speakers, breakout sessions, exhibitors to social events and entertainment, you are guaranteed a great time!

Conference Registration Fees:

Preconference only: \$80.00

(includes workshop and lunch)

Conference only: \$160.00

(includes two lunches and materials)

Preconference and Conference: \$190.00

(a \$50 savings)

(Late fee after May 3: \$25.00)

Pre-service NCE teachers may be provided complimentary registrations (excluding professional organization meals and activities).

Registration opens April 1. For more detailed information, please visit our website www.nceconference.com.

NEWS FROM NSBEA

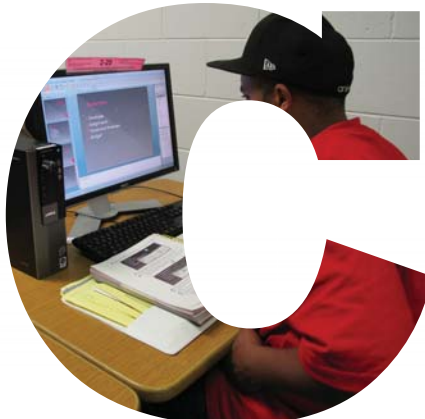
The Nebraska State Business Education Association (NSBEA) had a wonderful Fall Conference on Saturday, October 22 in Lincoln at the SCC Lincoln Entrepreneurship Center. Shelly Mowinkel's presentation on i-Pads and how she uses them in her classroom (including numerous free and cheap apps) was a huge hit. Terri Tiedeman (conference chair) and I presented on how we professionally use Google Apps and Cloud Computing. This was also well received because some school districts are considering using Google Apps and Cloud Computing as a savings tool and our students can use it at home for free (with internet access). We had an outstanding turnout with over fifty members attending. Afterwards we went to Fireworks for lunch and our fall board meeting.

We are looking forward to attending NEXUS 2012 in January. This is a wonderful opportunity for career and technical educators to work together to further our programs.

Spring will be very busy for Business Educators with State/National DECA and State FBLA Conferences being a highlight for those of us that are advisers. The National Business Education Association's Annual Conference will be held in Boston this coming April and I am looking forward to visiting such an historical city.

Have a Wonderful New Year

Lori Anderson



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Career Tech Vision 2012

Will there be changes for Nebraska?

By Kathleen Mitchell, FCSTN President

Eight ACTEN board members attended the annual Luncheon at the ACTE Annual Convention and Career Tech Expo, November 17 – 19 in St. Louis, Missouri. ACTEN President Jason Speck led Nebraska attendees in a “Go Big Red” shout-out during the roll call.



ACTE membership was the focus of the presentation the program at the luncheon. Mark Perna, Mark@MT4S.com, was the presenter. His presentation “Pride In Our Profession” was upbeat and interesting. He communicated that “ACTE is the best kept secret in town.” Potential members need to know about the benefits of the organization and programs that it has to offer. Schools across the nation have to adjust to budget cuts and time restraints. We need to work smarter rather than harder.

A campaign has been prepared, based on the fact that people remember 100% of what they feel. The theme for the campaign is “What’s In It For Me?” (WIFM).

Retention & new membership will include a series of events:

- In five days after affiliation, there will be a membership welcome (email).
- A welcome package will be sent containing a letter with membership card, certificate of membership & an action check list including how to set up an ACTE account.
- In 90 days a list of ACTE accomplishments since they became a member will be sent.
- In 180 days, they will have access to some thing new such as a 10% discount coupon for the ACTE bookstore.
- In 9 months, a letter containing the value of membership and again the accomplishments made since they became a member.
- 60 days before memberships are due; members will receive a renewal invoice.
- 30 days before memberships are due; members will receive a letter, email & invoice.
- 90 days after the membership is due there will be another invoice & letter to reconnect.
- 120 days after the membership is due there will be another email to connect with that member

How can we increase membership? We cannot just place brochures out and hope that someone will pick them up and get excited about joining. We need to get “Eye to Eye and Belly to Belly” with prospective members. It must be one to one.



Jason Speck, Ronita Jacobsen, and Kristin Vest during ACTE Leadership Luncheon

We will be given a brochure that is specially prepared and unique for our State. There will also be a 10 Power-Point prepared for our use and we will be automatically plugged into the above mentioned retention track. We get all of this at NO COST if we agree to have each member join or renew their membership directly through ACTE rather than the two-step process that we are familiar with through our individual organizations. ACTEN will be presented with a possible membership processing change at the January board meeting.

NEBRASKA CAREER EDUCATION STUDENTS RECOGNIZED

One hundred and five Nebraska Career Education students were recognized in November for national awards they received earlier this year.



Deputy Commissioner of Education Dr. Scott Swisher and Governor Dave Heineman recognized the Nebraska Career Education students who received first, second, third place or finalist awards during national leadership and skills competition held by their respective Career Student Organizations. The students were recognized during a November 21 reception at the Nebraska State Capitol Rotunda. The recognized students are members of DECA, FBLA, FCCLA, FEA, FFA, HOSA, PBL and SkillsUSA, all members of the Center for Student Leadership at the Nebraska Department of Education. To see a list of Nebraska's CSO national award winners, visit www.education.ne.gov/ndepress/2011/Career_ED_Students_Recognized.pdf.

2012 ACTE Region V Conference *“Capture the Spirit of the West:* *ACTE Region V in Action 2012”*

April 11-14, 2012

Registration is now open for the **2012 ACTE Region V Conference** at the Snow King Resort in Jackson, Wyoming. For more information and to register click the following address http://www.acteonline.org/regionv_events.aspx.

\$350 Early Bird Registration Deadline--March 1, 2012

\$400 after March 1, 2012

February 2012 is...CTE Month!

CTE: Careers Through Education

Show your support for
CTE in a variety of
ways...

- Play student-produced video PSAs
- Tell your CTE stories through traditional media
- Spread the word on social networks all month and especially during CTE Social Media Advocacy Day on February 23
- Involve legislators and businesses
- Additional ideas found online at <http://www.acteonline.org/ctemonth.aspx>



Updates from PFI

For most of us the semester is about to end with the conclusion of the calendar year. We are hurriedly tying-up loose ends, both professionally and personally. Most of us are preparing to snuggle into a week-long break between the semesters/years. As we individually reflect on what has transpired over the past 12 months, I'd like to share with you some reflections of what PFI has accomplished since its inception in 2007.



Fifteen of the 16 Career Clusters have had business, industry, trade organizations, secondary and postsecondary representatives review the courses offered in Nebraska's high school Career and Technical Education programs. From a statewide perspective, we've reviewed forecasted economic and workforce data and crafted a sequence of three or more courses which culminate in a 'value-add' for students. This was a HUGE undertaking and was tackled by many people from across the state. I can confidently say that we have a collaborative product our state should be very proud of. I have the opportunity to visit other states and talk with colleagues at national conferences and they are amazed at how we, from our various perspectives, are able to work together for the betterment of education and opportunity in our state. Thank you to all of you who have been a part of the process and have been patient throughout it.

As we look to the future...I recently had the opportunity to present to Pleasanton and Norris high schools on the importance of STEM careers in Nebraska. As a part of my presentation, I mentioned that three things are significant to the success of our state: **Innovation, Invention and Entrepreneurship**. I defined innovation as, "*the introduction of something new.*" Partnerships for Innovation is not a person. PFI is a culture; a culture of of something new.

With the Career Cluster Standards Revision work coming to a close, Partnerships for Innovation has the opportunity to address other challenges in our state. So as you look to a new year, please share with me your thoughts as how PFI can assist. The future is ripe with opportunity won't you help shape it?

Erika Volker, Director
Partnerships for Innovation

2011-2012 Standards Revision Workshops

Human Services.....June 11-14

Hospitality and Tourism.....July 16-18

Information Technology and Arts/AV Technology and Communications...July 9-12

**Science, Technology, Engineering and Math: Focusing on Engineering;
Energy and Research and Design.....June 11-14**

**If you would like to participate in the Standards Writing Workshop
in the 2012 Summer, please complete the application found here**

<http://partnershipsforinnovation.org/standards-revision/>

Standards Revision Writing Team Applications are Due March 15, 2012

Work Ethic

By Kathleen J. Mitchell,

FCSTN President & ACTEN Membership Chair

I often share with other people that the attribute that had the greatest influence in my career success has been the work ethic that my family bestowed on me as a child. I have been concerned personally with the shift of work ethic in our future generations over my 38-year career as a teacher. Businesses also communicate that young people are not well prepared for employment when they complete their education and enter the work force.



Erik Chester at ACTE Closing Session

I am a CTE teacher and one of my jobs, as defined by the State of Nebraska, is to “prepare individuals for life and work”. I have implemented many “job-like” experiences for students to develop these skills through a variety of programs and projects in FCCLA and FCS curriculum. We run several small businesses in both programs. The commitment to work ethic of students is still a concern of mine.

I enjoyed all of the sessions at the 2011 ACTE Annual Convention and Career Tech Expo, November 17-19 in St. Louis, Missouri this fall. I learned so much and also had the opportunity to become informed of the operation of the professional organizations that drive the policies of our future careers. The closing general session for the conference really caught my attention. The name of the session was “Reviving Work Ethic”. The presenter was Eric Chester. I even purchased the book (*Reviving Work Ethic* by Eric Chester) before the session began. I will share some of his thoughts with you but would encourage you to purchase the book and take a look at his website www.revivingworkethic.com/ACTE. He has curriculum available for teachers and had some YouTube videos available, etc.

In his presentation Eric Chester displayed a picture of the “Game of Life” in Abraham Lincoln’s career. I

encourage you to take a look at it too. Notice the positive attributes that it displays such as: truth, perseverance, happiness, intemperance, tolerance, honor, bravery, ambition, success, etc.

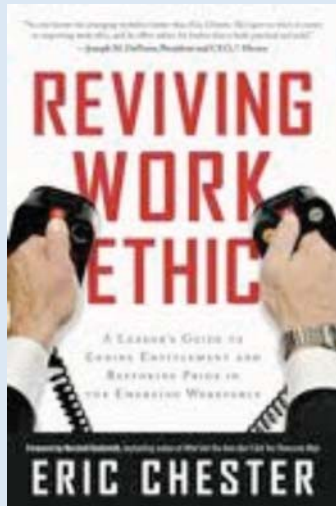
Think about how the “Game of Life” has changed 100 years later. Basically it had taken out the valuable virtues that it use to promote and teaches our children to “Do whatever it takes to get the most money that you can, at the misfortune of others, so that you can retire in style by the end of the game.” This seems to be just one example of the drift of thinking related to work in our world today.



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Work Ethic Continue from page 9

Over the past ten years, Eric has interacted with, listened to and surveyed more than 1,500 employers (business owners, C-level executives, HR professionals, managers, supervisors, etc.).



His purpose was to determine what it was that they needed from their prospective workers. His question was: "What do you expect from each and every employee?". How do you think they responded? Well, it wasn't that they didn't have the specific skills for the job they were hired to do. The employers aren't so much concerned with that. They

can train and give them the skills they need with on-the-job training. Here is the list of seven skills employees seem to be missing.

1. Positive, enthusiastic people (Positive Attitude)
2. Who show up on time (Reliability)
3. Dressed and prepared properly (Professionalism)
4. Go out of their way to add value/do more than required (Initiative)
5. Play by the rules (Respect)
6. Are honest (Integrity)
7. Give cheerful, friendly service (Gratitude)

The book Reviving Work Ethic by Eric Chester has many tips for teaching these work ethic attributes. The attributes can be used as discussion starters and in class activities. Attributes could be placed within a rubric when evaluating entrepreneur or job-like activities that students are assigned. They could also be included within job shadowing interviews and evaluations.

I have the opportunity to use the research-based curriculum "ALLSTARS" in my 7th grade class. It focuses on many of the concerns that Eric Chester has uncovered in his research. It is a highly student-, parent- & community-powered curriculum. If you are interested, contact me at kmitchel@esu1.org.

Sumo Wrestling Returns to NCE Conference 2012



Proceeds raised will go towards the several scholarships sponsored by

by the

**Career Education Foundation of Nebraska
2011 Scholarship Award Recipients**

Jackie Engstrom, Twin River Public Schools

Carissa Pollock, Plainview High School

Taylor Troutman, Millard West High School

CEFN Elects New Officers for 2011-12

The Career Education Foundation of Nebraska held its annual Board of Directors' Meeting on October 18th via conference call. President Richard Campbell called the meeting to order and then informed board members that he would be resigning from the board at the end of the meeting. Board members reluctantly accepted his resignation and thanked Dick for his many years of service as the NE Department of Education representative on the Vocational Foundation of Nebraska Board and more recently for his leadership as secretary and president of the Career Education Foundation of Nebraska.

The election of officers for 2011-12 was held with the following results: Kathleen Kennedy, ACTEN's past president and family and consumer sciences teacher at Greeley-Wolbach Public School was elected to serve as CEFN president; Steve Equall, retired from the NE Department of Education, was reelected as vice president; Ronita Jacobsen, ACTEN president elect and family and consumer sciences teacher at Plainview Public School will serve as secretary; and Linda Lichtenberg, president of Lincoln Machine, Inc., will serve as treasurer.

CEFN is a nonprofit corporation that provides scholarships for Nebraska career and technical education students to continue their education at a Nebraska postsecondary institution. CEFN also provides grants for CTE teachers for professional development activities. The 2012 scholarship and grant application forms can be accessed by clicking the CEFN tab on ACTEN's website <http://actenebraska.org/>.

Nebraska FCCLA Students Receive National Awards

Nebraska Family, Career and Community Leaders of America students received Awards at the National FCCLA Leadership Conference in Anaheim, California in



the competitive events called STAR. STAR stands for Students Taking Action with Recognition.

Students winning the state FCCLA Competitive events in Advocacy, Applied Technology, Entrepreneurship, Illustrated Talk, Interior Design, Interpersonal Communications, Life Event Planning, Nutrition and Wellness, Parliamentary Procedure, and Promote and Publicize FCCLA; and the students who received first or second place at the state competition in the events of Career Investigation, Chapter Service Project Display, Chapter Service Project Manual, Chapter Showcase Display, Chapter Showcase Manual, Focus On Children, Job Interview, National Programs in Action, Recycle and Redesign, and Teach and Train, competed in the National FCCLA Competitive Events, July 8-10.

FCCLA members returned from Nationals with 66 Gold Medals, 14 Silver Medals, and 5 Bronze Medals. For a listing of individual medal winners and additional awards received by

outstanding students, advisers, and chapters please see the FCCLA state website at

<http://www.nebraskafcla.org/>.

