



# THE COMMUNIQUE

YOUR PROFESSIONAL VOICE

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## ACTE – Las Vegas was wonderful!

The weather was sunny and warm, the conference was invigorating, the expo awesome and the nightlife fun.

I was inspired by the opening session speaker, Tim Sanders, who served as Chief Solutions Officer and Leadership coach at Yahoo! He spoke on the importance of reading, something that I do on a regular basis.

“Readers are leaders!” is a popular battle cry during his talks. Why? Because reading great books will expand your mind and ultimately give you total confidence. Personal confidence is to effectiveness what business confidence is to economic growth. Increase it and you will grow, thrive and attract others into your life.

In advocating reading, Mr. Sanders is referring to books that help one understand how the world works. The topics could be business, technology, self-help, history, biography and spiritual books. The books you choose should help you see, visualize and become comfortable with the future. A book will give you reasons to relax, believe in yourself and find opportunity to change.

Sanders’ plan is the total confidence reading plan.

Read or re-read two books a month. Every month, read one book that helps you understand how YOUR world is changing: business to life. You can also read a book that helps those you spend time with understand how the world is changing. This way, you can give the gift of knowledge.

Also, read or re-read a book every month that inspires you or nurtures your positive outlook. This will nourish your point of view, offsetting much of the media dribble you absorb daily. Often, you need to re-read these types of books several times for their messages to sink in.

The following book list is the top six books every educator should read according to Tim Sanders.

### Recommended books for ACTE by Tim Sanders

Visit Tim Sanders on the web: [www.TimSanders.com](http://www.TimSanders.com)

1. *Who’s Got Your Back* by Keith Ferrazzi

From the networking master, here’s a great how-to-get-others-to-help-you book.

Offers great tools for creating a dream team for your school.

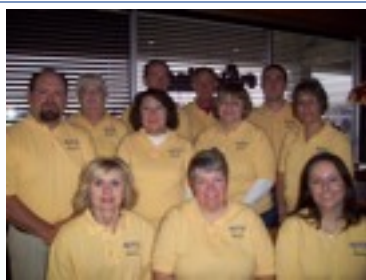
Link to book: <http://tinyurl.com/2bels9v>



**Kathleen Kennedy**  
ACTEN President

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## 2010 - 2011 ACTEN Officers

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Kathleen Kennedy  
[kkennedy@esu10.org](mailto:kkennedy@esu10.org)

### President Elect

Jason Speck  
[jspeck@esu15.org](mailto:jspeck@esu15.org)

### Secretary

Alicia Beck  
[abeck@lps.org](mailto:abeck@lps.org)

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[ctalley@esu6.org](mailto:ctalley@esu6.org)

### Past President

DeLayne Havlovic  
[delayne.havlovic@ops.org](mailto:delayne.havlovic@ops.org)

### ACTEN

P.O. Box 22607  
Lincoln, NE 68542-2607  
Phone/Fax 402.423.6786  
Email:  
[acte.nebraska@juno.com](mailto:acte.nebraska@juno.com)  
[www.actenebraska.org](http://www.actenebraska.org)

Newsletter Editor:  
Jason Speck

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### 2. *Switch: How To Change When Change Is Hard* by Chip and Dan Heath

This book offers insight about how to change organization processes. Offers a rare glimpse into how humans successfully adapt to new environments.

Link to book: <http://tinyurl.com/2dgxsn2>

### 3. *Drive: The Surprising Truth About What Motivates People* by Dan Pink

Great new book that reveals research that contradicts the notion that people are motivated by making money. The next generation, as well as many of us, work for more: Self-Direction, Mastery and Purpose. Great insight for managers/owners.

Link to book: <http://tinyurl.com/24se4q6>

### 4. *The Element: How Finding Your Passion Changes Everything* by Sir Ken Robinson.

Famous for his TED talks on education, this inspiring author shares several stories about highly successful people that found their passion – just in time! It's an eye opener for any educator...we need to help students find 'their element.'

Link to book: <http://tinyurl.com/elementbook>

### 5. *Crucial Conversations: Tools For Talking When The Stakes Are High* by Kerry Patterson and others.

This helpful book offers insight on how to deal with the tough conversations that we must face at work. More than ever, educators need good tools dealing with others without hurting relationships – or giving in to get along!

Link to book: <http://tinyurl.com/crucialcons>

### 6. *Success Through A Positive Mental Attitude* by W. Clement Stone & Napoleon Hill

This is a classic book written by the founder of Combined Registry (a life insurance Company) along with *Think and Grow Rich* author Napoleon Hill. It will show you how to sell through any circumstances and boost your income through attitude.

Link to book: <http://tinyurl.com/282xls9>.

Sanders also insists that one has to make a scheduled reading time, and have one of the two books you are reading near you at all times, especially down times such as travel, waiting room, lunch, etc. There are excellent books on tape, if you are a commuter.

My current reading pile includes: *Three Cups of Tea* by Greg Mortenson and Davis Relin; *Want Fries with That? Obesity and the Supersizing of America* by Scott Ingram; *The Book Thief* by Markus Zusak; and *The Likability Factor* by Tim Sanders.

Readers are Leaders! If you want to add to your personal resume, and be the Phoenix instead of Chicken Little – be a book worm and not a web rat!

## ACTEN Recognized at ACTE Convention

ACTE of Nebraska was one of 23 states recognized as a Quality State Association by ACTE at the State Association/Regional luncheon on December 3<sup>rd</sup>. The award signifies the level of service that the state organization delivers to its members, as well as the way in which the state organization's Board of Directors advocates for career and technical education.

The purpose of the Quality Association Standards (QAS) is to provide benchmarks for state associations to determine levels of performance and satisfactory service to their members and prospective members. QAS is useful to states in evaluating their basic organization's leadership and programs. ACTE of Nebraska first applied for the QAS award in 2002 and has received the award every year, except in 2008 when an application was not submitted.

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## Promote and Publicize Your CTE Programs!

By Ronita Jacobsen, FCSTN  
2010-2011 President

“Showcase Your Program’s Success: Using Media to Promote Program Goals and Highlight Student Recruitment/Retention/Marketing” was a session I attended at the national ACTE conference in Las Vegas this past December. As I read the description “View samples and learn to create teacher-generated promotional media pieces to show what is happening in our CTE program and share your students’ successes!”, I knew this was a session for me! I am always looking for new ideas on how to share my students’ successes. Having

students write newspaper articles, submit photos, present to the school board and community organizations is a continuous process of mine, along with posting the information on our school website. For me, no event is too small to talk about! Therefore, when the presenters shared their student created promotional videos using different programs (imovie, moviemaker, and avid), I was taking notes!

In order to create an effective promotional video, a few pieces of advice were given-

- Keep videos 30 seconds to no longer than 2 minutes-longer than that and you lose their attention
- Have a key audience in mind—are you trying to reach younger students?

Male students? Female students? Inform public of your program?

- Create a link between previous, new, and future—show how your program can help them now and in the future by showing past and current students, and where the students could be in the future
- Include movement in the video through a variety of animations—students love movement!
- Include social connections with pictures of activities and video clips of current students and former students successful in their CTE career field

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- Write and have signed releases for each student in the video—this is a MUST!
- Update the video each year with new pictures/video/etc

When the video is finished, create several opportunities for it to be viewed, such as...

- Create a link for the video on your school website
- Present to students at a CTSO event
- Share with incoming students at your school
- Present to classes all students take-English, math, etc. to reach more students

Additional ways to publicize your programs were provided. One idea was to have a "Parent Night" program which could be just for your program or

have a "CTE Parent Night" and showcase all CTE programs in your school. Other traditional ideas were stated such as writing articles to newspapers, submitting photos of events along with captions, working with other school and community programs toward a common goal, creating PSAs for TV and radio. Be sure to give presentations to your school boards, and community organizations. A key to promoting your program is to work with other organizations at school and in the community. This allows others to see your students in action and the impact they can make. However, no matter the tool that you use, it is vital that your students participate in the promotion!! Students need to be involved in creating the video, writing and reading the PSAs, writing the articles, submitting the photos, and giving the presentations. A student's voice is more powerful, than the tool used!

Since returning home, I have visited with students about creating a promotional video. Students were very excited about the idea with one individual volunteering to chair the "video committee" and create a video promoting FCS Education first and with a video promoting FCCLA next. We also discussed joining forces with other CTE divisions in our school and creating a collaborated video promoting CTE Education. Upon hearing about our plans, the administration is interested in having the technology class create a promotional video for our school as a whole.

Marketing your program may seem like a never ending task, however, the results are worth all the effort you and your students put forth! I challenge everyone to do one extra promotional activity each month. Take an idea from above or one of your own, put it into action, and watch your program grow!!



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## NEBRASKA CAREER EDUCATION STUDENTS RECOGNIZED

Commissioner of Education Dr. Roger Breed and Governor Dave Heineman recognized 94 Nebraska Career Education students who received first, second, third place or finalist awards at national leadership and skills competitions held by their respective Career Student Organizations. The students were recognized at a reception at the Nebraska State Capitol Rotunda on November 22nd.

### DECA Award Winners:

John Glassman of Omaha North  
Ellen Muehling of Lincoln East  
Ke Arkfeld of Westside  
Rebecca Monnier, Aiden Shrum  
and Kristen Williamson of Bellevue West

DECA is an international organization that prepares emerging leaders and entrepreneurs in the areas of marketing, finance, hospitality and management.

### FBLA Award Winners:

Erin Dwyer, Allison Kuhlman and Nikki Novak of Elmwood-Murdock  
Jenna Woitaszewski, Brianna Turek  
and Alexis Carter of Wood River  
Allison Skidmore of Fairbury

Sally Moore, Joseph Chapman,  
Alexander Shaner, Rebecca  
Eichelberger and Sam Rickert of  
Fillmore Central

Tyler Wellman of Syracuse  
Meagan Palensky and Lauren  
Schneider of Raymond Central  
Ashley Wood of Minden  
Lance Johnson of Bellevue West  
Noah Carpenter of Omaha  
Northwest Magnet  
Isaac Thompson of Arlington  
Allison Johnson and Taylor  
Johnson of Meridian High School  
Laura Ruskamp of Johnson-Brock  
Nancy Seeman of Stanton

FBLA, Future Business Leaders of America, provides career development programs for students interested in business administration, management, finance and information technology careers.

### FCCLA Award Winners:

Bethany Lambert, Andrea Lemmer,  
Leanne DeKay and Sarah DeKay of  
Chambers  
Ashley Fiedler and Emily Kersten  
of Bloomfield  
Sydney Martin, Shelbi Brown,  
Jerilyn Cornell and Kim Ourada of  
Elm Creek  
Rachel Buss and Rachel  
Kermmoade of Kearney  
Colleen Melvin, Tami Simmonds,  
Colton Aspenleiter, Josh Leas and  
Shawn Welch of Medicine Valley  
Tarryn Tietjen of Thayer Central  
Shelby Wade of Prague

Elyssa Leach of Pierce

FCCLA, Family, Career and Community Leaders of America, is a national student organization that helps young men and women become leaders and address important personal, family, work and societal issues through family and consumer science education.

### FFA Award Winners:

Emily Arkfeld of Lourdes Central  
Adam Venteicher of Pierce  
Evan Ibach of Sumner-Eddyville-  
Miller  
Levi Ochsner of Sutton  
Anders Olson of Tekamah-Herman  
Garrett Kahrs and Brandon Goebel  
of Franklin  
Tucker Lammers of Hartington  
Landon Schmidt of Fairbury  
Sarah Wheeldon and Jordan Brabec  
of Schuyler Central  
Jordan Wagner of Creighton  
Haylie Lechtenberg of West Boyd  
Rebecca Ramm of Stuart  
Colton Hansen of Syracuse-  
Dunbar-Avoca  
Eric Miller of Lyons-Decatur  
Northeast  
Franklin FFA Chapter  
Holdrege FFA Chapter

FFA is an organization of agricultural education students preparing for careers in agriculture, food and natural resources.

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## HOSA Award Winners

Ramsey Jaber and Marissa Poe of Lincoln North Star  
Sara Christianson of Lincoln Southwest

HOSA (Health Occupations Students of America) is a National Student Organization for high school and college students preparing for careers in the Health care industry.

## SkillsUSA Award Winners:

Mike Toczek and Sydney Wells of Papillion-La Vista  
Morgan Hansen of Syracuse-Dunbar-Avoca  
Chris Waszgis, Elise DeMaranville, Justine Heatley, Bridget Murphy,

and Erin Parisien of Metropolitan Community College-Omaha  
Jackie Michals of Lincoln North Star  
Richard Schutt of Southeast Community College-Lincoln  
Zachary Bruick, Carl Heinicke, Emily Thrailkill, Alex Koehler and Andrew Sorsen of Seward  
Mitch Sapp, Austin Kay, Nathan Heath and Brandon Gunnink of Wayne State College

SkillsUSA is a national organization serving high school and college students who are enrolled in training programs in technical, skilled and service occupations, including health occupations and tech prep.

## Phi Beta Lambda Award Winners:

Chris Reznicek, Joel Jantzen, Erica Lam, Cole Malmberg and Shelbi Svoboda of the University of Nebraska-Lincoln  
Michelle Schwartz and Michele Wenthold of North Platte Community College  
Peter Raun of the University of Nebraska-Omaha

Phi Beta Lambda is the collegiate division of the FBLA-PBL association, which prepares members for careers in business or business-related occupations.

Content for **SUCCESS**

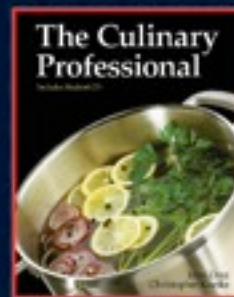
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## MONEY SMART NEBRASKA



### Money Smart Week

Blair High School's business department conducted Money Smart activities by hosting a financial team of advisers from Washington County Bank in all of their business courses. Bank representatives informed students how to manage a checking account as well as save money for college. They used an interactive Jeopardy game to make their presentation more interesting. Bank members hosted a table in the commons area during lunch and shared valuable financial tips with students in grades 9-12.

Lincoln High School's business department reported multiple events. FBLA members went to Park Middle School to present to a business class of about 25 students. A Wells Fargo Bank speaker presented at two assemblies sponsored by DECA and FBLA with about 300 students in attendance. All business teachers did "Money Smart" activities in their classes that varied from figuring the interest paid on credit cards to spreadsheets and budgets.

Lincoln High Business department chair Marlyce Carlson reported that their "Money Smart" open house for Lincoln Public School staff was attended by 30 LPS faculty and staff after school. Vendors attending included Wells Fargo Bank, Horace Mann, Union Bank, Education Quest, First Nebraska Educators Credit Union, Lincoln Federal Teacher's Credit Union, and National, State and Local Education Association Member Benefits.

At Lincoln Northeast High School, FBLA members produced and presented a Money Smart presentation to an 8<sup>th</sup> grade class at Mickle Middle School. Students created a PowerPoint presentation Jeopardy Game on five different personal finance topics. FBLA members hosted a Money Smart Booth and distributed Money Smart pamphlets and personal finance information to Parents at Parent-Teacher Conferences. There were pamphlets for adults, teenagers, and even elementary aged kids! Everything from savings to credit and the new credit laws was discussed!

"During Money Smart Week, Wausa High School Personal Finance students selected an elementary class and prepared Public Service Announcements promoting the importance of money management. In addition to making the PSA's, the Personal Finance students visited the elementary classrooms and showed the PSA, as well as taught a follow-up lesson and activity." Elementary classes chosen included the kindergarten, 4th, 5th, and 6th grades. Total elementary students involved included 62 with 14 Personal Finance students.



Wausa Personal Finance students are (from left to right) Jessica Ketelsen, Ryan Schumacher, and Alex Collazo.