

## The Wednesday Reader

*August 31, 2011*

### Welcome all to the 2011-2012 School Year!

Today marks the beginning of your *Wednesday Reader* for the 2011-2012 school year. This informative email will be sent to you each Wednesday thru the end of May. Please feel free to share any and all information with your students, parents, colleagues, and administrators. Also, if you have items/news/opportunities you would like to share with other Montana Business and Marketing Education professionals, please let me know.

Lastly, I would like to extend another "Welcome" to our new Montana Business & Marketing Education teachers. We have 12 new members to "the club" this year.

Two thumbs up for a great 2011-2012 school year!

### The Gate\$ Millennium Scholar\$ Program

GMS will select 1,000 talented students to receive a good-through-graduation scholarship to use at any college or university of their choice. We provide Gates Millennium Scholars with personal and professional development through our leadership programs along with academic support throughout their college career.

Our program is more than a scholarship—it's an opportunity to change your life! Just ask [Deonte Bridges](#) how much the GMS scholarship means to him.

The goal of GMS is to promote academic excellence and to provide an opportunity for outstanding minority students with significant financial need to reach their highest potential by:

- Reducing financial barriers for African American, American Indian/Alaska Native, Asian Pacific Islander American and Hispanic American students with high academic and leadership promise who have significant financial need;
- Increasing the representation of these target groups in the disciplines of computer science, education, engineering, library science, mathematics, public health and the sciences, where these groups are severely underrepresented;
- Developing a diversified cadre of future leaders for America by facilitating successful completion of bachelor's, master's and doctoral degrees; and
- Providing seamless support from undergraduate through doctoral programs, for students selected as Gates Millennium Scholars entering target disciplines.

The Gates Millennium Scholars Program (GMS), established in 1999, was initially funded by a \$1 billion grant from the Bill & Melinda Gates Foundation. For more information please visit <http://www.gmsp.org/>

### Go Forth and Educate—Free Resources from Adobe Education Exchange

The [Adobe Education Exchange](http://direct.adobe.com/v?xnJTnJIEcvnnvHcq) (<http://direct.adobe.com/v?xnJTnJIEcvnnvHcq>) is an online community providing a wealth of ready-to-use teaching and learning materials. The Exchange is full of free resources for helping your students develop the workforce skills and industry-standard software proficiency they need to succeed in careers.

Join the Adobe Education Exchange for free. It takes just a few moments to register. There's so much you'll be able to do, including:

- Share course projects, tutorials, and more.
- Access existing teaching and learning materials.
- Network with other educators.
- Discover new ways of incorporating Adobe software into coursework and projects.

Sign up today, or if you're already a member, check out all the new resources.

Find resources for using Adobe Creative Suite 5.5 software to prepare your students for career success. [Join or sign in](#) to browse resources.

### **American Institute of Certified Public Accountants (AICPA) Launches Enhanced Educators' Portal**

The [Start Here, Go Places.](#)<sup>®</sup> team has been working hard over the summer to make some great enhancements to our [Educators' Portal](#).

We are happy to formally announce the launch of the newly-enhanced Educators' Portal for high school and community college educators and guidance counselors. Officially launched on August 17, the new portal features a sleek new design, easier navigation, improved features and even incentives for becoming an active and engaged member of the portal.

Use the Educators' Portal to have discussions with fellow educators from across the country, ask for help, request classroom materials and make direct connections with the AICPA and your local state CPA society.

Once logged in, you can navigate to any one of the four main sections: Classroom Curriculum, Educators' Forum, Career Resources and Conferences & Events.

The [Classroom Curriculum](#) section hosts several series of lesson plans, including student worksheets, facilitator answer keys and grading rubrics. This is a secure/locked down section of the portal for educators who request access, and are verified in order to ensure that only current educators are granted access to this exclusive section. Another locked down section only for current educators is the [Educators' Forum](#). This section offers educators a secure community to share ideas, receive classroom advice and share best practices with colleagues across the country.

In the [Career Resources](#) section, educators, as well as other portal members, have access to classroom presentation materials, college and university information, CPA exam information and more. The [Conferences & Events](#) section is a place for AICPA staff, state society ACD staff and Start Here, Go Places. partners to post events being held for students and educators.

With these enhancements completed, and more in the works, the AICPA invites you to utilize this site for all of your information and resources related to the CPA profession.

For more information on the Educators' Portal, contact the AICPA at [StartHereGoPlaces@aicpa.org](mailto:StartHereGoPlaces@aicpa.org).

Here's to a great school year,  
[Start Here, Go Places.](#)

### **An Invitation from MSU-Bozeman for MSU College of Business Entrepreneur Day**

Business Educators and BPA advisors:

I am pleased to announce that the MSU College of Business Entrepreneur Day is planned for Wednesday, October 26 here on the MSU campus in Bozeman. This event is FREE and our keynote speaker this year is co-owner of Yellow Dog Fly Fishing Adventures, Ian Davis.

We provide an opportunity for high school students to come and learn more about entrepreneurship and interact with professors and current students. Our business school with option areas in Accounting, Finance, Management and Marketing, is accredited by AACSB; only 15% of all business schools hold this distinction.

The tentative schedule for the day:

9:30 a.m. Registration  
10:00 am. Welcome and overview  
10:15 a.m. Interactive Workshop with CoB faculty and students  
12:00 p.m. Glimpse into the Entrepreneur Program  
12:15 p.m. Lunch with young entrepreneurs  
1:00 p.m. Keynote  
2:00 p.m. Adjournment

Please let us know whether or not your school would like to participate and I will follow up with more specific information about what activities and workshops we will have. If you are no longer the current business teacher or BPA advisor, please pass this information onto the new advisor or an activities coordinator at the school. If you have any questions or comments, please contact me. Thank you very much for your time.

Regards,

Audrey Lee  
Communications & PR  
MSU College of Business  
PO Box 173040  
Bozeman, MT 59717-3040  
P 406.994.7026  
F 406.994.6206  
[www.montana.edu/cob](http://www.montana.edu/cob)

**We Want You To Join Us (\$Scholarships Available)—  
KnowHow2GOMontana.org/conference**

Join the Montana College Access Network (Montana CAN) and the Montana Financial Education Coalition for the "Building a College Going Montana" and "Building a Money Savvy Montana" conferences.

Don't miss this opportunity to share your expertise, network with colleagues, gain new insights and tools, build new partnerships and join a growing movement to close the gap between aspiration and educational and financial achievement for Montana students. Join the Montana College Access Network (MCAN) and Montana Financial Education Coalition (MFEC) members at the Billings Hotel and Convention Center September 19-21, 2011.

Registration information and a schedule of events can be downloaded from the [KnowHow2Go Montana](http://www.knowhow2gomontana.org) website (<http://www.knowhow2gomontana.org/How2Go/partner/conference.jsp>) or directly at <http://www.knowhow2gomontana.org/How2Go/pdf/MCAN-Registration.pdf>.

Scholarships are also available to attend the first annual Montana College Access Network conference. Scholarships are available for Montana educators, or college access and/or success program staff, who commit to fully participating in both the MCAN conference **and** the Montana Financial Education Coalition Conference (MFEC).

The scholarship application can be downloaded at [http://api.ning.com/files/EOeQXbqRfKbI4-AVpIcUTiCkhv7jwTUAJB9Lpamc\\*O9cSjukH1X3iGoEGiOyqUG5FgiMeMDjB\\*2WPGjwJLKn12XtE2w19GaF/MCANScholarshipApplication.docx](http://api.ning.com/files/EOeQXbqRfKbI4-AVpIcUTiCkhv7jwTUAJB9Lpamc*O9cSjukH1X3iGoEGiOyqUG5FgiMeMDjB*2WPGjwJLKn12XtE2w19GaF/MCANScholarshipApplication.docx). The scholarship covers registration fees for the conference, up to 3 nights hotel, and \$100 for gas. Scholarship applications are due Tuesday, September 6.

## Professional Development Activities for 2011-2012

### [MBEA/Montana ACTE Fall Institute](#)

--October 19-21  
--Great Falls

### [DECA Innovations & Entrepreneurship Conference](#)

--November 3-5  
--Chicago, Illinois

### [DECA Western Region Leadership Conference](#)

--November 10-12  
--San Diego, California

### [ACTE Annual Convention & Career Tech Expo](#)

--November 17-19  
--St. Louis, Missouri

### [DECA New York Experience](#)

--November 30-December 4, December 7-11  
--New York City

### [DECA Sports & Entertainment Marketing Conference](#)

--February 1-5  
--Orlando

### [Montana DECA State Career Development Conference](#)

--February 12-14  
--Helena

### [WBEA 2012 Conference](#)

--February 16-20  
--Newport Beach, California

### [Montana BPA State Leadership Conference](#)

--March 11-13  
--Billings

### [ACTE Region V Conference](#)

--April 11-14  
--Jackson Hole, Wyoming

### [NBEA 2012 Annual Convention & Trade Show](#)

--April 3-7  
--Boston, Massachusetts

### [2012 BPA National Leadership Conference](#)

--April 24-29  
--Chicago, Illinois

### [2012 DECA International Career Development Conference](#)

--April 28-May 1  
--Salt Lake City, Utah

### [2012 Career Clusters Institute](#)

--June 18-20  
--Washington, DC

## Family Economics & Financial Education 2012 National Training

--June 25-28

-Tucson, Arizona

## Nominations Being Accepted for MBEA Awards

Montana Business Education Association ([www.mbea.info](http://www.mbea.info)) is seeking nominations for its 2011 Awards Program. Please consider nominating a fellow business educator for recognition next fall during the MBEA-Montana ACTE Fall Institute in Great Falls.

Categories include Rookie Business Teacher of the Year (1-3 years), Young Business Teacher of the Year (5 years or less), Secondary Business Teacher of the Year, Post-Secondary Business Teacher of the Year (2-year), Collegiate Business Teacher of the Year (4-year), as well as two Distinguished Service Awards: Outstanding Contributions to Business Education by an Administrator of Business Education and Outstanding Contributions to Business Education by an individual associated with an institution involved in Business Education.

Letters of nomination can be sent to Janie McFarland at [janiehmcfarland@yahoo.com](mailto:janiehmcfarland@yahoo.com). Please submit nominations by September 15.

## On This Day in History . . .

### **August 31**

1939: Germany prepares to invade Poland

1945: Singer & songwriter Van Morrison (Moondance, Brown Eyed Girl) is born

1963: The girl trio Angels started a three week run at No.1 on the US singles chart with 'My Boyfriend's Back'

### **September 1**

1864: Atlanta falls to Union forces

1964: First Japanese player makes MLB debut, San Francisco Giants pitcher Masanori Murakami

1977: Blondie, featuring Debra Harry, signed their first major record company contract with Chrysalis Records

1979: U2 released their very first record, an EP titled 'U2-3.'

### **September 2**

1666: The Great Fire of London begins

1969: The first ATM opens for business

1965: The Doors recorded their first demos

### **September 3**

1777: The American flag, Stars and Stripes, first flies at Cooch's Bridge, Maryland

1783: Treaty of Paris signed officially ending the American Revolution

1983: The Eurythmics went to No.1 on the US singles chart with 'Sweet Dreams

1991: During a European tour, Nirvana recorded 'Dumb', 'Drain You' and 'Endless Nameless' in London for BBC Radio 1's John Peel show

### **September 4**

476: The Western Roman Empire falls

1965: The Beatles started a three week run at No.1 on the US singles chart with 'Help'

1969: Radio Hanoi announces death of Ho Chi Minh

2008: The first guitar torched on stage by Jimi Hendrix sold for £280,000 (\$4,552,977 today) at an auction of rock memorabilia

### **September 5**

1774: First session of the Continental Congress convenes  
1836: Sam Houston elected president of Texas  
1946: Queen's Freddie Mercury is born  
1972: During the Summer Olympics at Munich, a group of Palestinian terrorists storms the Olympic Village apartment of the Israeli athletes, killing two and taking nine others hostage  
1998, Aerosmith scored their first US No.1 single with 'I Don't Want To Miss A Thing'

### **September 6**

1901: US President William McKinley is shot  
1915: The first tank, named Little Willie, is produced in England  
1970: Jimi Hendrix made his final live appearance when he appeared at the Isle of Fehmarn in Germany  
1995: Cal Ripken breaks the MLB record for consecutive games played at 2,131

## Updates from National BPA

### **Website**

The newly designed **BPA.org Custom Chapter System** will provide each of you with the opportunity to control the content on a Chapter specific page on the national website. Also, the **Pre-submission System** used at the national level will be offered to the membership at the State and Local levels this year as well. We are now offering *Webinar Wednesdays* and a new Fall Local Advisor Leadership Online Training.

### **May The Source Be With You!**

The newest innovation for this year will be our own **Interactive Community** designed specifically for local and state advisors. The Source will become the most highly regarded and valuable resource every designed and implemented for our BPA family. Please watch for more information to be released soon on **The Source**.

### **BPA Cares**

The Special Recognition Program has been rebranded this year as BPA Cares. Along with the new name, we have also added a variety of new programs. A new award will be given to the "Advisor of the Year", "Emerging Advisor of the Year" and "Emerging Professional of the Year". We will also recognize an individual who is engaged in community service. The "Recruiter of the Year" stipend has been expanded to include each division winner, and be looking for an easier user friendly submission process. Join us in Chicago for the Walk for Special Olympics and show that BPA Cares!

**Please note: The due date for all BPA Cares programs will be March 15 2012**

### **BPA Mall**

Continued improvements have been made to the BPA Mall. New chapter pin kits and personalized chapter-wear will be making their debut this fall. Monthly specials will be highlighted in **The Wire** and on **The Source**. Be BPA Proud, wear your BPA colors everywhere.

This year, Business Professionals of America will be Reaching New Heights with new and improved programs including virtual membership, enhanced co-curricular programs and new competitive events. Join us as we aim for this year's National Leadership Conference in Chicago, Illinois from April 25-29, 2012

## Register Your BPA Membership Today

The Business Professionals of America Online Membership Registration System opened on Friday, August 26. Register your chapter members today and prepare to *Reach New Heights* with BPA during the 2011-2012 school year.

To access the online membership registration system please go to

<http://www.registermychapter.com/bpamem/> and enter your username and password.

Membership dues for this year are \$12.00 per member/advisor for National-level dues and \$8.00 for State-level dues.

If you do not remember your username and/or password or if you are taking over as a chapter advisor please let me know and I will email you the information.

Please note members must be registered by November 1 and all members must be registered in order to compete at the regional, state, and national levels.

### **New BPA Membership Incentives for 2011-2012**

The following membership incentives were approved this summer by the Business Professionals of America Board of Trustees.

#### **Largest Overall Percentage Increase**

Eligibility: Chapters with paid registered membership for the 2010-2011 and 2011-2012 school year. Memberships must be paid in full by February 15, 2012

1. Recognition at NLC w/ Plaque during Honor Recipient Celebration w. priority seating
2. Chapter recognition at NLC w/ ribbons
3. Recognition on national website

#### **Largest Overall Number Increase**

Eligibility: Chapters with paid registered membership for the 2010-2011 and 2011-2012 school year. Memberships must be paid in full by February 15, 2012

1. Recognition at NLC w/ Plaque during Honor Recipient Celebration w. priority seating
2. Chapter recognition at NLC w/ ribbons
3. Recognition on national website

#### **Complimentary NLC Registration**

Eligibility: Chapters with paid registered membership for the 2010-2011 and 2011-2012 school year. Memberships must be paid in full by February 15, 2012

Incentive: For every 10 members recruited and paid for by February 15, 2012, over the final registered /paid membership from 2010-2011 school year, the chapter will receive 1 complimentary NLC registration for the current year's NLC.

#### **Complimentary Advisor Membership**

Eligibility: Chapters with paid registered membership for the 2010-2011 and 2011-2012 school year. Memberships must be paid in full by February 15, 2012

Incentive: Match or exceed the total number of registered /paid membership by February 15, 2012 from the total registered/paid 2010-2011 memberships and receive one free Advisor membership credit for the 2012-2013 school year.

#### **New Advisor Incentive**

Eligibility: New chapters who have registered and paid their membership by November 1, 2011.

Incentive: New chapter will receive a swag bag from the national center.

### **Welcome back DECA Advisors!**

DECA is getting started with a bang this fall. As mentioned last spring, I would like to welcome Matt

Larson from Florence-Carlton High School as our newest DECA advisor.

The first Montana DECA event will be our **Fall Advisor and Fall State Officer meeting**, both occurring in Helena on **Sunday, September 18**. Please check your email for further details. Please also make sure to RSVP for this meeting to Erin at [erinweisgerber@yahoo.com](mailto:erinweisgerber@yahoo.com)

Some important dates to note on the national level are:

- \* DECA Stockmarket game begins on September 6th
- \* DECA/DeVry Innovation & Entrepreneurship Challenge is October 3rd

Please check out the national website at [www.deca.org](http://www.deca.org) for further details.

I look forward to seeing everyone on September 18!

**Your Emails and Phone Calls are Always Welcome . . .**

**Eric Swenson**

Business Education Specialist  
Montana Office of Public Instruction  
PO Box 202501  
Helena, MT 59620-2501  
406.444.7991  
406.444.1373 (Fax)  
[eswenson@mt.gov](mailto:eswenson@mt.gov)