

Good morning, ISBE Members,

It is almost time for our NBEA Convention in Chicago, Illinois. I hope you are attending because ISBE has planned several learning and networking opportunities just for the ISBE membership. If you have not made your reservations yet, please do so. You still have time to register and come. We look forward to having you in attendance.

NBEA 2019 Annual Convention

The Chicago Marriott Downtown Magnificent Mile on Michigan Avenue is the location for this year's convention. The conference is April 16 – 20, 2019. The area is known for its many shopping and dining opportunities, museums and theaters, and sporting events. More details can be found about the convention at

<https://www.nbea.org/newsite/conferences/convention/convention.html>



ISBE FUNCTIONS DURING 2019 NBEA CONVENTION

Below is a listing of functions available to current and prospective ISBE US Chapter members. There will be a session on Wednesday morning for members interested in leadership opportunities within our chapter. The business meeting will be on Thursday evening. Everyone is invited and encouraged to stay afterwards to visit with new and old friends.

Wednesday, April 17

ISBE Session: 9:00 a.m. – 9:55 a.m.

ISBE Leadership Development

Presenters: Michelle Taylor, ISBE President, Elisha Wohleb, ISBE President-Elect, and Hector Lopez, ISBE Director to NBEA

Location: DuPage (3rd Floor)

ISBE Session: 10:00 a.m. – 10:55 a.m.

A Case Study Exploration of Internships in Undergraduate Business Education

Presenter: Kawana W. Johnson, Florida State University

Location: DuPage (3rd Floor)

ISBE Session: 2:00 p.m. – 2:55 p.m.

Global Trade as One Aspect of International Business

Presenter: Ruth DePieri, East Los Angeles College

Location: DuPage (3rd Floor)

Thursday, April 18

ISBE Session: 9:00 a.m. – 9:55 a.m.

Teaching Business in Japan, Canada, and the USA

Presenter: Karen O'Connor, Cerro Coso Community College

Location: DuPage (3rd Floor)

ISBE Session: 10:00 a.m. – 10:55 a.m.

So You Want to Go to the ISBE-SIEC Conference!

Presenter: Roietta Fulgham, Sierra College

Location: DuPage (3rd Floor)

ISBE Business Meeting

5:15 p.m. – 6:30 p.m.

Location: Los Angeles/Miami (5th Floor)

ISBE Session Information

ISBE Leadership Development

Are you interested in learning more about ISBE? Do you think you would like to be a leader in the US Chapter? If you answered YES to either one or both of these questions, you should come to this session. Information will be shared about the chapter and opportunities available. New members are encouraged to attend to hear more about our chapter and its structure in the national and international organization. Potential leaders and current leaders in the chapter should attend to learn more about the expectations of leadership within ISBE.

Dr. Michelle Taylor is the current US Chapter ISBE President. She works at Mississippi State University.

Dr. Elisha Wohleb is the current US Chapter ISBE President-Elect. She is a professor at Auburn University.

Dr. Hector Lopez is the current ISBE Director to NBEA for the US Chapter. He is a professor at Hostos Community College/CUNY.

A Case Study Exploration of Internships in Undergraduate Business Education

During this session, the presenter will share findings from a case study that described, analyzed, and drew conclusions about internships in undergraduate business education at an AACSB accredited business school at a Research 1 institution located in the United States. By identifying the role, challenges, benefits, and intended outcomes of internships in undergraduate business education, the researcher gained a better understanding of how one form of experiential learning, internships, can impact the curriculum, the professional preparation of the students, and the relationships that are created through internship program development. Session participants will not only benefit from hearing the results of this study, but also have an opportunity to discuss the role, challenges, and benefits they see within internship programs at their own institutions. By combining research with best practices, participants will leave with tangible ideas to implement and/or improve existing internship initiatives. The nation is facing a “skills imperative” that threatens the U.S. economy and our ability to see competitive growth (Partnership for 21st Century Skills, 2010, p. 9). Therefore, business schools must understand how to use internships and other forms of experiential learning to cultivate the skills, competencies, and values to produce the next generation of leaders (AACSB, 2016). Graduating a large volume of students is simply not enough to meet the demands of a changing workforce (Kavas, 2013).

Kawana Johnson has over 10 years of experience in higher education with an emphasis in career services. Her career includes 7 years working in experiential learning at the Florida State University Career Center and almost 8 years in the FSU College of Business serving in multiple roles including Director of Professional Development and Employer Relations and Director of Student Engagement. She currently holds a teaching faculty designation and serves as the Director of Internships and Career Services in the FSU College of Business where she oversees the daily operations of the internship office and serves as the instructor of record for the online internship courses. She completed her PhD in Curriculum and Instruction with an emphasis in Career and Workforce Education and has focused her research interests on internships in undergraduate education.

Global Trade as One Aspect of International Business

As we prepare our students for jobs in today's competitive global workplace, we must consider the importance of including global trade. Courses in global trade can enhance a job applicant's employment prospects not only by providing a world view outlook of business, but also by showing how one's business and technology skills can be applied in various industries.

This session will provide an overview of some of the following topics of Global Trade courses, which are the global business environment, international relations and diplomacy, international trade regulatory organizations, international trade agreements, importing and exporting, logistics, and the international business work culture.

Ruth DePieri is an adjunct professor of international business at East Los Angeles College. She was the 2015-2016 International Society for Business Education (ISBE) President. She was also the 2015-2016 U.S. Representative to La Societe International pour l' Enseignement Commercial (SIEC-ISBE), Professional Development Committee www.siec-isbe.org. In 2015-2016, Ruth served on the California Business Education Association (CBEA) State Board of Directors as Southern Section Representative.

More sessions will be spotlight next month. Make plans to attend the leadership development seminar. As has been mentioned in previous mailings, we are looking for individuals who are interested in serving as a leader for the chapter. Please consider this as you make your arrangements to attend the conference in Chicago.

Teaching Business in Japan, Canada, and USA

Karen would like to share personal experiences, drawn from teaching Business Office Technology in three countries: Japan, Canada, and the USA, over a span of 35 years. Interesting stories, similarities, and notable differences will be shared. This presentation will reveal what it is like and lessons learned teaching for twenty years in two foreign countries before ever teaching in the country of her own citizenship, the USA.

Cultural differences for the teaching environment and variations in the teacher/student role will be shared, as well as the varying role of the professor in the educational institution. Hear how these experiences helped to spur the creation of common curriculum for Business Office Technology in California and a very active relationship with the California and Western Business Education Associations.

Karen O'Connor MEd
Faculty Chair Business and Information Technology
Faculty Business Office Technology
Cerro Coso Community College
www.cerrocoso.edu

California Business Education Association Past President 2017-18
www.cbeaonline.org
President-elect Western Business Education Association 2018

So You Want to Go to the ISBE-SIEC Conference!

Are you interested in attending the next conference in 2019 to Kefalonia, Greece? Maybe you want to make a presentation. Join this session to find out about international presentations, cultural experiences and food, tours, visits to businesses and schools, and networking with members of active countries. Roietta has attended nine of the last ten ISBE-SIEC Conferences. She will also share historical information about ISBE and SIEC.

Roietta Fulgham
Adjunct Professor at Sierra College
rfulgham@sierracollege.edu
(916) 835-2325

2015-18 Western Business Education Association Director to NBEA Board of Directors
2014 NBEA Postsecondary Teacher of the Year in Business Education
2014-15 President International Society for Business Education
2013-16 National Business Education Association Scholarship Committee
2011-12 President Western Business Education Association
2009-10 President California Business Education Association

Regional Association Meetings

Mountain Plains Business Education Association

Embassy Suites
Denver Tech Center North
7525 East Hampden Avenue
Denver Colorado 80231
June 17 – 19, 2019
<http://www.mpbea.org/conferences.htm>

Southern Business Education Association

The Plaza Resort and Spa
600 North Atlantic Avenue
Daytona Beach, Florida 32118
386-255-4471
October 23 – 26, 2019
<http://www.sbea.us/>

North Central Business Education Association

Board and Membership Meetings will be held during the 2019 NBEA Convention.
<https://www.ncbea.com/>

Western Business Education Association

Torrance Marriott Redondo Beach
3635 Fashion Way
Torrance, California 90503
(310) 316-3636
February 14 – 17, 2020
<http://www.wbea.info/>

ISBE Conference

The 2019 International Society for Business Education (ISBE) conference will be July 28 to August 3 at Argostoli, Kefalonia, Greece. Kefalonia is the largest island of the Ionian Sea.

Registration is \$695 which includes most meals. Rooms at four hotels have been reserved for the conference; a \$250 deposit will reserve a room. A service fee will be included for online payments. Registration and hotel deposit fees increase after June 1.

During the Thursday business meeting at the NBEA Convention, Dr. Waldman will present details for attending the 2019 SIEC-ISBE International Conference. She will also give a brief overview of the 2018 SIEC-ISBE International Conference in Iceland. This will be the time to have many of those questions you may be having about attending the international conference answered. She is very excited to share with everyone, and your ISBE board hopes you will plan to attend to hear.

Classroom Information and Ideas

This month we have three contributors to the monthly mailing. I am so excited to provide you with information from Tamra Davis, an associate professor at Illinois State University; Karen O'Connor, the



Please Join Us!
**International Society for
Business Education**

**91st SIEC-ISBE International
Conference**

**Argostoli, Kefalonia, Greece
July 28—August 2, 2019**

**For more information visit:
www.siec-isbe.org**

SIEC-ISBE

Faculty Chair at Cerro Cosa Community College; and Michelle Gibson Herman, University of Wisconsin - Stout. We appreciate their willingness to share ideas. Please continue reading to see what each of these ladies believed important for you to know.

Often educators look for international business information to enhance the classroom instructional process. In a blog post from June, 2017, Dr. Davis wrote "I want to teach International Business, but I don't know where to begin." In this post she provides the reader with seven resource sites for finding new instructional materials. Here is a link to her post for more details and ideas.

<http://tntunlimitedconsulting.weebly.com/whynot-blog/category/business-teaching>

Ms. O'Connor wrote an article about our ISBE community being larger than we may realize. She relates in her article about how she networked at conferences and made great contacts. When she made a recent trip out of the country to Malta, she connected with her contacts and was able to learn more about her destination trip than she ever imagined and was able to participate in more of the cultural activities than the regular traveler could. Belonging to our professional organizations is so beneficial and often in ways we never expect. Read further to learn more about this exciting opportunity by one of our own!

The ISBE Community is Bigger Than You Think OR

How I Shed the Tourist Identity my First Day in Malta

It's 4:45 pm and I am sitting here in my office at my computer on the second day of the semester. It is a rare grey rainy day in the desert and though I welcome the rain, my world of just 12 days ago seems like a far-away dream. Oh Wait! It really **was** as a dream, even when we were there, and the fact that I also attended ISBE last year in Iceland had an impact that made a truly memorable vacation into a truly great one. Malta more than delivered! How often is it, that something like a vacation exceeds expectations!

Last August my husband and I had a moment where we thought about what we might do for the 2018 holidays. I googled "Best Places in the World to Go for Christmas" and Malta came up #8 in the Town and Country Magazine's article. Malta has a TON of history back to prehistoric times up through World War II and is also 98% Catholic. Christmas is celebrated in full splendor! As the story goes, there are nativity scenes (locally called cribs) on almost every corner and the place is decked out in lights, with carolers and musicians commonly found in public places. My husband, who had visited Malta one day over 50 years ago, on shore leave from his aircraft carrier America that he served on for two years in the Mediterranean said, "I'd go to Malta!" I got busy and booked the tickets the same day! I had to look on the map to see where the place was, just a shot in the dark but we were so lucky we found the Corinthia Palace Hotel and Spa and we booked on Virgin Atlantic through Expedia to get great rates for the combo.

I already had my international appetite whet from the ISBE trip to Iceland! The coolest thing about the ISBE printed program is that they list the names, home country, and email address for all attendees. August is four months ahead of December, so for four months I had the program from ISBE sitting right next to my computer. For four months I thought to myself, I need to email those two ISBE people who live in Malta, just *in case* we could connect while we are there. But things kept getting in the way and I almost never followed my instincts to make contact. Finally, on the last morning, just before we caught the train for LAX, I sent off the email. The date was December 21.

The travel to London on Virgin Atlantic and then to Malta on Air Malta, took about 15 hours so I was off my email for a bit. On the morning of Christmas Eve, I opened my email to



Caroling in the Streets of Tarxien

find an invitation from both people! The first, Emanuel, invited us to join his community group at 5:00 pm for a traditional Christmas Eve event! Of course we took him up on this and this is how we came to be the carolers in the streets on Christmas Eve, transporting the baby Jesus through the narrow streets of the village from the area of the ancient temples to the Tarxien community church. After 90 minutes or so caroling to our destination we ascended the stairs of this glorious and beautiful church to enjoy the service



Annunciation Church, Tarxien, Malta

presented by the children. Sure, we didn't know the words in Maltese, but the melody matched many familiar songs, so we just quietly joined in!

http://en.wikipedia.org/wiki/Tarxien_Temples

https://en.wikipedia.org/wiki/Annunciation_Church,_Tarxien

The round trip by foot and the service took three hours total, and we were so blessed to be included in this local tradition, not as tourists, but as part of the community. Wow.



Karen and James in Emanuel's office Malta University

The day after Christmas Emanuel took us to his office at the Malta University where we discussed his upcoming PHd work on the subject of Threshold Knowledge. That term was new to me, so now I am on the brink of learning a new concept through Emanuel and maybe you are too. Isn't that exactly what we hope to find in all levels of our professional organizations! There are some links online if you google the subject. Later, we visited his home in a traditional Maltese village and met his parents and enjoyed traditional Maltese food and drink, plus a trip to the backyard garden. We also visited the nearby seaside for a breathtaking panorama including some shore side remains

of the days when the Romans made salt there.



Emanuel, James, and Karen at the Malta seaside, overlooking Roman salt making landscape

The second contact, Claire, and her husband John also spent a couple of days with us, the first being a trip to the Island of Gozo. Here we visited the Rotunda Church, with the third largest unsupported dome in the world! We spent a part of that visit on the rooftop, with breathtaking views of the island. One of the vistas showed the Citadella, which we also explored later that day. On this amazing day, we also toured through a live “crib” set up to model the town of Bethlehem at the time of Christ’s birth. Malta had surprises at every turn!



View from the Rotunda, Citadella in distance

Claire also took us to her place of work, MCAST, the Malta Institute of Technology where



subjects such as those James and I teach are covered. We had a great chat with the director, who came in on a day off for a visit with us. Claire’s institution does not have online learning yet, so we are going to have some discussions about how we could help them with startup. Just as in California, the economy is good in Malta, so enrollments are lower, and they have been considering the online mode of delivery.

With Claire and John we also visited Vittoriosa and Fort St. Angelo which was built in the 13th century and the Malta Maritime Museum. We also descended to the Catacombs which were near the World War II shelters that saved so many lives and stepped into St. Pauls Grotto. Our trip was so sunny and nice, we were surprised by an afternoon rainstorm and found refuge in the back of a charming restaurant for an early dinner on our last afternoon in Malta. Claire and John were great hosts and we hated to say goodbye on the last evening. Emanuel cared for us to the last moment, and even helped me find my one geocache in Malta!

The reason I am sharing all of this with you, and it is just a thimble full compared to the entire experience, is to inspire you to not only travel, but to make an effort to reach out to your state, regional, national, and international colleagues. I hope you are inspired about Malta too. Malta’s size is approximately 17 by 9 miles, but the history and impact on the Christian world, and our freedom (re World War II) is beyond imagination. In addition to the forts, museums, and bastions, Malta has 365

churches, one for each day of the year! What a complete treasure! You never know where you are going to find new friends for life! Thank you ISBE!



Submitted by Karen O'Connor

John, Karen, And Claire, Atop Citadella tower

This last contribution from Michelle Gibson Herman discusses global citizenship. As educators, we hear this terminology. What does it really mean? How does this affect our future? Read the following to learn more about global citizenship and its impact on business courses.

Being a Global Citizen and Ways to Incorporate It into a Business Course

Global citizenship is a term that is becoming increasingly popular as a way to increase global awareness. These ideals can be seen through areas of: sustainability initiatives, social responsibilities, finding global solutions to major social issues, and ways to better human kind. With Earth Day celebrations on April 22, what ideas can you bring into your business or marketing classrooms? How can the ideals of being a global citizen be integrated?

There are numerous articles on the subject of empowering global citizens to improve the world. In 2015, the UN published its [Sustainable Development Goals](#) focusing on the [2030 Agenda](#) for Sustainable Development. The ideals behind this agenda focus on an urgent call for action by all United Nation members in the areas of poverty, improvement of health and education, reduction of inequality, and ways to increase economic growth while trying to preserve our forests and oceans.

This summer, Harvard University is offering an online-course, [Educating Global Citizens](#) aimed at educators and administrators at the K-12 level. The course is based on the book, ***Empowering Students to Improve the World in Sixty Lessons*** (a free download of this book found [here](#) through Creative Commons license). The course, as well as the book, assists educators to guide students to create awareness of the world around them, look at how social structures affect individuals across the globe and ways to implement these lessons into any curriculum.

Looking for other articles related to global citizens? Here are a few to get you started:

- [How to Thrive in the 21st Century](#). Source: Usable Knowledge
- [Empowering Global Citizens to Improve the World](#). Source: HuffPost
- [Turning Students into Global Citizens](#). Source: Education Week

If you are looking for ways to incorporate some ideas immediately or ideas to add to your Earth Day lesson here are a few suggestions:

- Find a social cause in your community
- Become a social entrepreneur. TOMs shoes, for example, donates a pair of shoes for any pair purchased.
- MIT Management Sloan School offers various [Case Studies](#) focusing on Leadership and Ethics, Sustainability, and Operations Management just to name a few.
- The Academy of International Business (aib) offers various [games and simulations](#) focusing on a broad range of ideas regarding global citizenship
- Check out the [Earth Day Network](#) and ways to “Protect our Species”
- Other Earth Day lessons can be located [here](#)

Global citizenship is a way of showing understanding of the world’s individuals, ethics, and cultures as well as finding solutions to protecting our planet. With Earth Day approaching, perhaps you and your students will be able to create a day of understanding or find a solution to community issue.

Thank you, Tamra and Karen, for sharing this exciting news with our membership! To learn about either of these pieces of information, you may contact the Tamra Davis or Karen O’Connor. Dr. Davis’s email is tdavis2@ilstu.edu. Ms. O’Connor’s email is koconnor@cerrocoso.edu.

Upcoming ISBE Officer Elections

During the NBEA convention, our US Chapter of ISBE will meet. At that time the board will vote to approve the slate of officers for the 2019-2020 year. This slate will then be presented to the membership at the business meeting on Thursday evening. NBEA will mail via USPS a ballot to all current members around May 1. The membership will mark the ballot and return to the NBEA office via USPS mail. All ballots must be postmarked no later than May 15. The newly elected officers will be notified by the first of June to begin their preparations for the start of their terms on July 1, 2019.

Join Today



Please share with your friends and colleagues about ISBE. For any additional \$35 over the NBEA dues, a person can join the US Chapter. There is an online form that can be easily completed. Please share the following link with your peers to invite them to join. <https://www.nbea.org/newsite/member/join.html>

When you learn the colleague or friend has joined, please let Roietta Fulgham know. She will be keeping list of the new members and who recruited them. Roietta may be contacted by email at roietta.goodwin@gmail.com.

Conclusion

Your ISBE board is here to serve you. If you have ideas that you would like considered, please contact your current ISBE President Dr. Michelle Taylor at michelle.taylor@rcu.msstate.edu or your ISBE President-Elect Dr. Elisha Wohleb at wohleec@auburn.edu. Either will be happy to hear from you and share your ideas for consideration with the board. This is YOUR chapter, and we desire for it to be the best chapter possible.

Sincerely,

Michelle

Dr. Michelle Taylor
2017 – 2019 ISBE US Chapter President

CBEA



WBEA

FEB. 14 - 17, 2020 | SOUTH BAY, CA

soaring with higher skills

