

Welcome to 2019!

Most all of us make some kind of resolutions or commitments at the beginning of every year. We resolve to hold fast to an agenda or plan. Yes, there are times that will fail in the endeavor. Failure may result from poor planning, lack of information, or possibly being too ambitious with our goal(s). However, there have been many times when we were successful with our intent because we set a manageable or reasonable goal, put supports in place to aid us in reaching milestones, and gave ourselves a reward for mastering the goal(s).

Businesses set goals as well. These goals are discussed in meetings and records are kept of the goals via agendas and minutes of meetings. In business the leaders of an organization look closely at strengths, weaknesses, opportunities, and threats in the business and its competition. Leaders are always setting goals. With proper planning, the goals should be achievable.

So...what does this have to do with us as ISBE members?

With the start of 2019, the ISBE Executive Board is looking at opportunities for the membership. We want to provide exciting sessions for ISBE members during the NBEA convention in April. We want to find people who are interested in becoming leaders of the US Chapter of ISBE. We want to locate people who do not know about ISBE and share with them the benefits of being an ISBE member in an attempt to increase our membership. The board is investigating options for providing incentives to enlist support in recruitment. Lastly, we want to find new ways of sharing ideas and information. These are big ideas and require much planning and thought.



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 a list of the new members and who recruited them. Roietta may be contacted by email at roietta.goodwin@gmail.com.

ISBE Sessions at NBEA

Last month two sessions were spotlighted in the mailing. This month two more session spotlights are being provided. Please read about the presentations being given by Kawana W. Johnson from Florida State University and by Ruth DePieri from East Los Angeles College.

Session Title: A Case Study Exploration of Internships in Undergraduate Business Education

Session Description

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).

Brief Bio: Kawana Johnson has over 10 years of experience in higher education with an emphasis in career services. Her career includes seven years working in experiential learning at the Florida State University Career Center and almost eight 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.

Session Title: Global Trade as One Aspect of International Business

Session Description: 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.

Brief Bio: 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 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.

Regional Association Meetings

Western Business Education Association

Lasso Your Legacy
El Conquistador Tucson
10000 N. Oracle Road
Tucson, Arizona 85704
800-325-7832
February 15 – 18, 2019
<http://www.wbea.info/>

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/>

NBEA Convention

The National Business Education Association convention will be held in Chicago, Illinois. Events will be held in the Chicago Marriott Downtown Magnificent Mile. Dates for the convention are April 16-20, 2019. Registration is now open. We hope to see you there.

As stated in the most recent edition of the *Business Education Forum*, attendees may register online at www.nbea.org. Early registration deadline is March 27. Onsite conference registration will open Tuesday morning, April 16.

Reservations may be made at the rate of \$165 per night for single or double occupancy. Keep in mind that reservations are first-come, first serve. The room block will be released on March 27.



SIEC Conference

The 2019 SIEC-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.

More details, such as payment options and a tentative conference schedule, are available at <http://www.siec-isbe.org/>. Also at this website is the call for proposals to present at the conference. Deadline for proposals is January 31, 2019.

Contributing Writer

Roietta Fulgham, our ISBE Membership Director, helped this month with the monthly mailing. In keeping with the New Year and fresh starts, she provided the following article about how we can take care of ourselves and have balance in our lives. Please enjoy her contribution. Thank you, Roietta!

Maintaining Balance

By Roietta Fulgham

My life is a lot different now that I've made it through two years of retirement or should I say failed retirement. I remember a season or two when everything was overwhelming and out of balance, and it has continued into my current status. Everything about life balance comes down to what I spend my time on. And the same is true for you. When we say we need more balance in our lives, what we're really saying is that we want to change how we manage our time and ourselves. We all want balance in our lives, but we have no idea what that even means, much less how to achieve it. We must figure out what balance is and what it's not!

What it's Not!

Balance is not about things being easy and clear-cut. You will continue to have hard days or bad days because life is messy.

Balance is not split among work, home, family, finances, etc. because that is not realistic nor desirable. We try to give 100 percent at whatever we are doing at the time.

Balance is not equal because we can't spend the exact same amount of time on every area of life every day. This wouldn't be fun. Just remember that some seasons are busier than others. Work on doing the right things at the right time.

What it Is!

Balance is figuring out what will keep you in balance because everyone is different. What matters to you? What do you enjoy? What do you need to cut out? There are no right or wrong answers. Align your time and schedule to match what works best for you.

Balance is handling distractions. Recognize what are time wasters and find ways to limit them. Only you can control what you spend your time on. For me I had to cut some things out, and I'm still working on that!

Balance is setting a regular schedule to get things done. Electronic devices help. Use them to plan your work activities, home duties, family responsibilities, free time, etc. Let your coworkers and family members in on the schedule—maybe even have input.

The Goal!

You must create your own version of balance. Plan to do more of what you love and less of what you don't. Review information on how to maintain a healthy, active, and balanced life both physically and mentally. Make it a priority to take care of yourself daily before and during retirement!

Here are some tips to get you to retirement and beyond

Keep wholesome food on hand so that when you start to get hungry, you can reach for healthy snacks rather than unhealthy ones. Keep a bottle or glass of water with you throughout the day. You will find yourself sipping on the water without even realizing it. Then, before you know it, you will have consumed your required amount of water for the day.

Plan to make exercise a regular part of your daily or weekly routine. Be sure to check with your doctor before beginning any diet or exercise program. When exercising, you can begin with simple things, such as walking, and gradually increase the frequency and duration as you are able. Some people practice yoga to increase their flexibility and reduce stress. Even listening to relaxing music while you are working can have a calming effect on your mood.

Get plenty of sleep. When you don't get enough sleep, you're less equipped to handle life, and you're not as productive. You determine how many hours of sleep you need because everyone requires a different amount. Going to bed and waking up at the same time every day (even on weekends) is a good way to get your sleep pattern on schedule.

Find the joy in everyday living and remember to smile often and laugh wholeheartedly. These two things will help lighten any load you might bear.

Resources

- Businessboutique.com—This website has articles on life balance and podcasts related to starting a side business.
- <http://www.ted.com/talks>—Ted Talks has more than a thousand motivational and inventive videos of speakers who have given presentations at various events.

Assignments (that have helped me)

1. Share your strategies for maintaining a healthy lifestyle with others. Are these strategies things that you actually do or things that you plan to do?
2. Discuss some commitments, responsibilities, or areas of your life that you need to spend less time on in order to make time for your most important priorities?
3. Review some websites that will help you maintain a balanced work life and home life and journal about them.

Classroom Tips

In keeping with the planning of a business meeting, below are some ideas for lesson planning. Over the years, there have been meetings held that had the minutes or agenda incorrectly formatted. The information provided was not even accurate. How can our students be helped with recognizing proper presentation of materials for business meetings? As has already been determined, a business needs correct information so appropriate decisions can be made based on the determined strengths and weaknesses or opportunities and threats at that time for strategic planning.

Tabitha Hart from the Department of Communication Studies at San Jose State University posted online a lesson plan for *How to Write Agendas and Meeting Minutes*. This 25 page document is able to be downloaded from <http://www.sjsu.edu/aanapisi/docs/THartLessonPlan.pdf>. As you scroll the document, you will find the procedures with the approximate time needed. Resources and grading rubric are also provided.

Below are links to two other websites with lesson plans and ideas for planning effective meetings and agendas.

<https://www.clackamascareers.com/media/uploads/LITINCTELessonPlan-Marketing-EffectiveMeetings.pdf>

http://collegewriting2.qwriting.qc.cuny.edu/files/2013/03/WorkshopMaterials_MicroLessonPlan.pdf

Teach students the more accurate the documentation, the better the opportunity for the success of a business. Information is valuable. Businesses cannot truly assess its worth. However, when it is wrong, many problems will arise. Let's be proactive and help our future executives be well-versed in proper business documentation.

ISBE Executive Board Positions

The ISBE Executive Board is looking for officers to lead our United States chapter. The terms of office will begin July 1, 2019. If you are interested in serving on the ISBE Board, please contact Dr. Michelle Taylor at michelle.taylor@rcu.msstate.edu. The open offices are listed below.

1. President-elect (position automatically assumes the office of President after one year)
2. Secretary
3. US VP to SIEC
4. Southern Representative
5. Eastern Representative
6. Membership Director

Conclusion

If you have ideas that you would like to have the board consider, please send a request to Dr. Michelle Taylor at michelle.taylor@rcu.msstate.edu. We'll be happy to share with the board and have these ideas investigated. This is YOUR organization and we want it to be the best possible to meet your professional needs.

Lastly, on behalf of the ISBE Board, I would like to say we hope you have a wonderful start to the spring semester. Enjoy your upcoming holiday on Monday, January 21. Before we know it, spring break will be here.

Until next month,

Michelle

Michelle Taylor
2018-2019 ISBE President