

WBEA/CBEA 2012 Joint Regional Conference

WESTERN BUSINESS EDUCATION ASSOCIATION
CALIFORNIA BUSINESS EDUCATION ASSOCIATION
FEBRUARY 16-20, 2012



WBEA and CBEA invite you to join us at the stunning Fairmont Hotel in exhilarating Newport Beach for the 2012 Western Business Education Association Joint Regional Conference to be held on February 16-20, 2012.

Come and enjoy the southern California warmth and exciting surroundings from picturesque landscapes to the crashing ocean waves of the Pacific Ocean. Join your colleagues from the 10 western states and territories to network and learn the latest in your field!

As the conference host, CBEA members are ready to serve your every desire for an all inspiring and educational based conference. Check the WBEA web site www.wbea.info and CBEA web site www.cbeaonline.org for conference details.

Fairmont Newport Beach Hotel
4500 MacArthur Blvd.
Newport Beach, CA
February 16-20, 2012
www.cbeaonline.org
www.wbea.info

Conference Features

- 27 Concurrent Sessions
- 7 Computer Hands-on Sessions (in the hotel)
- 5 Webinars
- Exhibitors
- Silent Auction
- Welcome/Networking Reception
- Exhibitor Luncheon
- CBEA Past Presidents'/Awards Reception
- DPE Breakfast
- Sunday Newport Beach Networking Luncheon Cruise: A two-hour luncheon cruise of the Balboa Bay Harbor on John Wayne's "Wild Goose" available for all participants (ticket required)
- WBEA/CBEA Awards Banquet
- University Credit: Approximate cost per unit (TBA)
- Professional Tours of Local Businesses
- Gourmet Cooking Class Monday morning (Gourmet Executive Chef Chad Blunston)
- Whale Watching Monday morning (on your own)
- Shopping, Shopping, Shopping



Making Waves
Creating Opportunities

Registration

The Conference registration form is available online at www.wbea.info and www.cbeaonline.org. Early bird registration is \$230 for members of WBEA and CBEA. Early registrations must be postmarked by January 15, 2012. The conference registration includes the Friday networking reception with DJ and dancing, the Saturday Exhibitor's luncheon, the Sunday Awards dinner, entrance to the exhibits and all breakout sessions. Additional events such as Hands-on Workshops (located in the hotel), Webinars, Professional Tours, Sunday DPE Breakfast and Luncheon Cruise require purchasing a ticket.

Accommodations

Hotel reservations must be made by the conference attendee by January 21, 2012 in order to qualify for your group rate of \$119 for double occupancy. You must call the Fairmont Hotel Reservations Department directly at 949-476-2001 or the Global Reservations Center at 1-800-441-1414 and mention WBEA when registering for your room.



Hotel Amenities

All guest rooms currently available at the Fairmont Newport Beach have been completely renovated, average 325 square feet, and lodgings feature upgraded finishes in a textured natural granite and rich British Colonial wood. The majority of these accommodations will have balconies and oversized soaking tubs, a marble entry and marble bathroom, an in-room refreshment center, complimentary in-room coffee, an in-room safe for your laptop, a Simmons pillow top mattress with a 100% Goose Down Duvet and 100% Egyptian 300-thread count linens, and imported Miller Harris bath amenities.



Fairmont President's Club

As a WBEA guest of the hotel you will receive amenities such as free high speed Internet access plus many other privileges if you join the Fairmont President's Club at "no cost." The Fairmont chain is among the finest in the world, and we encourage you to join online "before" you make your reservation at www.fairmont.com. and select Fairmont President's Club. This membership will be available if you sign up before you arrive at the hotel.



Parking

Valet Parking at the Hotel is \$6.00 per hour with a daily maximum of \$9.00. Overnight parking is \$14.00. Valet parking for Hybrid vehicles is complimentary.

Airport Information

John Wayne Airport (SNA) is less than 2 miles from the Fairmont Newport Beach Hotel and is centrally located in the heart of Orange County, with convenient free hotel transportation. The airport is served by 11 commercial airlines and 3 commuter airlines and providing more than 280 flights per day.

Los Angeles International Airport (LAX) has a convenient location and may provide less expensive air fare. Super Shuttle provides service directly to the hotel for approximately \$36 one way.

Long Beach Airport (LGB) is a close alternative to John Wayne airport. It is located approximately 30 miles from Newport Beach. SuperShuttle (www.supershuttle.com) operates between Long Beach and the Fairmont Hotel for an approximate charge of \$43 (\$9 for an additional passenger).

Keynote Speakers

Friday Night Opening General Session James Cunningham, “Funny Money”

We will be entertained and enlightened by James Cunningham, the original Funny Money Man. Cunningham is the creator and chief presenter of Funny Money, an innovative program using an innovative and revolutionary way to teach young adults three solid financial principles: Budgeting, Managing Debt and Investing. Cunningham is a well-known Canadian comedian and television personality with a deep knowledge of the topic and a riveting delivery. James has presented “Funny Money” to several hundred thousand financially challenged students on college and university campuses, in high schools and at youth conventions across North America.. Check him out on YouTube—he has four or five great vignettes to see.



The Funny Money program recently won the “Best Unconventional Project” award at the 2011 World Chambers Competition. It has also received two “Lecture of the Year” awards from the Canadian Organization of Campus Activities. Students consistently describe the show as an outstanding lesson in financial education that will stay with them for the rest of their lives. He speaks to students in their own language and personally connects the lesson to their lives.

Saturday Luncheon Second General Session Dr. Robert Ironside, ABD Ph. D. (Finance)

Robert is currently a finance professor at Kwantlen Polytechnic University. Prior to returning to the academic world in 2005, Robert spent a number of years in the corporate sector. He was President and CEO of Learning Dividends, a private eLearning company dedicated to taking the teaching of finance to the internet. He was previously a corporate account manager for two of Canada’s largest banks, a contract administrator for an international manufacturing company and VP Corporate Development for a Toronto Stock Exchange listed public oil company. Robert has taught and consulted in over twenty countries, including Barbados, Belgium, China, Equatorial Guinea, India, Indonesia, Jamaica, Latvia, Lithuania, Romania, Saudi Arabia, South Africa, Switzerland and the United States. Robert is widely recognized for his exceptional teaching abilities—he has won six teaching awards in three different universities teaching both graduate and undergraduate students.



Robert will be talking on the topic of “The End of the Debt SuperCycle”. It is an era that was characterized by ever-rising levels of indebtedness at both the private, and more recently, the public level. Rising levels of debt made it appear that economies were actually healthier than they really were. This is the latest double-dip recession that is happening across the world economies. Listen to Robert’s perspective on world economies.

Webinar Sessions

Saturday, Feb. 18

9:00 – 10:00 a.m. Ann Kieser Mansfield Jr. Sr. High School, Mansfield, PA

Webinar Topic: The Reinvented Binder

Workshop Description: The familiar 3-ring binder has been digitized! LiveBinders is a free, web-based resource for collecting and sharing valuable resources. Learn how you and your students can use this application to gather and organize resources; share and collaborate; and create portfolios and presentations. This webinar will teach you how the basics of creating and saving information in a binder; uploading and adding documents; inserting digitized media; how to use LiveBinder It in your browser; and some tricks to help you customize the layout of information in your binder. This is a tool that you do not want to be without!

11:00 – 12:00 noon Eileen Dittmar Faculty Chair at Capella University, Minneapolis, MN

Webinar Topic: Engage the 21st Century Learner with Active Learning and Web Tools

Workshop Description: Explore innovative Web Tools integrated with empowering instructional strategies that spark active learning relevant to 21st Century skills. Hear ideas to propel your classes or program to the next level while igniting enrollments. See H.O.T. (H=Handy; O=Outstanding; T=Timesaving) Web Tools integrated with business curriculum. Participants will walk away with activities to take back to the classroom and use.

2:45 - 3:45 p.m. Corinne Hoisington Professor of Information Systems
Technology at Central Virginia Community College, Lynchburg, VA

Webinar Topic: Extreme Makeover 2012: The Next Digital Literacy

Workshop Description: Engage. Inspire. Assess. How? With more innovative, adaptable student-created media projects that integrate curriculum through movies, animation, and more. Rejuvenate your courses with new technologies such as Animoto, Visual.ly, MyFakeWall, and many more to delve into 2012. High tech tools serve as an extension to the student's thinking—a place to explore ideas, research questions, compose thoughts, and come to conclusions—in other words, to learn.

Sunday, Feb. 19

8:30 - 9:30 a.m. Shelley Rodrigo Mesa Community College/Phoenix, visiting
professor at Old Dominion University/Virginia

Webinar Topic: If I Read another Bad Paper I'll Scream: Developing Alternative Assessments with
Technology

Workshop Description: Come learn about a variety of Web 2.0 Applications and how students might use them to construct various alternative assessments, especially instead of the traditional "research" or "term" paper. Participants will be introduced to different web-based applications that construct collages, maps, timelines, and social bookmark lists. During the webinar we will engage in discussion about how and why these various technologies can better assess teaching and learning as well as some of the related legal issues.

2:30 – 3:30 p.m. Carol Yacht Author, McGraw-Hill, Jerome, AZ

Webinar Topic: Accounting in the Cloud

Workshop Description: This webinar focuses on how cloud computing may change how we use accounting software, using Quickbooks Online. Topics include operating systems and browser requirements, and how Quickbooks Online differs from desktop Quickbooks. The goal of the webinar is to discuss how online accounting software can be used in first year accounting courses, computerized accounting, accounting information systems, and office technology courses.

Computer Hands-on Workshops

Friday, Feb. 17

10:00 am – noon Steve Caswell Workshop Topic: Digital Imaging

Workshop Description: Digital cameras are everywhere including cell phones, iPads, other tablet computers, and sophisticated digital SLRs. Numerous programs are available to edit the images, such as Photoshop, iPhoto, Lightroom, and Aperture, and there are numerous places to display your photos. This workshop explores the world of digital imaging, including how to choose a digital camera, key shooting alternatives, and tips about how to take the best pictures possible. Key topics include the difference between digital sensors, RAW versus jpeg, different types of cameras (point & shoot, mirrorless, and dSLRs), how we see versus how a camera sees and why it matters, and basic photography and editing techniques, such as the rule of thirds and High Dynamic Range (HDR).

1:00 – 3:00 p.m. Patricia Phillips Workshop Topic: Microsoft Expression Studio for Web Design

Workshop Description: Microsoft Expression Studio is a suite of professional tools for creating standards-based web sites, web graphics, and streaming video. A site license is provided at no charge to qualified schools through a subscription to Microsoft Developer Network Academic Alliance. Participants will follow along with step-by-step exercises using Microsoft Expression Studio to explore technologies such as cascading style sheets (CSS), interactive buttons, and dynamic web templates, and the inclusion of media such as Silverlight features, Deep Zoom images, and interactive panoramic Photosynth images. Additionally, they will learn about the many free teacher-created and classroom-tested curriculum resources for adding web design to their students' toolbox of communication tools.

Saturday, Feb. 18

8:00 – 10:00 a.m. Elaine Stedman Workshop Topic: Advanced Microsoft Office 2010

Workshop Description: This workshop will focus on the changes to Microsoft Office 2010 and concentrate on those changes which most affect Microsoft Word and Microsoft Excel. Topics to be covered include backstage view, mail merge, graphics, charts and tables, among others.

10:15 – 12:15 p.m. Jamiel Lemley Workshop Topic: Making Waves with Photoshop Elements

Workshop Description: This workshop will make waves helping you to understand Photoshop Elements showing you how to organize and edit your digital photos. We will look at getting your photos from the camera into the Organizer and the Editor workspace. We will organize your photos into an album and edit photos, enhance photos using layers, print and share images. Creating a slide show and saving it as a movie and a PDF file will let us surf out of Photoshop with something we can share with everyone.

2:45 – 4:45 p.m. Max Rittner Workshop Topic: Accounting for the 21 Century Classroom—An Integrated Quickbooks Perspective

Workshop Description: QuickBooks provides educators with a complementary portal for the development of our future business leaders. This hands-on workshop will demonstrate to teachers how Max Rittner's newly-released book, Accounting for the 21st Century Classroom - An Integrated QuickBooks Perspective, acts as a useful and productive tool in developing the necessary Accounting skills for our business students. The workshop will demonstrate the creation of a company file, accounting transactions using the general journal as well as through the use of source documents. Accounting theory and concepts will be reinforced throughout the Accounting workshop.

Computer Hands-on Workshops (Continued)

Sunday, Feb. 19

8:30 – 10:30 a.m. Edwin Kang Workshop Topic: Mobile Education: How To Use Apps in the 21st Century Classroom

Workshop Description: Across campus, educators are finding ways to bring teaching and learning together using Apps that are accessible via any Internet-ready device. Web connectivity in educational settings provides opportunities for interactive activity and collaboration between students living on one side of town with other students or teachers teaching from the other side of the Earth. We should try to gauge how these tools work or don't work for teaching and learning in the classroom. This changing model of education combines technology, community involvement, and project-based learning from the plethora of resources that are mobile-ready for success in the 21st century education.

2:30 – 4:30 p.m. Kim Bartel Workshop Topic: Make Waves, Have Fun, & Facilitate Learning FREE!

Workshop Description: Although we love to use technology in our classrooms, busy teachers don't always have time to learn about what types of instructional technology programs are "out there" on the Web and FREE! This workshop will introduce various types of free instructional technology that can be used by teachers and students (both in the classroom and at home) to enhance teaching and learning.

Professional Tours - Friday, February 17, 2012

Saddleback College RapidTech Center at University of California, Irvine

RapidTech Center assists businesses, educational institutions, entrepreneurs and community-based organizations develop new products and designs using innovative rapid prototyping technologies, additive manufacturing, and reverse engineering. <http://www.rapidtech.org/>.

EON Reality

EON Reality is the world's leading interactive 3D solutions provider for business and education based on Virtual Reality technology. Reality 3D visualization solutions improve communication and knowledge transfer – from simulation based learning and safety training to the creation of Interactive 3D sales and marketing materials that provide realistic authentic experiences anytime, anywhere. <http://www.eonreality.com/>.

(Tentative) Professional Tours

HIPerWall (Highly Interactive Parallelized Display Wall)

HIPerWall is a 200 Megapixel tiled display wall built at the University of California, Irvine. It is designed to visualize enormous data sets and allows viewers to see detail, with 100 dots per inch on the screens (50 Apple 30-inch Cinema Display 2,560 x 1,600 pixels), while retaining the context of an overview by seeing surrounding data (also in high detail). <http://hiperwall.calit2.uci.edu/?q=node/2>.

Vital Link Orange County

Vital Link's mission is to be the link between business and education to prepare students for the successful transition to a meaningful career. Vital Link provides experiences, resources and tools to assist students to identify their career options and select a career by choice, not chance. Vital Link is also the go to place for educators. <http://vitallinkoc.org/about>.

Oakley, Inc. Headquarters Orange County

Oakley's 600,000-square-foot headquarters is a statement for all things innovative. Everything Oakley produces is design at their Orange County headquarters and most of their products are manufactured in Orange County. Oakley innovation have led to a full array of market-leading products including performance apparel and accessories, prescription eyewear, footwear, watches and electronics. <http://www.oakley.com/about>.

Tentative Breakout Sessions

- Fun in the Classroom with Clickers
- Social Media Effects on our Changing Society & Business
- MoneySKILL--Connecting Students with Personal Finance Knowledge & Skills
- Using Software in your High School/College/University Accounting Classes
- Emerging Technologies: Using Wikis & Blogs to Enhance Learning
- Excellent Keyboarding Skills Without Hunting & Pecking
- Business Education & Experiential Learning
- Using Project Citizen in your Classroom
- Dress for Success
- Innovative Uses of Social Media to Educate Students
- Business and History: Livin' It Together
- Beyond Online Teaching with Virtual Presentation Skills
- InVEST--Making Insurance a Fun Part of Financial Literacy
- Does Business Curriculum Meet Industry Standards?
- You're in Demand—Administrative Professionals
- New Methods, New Certifications
- Virtual Entrepreneurship & Virtual Assisting
- Top Secret Photoshop Ideas
- Developing Business Partnerships: Selling Your Program to Industry
- Project China
- Pecha Kucha: How to Present Using Powerpoint Without Hypnotizing the Chickens
- Top Secret Photoshop Ideas
- Developing Soft Skills: Strategies & Activities for the Business Education Curriculum
- Hands On, Minds On, Integrating MS 2010 with Online Training and Assessment
- Stop Wasting Time on Discipline
- UC a-g Basics CA Business Education Leadership Project
- Daring to Think Differently: Bringing Business Back into Business Education: Business Boot Camp
- Discussion of Trends in Business Education at the Community College Level
- Bridging the Gap: Business Communications and the English/Language Arts Community
- Implementing Current Technologies to Enhance Business Curriculum
- Building Technology Skills in Secondary Schools to Improve College & Career Readiness
- Interactive Bulletin Boards for the Business Education Classroom

EARLY BIRD REGISTRATION DEADLINE -- JANUARY 15, 2012

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