

Long Island
Business Teachers Association

~ Excellence in Business Education ~
www.longislandbta.org

Electronic Newsletter
Volume 1 Edition 6

February/March 2016

Your life isn't behind you; your memories are behind you.

Your life is ALWAYS ahead of you.

Today is a new day - seize it!

~Dr. Steve Maraboli

AS OF DECEMBER 2015 THERE ARE 27 LIBTA MEMBER SCHOOLS:

[CLICK HERE TO SEE MEMBER LIST](#)

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****We welcome your feedback and comments. Please contact us with your thoughts and suggestions.****

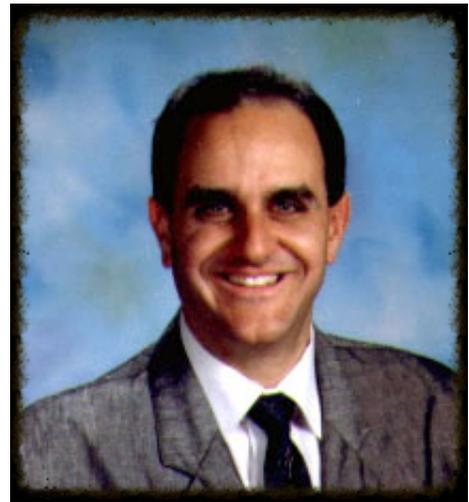
PRESIDENT'S MESSAGE

Hello everyone:

Hope that this email finds you well and that you are realizing rewarding success with your daily teachings!

Just a few reminders...

The organization's annual contest will take place at Commack High School on Wednesday, April 6 and the Awards Luncheon will be held at the Carlyle at the Palace on Tuesday, May 24. Additional information concerning these and other events / happenings can be found at www.longislandbta.org



As previously shared, we are ever mindful that the LIBTA is only as strong as its members. Besides considering getting involved in a possible Executive Board position or to mentor future leaders, it is equally important to support the organization by becoming a member. Our local and state (Business Teachers Association of New York State- BTANYS) organizations provide a wealth of information as well as pertinent, up-to-date news concerning the many happenings within our profession. Please consider joining to advance the efforts of every stakeholder associated with Business Education. A membership application can be found at www.longislandbta.org

As always, if anyone has any thoughts, ideas, or suggestions that the organization should address, please contact myself or any of the Executive Board members...and on behalf of myself, Catherine, and the Executive Board, we wish everyone a healthy & prosperous New Year!

**Paul Infante and Catherine Sturtz
Co-Presidents**

~~2016 LIBTA EXECUTIVE BOARD~~

CO-PRESIDENTS	Paul Infante Catherine Sturtz
PAST PRESIDENTS	Dianne Elmore Karen Poidomani
VICE PRESIDENT	Carol Duckfield
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NASSAU REPS	Nancy O'Connor
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	Carol Bertolotti,

SCHOLARSHIPS	Gina Ferrell, Sue Gubing, Ana Tuzzolino
ELECTRONIC NEWSLETTER & PAST PRESIDENT	Rita Schmidt



- **LIBTA MEMBERSHIP APPLICATION -- DUE NOW --**

[CLICK Here for Membershp Application](#)

- **APRIL 6, 2016** -- LIBTA Student Contests at Commack HS

See below for full details

- **MAY 24, 2016** -- LIBTA Awards Luncheon (Carlyle at the Palace, in Plainview)

LIBTA CONTESTS

On April 6, 2016, LIBTA will be holding its annual contest at Commack High School at 3 pm.

Contest areas are:

Accounting

Business Calculations - *NEW* (any business student may enter)

Business Law

Business Principles- *NEW* (any business student may enter)
College Accounting
Computer Applications
Entrepreneurship
Fashion Merchandising
Marketing
Personal Finance- *NEW*
Sports Marketing
Web Design
Word Processing - *NEW*

The LIBTA board members have been busy updating all contests. New contests have been added while others have been eliminated.

Please visit our website www.longislandbta.org for official rules, contest outlines, and registration materials.

Registration papers are to be postmarked and submitted electronically by March 18, 2016 to Stacy Cabrera.

Any questions, please contact our Contest Chairperson at SCabrera@Farmingdaleschools.org



We Can SPOTLIGHT Your School And Business Department Here. Let Us Know When Your School Would Like To Be "Spotlighted." Tell Us About Your Faculty And Business Courses. What New Courses Are You Teaching Now? What Special Projects And Programs Are You Implementing With Today's Students? How Are You Incorporating

Technology Into Your Curriculum? Don't Be Shy. Share With Us And The LIBTA Membership. Contact Us At: libusiness1@gmail.com.

Smithtown School District

International Business Career Day

The Smithtown School of Business, in conjunction with the Smithtown Industry Advisory Board, held its annual International Business Career Day on Dec. 11, 2015 in the library of Smithtown High School West. This was a collaborative effort of the Business department and foreign language departments from SHS East and SHS West. Students were selected by their teachers to attend and approximately 100 students took part in the day's events.



After opening remarks by Mary Pat Grafstein, Executive Director of the Smithtown Advisory Board and work-based learning coordinator, and John Coady, HSW principal, keynote speaker Kevin McCrudden spoke to students about the importance of taking their education seriously.

More than 20 guest businesspeople from a variety of fields were on hand to speak with students about their career options. Speakers were from a variety of areas including translation services, law, banking, law enforcement, import/export, and business services. Students were given the choice to sit down and talk with four different guests for a 15-minute period during round-robin style sessions.

Smithtown School of Business - 21st Annual Business Olympics

The School of Business in the CTE Department of Smithtown Schools, in cooperation with the Smithtown Industry Advisory Board, held its 21st annual Business Olympics on Nov. 19, 2015.

Fifty seven teams consisting of more than 250 students from Smithtown HS's East and West competed in this year's event, which was themed "Get



Fit: Corporate Fitness Challenge." The teams were tasked with creating a marketing campaign for a month promoting a "Fitness Challenge" for a company with proceeds donated to a charity of their choice. All student teams were required to have a Google Slide presentation, a month of wellness events, a print ad, a public service announcement and a marketing plan.

More than 75 judges - including community businesspeople, alumni, district office, district administrative staff and members of the Smithtown Industry Advisory Board - participated in the event and judged the students on their overall presentation.

This year's winning was the Fitness Masters, consisting of Robert Grasso, Darian Kane-Stolz, Nicole Sancilio and Victoria Tiranno. The Fitness Masters focused their attention on conducting actual market research. They created a month long fitness challenge for Citibank with daily activities, such as: Master Monday, Tone-Up Tuesday, What to Eat Wednesday, Teamwork Thursday, Framework Friday, Seminar Saturday and Sunrise Sunday. The culminating event was an Office Olympics, where employees would form teams and compete in various wellness activities throughout the day and pay an entrance fee to be donated to the Shape-Up America charity.

Virtual Enterprise Students Close the Sale

Virtual Enterprise students from Smithtown High Schools East and West participated in the 20th annual Virtual Enterprise Trade Show and Business Plan Competition at Farmingdale State College on Jan. 15. Both VE firms will have the opportunity to participate in the International Trade Show at the NYC Armory in April.

Competing against more than 45 Long Island schools, each school also participated in the annual tradeshow, where Virtual Enterprise students created booths to sell their virtual products to more than 500 customers who came to the Virtual Enterprise marketplace.

HSW Virtual Enterprise students created a business called BluTunes Entertainment, a music/DJ equipment company providing Bluetooth, solar and rechargeable audio gear. BluTunes employees were able to sell more than \$170,000 of merchandise at the tradeshow. HSE Virtual Enterprise students created ProTeen. ProTeen manufactures protein bars that were made by students in the Family & Consumer Science Chef's Choice class. They were able to sell more than \$200,000 worth of merchandise at the trade show.



The students had the opportunity to

network and exemplify their business skills and abilities learned so far in this hand-on, real-world approach to education. The students are self-directed and intrinsically motivated.



Pair Win National Marketing Challenge

High School East students and DECA members Ryan Micozzi and Jaine Gabrielsen were named the winners of the Herff Jones Marketing Results Challenge. The pair competed against two other national finalists at the Herff Jones' International Sales Conference in Palm Desert, California, from Jan. 10-12.

As the overall winning team, Micozzi and Gabrielsen will be awarded a travel prize by Herff Jones to help cover their expenses to DECA's 2016 International Career Development Conference in Nashville, Tennessee, in April, where they will be recognized.



Participants in the Herff Jones Marketing Results Challenge assisted Herff Jones in testing an array of promotional messages delivered to potential yearbook buyers through various channels. DECA members analyzed yearbook-buying patterns and attitudes at their own schools then created and implemented marketing campaigns to increase yearbook awareness and sales on campus.

For the first round of competitions, they created a 10-minute video explaining their market research, findings and sales. They competed in the finals by delivering a 30-minute presentation along with 15 minutes of questions from 25 corporate Herff Jones executives, who acted as judges.

DECA Presentation to Elementary Students on Financial Literacy

Students from Smithtown HS East and West's DECA Club members visited Branch Brook Elementary on Dec. 16, 2015 to talk to the fifth-grade students about financial literacy and money. DECA members spoke to the students about budgeting and saving money, identity theft and how to be safe when using an ATM.



DECA Students Head to State Championships

More than 100 DECA students from High Schools East and West either placed or received honorable mention at the recent Suffolk County Regional DECA Competition at Suffolk County Community College in Selden. As a result, these students qualified to advance to the New York State DECA championship competition in March in Rochester. DECA is an international business/marketing club opened to high school students enrolled in business courses.

Awards were presented to students for categories including accounting, apparel and accessories marketing, automotive services marketing, business management and administration, business law and ethics, business services marketing, financial services, food marketing, hospitality, hotel and lodging management, human resources, marketing communications, marketing management, personal finance, public speaking, quick serve restaurant management, and sports and entertainment marketing. Some worked in teams, while others worked individually.



In addition to the students who placed at regionals, other DECA members from both High Schools East and West will make the trip to Rochester to compete in the manual competition. Manuals were submitted to the state in late January and the students are now preparing for their 15-minute oral presentations.



Students who place in the performance and written events in Rochester will qualify to compete at the International DECA Competition in Nashville, Tennessee, in April.

KNOW MORE ABOUT US.....

It is imperative that Long Island Business Teachers continue to unite to strengthen Business Education, not only on a local level but on the New York State level as well. We would encourage you and your entire department to join LIBTA. Your support is paramount to the continued success of our organization. Our goal is to build a stronger voice for the business educators on Long Island and to increase the membership in both Nassau and Suffolk counties.

Please visit our website at www.longislandbta.org for membership and

conference information.

WHY JOIN US?

- Professional Development Workshops
- Professional Support and Networking
- State Conferences and Workshops
- Scholarship and Award Opportunities
- Student Competitions
- Contacts with Publishing, Business and Industry Professionals
- Updates from NY State Education Department
- Opportunities for Professional Peer Interactions

[CLICK HERE FOR CURRENT MEMBERSHIP APPLICATION](#)

New Format--Fill Out Online and Submit.
Follow-up with Payment of Check or Purchase Order.

LONG ISLAND BUSINESS TEACHERS ASSOCIATION

Email:

longislandbusiness1@gmail.com

Website:

www.longislandbta.org

Facebook:

<https://www.facebook.com/longisland.ta>

Let us know what you think. We value your thoughts and feedback. We welcome anything that you would like to contribute or share to the newsletter -- news from your classroom, school, or district.

ff

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