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Electronic Newsletter
Volume 2 Edition 3

JANUARY/FEBRUARY 2017

*One of the best feeling in the world is knowing that your presence
and absence both mean something to someone.*

Email: longislandbusiness1@gmail.com	Website: www.longislandbta.org
Facebook: 	Twitter: 

**IF YOU ARE RECEIVING THIS NEWSLETTER THROUGH OUR WEBSITE
AND NOT RECEIVING THIS NEWSLETTER IN YOUR EMAIL INBOX,
PLEASE EMAIL US AND LET US KNOW.**

**HAVE YOU SEEN OUR NEW WEBSITE?
FACEBOOK PAGE? AND TWITTER PAGES??!!
CLICK ON THE LINKS ABOVE TO TAKE A PEAK!**

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.

A MESSAGE FROM OUR CO-PRESIDENT CATHERINE STURTZ:

The New Year brings many promises of success and growth and we would like all of you to be part of both. Let's welcome 2017 with a strong commitment and new enthusiasm!

As essential members of business education, we would personally like to thank you all for your collaborative efforts to obtain our common goals to provide our students with the knowledge and skills necessary to succeed today. This year is sure to bring more progress and achievements to our organization and we hope all members will make the most of the resources and opportunities that Long Island BTA offers.



Our board is working diligently to provide quality resources to our members. Through our newly redesigned website you will find links to various business lessons that members have submitted as well as resources and updates provided through our newsletter. If you have a lesson to share please forward to us and you will be entered into a raffle as a bonus. As teachers of electives we need to continuously stay up to date and engage our students sometimes more than other disciplines. Our organization helps you stay connected, network, receive staff development, and challenge your students through competitions. Allow your district and the world to see how many great things you and your students are doing by forwarding a business highlight for us to spotlight in our newsletter.

Passion is something we all need, "Without passion you don't have energy, without energy you have nothing" Warren Buffet, CEO of Berkshire Hathaway. We look forward to inspiring your passion and developing a stronger connection with our current and future members. Our doors (e-mails) always welcome your communications!

Sincerely,

Catherine Sturtz,
Long Island BTA Co-President
Miller Place High School
csturtz@millerplace.k12.ny.us

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[WHY JOIN LIBTA?](#)

NOT A MEMBER? It is easy to Join.....Just click on the link below:

[LIBTA MEMBERSHIP APPLICATION](#)

SAVE THESE DATES:

March 16 Spring Conference, Farmingdale HS, 3:45 pm

["Google Applications"](#).

March 24 Annual Contest Registration Deadline

April 20 Annual LIBTA Contest, Commack HS, 3:00 pm

*May 18 Annual Awards Luncheon, Carlyle at the Palace,
12:00 pm*

~~2016-2017 LIBTA EXECUTIVE BOARD~~

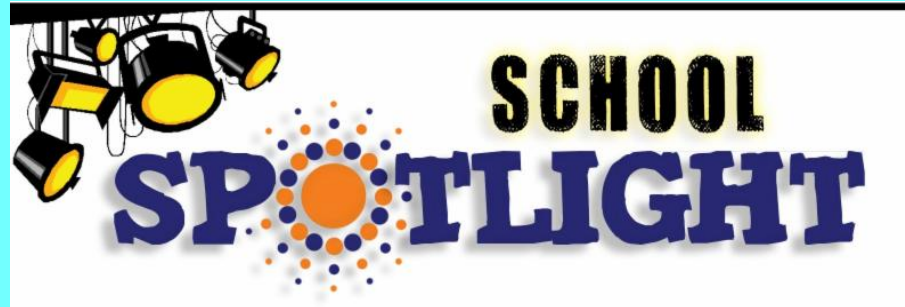
CLICK [HERE](#) FOR EXEC. DIRECTORY

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**We always welcome new members to our Exec. Board.  
Interested? We always need volunteers who can add their  
expertise and professionalism.**

Please email us:

[Stacy Cabrera](#) or [Catherine Sturtz](#)



### **ROSLYN HIGH SCHOOL**

Roslyn DECA redesigned our school store in 2013. The purpose of the reboot was to incorporate our Life Skills classes more into the daily community of the school building. While DECA would manage the store, design merchandise, and order stock like it has always done with the Bulldog Bookstore, the Life Skills classes would use the store as a training facility during the day to keep students in the building, save on BOCES fees, and create a bridge between our general and special needs populations. In addition, classes such as Entrepreneurship, Fashion Marketing, Sports & Entertainment Marketing, Accounting and Math, Money & the Marketplace could also make use of store as a training ground for businesses concepts in action.

Channel One News, a digital student news company, was looking to do a school store special interest story. They picked up on our Bookstore due to Search Engine Optimization; we made sure to use certain words in all of our press and advertising in order to place us at the top of a "school store" search. It was part of the School Business Enterprise presentation that DECA students created for the SBE competition at DECA's International Career Development Conference in 2014.

Host Azia Celestino shot the interviews in September and the story aired in December. See for yourself!



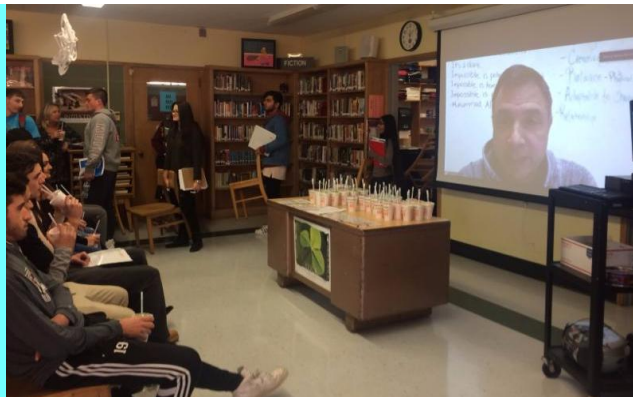
Submitted by SallyKaye Kauffman  
Roslyn HS DECA Advisor  
LIBTA Recording Secretary

~~~~~  
W.T. Clarke High School

Business Teacher, Carol Duckfield, reached out to Tropical Smoothie CEO Mike Rotondo via Twitter to ask if he would video conference her marketing class. "I don't use Twitter too often but I thought how else can I reach these executives. I never expected a response so quickly," Duckfield said. Mr. Rotondo responded within the hour saying, "I would be honored".

On December 14 they arranged a

video conference in which three classes attended to hear Mike speak about his career, successes, struggles and motivational advice. The big surprise of the day was that Mike sent over 80 Tropical Smoothies for the students to enjoy while he spoke. "I am so excited that this idea became a reality and that my students had this invaluable opportunity to hear and interact with a CEO of one of their favorite food establishments", Duckfield said.





DO YOU HAVE A LESSON PLAN, PROJECT OR ACTIVITY THAT YOU WOULD LIKE TO SHARE WITH YOUR FELLOW BUSINESS TEACHERS?

All will be posted on our website in a Special Share section. If so, please email:

January 2017
"Resource of the Month"

Sallykaye Kaufman, Business Teacher and DECA advisor
at Roslyn High School says,
"Dave Marshall's "Bean Counter" is a fantastic Accounting site with
tutorials and fun games like "Walk the Plank" and "Fling the Teacher"
that test vocabulary skills. A go-to resource for my Accounting class!"

<http://www.dwmbeancounter.com/bookkeepingquizzes.html>

THE CONTRACT STORYBOOK

In class, we have now learned that a legally enforceable contract must contain all 6 elements: Offer, Acceptance, Genuine Agreement, Consideration, Capacity and Legality. There are certain conditions that might make for a contract to be void, voidable or unenforceable.

Task:

For this project, you and a partner, will be assigned a set of characters and a characteristic of a contract, for example: valid, void, voidable or unenforceable. Using what you have learned to this point in the class, you are to create a children's storybook demonstrating how a contract may or may not come into existence. For the Full Lesson Plan, [CLICK HERE](#)

A Student's PowerPoint Project Finished Submission [CLICK HERE](#)

Submitted by: Stacy Cabrera, LIBTA Co-President, Farmingdale HS

LIBTA will be sending a FREE "Resource of the Month" to all of our members on the first Tuesday of each month.

We are looking for Long Island Business Teachers to share their best lessons, activities, projects, resources.

**Please send to Nancy O'Connor at
occonnor@wantagschools.org**



All members who share will be entered into a \$50 Amazon gift card raffle.

Visit us online at www.longislandbta.org.

[STACY CABRERA](#)

OR

[CATHERINE STURTZ](#)

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**

Long Island Business Teachers Association,
longislandbusiness1@gmail.com, www.longislandbta.org, NY 00000

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