

Long Island
Business Teachers Association

~ Excellence in Business Education ~
www.longislandbta.org

Electronic Newsletter
Volume 1 Edition 4

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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.****

As Catherine and I are certain everyone is busily involved in various business activities / events, we wanted to take a moment to remind everyone of LIBTA's related offerings. Please take a moment to visit the organization's website at <http://www.longislandbta.org>.

As we shared in the organizations first newsletter, we are 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 <http://www.longislandbta.org/forms.html>



We would also like to thank Mary Pat Grafstein and Sue Gubing for arranging a truly informative Fall Conference! It was a fantastic gathering that covered numerous topics including advocacy. Summarized below is related information concerning the conference.

On behalf of the entire Executive Board, we offer our continued assistance and well wishes for a joyous holiday season!

Sincerely,

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

**Save
the
Date**



- LIBTA MEMBERSHIP APPLICATION -- DUE NOW --

[CLICK Here for Membershp Application](#)

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

There will be updated tests and new categories.
Stay tuned for further details.

- **MAY 24, 2016** -- LIBTA Awards Luncheon (Location TBA)

~~LIBTA CONFERENCE UPDATE~~

Thank you to our guest speakers and particiapnts for making the LIBTA Fall Conference a success! Click on each of the two links below to view the PowerPoint presentations from our speakers:

- [Workforce Ready: Competencies, Skills and Knowledge](#)
- [CTE Advocacy](#)



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: libbusiness1@gmail.com.

LEAN CANVAS

Are you teaching Entrepreneurship? An emerging trend in start-up business planning is the use of the Lean Canvas. This tool allows entrepreneurs to visualize their ideas for quick evaluation on one page.

Lean Canvas		Project Name		
		01-Jan-2014 Iteration #1		
Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention	Competitive Advantage Can't be easily copied or bought	Customer Segments Target customers
	Key Metrics Key activities you measure		Channels Path to customers	
Cost Structure Customer Acquisition costs Distribution costs Hosting People, etc.		Revenue Streams Revenue Model Life Time Value Revenue Gross Margin		
PRODUCT		MARKET		

Click here for [LeanCanvas PowerPoint Template](#)

Increasingly used in business schools throughout the country, the Lean Canvas was created by Ash Maurya based on a Business Model Canvas by Alex Osterwalder, and also adapted by Eric Ries in his book "The Lean Start-Up." The

canvas allows an entrepreneur to identify aspects of their business and then experiment with different channels, costs, and potential customers to determine where efficiencies might exist. The canvas also gives users an opportunity to select fewer problems to solve, encouraging them to focus more narrowly when planning any aspect of a business idea.

The Lean Canvas is also the new format for DECA's Entrepreneurship Events. For more information, visit the following links:

Ash Maurya <http://leanstack.com/>
Eric Ries <http://theleanstartup.com/>
DECA <http://www.decadirect.org/June-2015/DECA-Goes-Lean-in-Entrepreneurship/>

SallyKaye Kaufman
LIBTA Secretary
Roslyn High School

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Sally Kaufman has brought to our attention that the DECA competition will be utilizing the "lean canvas" as the framework for starting a business. A number of good resources on this topic can be found at:

- \* Steve Blank's webpage: <http://steveblank.com/2014/10/24/17577/>
- \* How to Build a Start Up: The Lean Launchpad - free Udacity course  
<https://www.udacity.com/course/how-to-build-a-startup--ep245>
- \* Steve Blank: A Great Way to Test Your Business Model  
<http://www.inc.com/steve-blank/the-business-model-canvas.html>

### **BECOME WORK-BASED LEARNING CERTIFIED!**

The need for certified work-based learning coordinators has been growing tremendously due to the new CDOS Commencement Credential and the expansion of Career and Technical Education approved pathways for graduation. The Work-based Learning Certification online spring courses for both Buffalo State and Hofstra will be in late January. The certification requires the successful completion of two courses. Contact Sue Gubing for registration information for either of the two colleges. Email [sue@careersmarts.com](mailto:sue@careersmarts.com) or call 631-979-6452. Deadline for registration is January 8, 2016.

Susan H. Gubing, CareerSmarts  
Creative Innovator for Career and Workforce Development

### **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](http://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](mailto:longislandbusiness1@gmail.com)

Website:

[www.longislandbta.org](http://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.

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