



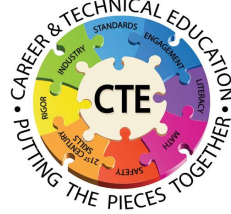
BTA of NYS News and Notes

October 2023

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# SOARING HIGHER TOGETHER!

Business Teachers Association of New York State



Dear BTANYS Members,

Stay connected! Stay involved! Get support! SOARING HIGHER TOGETHER!!



**From our BTANYS President, Mindy McCarthy:**

Hello Fellow Business/CTE educators.

Welcome to fall, pumpkin spice, cooler temperatures, falling leaves, and of course Halloween.

Your BTA board has been working really hard on our in person conference October 19 and 20. Our presenters and vendors are excited to share with all of you. There will be a representative from State Ed , VE, NGPF, NYS Department of Labor, Teach Empowered, Color Accounting, Hofstra and SUNY Oswego. And of course VENDORS. It looks to be fantastic and we all look forward to seeing you. Registration is open. Head to [BTANYS.org](https://BTANYS.org) and **REGISTER TODAY!!**

Don't forget Teach Business Day is October 25. More information to follow.

Words of wisdom: "Focus on the solution, not the problem!"

See you in Albany on October 19th and 20th .

Fondly,  
Mindy McCarthy  
BTA President / [president@btanys.org](mailto:president@btanys.org)  
Business/SUPA/CTE Instructor/DECA Advisor

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**Business Teachers Association of New York State**

# IN PERSON CONFERENCE

## Soaring Higher Together



**\*\*\*7 CTLE Hours Available\*\*\***

**Dates:** October 19-20, 2023

**Time:** October 19 (4:30 pm-7:30 pm)

October 20 (8:00 am-3:45 pm)

**Where:** The Century House

997 New Loudon Rd, Latham, NY 12110

**Price:** BTANYS Members \$150

Non Member \$200 ('23-'24 Membership included)

Students \$75

**\*\*\*Networking/Social Hour on October 19th\*\*\***

**\*\*\*Breakfast & Lunch included on October 20th\*\*\***

**REGISTRATION**

### EVENT HIGHLIGHTS:

- ENGAGING KEYNOTE SPEAKERS
- INTERACTIVE WORKSHOPS AND SEMINARS
- NYSED UPDATE
- INNOVATIVE TEACHING TOOLS EXHIBIT
- PRESENTATION OF 2022-2023 AWARDS
- NETWORKING OPPORTUNITIES WITH FELLOW EDUCATORS



**Don't miss this opportunity to enhance your teaching skills, connect with fellow professionals, and stay up-to-date with the ever-evolving business education landscape!**

For more information visit our website:

[www.btanys.org](http://www.btanys.org)



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## Breakout Sessions



\*Additional Sessions may be added.

### NGPF's Top 5: Favorite Resources for the Personal Finance Classroom

*Presented by Christine Kelly (Distinguished Educator of NGPF Shenendehowa High School)*

Explore the Top 5 NGPF resources in 50 minutes that you can use immediately in your classroom! NGPF provides engaging and current curriculum and professional development opportunities at NO COST! School is where life-changing financial education can reach ALL young people, not just the lucky few... so check out the resources available to you today!!

### Recruiting New Business Teachers

*Presented by Jill DiTullio (Lockport High School)*

A discussion and brainstorm session on how we can make it easier to recruit and retain new business teachers. Three goals discussed in this session will help your program recruit and retain qualified candidates to your program.

### Teach Empowered

*Presented by Christina New (Cazenovia Schools)*

We believe in the power of teachers to guide students in discovering their unique talents, passions, and purpose. Our free training and vast library of resources will help you cultivate a classroom with meaningful, real-world experiences. Develop grit and a growth mindset to tackle any problem life might throw your way.

### Teacher Certification / Business & Marketing Edu. at SUNY Oswego

*Presented by Dr. Jan Woodworth (SUNY Oswego Graduate Coordinator)*

This session will provide an overview of certification options for students who attend SUNY and choose Business and Marketing Education. Certification can be done at the undergraduate or graduate levels. This session will also discuss alternate pathways for those choosing education as a second or later career.

*Portions of this conference were made possible by a generous incentive grant made by the CTE Technical Assistance Center of New York*





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# Soaring Higher Together

## AGENDA

### Thursday, October 19 - 4:30-7:30pm

4:30 pm - 5:00 pm Legislative Direction of Career and Tech Ed

5:00 pm - 7:30 pm Networking/Social/Hors D'oeuvres  
*Sponsored by NGPF*

### Friday, October 20 - 7:30am - 3:45pm

7:30 am - 8:00 am Registration

8:00 am - 9:00 am Keynote - NYS Department of Labor

9:10 am - 10:00 am Breakfast and Business Meeting  
President's Report  
Treasurer's Report

**\*\*\*10:00 am - 12:00 pm Industry Visit to Ayco-Goldman Sachs\*\*\***  
*Pre-Registration Required see below.*

10:10 am - 10:55 am Breakout Session 1

Vendor Visits (15 minutes)

11:10 am - 11:55 am Breakout Session 2

12:00 am - 1:20 pm Lunch  
*NYSED update*  
*2022-2023 Award Presentation*

1:30 pm - 2:15 pm Breakout Session 3

Vendor Visits (15 minutes)

2:30 pm - 3:15 pm Breakout Session 4

3:30 pm - 3:45 pm Closing Remarks,  
Game & Final Prize for 1 lucky winner

*Schedule Subject to Change*



\*\*\*Ayco - Goldman Sachs will be offering an industry visit at their new office complex in Latham, NY. There will be a brief panel presentation, facility tour, discussion on DEI (Diversity-Equity-Inclusion) and breakout discussions. This session is limited to 20 participants. Name, phone number and email must be provided in advance and will be shared with Ayco for security purposes.



<https://tinyurl.com/Ayco-Goldman-Sachs> Click the link or Scan QR code to Register





## Breakout Sessions



\*Additional Sessions may be added.

### **Career Exploration Journey Using Virtual Reality**

*Presented by Dana Politis (NYSDOL Associate Commissioner for Workforce Development)*

The New York State Department of Labor (DOL) provides virtual reality services to help with career exploration and skill development in over seven industries. Learn more about the offerings and how you can partner with the DOL to use this technology in the classroom.

### **Color Accounting... Bring Your Classroom to Life!**

*Presented by Jessica Gartland (Color Accounting/Longwood High School)*

The Color Accounting Learning System is a unique approach to teaching accounting/financial literacy. It is easy to implement in the classroom, visually intuitive, and presents a logical approach to accounting. It encourages independent exploration and debate while providing a highly structured, conceptually coherent explanation of the world of accounting.

### **Connecting Today's Youth with the Work of Tomorrow**

*Presented by Akilah Jones (NYSDOL Project Coordinator)*

Career development and planning is a lifetime process that begins in middle school. Students must understand the world of work, how they fit into it, what jobs exist, what skills must be obtained, and what businesses are looking for in an employee. Preparing the students of today with the skills for tomorrow while connecting their passion to a purpose is a critical component to long-term success.

### **Getting Your Business Program NYSED-Approved**

*Presented by Michael LaMastra (Associate NYSED)*

This session will provide an overview of the program approval process for business and marketing education programs. This session will explain the benefits, outline the process, and discuss strategies to implement a successful approved program. Those who are looking to start an approved program and those who already have approved programs are welcome to attend.

### **NGPF Career Resources: Prepare Your Students for Jobs of the Future**

*Presented by Christine Kelly (Distinguished Educator of NGPF Shenendehowa High School)*

Explore the 5 Future-Ready Career resources in 50 minutes that you can use immediately in your classroom! Includes methods of instruction, bridging classroom to industry and curriculum.

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## REGIONAL UPDATES:

Buffalo Region: Please stay tuned for any additional emails about the FALL CONFERENCE 2023 and please reach out to your friends in other districts if they are interested in becoming involved with our region! If anyone has any questions please do not hesitate to reach out to me at [nwarchocki@ktufsd.org](mailto:nwarchocki@ktufsd.org)

### Capital Region:

The Business and Marketing Educators Association of the Capital Region will be holding its annual conference on Thursday, November 2, 2023. We will again be hosting this event at The Capital Region Chamber in Albany. [Click here to register for the conference.](#)

You must be a BMEA member to attend the conference – [Click here to become a member](#)

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The annual **Suburban Council Business Day** will be held on **Tuesday November 7th** @ Siena College.

The goal of this day is to provide current **Suburban Council business students**, who have an interest in possibly pursuing a business degree in college, a look inside a business school.

The previous events have been excellent, with over 65 students attending each year.

This year's event at **Siena College** will provide the attendees the opportunity to:

- Spend a day on a college campus.
- Learn what it takes to be a SUCCESSFUL college student.
- Hear from college admission representatives and professors.
- Take part in interactive business activities with other students.
- Eat lunch in the college dining hall.
- Take a tour of the campus and the Siena Business School.

**Please note: Lunch will be \$8.00 per person in the Siena College Dining Hall.**

**For more information contact Dan Smith at [smitdani@shenschools.org](mailto:smitdani@shenschools.org)**

### Long Island Region:

Welcome back from a well-deserved summer break! We hope you had the opportunity to relax and recharge during the past few weeks. As we gear up for the upcoming school year, we wanted to share that we are in the process of planning events that will undoubtedly make a memorable and enriching experience for both you and your students. **PLEASE MARK YOUR CALENDARS**...Our Fall Conference is scheduled for Tuesday, November 28, 2023 and our Spring Conference is scheduled for Tuesday, March 12, 2024. The Annual Student Contest is scheduled for Tuesday, April 16, 2024 and the Awards Luncheon on Tuesday, May 21, 2024...more information to come. Become a member or renew your LIBTA membership by clicking on the following link and emailing the completed form to [tfoufas@cps.k12.ny.us](mailto:tfoufas@cps.k12.ny.us):

<https://docs.google.com/document/u/2/d/1z9ptcOwwaWE5JG6BNlwjfwcstnwgG6b0OVenBIPNu04/copy>

Also visit our website for up-to date information at:

<https://www.longislandbta.org/>

Email Contacts for the LI region of BTANYS are [BTANYS.longisland@gmail.com](mailto:BTANYS.longisland@gmail.com) or [tfoufas@cps.k12.ny.us](mailto:tfoufas@cps.k12.ny.us).

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Hudson Valley Region: **Our in-person Fall Conference is here in just 3 weeks.** Join us at our Fall Conference 2023 - October 19th & 20th at the Century House in Latham, New York. **Sign up today!** Please refer to the registration QR code in the “Soaring Higher Together”. Don’t miss this opportunity- vendors, presenters, networking and more! Join BTANYS for 2023-2024 [Membership link](#) for the latest updates from Business Teachers Association of NYS. If you would like to be added to our email list, contact us at [mpavic@ossiningufsd.org](mailto:mpavic@ossiningufsd.org) or [Hudson@btanys.org](mailto:Hudson@btanys.org).

North Country Region: Looking for a new North Country Regional Director - contact an officer if you would like to know more.

Rochester Region: Looking for a new North Country Regional Director - contact an officer if you would like to know more.

Southern Tier Region: Director David Pellicotti has been reaching out to members in this region. If you have not been contacted, email [southerntier@btanys.org](mailto:southerntier@btanys.org) OR [Pelliccd@BinghamtonSchools.Org](mailto:Pelliccd@BinghamtonSchools.Org).

Syracuse Region/ Central Region:

- Please email [cnew@caz.cnyric.org](mailto:cnew@caz.cnyric.org) with any questions. Attend our October 19-20th CONFERENCE 2023!

BMHS and Awards Update: See [BTANYS website for updates](#) and ordering details.

**Email your Regional Directors or the BTANYS Officers for additional questions, concerns, updates.**

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## **Are you on the Listserv?**

Join the [CTEBiz](#) listserv for updated information about business education throughout the state provided by Michael LaMastra, our Business and Marketing Associate at NYSED.

## **Updates and News from Michael LaMastra at NYSED/CTE Business:**

Happy October. I am looking forward to seeing many of you at the BTANYS Fall Conference in October. This is the first statewide live conference for all business teachers in several years, so I am excited to see everyone “back in business” and “soaring higher together”. I will also be out and about visiting several schools and events. Feel free to say hello if I am in your neck of the woods.

If you have not already, please make sure you [subscribe to my mailing list for business education](#). While I may not have all of the answers right away, I promise to keep you as informed as I can through my weekly updates. Stay tuned for updates on position openings, announcements from NYSED, as well as events that may be of interest. I also love sharing unique things that are taking place in our business departments throughout the state. Feel free to [contact me directly](#) if I can assist you in any way.

Be sure to share something with your colleagues in either the [business education workgroup](#) or the [career and financial management resource site](#).

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CTE TAC Professional Development -  
**CTE TAC: We are taking our Sharing & Support sessions on the road with a state-wide plan of bringing teachers, CTE counselors and WBL coordinators together to hear from industry and gather in like-content-area clusters to participate in targeted conversations to share best practices & content. [Click on the link here](#) to find a session that interests you.**



All CTE instructors, WBL Coordinators, and School Counselors are invited to participate in targeted conversations to share best practices and connect with colleagues in your content area.

- Attendance is Free
- Lunch is provided

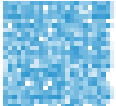
- FOCUS AREAS HELD AT 18 SITES ACROSS THE STATE:**
- **AGRICULTURE, AGRICULTURE-RELATED, AND FOODS**
  - **BUSINESS AND COMPUTER-RELATED**
  - **MANUFACTURING, CONSTRUCTION, AND MECHANICAL-RELATED**
  - **HEALTH AND HUMAN SERVICES**
  - **TECHNOLOGY, SOFTWARE DEVELOPMENT, AND DATA SCIENCE**

**SAMPLE SCHEDULE:**

- **10:00 AM - 11:00 AM** - Registration
- **11:00 AM - 12:00 PM** - Lunch
- **12:00 PM - 1:00 PM** - Session

**REGISTRATION:**

Registration is free and open to all.



SCAN THE QR CODE OR CLICK THE REGISTER NOW BUTTON

**REGISTER NOW**



CLICK THE CAMPUS NAME FOR MORE DETAILED ADDRESS INFORMATION  
 Session registration is open to everyone! Sign up for whichever session(s) best fit your schedule and availability.

**HUMAN DEVELOPMENT & SERVICES, WBL & COUNSELING**

- October 18 (Albany, NY) - State's Institute
  - November 15 (Leicester, NY) - SUNY Tech
  - March 1 (Buffalo, NY) - Buffalo State
  - April 10 (Syracuse, NY) - SUNY Cortland
- SESSIONS AT THESE SITES INCLUDE:**
- Coaching
  - Data
  - Safety
  - Job Readiness
  - Career
  - Workforce Development
  - Training

**TRANSFORMATION, CONSTRUCTION, MECHANICAL-RELATED**

- October 18 (Albany, NY) - State's Institute
  - November 15 (Leicester, NY) - SUNY Tech
  - March 1 (Buffalo, NY) - Buffalo State
  - April 10 (Syracuse, NY) - SUNY Cortland
- SESSIONS AT THESE SITES INCLUDE:**
- Coaching
  - Data
  - Safety
  - Job Readiness
  - Career
  - Workforce Development
  - Training

**AGRICULTURE & HEALTH SCIENCES**

- October 18 (Albany, NY) - State's Institute
  - November 15 (Leicester, NY) - SUNY Tech
  - March 1 (Buffalo, NY) - Buffalo State
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- SESSIONS AT THESE SITES INCLUDE:**
- Coaching
  - Data
  - Safety
  - Job Readiness
  - Career
  - Workforce Development
  - Training

**BUSINESS & COMPUTER-RELATED**

- October 18 (Albany, NY) - State's Institute
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  - Career
  - Workforce Development
  - Training



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## News

Upcoming October/November Events

Find out more at [NBEA.org/EVENTS](https://www.nbea.org/EVENTS)

### Digital Citizenship Week - Lesson Plans and Resources

10/11/2023

Time: 5 PM ET (4 CT, 3 MT, 2 PT)

Wednesday, October 18, 2023

CIBE (Council for International Business Education Meetings

Time: 5 PM ET (4PM CT, 3PM MT, 2PM PT)

### National Entrepreneurship, Business and Marketing Education Summit

10/19/2023 » 10/20/2023

Location: Stone Mountain, Georgia Time: 8:30 AM -8:30 PM; 8:30 AM - 3:30 PM (Eastern)

### Transform Your Business Education Courses with "What's Working in BizEd?"

10/25/2023

Time: 3:00 P.M. (2CT, 1MT 12PT)

### NBEA New (and Returning) Member Orientation Session

10/25/2023

Time: 4:00 PM (3 CT, 2 MT, 1PT)

NBEA New (and Returning) Member Orientation Session

### What is New With the 2023 NBEA Business Education Standards?

10/26/2023

Time: 4 p.m. ET (3 CT, 2 MT, 1 PT)

What is New With the 2023 NBEA Business Education Standards?

Thursday, November 9, 2023

### Projects, Projects, Projects: A Quick Guide to Launching New Projects in Your BusEDU Classroom

11/9/2023

Time: 4-5 PM ET (3-4 CT, 2-3 MT, 1-2 PT)

### Projects, Projects, Projects: A Quick Guide to Launching New Projects in Your BusEDU Classroom Business Education Teaching Standards and Certification Policy Townhall with CBTR

11/9/2023

Time: 6 PM ET (5CT, 4MT, 3 PT)

### Business Education Teaching Standards and Certification Policy Townhall with CBTR

Tuesday, November 14, 2023

### NBEA Book Club

11/14/2023

Time: 5:00 PM

### CIBE Meetings

11/15/2023

Time: 5 PM ET (4PM CT, 3PM MT, 2PM PT)

Join the NBEA Online Community **FREE**. [Establish a guest account](#) if you are not already a member, and then [login to participate FREE](#).

**SAVE THE DATE: Teach Business Day October 25th. More information to come.**

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YOUR **BTANYS** BOARD MEMBERS for 2023-2024 ARE:

**BTANYS PRESIDENT - Mindy McCarthy**

**BTANYS PAST PRESIDENT - Tracy Angelini**

**BTANYS Secretary - Vacant**

**BTANYS Treasurer - Rami Joudeh**

**BTANYS Membership Director - Michael Goldin**

**Buffalo Regional Director - Nicholas Warchocki**

**Capita Region Director - Stephanie Andrejczak**

**North Country Region Director - Vacant**

**Central Region Director - recently Vacant**

**Hudson Valley Director - Mariana Pavic**

**Long Island Director - Toula Foufas**

**NYC Director(s) - Vacant**

**Rochester Region Director - recently Vacant**

**Southern Tier Director - David Pellicciotti**

**Syracuse Director - Christina New**

**Director of Legislation and Educational Policies -  
Christina New**

**Director of Public Relations and Communications -  
Vacant**

**Director of Collegiate Business & Marketing  
Teacher Education - Lisa Svava**

**Director of Curriculum Planning - Tracy Angelini**

**NEW - Marsha Iverson - joining us as BMHS Chair  
and BTANYS Awards Chair**

**WEBMASTER - Suman Sebastin**

## Looking to be involved???

Become a member of YOUR BTANYS Board! Get involved, become a Fellow with NYSACTE, be an advocate for our discipline, promote and educate our members with your expertise and knowledge. Ask your Regional Director or current Board TODAY!

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**Stay connected! Stay involved! Get support!**

See the BTANYS By-Laws here: <http://www.btanys.org/constitution.php>





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## Calendar of Events:

### TO DO in OCTOBER:

- **REGISTER NOW!!!** - Come to the next in-person conference for BTANYS! REGISTRATION IS NOW OPEN for the next [BTANYS STATEWIDE CONFERENCE FALL - OCTOBER 19-20, 2023!](#)
  - Registration closes on 10/1
- Prepare for “TEACH Business Day” on October 25, 2023

**Next BTANYS Executive Board meeting - October 19, 2023**



<http://www.btanys.org/>

Business Teachers' Association of New York State  
October 2023