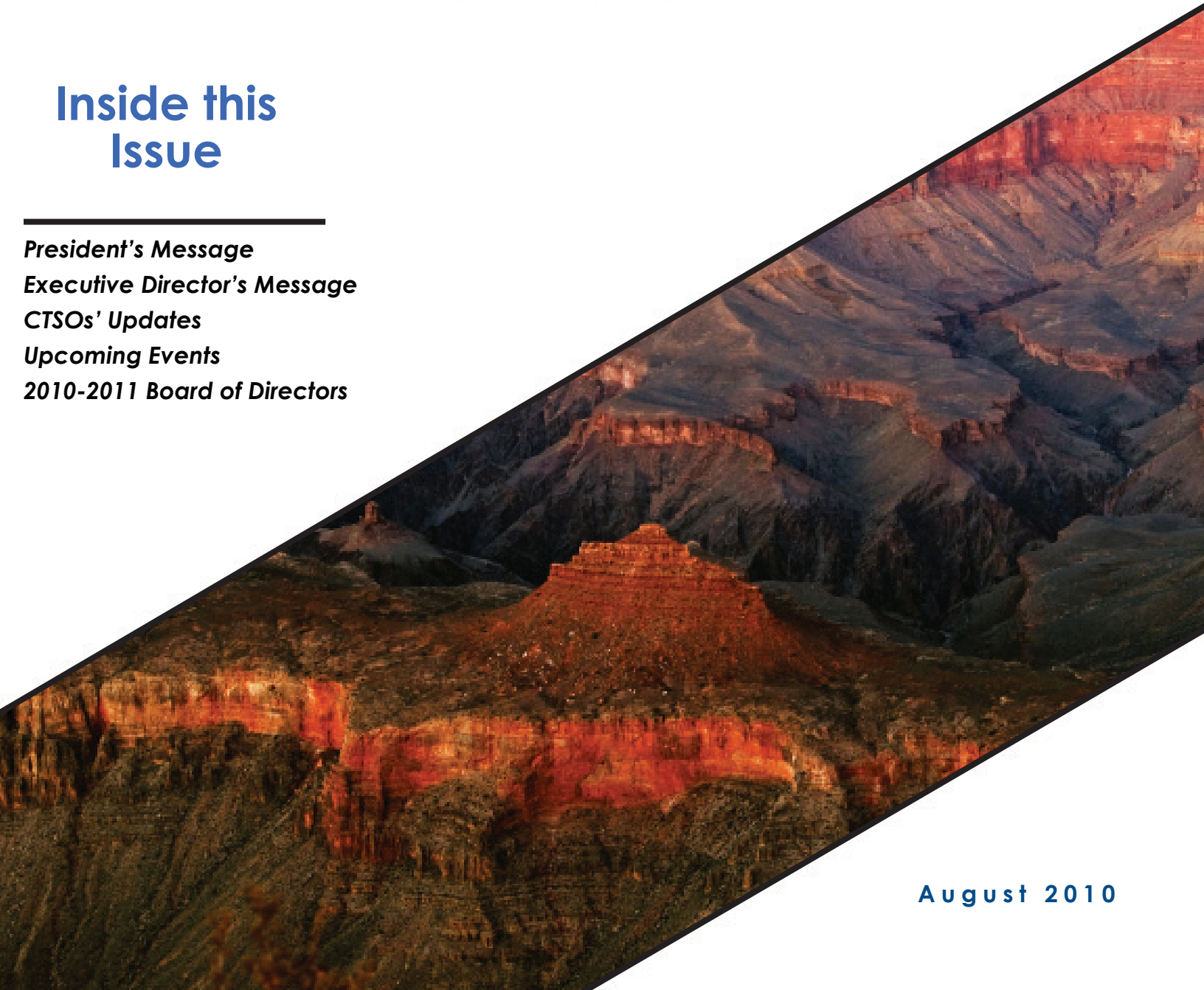




ACTE AZ REVIEW

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A Message From the President

Welcome back to the 2010-11 school year. It will be the best ever as we all work to build roads to success for our students and to enhance our own professional lives. WOW! That about sums up how people felt about the 35th annual ACTE Professional Development conference held in Tucson in July. It was a great opportunity to see old friends, meet new ones, learn new skills and network with other professionals throughout our great state. Pat yourself on the back if you were one of 1100+ that took advantage of this opportunity. Once again, the Association would like to thank the Arizona Department of Education and Arizona Tech Prep for continuing the tradition of collaboration in making this event one of the premier state conferences in the nation. Hard to believe, but plans are already underway for the 2011 Conference scheduled for July 15-20, 2011. Mark your calendars now!

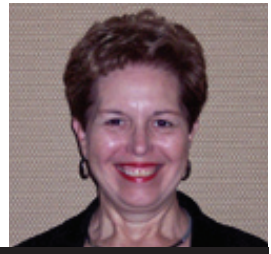
Currently, plans are underway for the annual Leadership Retreat planned for September 17-18th in Tucson. This will include all of the state and affiliate officers, program liaisons, fellows and other representatives from appropriate stakeholder groups. This group will work to develop the program of activities for the current year. If you have any ideas or suggestions for the upcoming year, please contact Pam Ferguson, Executive Director for your Association (contact information in this Newsletter).

Once again, I hope that this school year is all that you hope for and that you and your students enjoy tremendous success. Thank you for the opportunity to serve as the President of our State Association and if there is anything that I can do to help you or if you have ideas that will make the Association better, don't hesitate to contact me. Now go out and build those roads to success for yourselves and the students you serve.

Sincerely,
Dean Petersen
ACTEAZ President



A Message From the Executive Director



OUR ACTE CONFERENCE WILL ONLY LAST THE FIVE DAYS BUT ITS IMPACT WILL LAST FOREVER

Our ACTE Conference will only last the five days but its impact will last forever because of the dedication, professional sharing and expertise of all presenters to make the 2010 ACTE 35th Anniversary Conference a reality for our conference attendees. The broadening purpose of our Career Technical Education Conference from preparation to delivery of content is to provide exemplary professional development learning opportunities that respond to the needs of teachers and administrators to continue to exceed the CTE Standards that are delivered in our schools.

The ACTE Summer Conference has provided for 35 years professional development that is research based. It is not always possible or financially feasible for our districts to be the sole source of multi-tiered and multi-content Career Technical Education professional development delivery opportunities. Therefore, the ACTE Conference brings teachers and administrators to one location during the summer to save significant resources in substitute costs and since it is summer, there is no time lost in the classroom. The ACTE Conference also provides the very valued opportunity to network and learn from the Best of the Best.

Through the collaborative activities of our professional association, educational agencies, business/industry, government and educators, all stakeholders at the conference work together to develop the skills and knowledge needed to prepare students to be competitive in our global economy. Arizonians must be prepared to lure or develop more companies that require highly skilled workforces and Career Technical Education is educationally positioned to provide that catalyst and needed skilled economic resource.

Thanks again to presenters for over 270 educational sessions, over 200 Trade Show Exhibitors and the ACTE Summer Conference Steering Committee. You “Stepped Up to the Plate” and said YES and committed to share information to help prepare conference attendees with the latest information on employment training and future education for our students. Because of you, this conference was one of our finest hours. Thanks again.

Pam Ferguson
ACTEAZ Executive Director

CTE, Leading Our Students Outside the Box

This year at the 2010 ACTE Summer Conference our Keynote Speaker was Jim Warford, who is a Keynote Presenter and Senior Advisor for Bill Daggett's International Center for Leadership in Education and the Executive Director of the Florida Association of School Administrators. Mr. Warford's speech, "Changing Times Require Changing Skills – Let CTE Lead the Way" was on how today's changing times require more and more advanced skill sets and the need for CTE to be there to help our students achieve those new heights of skill, capability, and thinking. It is the role of our teachers to mold our next generation, but it is the role and responsibility of the CTE teacher to be as adaptive as the changing times so that our students will be able to match pace with the advancements of tomorrow.

One of the topics brought up in Jim Warford's speech was the rise and use of social media as a means of networking and beyond. Social media such as Facebook have become massively popular online communities, and recently a new way to advertise. Old Spice recently ran a viral campaign using Facebook, Twitter and YouTube videos as a way to interact with people and stir up interest in Old Spice.

You might wonder how could something like this truly bring any interest into a product or maybe doubt the popularity of using social media, but the numbers for this one week campaign are astounding. Old spice created 180+ videos tailored for YouTube in response to Twitter and Facebook comments. In little over a week these videos garnered more than 5.9 million views and over 22,000 comments.

So what did this unique campaign garner Old Spice? According to data released by SymphonyIRI, sales for Old Spice's Red Zone hit \$1.6 million for a four week period ended by July 11th, a 49 percent jump over a previously recorded period that ended Feb. 21st. The other four Old Spice Body Wash products also showed an overall sales increase for the four week span estimating a 105% rise. Not to mention all the publicity gained from news sites across the world talking about the success from such an unexpected use of social media.

From simple newspaper ads to TV Commercials to the use of Social Media outlets for marketing...what could be next? These are changing times and CTE needs to adapt with them and prepare our students to meet the challenges ahead. CTE isn't just about the skills needed for tomorrow it is also about seeing and meeting the needs of the kids of today so that when tomorrow does come, it is our students who have the capability and the creative thinking as well as the advanced skills to exceed the demands placed on them. I leave you with a quote to ponder upon in hope that as this school year begins we shall all see with renewed vision, ideas and successful futures.

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." - Charles Darwin

Arizona FBLA Have Strong Showing at National Leadership Conference

On July 12th, 2010 nearly 200 Arizona high school students and business teachers attended the 2010 Future Business Leaders of America (FBLA) National Leadership Conference in Nashville, TN. In order to qualify for this conference, students competed in over 50 different business related events at the state level and the top winners were chosen to represent Arizona at the National Conference. With nearly 8,000 FBLA members from across the country in attendance, the Arizona delegation had a strong showing, bringing home 15 national awards. Below is a list of Arizona FBLA National Award Winners:

- 2nd - Local Chapter Membership - Metro Tech VIPs with 233 members
- 2nd - New and Reactivated Chapters - Arizona with 23 total
- 2nd - Business Communications - Curtis LaHale, Centennial HS
- 3rd - Business Law - Nathan Wright, Thatcher HS
- 4th - Public Speaking II - Devon Roemer, Mt. View HS
- 4th - Virtual Business Challenge - Peoria HS (Wesley Kelly & Weston Beebe)
- 5th - Community Service Project - Benson HS (Sarah Kading)
- 5th - Entrepreneurship - Benson HS (Chelsey Layton, Alex Cooper, Dillon Dastrup)
- 6th - Electronic Career Portfolio - Arlenee Maldonado, Peoria HS
- 8th - Network Design - Mt. View HS (Colton Ballou, Samuel Hunt, Zach Hoobler)
- 8th - Future Business Leader - Hannah McBride, Kingman Academy of Learning
- 8th - Desktop Application Programming - Ironwood HS (Ben Whitley)
- 9th - Desktop Publishing - Pima HS (Shanda Kelly & Amanda Weech)
- 10th - Business Procedures - Timothy Williams, Ironwood HS
- Who's Who Award – Devon Roemer, Mt. View HS

In addition to competition, students attended the Institute for Leaders, to participate in one of three different leadership tracks that will help students improve their communication, team building and leadership skills through a variety of interactive and challenging activities and seminars.



FCC Awards EVIT With FM Radio Construction Permit

The Federal Communications Commission has awarded the East Valley Institute of Technology with a construction permit for a full-powered community FM radio transmitter and tower. The new radio station, which is expected to go on air sometime during the 2010-2011 school year, will be run by EVIT's radio broadcasting students.

The preliminary construction permit was awarded on June 28, ten years after EVIT initially filed its application. The school currently is in the midst of a mandatory 30-day waiting period, during which time other organizations can challenge the ruling.

EVIT radio broadcasting teacher Steve Grosz said he is excited to see the long-awaited radio station come to fruition. "The opportunities for our students are incredible," Grosz said. "We plan to make this a completely community-based radio station that serves the students of EVIT, as well as the general population of the entire East Valley." The signal, which will broadcast on 90.7, will be accessible in Mesa, Chandler, Gilbert, south Tempe, Queen Creek and Apache Junction. Listeners will be able to tune in from any automobile in those areas and from some buildings, as well as online at www.evit.com.

EVIT radio students will broadcast live from events around the East Valley community, including high school football and basketball games. They will gain real-world experience with on-air broadcasting, as well as studio producing, sound engineering, and sales and marketing.

"When these students go to apply for a job in the industry, they will have already worked for a competitor, as opposed to just a school radio station," Grosz said. "The reality to a student of being heard on air by potentially thousands of people will drive them to improve their skills."

Grosz said he expects construction on the transmitter and tower, which will be located at the Goldfield Ghost Town in the East Valley, to begin sometime this winter, and students should be on the air before the end of the school year. EVIT's radio broadcasting program still has spots open for this fall. It is a two-year program, typically attended by high school juniors and seniors. Adult students up to age 21 also can sign up. For more information or to register, call 480-461-4000.

The East Valley Institute of Technology is Arizona's first joint technological education district. EVIT provides about 40 occupation-specific programs for high school students at ten school districts across the East Valley. The programs are tuition-free for high school students; classes also are open to adult students at competitive tuition rates. EVIT, which has been honored as an A+ school in Arizona, is located at 1601 West Main Street in Mesa. For more information, please call (480) 461-4000 or visit our website at www.evit.com and our news blog at evitnews.blogspot.com.



2010 SkillsUSA Championships

SkillsUSA returned to Kansas City June 21-25, 2010 for its 46th annual National Leadership and Skills Conference, a showcase of career and technical education students.

Quality career and technical education will be the centerpiece of the conference. More than 14,000 students, teachers, education leaders, and representatives from more than 1,100 national corporations, trade associations, businesses and labor unions attended the event.

The winners of the annual SkillsUSA Championships were announced Friday evening, June 25, 2010 at the Awards Ceremony of the National Leadership and Skills Conference. Over 5,600 outstanding career and technical education students joined in the excitement of hands-on competition in ninety-six different trade, technical, and leadership fields.

Working against the clock and each other, the participants proved their expertise in job skills for occupations such as electronics, technical drafting, precision machining, medical assisting and culinary arts. There were also competitions in leadership skills, such as extemporaneous speaking and conducting meetings by parliamentary procedures.

The contests are planned by technical committees made up of representatives of labor and management and are designed to test the skills needed for a successful entry-level performance in given occupational fields. Safety practices and procedures - an area of great concern to labor and management alike - are judged and graded and constitute a portion of a contestant's score.

SkillsUSA Arizona advisors and students joined the conference with a delegation of 167. Arizona students earned 9 medals including: Nicole Bird and Breanna Bullis, EVIT, Gold, Audio-Radio Production; Timothy Walden, Kofa High School, Silver, Marine Service Technology; Jesus Guzman, Arizona Masonry Contractors Association, Masonry; Nicholas Hansen, Parker Schnepf, and Chris Udall, Mesa High School, Bronze, Automated Manufacturing Technology; Austin Buben, Millennium High School, Bronze, Culinary Arts; and Andrew Nelson, CAVIT, Bronze, Extemporaneous Speaking. Robin Cronbaugh of Peoria High School was also elected National Region V Vice President.

SkillsUSA is the national organization for students in trade, industrial, technical and health occupations education. It sponsors the SkillsUSA Championships annually to recognize the achievements of career and technical education students and to encourage them to strive for excellence and pride in their chosen occupations.



Arizona HOSA Excels at 2010 National Leadership Conference

On June 22, 2010 over 7000 HOSA members, advisors, and healthcare professionals from around the nation arrived in Orlando, FL for the 33rd National HOSA Leadership Conference. The Coronado Springs Resort was the site of 57 competitive events, 50 educational symposiums and networking opportunities for the 264 delegates from Arizona.

AzHOSA continues to excel at the national level.

Gold Pharmacology Laura Kulas EVIT
Outstanding HOSA Chapter CAVIT

Silver Forensic Medicine Jessica Caro and Vanessa Lopez Agua Fria HS
Interviewing Skills Rena Barba Sunnyside HS

Bronze Epidemiology Carlos Ramirez Pueblo Magnet HS
Job Seeking Skills Selah Bratt Thunderbird HS
Medical Reserve Corp Partnership Samaiyah Fullylove, Daniel Kin, Melissa Rodriguez,
Shalohm Rowland Catalina Magnet HS

Placing in the Top Ten

4th Place	Medical Spelling	Saumya Bollam	Desert Vista HS
4th Place	Extemporaneous Health Poster	Jordana Nelson	Page HS
5th Place	Pharmacology	Kayla Loomis	Tucson High Magnet School
6th Place	Clinical Nursing	Karina Diaz	Thunderbird HS
9th Place	Medical Photography	Jacqueline Kartman	Thunderbird HS
9th Place	Researched Persuasive Speaking	Sooyeon Kim	Desert Vista HS
10th Place	Medical Reading	Anna Quian, Micah Musheno and Tiffany Wong	Desert Vista HS
10th Place	Nutrition	Ayesha Hughes	Maricopa HS

Post Secondary Winners

Gold Sports Medicine: Nicole Harshbarger GCU

Silver Health Education: Katherine Juarez & Lindsey Aragonz Central Arizona College
Sports Medicine: Carmen Macias GCU
Community Awareness: Meyers, Wadas and Magruder GCU

Bronze Sports Medicine: Aden Ramirez Yavapai College
Job Seeking Skills: Katy-Marie Becker ASU
Dental Assisting: Diana Matatova ASU

Arizona HOSA Excels at 2010 National Leadership Conference (Cont.)

Katy-Marie Becker, AzHOSA State President, accepted two membership awards on behalf of the state association. AzHOSA had a 21% increase in membership helping Region I win the HOSA Membership Cup for the second year in a row.

The Kaiser Permanente Health Care Issues Exam event tests member's knowledge of health and medical related current events. Five Arizona HOSA members placed in the top 10% in the nation.

EVIT received top honors for their chapter's donations to Autism Speaks, the HOSA National Service Project. Nicole Scott was recognized as the Outstanding State Leader. Sheryl McCully, Bradshaw Mt High School and Donna Gerakas, GCU were recognized as Outstanding Chapter Advisors. The Barbara James Service Award was presented to twelve members for their volunteer efforts and four received the President's Volunteer Service Award.

Nicole Scott, Payson High School, was elected to the National HOSA Executive Council as Vice President of Region One and is AzHOSA's first National Officer.

Arizona Health Occupations Students of America is a student organization whose mission is to promote career opportunities in health care and to enhance the delivery of quality health care to all people. AzHOSA currently operates 197 chapters in 120 high schools in Arizona with a membership of over 3700. AzHOSA is housed and funded in-part by Career and Technical Education Division in the Arizona Department of Education, Tom Horne – State Superintendent of Public Instruction.

Congratulations to all the advisors, students and officers that participated and excelled at the conference and a special thank you the Arizona Department of Education, the local schools districts and Arizona AHEC's for their continued support of AzHOSA!



Upcoming Events

NCLA/ACTE National Best Practices Conference

September 29 - October 1, 2010
Toledo, OH

National Association for Tech Prep

Leadership Forum
October 20, 2010
Dallas, TX

National Career Pathways Network

October 20 - 23, 2010
Dallas, TX

ACTE 2010 Annual Convention and Career Tech Expo

December 2 - 4, 2010
Las Vegas, NV

ACTEAZ/ACOVA Mid-Winter Leadership Conference

February 2 - 4, 2011
Prescott Resort and Conference Center

CTE Month

February, 2011

National Policy Seminar

March 7 - 9, 2011
Crystal Gateway Marriott, Arlington, VA
www.acteonline.org

ACTE 2010 Region V Conference

April 6 - 9, 2011
Rapid City, SD

National Association for Career and Technical Education Information

May 11 - 13, 2011
Philadelphia, PA

ACTE 2011 Summer Conference

July 15 - 20, 2011
Loews Ventana Canyon
Westin LaPaloma
Tucson, AZ



2009 - 2010 ACTE AZ Board

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The Association for Career and Technical Education of Arizona (ACTE AZ) is a volunteer professional non-profit association for Career and Technical Education (CTE) teachers and administrators to provide leadership in developing an educated, prepared, adaptable and competitive workforce. Our primary goals are to provide professional development for CTE professionals and to increase public awareness about the value and importance of CTE.

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Visit us at www.acteaz.org