



# Summer 2023 Newsletter

[www.PBEA.info](http://www.PBEA.info)

PBEA, PO Box 21661, Lehigh Valley, PA 18002

[pbeatreasurer@gmail.com](mailto:pbeatreasurer@gmail.com)



## 2023 PBEA Conference Vendors

### York College of Pennsylvania

Connect with York College of Pennsylvania-Graham School of Business about their post-secondary programs—Specifically their Sport Management Programs. Stop by and see how they can be a resource to you in your classroom.



### Alvernia University

Check out Alvernia University and their College of Business, Communication and Leadership. See what programs they have to offer and interact with their faculty.



### Pennsylvania Department of Banking and Securities

Stop by and say hello to Katrina Boyer and see how the PA Department of Banking and Securities can provide resources for your classroom. They also plan to share upcoming initiatives within the department.



## Husky Dog Pound 2023 Recap

BLOOMSBURG, Pa. – Have you ever seen something and said, "I wish I would have thought of that?" Students from high schools and colleges across the state pitched their ideas to panels of judges at the Husky Dog Pound, a Shark Tank-inspired competition at Bloomsburg University.

Aspiring entrepreneurs from Bloomsburg and across the state descended on Commonwealth University-Bloomsburg on March 23 to pitch their ideas to a panel of judges this week at the sixth annual Husky Dog Pound Competition. Middle, high school, and university-level students competed for \$20,000 in prizes across two divisions.

This year, over 100 teams from 41 schools competed in the middle and high school divisions, and seven teams from Bloomsburg University competed in the college division. Teams presented a three-minute pitch on their business idea to a panel of judges, and were judged on marketability, feasibility, profitability, and presentation skills.

The competition is sponsored by the Zeigler College of Business, Michael L. Boguski '85, president of Specialty P&C at ProAssurance, and Beth Ann Boguski; Matt Zoppetti, president of the Shangrila Development Corporation; and Roxana Zoppetti, owner of La Malbec Bar and Restaurant.

- Middle/High School Winners
- 1st place:** CRS Landscaping, Cocalico High School-Colin Stetter
  - 2nd place:** CustomIced Cookies, Cocalico High School-Mikaela Watson
  - 3rd place:** Tap Case, Hempfield High School-Finley Hunt

- College Division Winners
- 1st place:** Artificer, Ethan Sickler
  - 2nd place:** Potty Bot, Isabella Culp & Aydan McFarland
  - 3rd place:** Halmstead Meadery, Adam Collins



## Want to include something in our newsletter?

### Job Openings, Student Awards, Teacher Awards

We love to include everything amazing in Business, Computer, and Information Technology in the state of Pennsylvania. Please reach out so we can include your information!

Send an email to [pbeatreasurer@gmail.com](mailto:pbeatreasurer@gmail.com)

## Getting to know your Executive Board

### Dr. Matthew Rousu Membership Chair



Dr. Matthew Rousu is Dean of the Sigmund Weis School of Business and a Professor of Economics at Susquehanna University. He created and maintains the websites [Broadwayeconomics.com](http://Broadwayeconomics.com) and [EconomicsofStarWars.com](http://EconomicsofStarWars.com). He runs the #Econtastic! YouTube channel at <https://www.youtube.com/@MatthewRousu> and is the co-host of the Economics Happy Hour podcast <https://econhappyhour.substack.com/>.

## 2023 In-Person Executive Board Meeting

### June 12, 2023 9 a.m. @ Bloomsburg University

The PBEA Executive Board will be meeting at Bloomsburg University on June 12, 2023 at 9 a.m. Do you have ideas to make PBEA better? Are you interested in joining us? Are you interested in being a part of the executive board starting in November of 2023? Send an email to [pbeatreasurer@gmail.com](mailto:pbeatreasurer@gmail.com) with any suggestions and feel free to join us! We are always welcome to great ideas, strategies, and input for our entire organization.

## PBEA is on LinkedIn!

### Join us for Updates on LinkedIn




In the interest of providing meaningful connection, we have started a Public Group on LinkedIn. Join us for updates and contribute to the conversation! [PBEA LinkedIn](#)



Pennsylvania Business Education Association

Public group

## Take a Peek at G-W's Line of Career and Technical Education Options



### Experts in Career and Technical Education

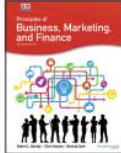
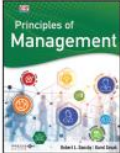
The Business Management and Administration industry contains the most jobs of any cluster—more than 23 million—while the Financial sector employs more than 6 million people, and Marketing employs over 15 million more.

G-W Publisher can help turn students into skilled employees for these popular fields. For over 100 years, G-W has focused exclusively on providing affordable, high-quality instructional resources for Career and Technical Education. Let's work together to build careers!

**Grades 9–12 Business, Marketing, and Finance**

**G-W Titles for Business, Marketing, and Finance**

**Business Management and Administration**




**Coming Soon**

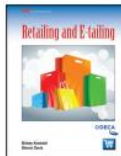

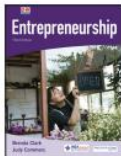

Refresh and Streamline Your Accounting Program with

©2025, First Edition  
by Robert L. Dansby, PhD. and Carol Volz

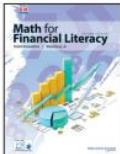
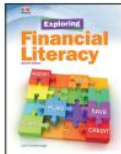
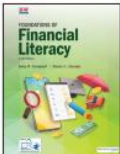
Scan this code to learn more and request access to Chapters 1–4!



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## PBEA Pitch, Competition, Opportunity Calendar For Teachers and Students

Does your company, school, or community entity have any type of competition? Please send along your event to [pbeatreasurer@gmail.com](mailto:pbeatreasurer@gmail.com) to be included in our newsletter.

Pitch competition? Sales Competition? Case or Simulation Competition? Other types of competition or Opportunities? We want to get the word out there to our teachers and students about opportunities outside of the classroom!

## Wise Financial Literacy Certification

The Wise Financial Literacy Certification Program is an award-winning initiative that supports personal finance instruction in high schools and empowers students to become Certified Financially Literate. Participating schools teach a course or unit on personal finance and then administer our nationally-standardized Certification Test. The Test assesses students' knowledge of personal finance topics, including money, credit, banking, insurance and investing. To support their instruction, we provide teachers with a curriculum outline, aligned to the Pennsylvania curriculum, a resources directory, access to our online database of practice quizzes, monthly webinars featuring guest presenters, our optional pre-test, a pre-instruction tool that assesses students' baseline knowledge. At this time, we are prepared to offset our modest testing fees and are pleased to offer you the program free of charge if you register by Labor Day, September 4th. To take advantage of this promotional offer, please register [here](#).

# Check out what our Friends at McGraw-Hill have to offer!



## CAREER AND TECHNICAL EDUCATION | BEST SELLERS

Accessible Instruction and Immersive Activities Developed By Industry-Renowned Experts

Create a foundation for college and career success by providing your high school students with the fundamental knowledge and skills they will need to plan for their future. These immersive career and technical courses provide you with the flexibility to meet your instructional needs—whether in the classroom, online, or both. Each of these courses include a robust digital experience featuring our Connect<sup>®</sup> learning management platform, the *ReadAnywhere* app that provides a mobile-ready eBook with offline capabilities, and *SmartBook 2.0*, our adaptive learning solution that individualizes instruction.

	<b>Business Foundations: A Changing World</b>   12th Edition © 2020   Ferrell	<b>Student Edition</b> 978-1-26-619807-6 <b>6-year Online Student Edition</b> 978-1-26-433585-5 <b>6-year Print and Digital Student Bundle</b> 978-1-26-478288-8
	<b>Personal Finance</b>   13th Edition © 2020   Kapoor	<b>Student Edition</b> 978-1-26-619737-6 <b>6-year Online Student Edition</b> 978-0-07-689124-5 <b>6-year Print and Digital Student Bundle</b> 978-1-26-474955-3
	<b>College Accounting</b>   16th Edition © 2021   Price	<b>Student Edition</b> 978-1-26-465044-6 <b>6-year Online Student Edition</b> 978-1-26-433598-5 <b>6-year Print and Digital Student Bundle</b> 978-1-26-476584-3
	<b>Entrepreneurship</b>   11th Edition © 2020   Hirsch	<b>Student Edition</b> 978-1-26-475334-5 <b>6-year Online Student Edition</b> 978-1-26-433534-3 <b>6-year Print and Digital Student Bundle</b> 978-1-26-474096-3
	<b>Essentials of Marketing</b>   17th Edition © 2021   Perreault	<b>Student Edition</b> 978-1-26-619898-4 <b>6-year Online Student Edition</b> 978-1-26-622223-8 <b>6-year Online Teacher Edition</b> 978-1-26-622626-7 <b>6-year Print and Digital Student Bundle</b> 978-1-26-477280-3
	<b>Practical Business Math Procedures</b>   13th Edition © 2020   Slater	<b>Student Edition</b> 978-1-26-619947-9 <b>6-year Online Student Edition</b> 978-1-26-433503-9 <b>6-year Print and Digital Student Bundle</b> 978-1-26-476057-2
	<b>Dynamic Business Law: The Essentials</b>   5th Edition © 2021   Kubasek	<b>Student Edition</b> 978-1-26-464740-8 <b>6-year Online Student Edition</b> 978-1-26-433623-4 <b>6-year Print and Digital Student Bundle</b> 978-1-26-476767-0
	<b>Child</b>   2nd Edition © 2020   Martorell	<b>Student Edition</b> 978-1-26-475485-4 <b>6-year Online Student Edition</b> 978-1-26-433507-7 <b>6-year Print and Digital Student Bundle</b> 978-1-26-472485-7
	<b>Foundations of Early Childhood Education: Teaching Children in a Diverse Society</b>   7th Edition © 2020   Gonzalez-Mena	<b>Student Edition</b> 978-1-26-475590-5 <b>6-year Online Student Edition</b> 978-1-26-433511-4 <b>6-year Print and Digital Student Bundle</b> 978-1-26-473355-2
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	<b>Introduction to Criminal Justice</b>   10th Edition © 2021   Bohm	<b>Student Edition</b> 978-1-26-465082-8 <b>6-year Online Student Edition</b> 978-1-26-438055-8 <b>6-year Print and Digital Student Bundle</b> 978-1-26-476304-7

**connect** All CTE programs, unless otherwise noted, are on the Connect platform at [connect.mheducation.com](https://connect.mheducation.com)



For additional information, visit [mhonline.com/CTE](https://mhonline.com/CTE) or contact your sales representative.

# Shout Out to PBEA Supporter-EVERFI

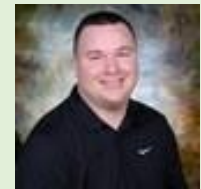
EVERFI provides [K-12 digital courses](#) at no cost covering topics in financial literacy, career readiness, SEL, health and wellness and more. These courses come at completely no cost to school districts thanks to local and national partners. Professional development trainings and support with implementation are provided by a local EVERFI implementation specialist. Sign up for a free account to check out EVERFI's resources – [EVERFI Teacher Registration](#)

To contact your local EVERFI implementation specialist – email Lauren Kopecki – [lkopecki@everfi.com](mailto:lkopecki@everfi.com)



## Getting to know your Executive Board

### Jansen McDonald Social Media Chair



Hello! My name is Jansen McDonald, and I am a secondary BCIT Teacher at Mahanoy Area High School. I am now in my 2nd year of teaching, and this is my first year serving as the Social Media Chair for PBEA. While I have an assortment of classes, like all of you, I prefer my more business-related classes, such as Entrepreneurship and Digital Marketing. Besides teaching, I am a basketball coach and I run my family's seasonal ice cream business. I have been working as a manager since I was 12, so business has always been a passion of mine. I am eagerly awaiting this year's conference and hope to meet, have discussions, and collaborate with you all!

<https://www.linkedin.com/in/jansen-mcdonald>

## 2023 PBEA Friend of Business Education Nomination is Open!

**PURPOSE:** To honor an individual who has helped to promote business education in Pennsylvania.

**CRITERIA:** Nominee can or cannot be a member of PBEA or a teacher of Business Education. The recipient must have done or written something in particular to promote business education. The individual will be invited to attend the annual conference to be recognized. No person may receive this award more than once.

**METHOD OF NOMINATION:** Anyone may submit a candidate's name to PBEA's Award Committee Chairperson on the nomination form below.

<https://forms.gle/WvxxCxZGim5FkZ4u8>

