



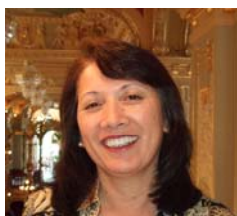
[HTTP://WWW.SIEC-ISBE.ORG](http://www.siec-isbe.org)

Volume 2, No. 1

October 2007

President's Message

Peg Saragina, International President



Peg Saragina in Vienna
 August 2007

The 2007 Conference in Vienna was fantastic! The accommodations, the logistics, the music, the warm welcome from all . . . the Austrian Chapter is to be applauded for their hard work. They seemed so calm through it all and made everything look and feel so comfortable - the mark of true professionals and the result of a great deal of hard work by the conference committee and all who helped.

At the Vienna Conference, the Board and Executive Committee discussed goals for this

next year. One such goal is to increase our membership and member involvement. Keep in mind that these goals are not just the goals of your national presidents. I challenge each of you to spread the good word about SIEC-ISBE and invite your colleagues to become members. Talk to representatives from other schools or businesses to join us. In addition, get more involved yourself. Please read my Tribute to Dr. Jane Thompson to learn about ways you can contribute to our organization. You will gain more benefit from our organization if you are involved in some way.

Lastly, thank you for the vote of confidence and electing me to serve another two-year term as your International President. I

pledge to work with the Executive Committee, Board, and members to move SIEC-ISBE forward and strengthen our role with business and education.

With warmest SIEC wishes,

Peg Saragina
msaragina@santarosa.edu



Chain Bridge in Budapest, Hungary

**2008 SIEC
 CONFERENCE
 TO BE
 HELD 27
 JULY—1
 AUGUST IN
 WATERFORD,
 IRELAND.**

Inside this issue:

In Tribute to M. Félix Schmid	2
Join the SIEC ListServ	2
Tribute to Dr. Jane Thompson	3
Pictures are for Sharing	4
What are Members of My Country . . .	4-5
Regional Updates and 2008 Conference	6
Pedagogical Committee Call for Presentations	7
Call for Articles	8
2008 Conference Flyer	9

SOCIETE INTERNATIONALE POUR L'ENSEIGNEMENT

In Tribute . . .



**IF YOU ARE
LOOKING FOR
ASSISTANCE OR A
PROJECT
PARTNER, YOU
CAN POST A
MESSAGE TO THE
LISTSERV.
ALMOST 500
MEMBERS WILL
SEE YOUR
MESSAGE!**



A beautiful view from the rooftop of the Hotel Academia.

Members of SIEC were greatly saddened to hear of the death on May 10, 2007, of the longest serving General Secretary of the International Society, M. Félix Schmid, of Lausanne in Switzerland.

Félix, a teacher of economics by profession, became General Secretary of SIEC in 1961, succeeding a fellow Swiss General Secretary, Samuel Schaffner, and the Society absorbed much of his free time. It is no exaggeration to say that without his unflinching devotion to the cause of International Business Education the Society could easily have fallen by the wayside and gone out of existence at that time. Under his leadership annual conferences were arranged to attract new members and to encourage existing member countries. As General Secretary and Treasurer he ran the permanent office of the Society from his home in Lausanne and as editor of the SIEC Review he encouraged members to write articles to share their

knowledge and experience of developments in business education and training.

Fluent in German and French and with a better command of English than he would admit, Félix advocated that international conferences should be multi-lingual and it was a great disappointment to him when the SIEC annual conferences were conducted solely in English.

At the 1986 Conference in Stanford, California, all of the chapters of SIEC paid tribute to Félix on the silver jubilee of his appointment and made presentations to him and his wife, Lilette, in gratitude for his sterling work on behalf of SIEC and the unique contribution he made to the continuation of the Society. Some three years later he demitted office and passed the tasks (and the carefully maintained archives) of the permanent office to his successor, Erik Lange, from Odense, Denmark. As International Presidents and National Presidents came

and went during his 28 years in office Félix remained the solid rock that held the organization together through many conflicts and changes.

In declining health in recent years, Félix managed, with the assistance of his wife, to attend the closing banquet at the 2001 Centenary Conference in Zurich, Switzerland, where he was warmly welcomed, thanked again for his outstanding service to SIEC and presented with a copy of the SIEC Centenary publication, *A Century of International Cooperation in Business Education*.

SIEC extends its sincere sympathy to Lilette and the wider family in their loss and records its heartfelt appreciation to a faithful servant.

Respectfully,

Andrew Moore
President SIEC 1993-1997

And

Christian Thierstein
President SIEC 1986—1992

Join the SIEC ListServ Today . . . It Is Easy

SIEC-ISBE members are invited to get connected with your colleagues by using the discussion group email service (listserv). If you are looking for assistance or a project partner,

you can post a message to the list that will go to all members on the list. We have approximately 500 members on the list at this time.

Go to our Website (<http://www.siec-isbe.org>). Select the Resources link to learn how to subscribe.

In Tribute . . .

It is with a heavy heart that I write this message. I recently attended the funeral for our dear friend Jane Thompson. Jane's heart and soul were committed to business education, and she spread her commitment and energy in ISBE and everywhere she went. Jane's contributions, awards, and recognitions to business education are many-too long a list to publish here. One of her strengths was her ability to convince others to be involved. She made you feel special and appreciated and was always there to provide encouragement and thanks.

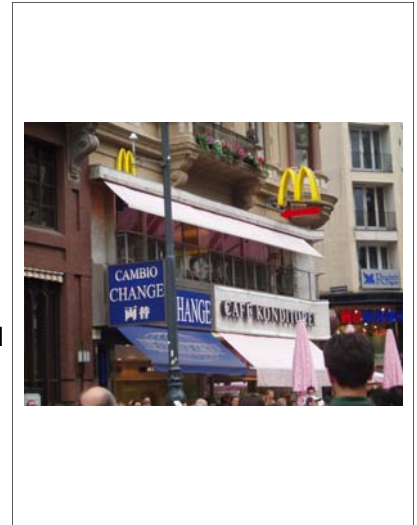
As a tribute to Jane, I ask that you keep her in your thoughts this year and find ways to help strengthen your national chapter and SIEC overall. It does not matter if you did not know Jane personally. It is Jane's spirit and legacy that I want to keep alive. Every member of SIEC can do something. Convince your colleagues to become a member. Seek individuals

who can write an article/paper for this e-newsletter, or better yet, the ISBE Journal for Global Business Education which is a refereed journal. Encourage the educators you know to attend our next SIEC conference to meet members from other countries and establish new contacts.

Invite your new members to help your national chapter in any small way so they can contribute and feel useful. And make your new members feel special and welcomed. Besides recruiting new members, we need to persuade members to be more involved with SIEC. When people ask me what benefit SIEC provides its members, I believe at the top of the list is the opportunity to be involved with others with like interests. This is a benefit that Jane experienced. She understood the value of involvement and was instrumental in helping many others learn this lesson as well--including me.

I hope that each of you will assist in helping to increase your chapter's membership and become more involved and encourage other members to be involved in some way. This would be the best way to ensure our organization remains vital and strong, and I can think of no higher tribute to Jane and the many contributions she made from which we have all benefited.

—Submitted by
Peg Saragina
International President



You can find the Golden Arches of McDonald's Everywhere.

***“PLAN TO
CONNECT WITH
YOUR COLLEAGUES
AT THE 2008 SIEC
CONFERENCE IN
WATERFORD,
IRELAND!”***



Scenes from Vienna, Austria (left)
and Budapest, Hungary (right)





Pictures Are For Sharing

Several people took pictures during the 2007 SIEC Conference in Vienna, Austria. Here are links to those that were submitted to the newsletter.

To view pictures from Peg, follow this link, <http://www.kodakgallery.com/I.jsp?c=pupdiad.30ipth5h&x=0&y=-rpu6sp>. Click the button to View the Slide Show. Then click the button for Play. Peg has

shared almost 200 wonderful pictures with the SIEC members. Peg also participated in the Post-conference tour to Budapest. Follow this link to see those pictures, <http://www.kodakgallery.com/I.jsp?c=pupdiad.bwj244ph&x=0&y=rhs34r>.

To view the pictures from Tamra Davis, follow this link, <http://photo.epson.com>.

In the Visit Albums area, use the e-mail address of fxdl2k2@cox.net. You will be able to view photo albums from SIEC Conferences for the past 4 years, and other trips that she has taken.

If you would like to share your photos, please send the web album information to the SIEC Newsletter Editor, Tamra Davis, at tdavis@tulsacc.edu.

“PICTURES ARE FOR SHARING, TO SHARE, PLEASE CONTACT THE NEWSLETTER EDITOR VIA E-MAIL TDAVIS@TULSA.CC.EDU”



The organ that produced beautiful music.

What Are Members of My Country Interested in and What Can SIEC Do for Them? — Hans Dietrich, Past Network Chair

This was the topic of a round table group at the Vienna Conference. In the special situation of SIEC/ISBE without knowing where next year's conference will take place it was a highly relevant question for the future of SIEC/ISBE. The discussion was not only focused on the format of the international conference but the structure of SIEC/ISBE in general.

Experienced SIEC/ISBE members stressed the need to get information about what is going on in business education in different countries. The underlying advantage is to get new insights into teaching and learning processes in the field of business education. A main-stream of relevant information is to be seen in close contacts between members of national chapters and SIEC/ISBE international.

Besides this scientific approach there is much interest in finding new partners for international cooperation. The informal contacts in an organisation like SIEC/ISBE help to easily identify individuals who can help to meet the needs of a member because he/she knows something about the profession, the special field of activity, the institution, or the region where another member is engaged. This benefit of SIEC/ISBE underlines the importance of networking at international conferences, at regional SIEC/ISBE conferences, and via list serv.

Another benefit of the Vienna Conference was reported to be the high quality of presentations by businessmen who should be involved in SIEC/ISBE to a larger extent than current involvement.

To sum up this first part of the question of the topic:

- 1.1 The membership of SIEC/ISBE should consist of people being active in the field of business education, scientists as well as classroom teachers, and businessmen as a very important target group.
- 1.2 SIEC/ISBE can offer a platform for an exchange of information and views on current developments in the field of business education and offer easy access to cooperation between individuals and institutions.

The subsequent question addressed was how these targets can be achieved in an innovative concept of SIEC/ISBE.

Continued on the next page

What Are Members of My Country Interested in and What Can SIEC Do for Them? *Continued from page 4*

It is a proven fact within SIEC/ISBE that the experience of long-term members is essential for the continuity of networking both for the contents and the quality of contacts. On the other hand it is of vital importance for SIEC/ISBE to get younger professionals as new members. Recent experience shows that it is not only important to recruit new members but efforts have to be taken to retain them, also. We have to keep in mind that there are different target groups within SIEC/ISBE which means to offer alternative programs at SIEC/ISBE conferences (e. g. for first timers, those being interested in cooperation with business or in cultural background information or experience groups including retired members). This is also important in terms of finance. Participants in SIEC/ISBE conferences have to prove to their employers that taking part in the international or regional conferences meets the needs of the institution where they are employed. This is the only way to be funded and released for the conference.

This idea does not only apply for members of established SIEC/ISBE chapters but also for the development of new chapters. It was stressed that the US plays a central role within SIEC/ISBE. The US chapter should therefore play a decisive role in creating new contacts and transporting innovative ideas in the field of business education.

At the end there was the idea of a business plan for SIEC/ISBE describing the development and marketing of SIEC/ISBE.

To sum up the second part of the question of the topic:

- 2.1 A mixture of experienced members and new members is vital for the further development of SIEC/ISBE.
- 2.2 The structure of conferences has to meet the needs of various target groups to be attractive for attendance.
- 2.3 Chapter development is important for established chapters as the US to market SIEC/ISBE, efforts have also to be taken to found new chapters especially in the emerging markets.

The round table discussion showed that brainstorming and structuring ideas on the future of SIEC/ISBE should be continued. The richness of ideas from members of 8 different nations coming together for a relatively short time can effectively support the work of the Executive Committee to find new ways for the future of SIEC/ISBE.

Wherever the next international conference of SIEC/ISBE will be, there should be a task force working on restructuring and marketing SIEC/ISBE. The Executive Committee should establish a listserv platform on this topic

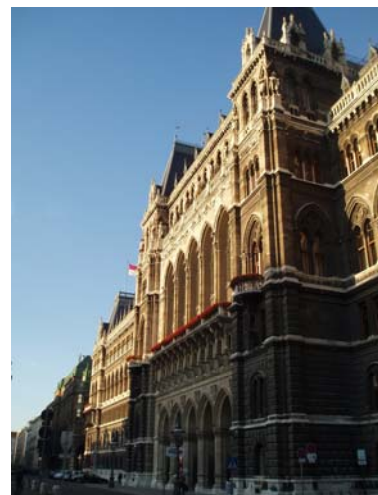
with a coordinator who is a member of the Executive Committee and should provide a forum for the next conference which meets daily there and where results are accomplished, presented and put into practice, i. e. changes will be prepared for the SIEC/ISBE constitution, the manual for conferences, and the officers' handbook.

A conference topic should be found that underlines the importance of the next conference for the further development of SIEC/ISBE, e. g. "Think globally – act locally: new challenges for the future of SIEC/ISBE".

A draft for tackling the problems could be the above mentioned summarized items 1.1 to 1.2 and 2.1 to 2.3. As a first step virtual subgroups could be formed to deal with each of these questions. They could submit material for the next international conference.

As a result of past efforts, of the recent SIEC/ISBE international questionnaire and of networking activities it is clear to me that the future of SIEC/ISBE lies in its strength of maintaining personal contacts. Modern means of communication are highly useful to support, to accelerate, and to intensify personal contacts but they never substitute them.

There is more at stake than an e-mail community.



"... IT IS OF VITAL IMPORTANCE FOR SIEC/ISBE TO GET YOUNGER PROFESSIONALS AS NEW MEMBERS."



Budapest, Hungary

SOCIETE INTERNATIONALE POUR L'ENSEIGNEMENT

***"PLANS ARE
BEING MADE
FOR THE
SIEC
CONFERENCE
IN 2010. THE
LOCATION
WITHIN THE
U.S. WILL BE
DETERMINED
SOON."***

Update from the U.S. Chapter

As of September 30, the U.S. Chapter has started their efforts to meet the Executive Committee's goal of increasing membership by 5%. The U.S. Chapter set a goal of adding one new member per state for a goal of 50 new members by next year.

The Chapter is also dealing with the impact that the loss of Jane Thompson will have on the chapter. Jane

served the U.S. Chapter as the chair of the strategic planning committee.

As for the conference in 2010, the U.S. Chapter is diligently working on a location for the SIEC Conference. A committee was formed to investigate potential sites and to begin the preparations for SIEC's visit in the U.S. in two years.

The chapter is currently working to complete its fall newsletter and finding outstanding candidates for the chapter's offices that will be open for election this next year.

—Submitted by
Donna Everett,
U. S. Chapter President

Nordic SIEC Conference in Göteborg 16-18 November

The Nordic Chapters conference will be held in November at Göteborg in Sweden. Monica Tengling is heading the conference preparations. Details can be obtained by contacting Monica. She can be reached at monica.tengling@tedak.se.

In addition, the Nordic Presidents will meet on Friday morning—8:30—11:30—prior to the conference.



2008 SIEC Conference in Waterford, Ireland



At our international conference in Vienna this past July, the Executive Committee created a Conference Planning Committee (CPC) to organize next year's conference. The members of the committee are Mona Engberg from Denmark, Helmut Hamming from Austria, and

Marty McFarland from California, USA. Our Executive Committee liaison to the Conference Planning Committee is Fritz Peege from Germany.

We are pleased to hear from the CPC that they have secured a location for the conference - Waterford, Ireland. This will be

the first time SIEC-ISBE will have a conference in Ireland, so we are quite excited. The conference will be held 27 July - 1 August. You can now begin planning for your trip to Ireland in 2008! More details and full brochure will be available soon.

Call for Workshops, Seminars and Presentations

For the 2008 SIEC/ISBE International Conference

The international Pedagogical Committee is now accepting proposals for workshops, seminars, and presentations for the 2008 international conference. The theme for this conference will be Global Changes - Local Challenges. Subthemes for the conference include:

- Economic Issues (Outsourcing, Winners & Losers, Competition)
- Innovative Teaching Strategies (Distance Learning, E-Learning)
- Quality Issues
- Government Involvement
- International Exchanges
- Cultural Differences
- Communication Issues
- Intellectual Power
- Environmental Issues
- Cooperation with International Businesses

A Workshop is a 90-minute, interactive session which must follow the conference theme. It consists of a 20-30 minute introduction or overview, followed by discussion and/or activities which involve the participants.

A Seminar is a 60-minute session which must follow the conference theme. The session will include a presentation and discussion among participants. Visual aids are expected.

A Presentation is a 60-minute session which does not need to follow the conference theme. The session will include a presentation (about 40 minutes) and question-and-answer period for participants. Visual aids are expected. A round table discussion may be developed for this type of session.

Proposals for workshops, seminars, or presentations should be **submitted to your country's Pedagogical Committee member** or to Hans-Peter Schoch, Chair of the Pedagogical Committee <hpschoch@tele2.ch> by **January 15, 2008**. Please use the Workshop/Seminar/Presentation Submission Form found at www.siec-isbe.org. If you need more information, please contact your PedCom member.

Please note, that all presenters must be members of SIEC in order to present at the conference. If the presenter's home country has a SIEC-ISBE chapter, he/she must join that national chapter. If the presenter is from a country without a national chapter, the membership information is available at www.siec-isbe.org. The presenter must register for and should attend the entire conference.

Notification of decision will be made by **February 15, 2008**.

SOCIETE INTERNATIONALE POUR L'ENSEIGNEMENT

International Society for Business Education U.S. Chapter

The International Society for Business Education (ISBE) invites you to submit manuscripts for the sixth edition of its refereed publication, the 2008 *Journal for Global Business Education*. Topics should focus on International Business and may include reviews of literature, research, teaching methodologies, and other appropriate options. A panel of reviewers will determine the papers that will be included in the publication.

The deadline for submission of papers for the 2008 Journal is October 15, 2007. For questions regarding the Journal, please contact Dr. Wanda L. Stitt-Gohdes (WLSG@uga.edu) or Dr. Tena B. Crews (tcrews@sc.edu).

Journal for Global Business Education Guidelines for Authors Co-Editors: Dr. Wanda L. Stitt-Gohdes and Dr. Tena B. Crews

Description

The *Journal for Global Business Education* is a non-profit, refereed publication of the International Society for Business Education. Manuscripts should focus on the philosophy, theory, or practices related to international business education at all levels of instruction. Reviews of literature, research, and teaching methodologies will be considered for publication. **Manuscripts should not have been published or be under consideration for publication for another journal.** We encourage business educators at all levels and international business representatives to submit manuscripts for publication. Submissions are invited from all interested parties. Those authors whose articles are accepted for publication will receive an honorarium of one year's membership in the International Society for Business Education/National Business Education Association.

Format

The style manual used for the *Journal for Global Business Education* is the *Publication Manual of the American Psychological Association*, 5th Edition. Papers should be no longer than 15 pages (3,000 words), including references, tables, and figures. It should include an abstract. Footnotes should be included at the end of the document.

Tables

Tables should be provided only if the information is essential to the understanding of the article. APA guidelines must be followed, the table must be ready for publication, and should have no special requirements.

Final Copy

A copy of the manuscript should be sent to Wanda L Stitt-Gohdes or Tena B. Crews via email to be considered for publication. Once a decision has been made to publish a manuscript, the author is responsible for providing a final copy of the article. **A short biographical sketch should be included at the same time the final copy is submitted.**

Submit articles to:

Dr. Wanda L. Stitt-Gohdes
The University of Georgia
225 River's Crossing
850 College Station Rd.
Athens GA 30602
wlsG@uga.edu

OR

Dr. Tena B. Crews
University of South Carolina
College of HRSM – TSTM Program
Carolina Coliseum #118B
Columbia, SC 29208
tcrews@sc.edu



80th International SIEC-ISBE Conference Waterford, Ireland



July 27 to August 1, 2008

Theme: Global Changes - Local Challenges

Conference Site: Waterford Institute of Technology

Accommodations: Tower Hotel and WIT



**Waterford is a beautiful city on the south-east coast
of Ireland – 2½ hours by train from Dublin**

**1-2-3 August is Bank Holiday in Ireland and there will be an
international festival in Waterford – called a “SPRAOI”**

More information and brochures will be available soon

Websites:

Waterford Institute of Technology - www.wit.ie

Tower Hotel - www.towerhotelwaterford.com

Waterford Tourist Information - www.waterfordtourism.org

Spraoi - www.spraioi.com

*SIEC-ISBE 2008 Conference Planning Committee
Mona Engberg, Chair (Denmark)
Helmut Hamminger (Austria)
Marty McFarland (California)*



A SOCIETY FOR EVERYONE CONCERNED WITH BUSINESS EDUCATION

6302 MINERAL POINT
ROAD, #100,
MADISON, WI 53705
USA

E-mail:
Secretary@siec-isbe.org

The 2008-2009 SIEC Executive Committee:

Front row: Fritz Peege—German Speaking Countries Vice President, Peg Saragina—International President, Hans-Peter Schoch—PedCom Chair.

Back row: Reingard Weilharter—NetCom Chair, Judy Olson-Sutton—General Secretary, Petra Bragadottir—Nordic Speaking Countries Vice President, Tamra Davis—US Vice President.



We are on the Web:

<http://www.siec-isbe.org>



SIEC 2007— Vienna, Austria

What a wonderful conference. Our hosts from Austria worked so hard to provide the organization with a wonderful conference and they were extremely successful. From comfortable accommodations, beautiful settings for the meetings and receptions, tours of awe-inspiring areas of the country, to the exciting Friday evening gala, the entire conference was a success. Thank you to each of you who worked so hard to create an enjoyable experience for all attendees.

