

Our February meeting was well-attended, as we had a nearly standing room-only group at the Chamber conference room on Friday, February 19th. We were pleased to welcome these new members to the meeting:

Dr. Patrick Shaw	Superintendent, Santee School District
Charles Ross	Laubach Literacy Council
Lea Bush	El Cajon Collaborative
Derry Pence	Port of San Diego Ship Repair Association
Debra Palmer	Leadership Class of 2010
Buck Matoushek	La Mesa Driving and Traffic Schools

We were also **very pleased** to have these community, business, non-profit and legislative members in attendance, in addition to our education attendees:

Marcel Becker	JCI Metal Products
Steve Devan	Grossmont Schools Federal Credit Union
Somer Hall	Sylvan Learning Center of La Mesa
Al Haven	Institute for Instructional Management
Tom Carr	St. Madeleine Sophie's Center
Derry Pence	Port of San Diego Ship Repair Association
Scott Tuchman	Alpine Web+Video
Dharlene Marie Fahl	Lean Teen Seff-Esteem
Elana Levens-Craig	Packaging Solutions
Roger Roberts	Prudential California Realty
Linda Shipman	Leadership Class of 2010
Charles Ross	Laubach Literacy Council
Lea Bush	El Cajon Collaborative
Robin Richter	East County Career Center
Doug Deane	DSD Business Systems
Bill Weaver	Retired Engineer

[Our Next Meeting Will Highlight the Hitachi Starboard for Classrooms](#)

This will be an impressive hour long demonstration by **Molly Montoya** of the Hitachi Starboard Business Group. See the "Next Meeting" section at the very bottom of this e-mail for more details.

Recap of the Ethics in Business Event

Our annual Ethics in Business event was held on the morning of Thursday, February 18th at the Ronald Reagan Community Center in El Cajon. We had a tremendous turnout of facilitators, and we were able to double up on all tables that had new facilitators. In other words, there was not a new facilitator by themselves at any table. Thanks to all of our facilitators for helping!

Foothills Christian Church was this year's Title Sponsor, and we would not have been able to conduct this event without their generous help. This "organizational bio" appeared in all the handouts:

"Foothills Christian Church has quietly grown from a couple dozen members twenty-three years ago to one of the largest congregations in San Diego County. During this time the focus on growing healthy, ethical young people in East County has never wavered.

Today Foothills touches over 5,000 young people weekly through their elementary, junior high and high schools, student outreaches, youth programs, camps, conferences, and one-on-one mentoring. Their award winning Youth Venture Teen Centers in El Cajon, Lakeside, and Santee are open 363 days a year offering youth 10-18 an opportunity to have fun and learn critical life-lessons through the adult mentor program.

Foothills is delighted to support the Ethics in Business Program and applauds the impact that it has had in East County for over eighteen years."

Thanks to **Kevin Miller**, a Committee member, member of the Leadership East County class of 2010 and Administrative Pastor for Foothills Christian Church for making this happen.

Bill Weaver has been busy tabulating the surveys from the event. We had 109 students, which is about the usual number for us. There were an unusually low number of cheaters on the Ethics Test this year – 9. That’s about 8.5% of the attendees, which is a new record low, but many of the tests were missing or blank, so it’s probably too early to conclude that our work here is done. We will find out from the teachers involved if they are warning their students about cheating on the Ethics Test, in advance of the event.

Here are the results from the survey:

Students (out of 5 points):

Bonnie Dumanis and the Ethics Test:	4.28
What is Ethics?:	4.59
Ethics in the Office:	4.59
The materials:	4.36
Overall Format:	4.60

Facilitators (out of 5 points):

Bonnie Dumanis and the Ethics Test:	4.42
What is Ethics?:	4.04
Ethics in the Office:	4.19
The materials:	4.35
Overall Format:	4.56

It’s interesting to note the small disconnects between the students and the facilitators. The largest disconnects were that the students seemed to love the “What is Ethics?” and the Ethics in the Office dilemmas, but the facilitators did not like them as much as the students. Conversely, the facilitators had a higher opinion of Bonnie Dumanis’ keynote presentation than the students did.

Many of the facilitators felt that we were too pressed for time at the event, which is a by-product of being asked to wrap it up about an hour earlier than usual. We will talk with the GUHSD next year to find out what we can do to extend the event back to its “normal” schedule.

Bill and Doug will be reviewing specific feedback from the facilitators, and making suggested improvements to the program curriculum. **Don Sevrens**, our good friend from the San Diego Union-Tribune who was also a facilitator, wrote this editorial on the Monday after the event:

<http://www.signonsandiego.com/news/2010/feb/22/1ed22topedit/>

Thanks to all our sponsors, facilitators, Chamber staff, and to the staff at the GUHSD CTE/ROP Department for helping us conduct this event.

SADD Chapters in the GUHSD

At our 2/19 meeting, we talked a little bit about our initiative to create SADD chapters at each of our local high schools, using auto dealers and others in the automotive industry as sponsors. **Buck Matoushek** has kindly offered to be in charge of the committee’s efforts. Bill Weaver has been in touch with the National SADD organization, and there is a meeting scheduled for Monday, March 8 at 4:00 PM in the Chamber conference room with **Doug Deane, Bill Weaver, Cindy Douglas** and **Jenee Littrell**. We will be discussing how to best coordinate our efforts with the GUHSD. Please join us if you have time.

Chamber Inaugural Gala and the C. Allen Paul Honorees

The Chamber held its 98th annual Inaugural Gala on Friday night, and it was a fantastic evening of great food and camaraderie. **Marcel Becker** and **Steve Devan** were honored as our C. Allen Paul award winners, and other honorees included **Deanna Weeks** who won the Jim Schmidt Business Advocacy Award and **Phil Justo** who won the Wendell Cutting Business Ethics award. **Renae Arabo** won the Chamber Volunteer Award.

Laubach Literacy Council of San Diego

At our 2/19 meeting, we heard from **Charles Ross** from the Laubach Literacy Council of San Diego. His message was simple, which he reiterated with this follow-up e-mail:

Dear Committee Members,

*Glad to speak with you and delighted to learn of your interest in tutoring English as a Second Language. The Laubach Literacy Council of San Diego County has been working here since 1961, and is the only totally volunteer member of the San Diego Council on Literacy Network. We have over 250 volunteer tutors working with more than 750 adult learners throughout the County in more than 20 locations. . In the past year we have been asked by the San Diego County Library to train ESL tutors to work in the County libraries, and these programs are now operating in another 12 locations. This program has recently been awarded the National Association of Counties **Acts of Caring Award**, the only literacy program selected and one of only two libraries nationally to be recognized by this prestigious organization. If you haven't been to our website, I would encourage you to visit www.laubachsandiego.org <<http://www.laubachsandiego.org/>> . There is additional information as well as our most recent newsletter, *The Key*.*

Our requirements are simple: that you are an English speaker, that you have empathy for the adult learner trying to acquire a new language, that you can volunteer at least one and a half to two hours a week and hopefully be available for 6 months. Additionally, all tutors will be required to complete a background check by the County Library system

I am enclosing the details of the November training and a registration form and more information about our organization. Please feel free to call or e-mail me with any questions.

Charles

*Charles M. Ross, Center Director
East County Laubach Literacy Centers
(619) 442-1481*

El Cajon Collaborative

At our 2/19 meeting, we also heard from **Lea Bush** of the El Cajon Collaborative. From their Mission Statement: *The El Cajon Collaborative builds relationships, leverages resources and implements best practices to serve the children and families of the El Cajon Community.*

The El Cajon Collaborative (ECC) works closely with many of our Chamber partners. We have attached the 2009 Success Report above. Please check it out.

SDCOE Cloud Computing Presentation by Greg Ottinger

At our 2/19 meeting, **Greg Ottinger** from the SDCOE gave us a phenomenal presentation on the County Office's efforts to establish a cloud computing environment for all districts in the county. We think that Committee member **Al Haven** summed it up nicely when he said, "That was a really good meeting Friday. I was blown away by the amount of issues associated with bringing technology to the school setting that exist below the surface (and below the level of my consciousness). I'm cognizant of twitters, wikis, blogs, & Facebook, but I never put together all the "servers", "licenses", and other architecture that is necessary to make a system work. My Doctorate from USC is in Instructional Technology, but I was challenged to keep my head above water to make sense of all the Cloud Formations Greg Ottinger was pointing out to us."

The County Office is working hard to make cloud computing affordable for all of the districts, and we were very impressed with the ease of access and the ability to configure a unique portal into the cloud, for each district, teacher and student. The ability to allow teachers to create their own websites on the cloud is one of the many powerful tools that we saw. We also had a demo of the CloudConnect environment at the ECEDC SEED Committee meeting on February 4th. From their meeting notes, attached above:

"The concept behind cloud computing is accessibility of the same virtual environment for administrators, teachers, and students, regardless of their physical location. A teacher can access his/her email, grade book, documents, programs, and more, simply by logging into a secure "private" cloud on the Internet. A private cloud, as opposed to a public cloud similar to Google, is much more secure and only allows access to specific people. SDCOE's CloudConnect is available on any device, including an iPhone application.

Cloud computing allows virtual file storage, which means you never have to download anything to your desktop; everything is backed up on the "cloud." Virtual file storage on the cloud eliminates the problem of having to locate a CD or flash drive where you saved a specific file, or the frustration of remembering that the CD/flash drive is at home or back at the office. All documents are stored in a center documents folder on the cloud and available to view/edit using programs installed locally on your machine or through Zoho, a web-based software similar to Google Docs.

Storage capacity on CloudConnect is only limited by the SDCOE servers. However, with storage prices constantly dropping and economies of scale, this is practically a non-issue. School districts can opt to utilize or "point" to their own storage servers or "point" to the SDCOE servers. Using your own servers is one way to decrease the cost of CloudConnect. Customization is key to CloudConnect. There is no rigid class structure that teachers have to conform to; each teacher can determine which learning tools will be available to their students.

These learning tools will then be available to students as icons on their virtual desktop. Students will no longer have to remember usernames and passwords for the learning tools their teachers have assigned; this information will be stored at an administrative level and automatically saved for students. The only username/password students will need to remember is the one for their main CloudConnect login. The virtual desktop and permission settings accessed through the Internet depend on the type of user logged in, such as Admin, Superintendent, Teacher, or Student. Some districts are also using CloudConnect for administrative and payroll purposes.

Doug Deane, President of DSD Business Systems, inquired about the system's wireless security. Ottinger explained that all the data is encrypted and that there are multiple firewalls. As always, there will be planned server down time for updates. Recent unplanned down time lasted approximately ten minutes before the server was up and running again, with no loss of data. CloudConnect also helps to promote uniformity in teacher websites by providing web tools and schemes pre-determined at the district level.

Ottinger mentioned that the goal is to get the cost of CloudConnect down to approximately \$9-\$10/student in addition to district costs.

For additional information, please contact Greg Ottinger at (858) 292-3722 or gottinger@sdcoe.net."

Mt. Miguel and El Cajon Valley Virtual Enterprise Programs Need Help

Committee member Elana Levens-Craig just received this urgent request from our good friends **Jeff Wood** and **Teresa Wilkinson**, who are VE instructors at Mt. Miguel and El Cajon Valley High Schools:

**** High Priority ****

Academy Board Members, guests, and business partners:

Great news! We will be hosting the 9th Annual San Diego Virtual Enterprise (VE) Trade Fair and Business Competitions! This event (which was in jeopardy a month ago) generates a substantial sum for our Academy scholarship fund...your participation is vital! This years event will be held on Monday, March 22 at the new Jacobs Center located in the Market Creek redevelopment area of San Diego. This is a new, community-centered host site that has easy freeway access and adequate parking.

I am putting out the "Call for Virtual Enterprise Competition Judges". This is a valuable volunteer effort that reviews and scores Virtual Enterprise student projects from students who will be attending our VE Trade Fair on March 22. The project categories include company catalogs, monthly newsletters, company websites, video commercials and company financial statements. I supply a simple grading rubric and you have 10 days (March 3 - March 13) to grade approximately 30 - 40 documents from one of the competition categories. This is a great way to help young, business-minded students with direct feedback on the quality of work expected in the workplace. These categories are judged prior to the trade fair event.

We will also need Best Booth Design and Best Salesmanship judges for the 2 competitions held on the event day (Monday, March 22, 9:30 am - 12:30 pm).

Board Reminder: Mark your calendars for Tuesday, March 16 (rescheduled) advisory board meeting at 3:30 PM to be held in our new Hospitality Academy classroom (Room 225...just down the hall from the library).

Jeff Wood
Business/Virtual Enterprise Teacher
Mount Miguel High School
619.667.6502
jwood@guhsd.net

If any of you out there can give Jeff and Teresa a hand, it would be greatly appreciated! An announcement for the 9th Annual Southern California Virtual Enterprise Trade Fair is attached.

Parents Are a Secret Weapon Just Waiting to Be Discovered

This is a very interesting article on the Edutopia (www.edutopia.org <<http://www.edutopia.org/>>) website that **Bill Weaver** found and forwarded. It focuses on why educators should do as much as possible to get parents involved, and to keep them involved in the education process, and what they can expect. The article starts with:

When my daughter was in kindergarten, her school's principal issued an invitation to the adults assembled in the multipurpose room for back-to-school night.

"We need your help," she announced to the crowd of moms, dads, grandmas, and grandpas. Our first opportunity to get involved, she told us, was to join the School Site Council, the group of parents, staff, and community members charged with plotting the direction of the school.

Bright eyed and ready to make a difference, I marched up after the meeting and volunteered. The principal smiled, handed me the meeting schedule, and said, "Great. I'll see you next Monday at 3:30."

That was 12 years ago.

You can read more by clicking on this link: <http://www.edutopia.org/secret-weapon-discovered>

IMPORTANT – Information Regarding Cox Communications Grants for Schools and Classrooms

This was just forwarded to us by **Mike Cully**:

Cox Communications is proud to be the telecommunications leader in education and technology. We are pleased to invite all private, public and charter middle schools to apply for the 2010 Cox Kids Foundation Innovation in Education grant. The deadline is approaching, so we would like your help spreading the word about this opportunity to teachers and middle schools in your district or community.

Attached please find the 2010 Cox Kids Foundation Innovation in Education middle school grant application. This year, the Cox Kids Foundation will be awarding a total of \$55,000 in grants (up to \$5,000 each) to public, charter and private middle and junior high schools (grades six through eight) located in the communities Cox Communications San Diego serves.

The purpose of this program is to fund educational initiatives that encourage and promote children's innovation and imagination. Over \$530,000 has been donated to San Diego classrooms since the Innovation in Education program began.

School principals, a teacher or team of teachers at eligible schools are encouraged to submit an application. Classroom and school-wide projects are welcome in any subject area.

Should you need to request additional copies of the application, please contact Audrey Byers Woods at 619-266-5524, audrey.byers@cox.com or Jaycee Swann at 619-266-5013, jaycee.swann@cox.com. The application is also

available online at <http://ww2.cox.com/myconnection/sandiego/community.cox>. Click on the Cox Kids Foundation box and scroll down to Innovation in Education.

Please note that the completed application must be postmarked, faxed or emailed by Wednesday, March 31, 2010.

If you have any questions or need additional information, please do not hesitate to give us a call.

We have attached the application above.

ECEDC SEED Committee Meeting

The East County Economic Development Council's S.E.E.D. Committee met on February 4th. **Steve Clemons** and **Greg Ottinger** from the SDCOE were the featured guests. The meeting notes are attached above.

Most Calif. Schools Oppose Change Needed For Grant

Most California school districts and teachers unions have not signed on to education reforms required for the state to win \$700 million in federal grants.

Read more at: <http://www.signonsandiego.com/news/2010/feb/17/most-calif-schools-oppose-change-needed-for-grant/>

Pa. School: Webcams Used Only On Missing Laptops

A suburban Philadelphia school district accused of spying on students at home via school-issued computers told parents it only activated the webcams to find missing laptops.

You can read more at: <http://www.signonsandiego.com/news/2010/feb/19/pa-school-webcams-used-only-on-missing-laptops/>

Student Spotlight: Marquis Snowden-Salmond

There was a rumor going around that there wasn't enough money for the kids in the Lemon Grove School District to go to camp. It turns out that the rumor was true — Marquis Snowden-Salmond couldn't believe it. He took it upon himself to see if he could raise enough money to make the camp happen.

Read more about this outstanding Lemon Grove student at:
<http://www.signonsandiego.com/news/2010/feb/20/student-spotlight-marquis-snowden-salmond/>

Stetz: Bring Your Invitation And Your Ignorance

It's no surprise that college kids like to throw parties. You might be surprised by the kind of parties that some like to throw, though.

We got something of an idea last week when a number of UCSD students helped arrange a party called the "Compton Cookout," which ridiculed African-Americans on the occasion of Black History Month.

Read more from this great editorial at: <http://www.signonsandiego.com/news/2010/feb/21/bring-your-invitation-and-your-ignorance/>

Journalism Group Hosts Free Program For Teens

The 2010 Multicultural Journalism Workshop for high school students is seeking applicants for its free summer workshop in San Diego.

Read more by clicking on: <http://www.signonsandiego.com/news/2010/feb/22/journalism-group-hosts-free-program-teens/>

Obama <[http://topics.signonsandiego.com/topic/Barack Obama](http://topics.signonsandiego.com/topic/Barack_Obama)> Prods States To Raise Academic Standards

President Barack Obama wants to rewrite federal education law by sending aid for poor students only to states that adopt new standards to prepare high school graduates for college or a career. States that fail to raise the bar could lose their share of federal funding, though it's unlikely that would happen. Administration officials say they expect states will comply to remain eligible for the federal money.

Read more at: <http://www.signonsandiego.com/news/2010/feb/22/obama-prods-states-to-raise-academic-standards/>

Plan To Fire All Its Teachers Roils Poor RI City

The blue-and-white banner exclaiming "anticipation" on the front of Central Falls High School seems like a cruel joke for an institution so chronically troubled that its leaders decided to fire every teacher by year's end.

Read more about this situation at: <http://www.signonsandiego.com/news/2010/feb/24/plan-to-fire-all-its-teachers-roils-poor-ri-city/>

Ballroom Lessons Waltz Into Classroom

If Anne Krantz's class at Alpine Elementary School were a television reality show, it might be called "Dancing With the Fifth-Graders."

At an age when many children feel the opposite sex has cooties, the 10- and 11-year-olds in Krantz's class glide arm in arm across the school auditorium, doing the cha cha or the rumba to the music of classic crooners such as Frank Sinatra <[http://topics.signonsandiego.com/topic/Frank Sinatra](http://topics.signonsandiego.com/topic/Frank_Sinatra)> or Elvis Presley.

Read more about this outstanding program at: <http://www.signonsandiego.com/news/2010/feb/25/ballroom-in-the-classroom/>

Education Program Embraces Indians

Every week in the outskirts of Old Town, where the Kumeyaay Indians were colonized by the Spaniards more than 200 years ago, scores of urban Indians meet to dance, eat and keep their heritage alive. Some children and their families perform traditional grass dances while others beat on drums and sing native songs.

Read more at: <http://www.signonsandiego.com/news/2010/feb/25/education-program-embraces-indians/>

Schwarzenegger, Clinton Discuss Obesity At Summit

Gov. Arnold Schwarzenegger <[http://topics.signonsandiego.com/topic/Arnold Schwarzenegger](http://topics.signonsandiego.com/topic/Arnold_Schwarzenegger)> on Wednesday weighed in on California's pricey battle with obesity, calling for the elimination of sugary "sports drinks" in schools and more vigorous physical activity during and after school.

Alongside former President Bill Clinton <[http://topics.signonsandiego.com/topic/Bill Clinton](http://topics.signonsandiego.com/topic/Bill_Clinton)> , who underwent heart surgery to open a clogged artery this month, Schwarzenegger discussed solutions to the obesity crisis at a summit of leaders in the public and private sectors of health care in Los Angeles.

Read more at: <http://www.signonsandiego.com/news/2010/feb/24/schwarzenegger-clinton-discuss-obesity-at-summit/>

A Charter To Controversy

Helix Charter High School and the sponsoring Grossmont Union district are feuding again. The high school district

is firing up the process to revoke the charter of the independent school.

Read more of this U-T opinion piece at: <http://www.signonsandiego.com/news/2010/feb/20/a-charter-to-controversy/>

The Ethical Brier Patch

Dumanis was keynote speaker last week at a unique Ethics in Business forum for high school seniors. The East County Chamber of Commerce and the Grossmont Union High School District jointly sponsor the annual event for about 125 students. Business facilitators led small discussion groups on the dilemmas faced by a hypothetical single mother whose promising first real job was lost after she rebuffed her married supervisor's dinner invitation and performance reviews turned negative.

The involvement of CEO's, personnel directors and veteran employees, later reinforced by classroom discussions, gives the effort much more cachet, said Superintendent Robert Collins.

Dumanis would like to see the event replicated by every chamber in the county.

Sadly, said organizer **Doug Deane**, president of DSD Business Systems, no area chamber has accepted an offer to share.

Read more at: <http://www.signonsandiego.com/news/2010/feb/22/1ed22topedit/>

La Mesa School Board Puts Layoffs On Agenda

The La Mesa-Spring Valley School District is joining the growing list of local school systems considering teacher layoffs.

The district's school board on Tuesday will debate whether to issue layoff notices to up to 98 teachers — about 13 percent of its total — due to ongoing funding cuts.

Read more at: <http://www.signonsandiego.com/news/2010/feb/27/school-board-puts-layoffs-on-agenda/>

Next Meeting

The next Business Education Committee meeting is on **Friday, March 19th at 8:00 AM at the Chamber of Commerce office in El Cajon**. This will be a very interesting and fun meeting, because Molly Montoya from the Hitachi Corporation will be joining us to give us a live demo on their Starboard products for educators. We've attached a .pdf that showcases the product.

This meeting will be fun and very informative, and we hope that you'll be able to join us!

Doug Deane

Co-Chair, Business Education Committee
President, DSD Business Systems
Director, San Diego East County Chamber of Commerce

Bill Weaver

Co-Chair, Business Education Committee
Chair, Alpine H.S. Citizen's Committee
Past chair, Alpine Chamber Business Education Committee

The San Diego East County Chamber of Commerce's Business Education Committee believes that education is the cornerstone of our region's economic health and is key to the well-being of all our member businesses and residents. The Mission of the Business Education Committee is to bring school districts, colleges and member businesses together in order to:

- o *Share information and ideas in order to avoid duplication of effort, and to foster an environment of collaboration.*
- o *Make the resources of our business community available to our educators.*
- o *Sponsor and conduct annual education-related events.*