1998
NLC Winning Reports

Partnership with Business
First Place

Future Business Leaders of America
Partnership with Business Project

Business

Internet Day

Community

Students

Hickman High School
Columbia, Missouri
Chapter #8966
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| APPENDICES                  |
The idea behind Internet Day was to inform students of the Internet products and services offered by local and national businesses. As a bonus, chapter members and students would learn about each company's business operations. In order for students to better understand the business operations of Internet companies, they needed to have a clear understanding of all aspects of the Internet. The first step in developing a business relationship was to choose several area businesses to educate our students on all aspects of the Internet and its future career opportunities created through the growth of the Internet or the World Wide Web.

Since the University of Missouri is instrumental in the development of Internet resources and training, Columbia has a strong representation of Internet companies. The committee members searched the Yellow Pages of the phone directory and compiled a list of businesses that reference to the Internet. Next, the committee visited their web pages to find out what each business had to offer. They considered how each business' products and services could benefit students as well as the number of years each business had been established in the community. Finally, the committee selected five reputable local and national businesses with services of student interest.

Add Sheet  
ComputerLand  
Earthlink  
Lanit Consulting  
Socket Internet Services

Representatives from Lanit Consulting and Socket Internet Services were asked to participate in Internet Day as guest speakers, teaching students about the Internet, related career opportunities, and how their respective businesses operate. The Add Sheet was asked to sponsor the Web Page Contest. Socket, ComputerLand, and Earthlink offered free Internet service to be awarded as prizes for events. The partnership between the FBLA chapter and local businesses made Internet Day possible.

The relationship between the businesses and the FBLA chapter did not end with Internet Day. The overwhelming response to the web page contest prompted a new course offering at Hickman High School. Three of the businesses volunteered to serve on an advisory committee for the course. Students and chapter members will have an ongoing relationship with these businesses and others for as long as the course is at Hickman. The business leaders suggested the course name of "WebMasters."
Chapter members were able to develop a relationship with local and national businesses through participation in the following Internet Day activities. An ongoing relationship with these businesses continues through the WebMasters course advisory committee.

Internet Speakers
During second and third hour classes, students and chapter members had the opportunity to listen to a local business representative speak on topics relating to the Internet. The purpose of the speaker presentations was to educate students on the Internet and fields of work relating to it. The speakers were asked to talk on the following Internet and business operation concepts:

✓ What is the Internet?
✓ What is the WWW?
✓ What does your company do in relation to the Internet?
✓ How do you get Internet Access?
✓ What is the difference between e-mail, browsers, ftp, gopher, and other Internet software programs?
✓ What is the future of Internet technology?
✓ What hardware should we purchase?
✓ What should a webmaster know?
✓ What is a typical day for a person in your position?
✓ What job opportunities exist in the Columbia area relating to the Internet?

In addition, the speakers responded to several questions asked by students, FBLA Members and teachers.

Internet Scavenger Hunts
Internet and business leaders must be masters at manipulating the Internet and its resources. The Hickman business classes and FBLA chapter members participated in the Internet Scavenger Hunts. There were four different hunts: Accounting, Business Law, Computer Software, and Financial Management. The variety of scavenger hunts allowed students to explore business web pages related to the material they are currently studying and to learn more about how Internet companies operate their businesses. See appendices to view samples of the Internet Scavenger Hunts.

Free Internet Access Raffle
To encourage a lifelong partnership with area businesses, students were able to register for the Free Internet Access Raffle during the speakers' presentations and at the business booths. The winners received three months of free Internet access donated by Socket and ComputerLand.
Internet Trivia Challenge
Basic knowledge of Internet terminology and how computer systems operate is essential for an Internet business leader. Students and members tested their Internet knowledge on the Internet Trivia Challenge. The Internet Trivia Challenge gave the entire student body an opportunity to compete for free Internet access. The ten question quiz was comprised of questions relating to the Internet; they ranged from easy to very difficult. The quiz was developed around concepts our partner companies face daily. The topics were developed after several discussions with our partners via phone and electronic mail. See appendices to view the Internet Trivia Challenge.

Internet Business Booths
In order for students to learn about how businesses operate, local businesses were given an opportunity to market their products and services to the Hickman student body and chapter members by setting up displays in the east lobby. The tables were set up from 9:30 a.m. to 1:00 p.m. Students were able to visit the booths after the speakers’ presentations and during lunch. Descriptions of the various products and services provided students and chapter members with specific information on all aspects of the Internet industry. The variety of businesses represented on Internet Day provided a wide range of business operations concepts and future career opportunities for our students and chapter members.

Web Page Contest
In order to simulate what some of our partner webmasters do on a daily basis, students were encouraged to submit web pages that they had designed in the Web Page Contest. Rex Dickson, Add Sheet Webmaster, was asked to judge the entries.

Ongoing communications with Rex Dickson in relation to web page design prompted our members and advisors to investigate a new course offering at Hickman. The enthusiasm created by our Web Page Contest partnership lead to the creation of a WebMasters advisory committee. The Add Sheet, Lanit Consulting, ComputerLand and two other local companies, Global Image and Aranya Internet Services became permanent partners in business as advisory committee members for the WebMasters course. The contest was the stepping stone to future recruitment of business students and FBLA members. This course would not have been developed without the partnerships established through Internet Day.
The purpose of creating a partnership with local businesses was to share their Internet expertise and knowledge with Hickman High School students and FBLA members. It is important to understand how a company is organized and how a mission statement provides guidance for company profitability. Having a clear purpose of how companies will serve the community is also important. The business operation concepts of our partners are outlined below.

ComputerLand is a national organization of independent resellers of technology products and services. The ComputerLand network is composed of approximately two hundred independently owned and operated franchise locations throughout the United States. Columbia's ComputerLand franchise shares networking and computing expertise, as well as products from hundreds of manufacturers, including Compaq, Hewlett-Packard and IBM, with the community on a daily basis. By donating Internet access for Internet day, they enabled students to explore the Internet and learn more about business operations from their homes.

**Mission Statement**

ComputerLand develops long lasting partnerships with clients and vendors by providing Internet services, programming solutions, computer training, and networking products and services.

Earthlink is one of the world's largest independent Internet service providers. The company makes the Internet relevant and productive to hundreds of thousands of individuals and businesses every day. They donated Internet access for Hickman students, bringing the business world into over 150 student's homes.

**Mission Statement**

Earthlink Network provides a full range of innovative access and hosting services, to make the Internet a relevant, entertaining, and personal tool for our members.
Development

Business Operation Concepts

Lanit Staff

Christopher M. Miller
President

Roger Rudkin
Senior Systems Analyst

Doug Swartz
Systems Analyst

Chris Elingworth
Systems Analyst

Brad Daikud
Senior Systems Analyst

J. Michael Roach
Web Developer

Bert Slagter
Service Technician

Will Spiller
Systems Analyst

June Dobbs
Office Manager

Drew Meyer
Office Assistant

Lanit Consulting is a network consulting firm serving the Mid-Missouri area. Their Novell and Microsoft certified technicians design, implement and support networks for local businesses. This includes LAN, WAN, Internet and Intranet. Lanit Consulting also creates and maintains web sites for Missouri businesses. By speaking to students and hosting an informational booth, Lanit was able to explain several Internet concepts including a wide variety of networking concepts and web site construction topics.

Mission Statement

Lanit Consulting offers professional advice, responsive service and effective training to meet the needs of customers in planning, design, and utilization of their computer systems.

Socket Internet Services

Socket Internet Services is one of Missouri’s primary Internet service providers. They offer reliable and easy to use communications products for customers. From modem dial-up connections to full T1 circuits, Socket is able to accommodate businesses and individuals to the global Internet. Their employees’ knowledge of the Internet and skills in public relations made them an excellent candidate for providing a guest speaker and donating free Internet Service.

Mission Statement

Socket Internet Services offers full and reliable service at competitive prices to keep customers connected to the global Internet.
The Add Sheet produces a weekly publication of business advertisements free of charge to all Columbians. In addition, they are the sole provider of Online Columbia (www.onlinecolumbia.com), a web page that posts local advertisements, job openings, retail opportunities, and current entertainment schedules for the community. Online Columbia was a useful resource for several answers to the Internet Scavenger Hunt. The Add Sheet creates web sites for clients and is responsible for updating and expanding the web sites according to the customer’s needs. The Add Sheet’s experience in web page design made their webmaster an outstanding judge for the Web Page Contest.

Mission Statement
The Add Sheet produces a weekly display-advertising publication and Internet publication for readers to use in making buying decisions while bringing business to area merchants in a cost-effective manner.

The variety of business operations concepts shared by the business leaders enlightened students and chapter members. Students and chapter members were able to see how the skills they learn in their daily business courses are applied in the real world. By demonstrating the uses of the Internet and describing business career opportunities, many students were inspired to pursue a career in a business related field.
The leadership characteristics that a business leader must demonstrate includes being an expert in their field, being a good communicator and having the ability to take the initiative to complete tasks. The business leaders for our project work independently as well as a team on various projects for their companies. Many of them delegate duties to programmers, web designers, system analysts and managers. Each department is vital to the profitability of their respective companies. Our students and members learned about the importance of accountability and teamwork from our presenters and partners during the Internet Day activities. The daily responsibilities of our business leaders are described below. A brief description of their Internet Day responsibilities is also provided.

- **ComputerLand**: Krista Pope, Internet Consultant, provided free Internet access. Her daily company duties include setting up dial-up accounts and taking phone calls regarding complaints and billing questions. She is also responsible for posting reoccurring charges, applying payments, doing daily deposits and checking account activity.

- **Add Sheet**: Rex Dickson, Webmaster, judged Web Page Design entries. His daily company responsibilities include supervising updates of Online Columbia and Add Sheet Online, as well as any necessary updates/expansions of client web sites. In addition, Dickson manages CitysBest (www.citysbest.com), a real estate web site design company.

- **Earthlink**: Raquel Mavarrow, Special Events Coordinator, arranged for students to receive free Internet access through CD-ROMs. Her daily company responsibilities include organizing events with the public and recruiting customers.

- **Lanit Consulting**: J. Michael Roach, Webmaster, was a guest speaker. In addition, Lanit hosted a business booth. His daily company activities include making marketing related phone calls, consulting with customers and developing projects for clients.

- **Socket Internet Services**: John Luekenotte, Sales Manager, attended Internet Day while John Dupuy, Webmaster, participated as a guest speaker. Socket hosted a business booth and also provided free Internet access. Dupuy’s daily company responsibilities included overseeing network facilities, the engineering staff, and the technical support departments.
Roles and Responsibilities of Leaders

Officer Responsibilities

The leadership characteristics that an officer must demonstrate include self-motivation, initiative, organization, dedication and dependability. Chapter president, Holly Green, exhibited all of these qualities and more as she took responsibility for much of the organization of Internet Day. Her responsibilities included:

- designing and posting sign-up sheets and posters advertising Internet Day
- making phone calls to local businesses and press to confirm attendance/participation in Internet Day
- introducing Internet Day speakers
- announcing winners over the school intercom
- grading Internet Trivia scantron forms
- on-going communications with business leaders throughout the year.

Committee Responsibilities

The leadership characteristics that an committee member must include being organized, motivated, dependable, and responsible. Committee members were responsible for several duties, which included:

- submitting announcements for KEWP radio
- typing Internet Day information sheet for all teachers to post
- creating sign-up sheets, raffle tickets
- creating and hanging signs for publicity
- reserving Little Theater for guest speakers
- maintaining e-mail communication with businesses
- making phone calls to local businesses and press to confirm attendance/participation in Internet Day
- setting up business booths
- purchasing extra phone line
- introducing guest speakers
- taking pictures/videotaping Internet Day events
- grading Internet Trivia scantrons
- obtaining certificates and purchasing prizes
- on-going communications with business leaders throughout the year.

Chapter president Holly Green and committee co-chair Angela Paneck grade Internet Trivia scantron forms.

FBLA: Partnership With Business
Interaction with Business Leaders

Each of the Internet Day events provided several opportunities for FBLA members and students to interact with successful business leaders and to learn more about their business operations. The local and national companies provided interaction with members and students via technology, online communications and open forums. The interactions of each event with Internet businesses and leaders are outlined below:

Web Page Contest
The Web Page Contest gave members and students an opportunity to demonstrate their HTML skills while being judged by an HTML expert, Webmaster Rex Dickson of the Add Sheet. The winners received feedback on the quality of their web page. Being evaluated by a community leader added credibility to the contest.

Internet Trivia Challenge
Fifty-nine winners of the Internet Trivia Challenge received Earthlink CD-ROMs providing free Internet Access for one month. This interaction gives members and students the opportunity to explore the Internet at home while developing a relationship with a world-wide Internet service provider. See appendices to view the Internet Trivia Challenge.

Free Internet Access Raffle
Two winners of the raffle were each awarded three free months of Internet service provided by Socket and ComputerLand. This type of interaction encourages a lifetime relationship between the business and consumer.

Internet Scavenger Hunt
The Internet Scavenger Hunt enabled members and students to learn more about their business subjects through exploration of business web pages. In addition, it provided participants with instant feedback to individual questions. See appendices for samples of the Internet Scavenger Hunts.

Flyers were posted throughout the school to encourage students to enter the Web Page Contest.

INTERNET DAY RAFFLE

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<td>Student #</td>
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Students used tickets to sign up for the Internet Day Raffle.
Interaction with Business Leaders

Internet Speakers
John Dupuy of Socket Internet Services and J. Michael Roach of Lanit Consulting participated in Internet Day as guest speakers. Each webmaster’s involvement helped educate members and students on all aspects of the Internet and its career opportunities. The use of the computer projection system enhanced the speakers’ presentations and enriched members and students’ understanding of the Internet. The open forum format provided all participants with the opportunity to seek answers to individual questions, broadening their learning experience. Roach and Dupuy spoke on the following Internet topics:

- internet/intranet
- TCP/IP address
- e-mail
- www
- gopher file
- web page design
- hypertext
- HTML
- http
- host
- server id
- path
- animated gifs

- search engines
- BBS
- FTP
- SLIP
- Telnet
- binary file
- hackers
- encryption
- internal modem
- external modem
- netiquette
- ISP’s
- browser

In addition, both speakers spoke about how each of their companies operate on a daily basis. Questions and answers were generated by students and chapter members. All participants were encouraged to continue enrolling in business and computer courses at Hickman High School. Future career opportunities related to the Internet were shared by Roach and Dupuy.
Web Page Contest
Rex Dickson, Webmaster for the Add Sheet, judged the web page entries. The web pages were evaluated by the following criteria:

- overall aesthetic ability: including layout and design
- HTML quality
- free from errors
- quantity of original material

Dickson announced the top three winners via e-mail to our chapter advisor. See appendices for e-mail message. The winners were announced at Hickman High School using the intercom system and to the community on KEWP Radio.

**First Place**
Jace Hentges
“Strait from Suburbia” Fanzine Homepage
www.angelfire.com/mo/straitfromsuburbia

**Second Place**
Tyson Stockglauusner
WAV COAST theme songs
www.monad.net/~wavcoast

**Third Place**
Maytê Ximernes Ponte
MAY'S HOME PAGE
www.terravista.pt/bilene/1691

Internet Scavenger Hunts
All of the Hickman High School business classes including chapter members participated in the Internet Scavenger Hunts. There were four different hunts: Accounting, Business Law, Computer Software, and Financial Management. The variety of scavenger hunts allowed members and students to explore business web pages related to the material that they were currently studying. This activity resulted in an increased awareness of business operations worldwide. See appendices for a copies of the Internet Scavenger Hunts.
Results of Interaction with Businesses

Jeremy Mullens and Jennifer Sikich show their certificates granting three months of free Internet access from Socket and ComputerLand.

Free Internet Access Raffle

More than two hundred members and students registered for the Free Internet Access Raffle. Two names were drawn to receive three months of free Internet access, donated by Socket and ComputerLand. The winners were Jennifer Sikich and Jeremy Mullens. These two lucky students will be interacting with two local service providers for years to come.

Internet Speakers

All members and students had the opportunity to listen to local business representatives speak on topics relating to the Internet. Network Operations Vice President John Dupuy from Socket Internet Services presented during second hour classes and Lanit Webmaster J. Michael Roach spoke during third hour classes. They were able to access the Internet from the Little Theater via a dedicated phone line and used the computer projector system allowing participants to watch as they navigated the Internet. Both speakers discussed the following topics:

✓ What is the Internet?
✓ What is the WWW?
✓ How do you get Internet Access?
✓ What is the difference between ftp, browsers, gopher, e-mail, and other Internet software programs?
✓ What is the future of Internet technology?
✓ What hardware should we purchase?
✓ What should a webmaster know?
✓ What is a typical day for a person in your position?
✓ What job opportunities exist in the Columbia area relating to the Internet?

In addition, Dupuy and Roach fielded miscellaneous questions from students, chapter members and teachers. This interaction with Internet businesses provided an open forum of information and questions. Members and students walked away from the presentations knowing more about the background business operations of the Internet and future career opportunities. Dupuy and Roach commended FBLA members for their leadership in developing Internet Day to educate others of its benefits. Students and members were encouraged to enroll in future business and computer courses at Hickman High School to continue learning about technology including the Internet.
Results of Interaction with Businesses

Internet Trivia Challenge
The Internet Trivia Challenge gave the entire student body an opportunity to compete for free Internet access. The ten question quiz was comprised of questions relating to the Internet. The questions ranged from easy to very difficult. Each first hour teacher was given copies of the quiz and scantron forms for students. Nearly five hundred members and students participated in the Internet Trivia Challenge. Fifty-nine participants scoring at 70% or better were named as winners. They were awarded free Internet access provided by Earthlink, a national internet dial-up service provider. See appendices for results of the Internet Trivia Challenge.

Internet Business Booths
Socket Internet Services and Lanit Consulting were given an opportunity to market their products and services to the Hickman student body and FBLA members by setting up displays in the east lobby. The tables were set up from 9:30 a.m. to 1:00 p.m. Members and students were also able to visit the booths during lunch and register for the raffle. The booths helped members and students interact with businesses to learn more about their daily functions and to inquire about career opportunities.

An ongoing relationship between the businesses and the FBLA chapter continued through Internet Day. The overwhelming response to the web page contest prompted a new course offering at Hickman High School. Three of the business representatives volunteered to serve on an advisory committee for the course. Students and chapter members will have an ongoing relationship with these businesses and others for as long as the course is at Hickman. At the business leaders' suggestion, the course will be named "WebMasters."
Degree of Involvement

Organizing Internet Day demanded a significant amount of time spent communicating with the local business leaders. Over a one-month period, committee members frequently communicated with business leaders by phone, facsimile, and electronic mail. The committee described Internet Day by phone and sent a memo to each business specifically requesting their participation. The week before Internet Day, committee members contacted business leaders by electronic mail to confirm their attendance and participation in Internet Day.

During Internet Day, officers and co-committee chairs were excused from their morning classes to introduce speakers. During the presentation, some officers took notes and asked questions; others videotaped and photographed the event.

At the end of Internet Day, the Web Page Contest submissions were given to Add Sheet Webmaster Rex Dickson via electronic mail. After judging them, he electronically mailed his decision to Melanie Forrest, chapter advisor; the winners were notified the following day, March 18.

After Internet Day, there was still much work to be done. The most important item was to thank the businesses that donated time and products for Internet Day. Chapter leaders created an advertisement to be printed in the Columbia Missourian. This advertisement ran Friday and Saturday, March 20-21. Letters were also sent to the national companies to thank them for their participation.

There was a high level of involvement of chapter members in all of the day’s events. Several members helped set up materials and organized clean up procedures. In addition, members assisted by stuffing teachers’ mailboxes with information pertaining to Internet Day and designing and hanging promotional materials. Almost all of the chapter members participated in the Internet Day’s events.

Future chapter officers will give input to the WebMasters advisory committee on concepts they wish to learn. An ongoing relationship between chapter members and students at Hickman will grow through the implementation of this course.
Degree of Involvement

Time Spent by Business Leaders

Business leaders contributed a significant amount of time to ensure the success of Internet Day.

Add Sheet
Rex Dickson, Webmaster, spent an afternoon developing the criteria and judging the Web Page Design entries. He selected the top three web pages and promptly e-mailed his decision to our advisor. In addition, Dickson presently serves on the WebMasters advisory committee. On the committee, he continues to share his knowledge of business operations and web page design with Hickman students and chapter members.

ComputerLand
Krista Pope, Internet Consultant, provided free Internet access to one raffle winner and coordinated a booth for the event. She continues to serve on the WebMasters advisory committee and spends time communicating business operations strategies with our members.

Earthlink
Raquel Mavarrow, Special Events Coordinator, arranged for students to receive free Internet access through CD-ROMs. Earthlink provided 150 CD-ROMs for Internet Day. Mavarrow's ongoing communication with chapter members provides a global image of Internet business concepts.

Lanit Internet Services
J. Michael Roach, Webmaster, spoke to students for an hour about the Internet, other networking concepts, and career opportunities. In addition, Lanit hosted a business booth. Roach is a key member of the WebMasters advisory committee and continues to share web page design strategies with chapter members. He also provided a tour of Lanit for the chapter president and advisor.

Socket Internet Services
John Lueckenotte, Sales Manager, attended Internet Day while John Dupuy, Webmaster, participated as a guest speaker. Socket hosted a business booth and also provided free Internet access. Dupuy has shared business operations concepts with chapter members and suggested that the chapter contact another local company, Global Image, regarding advisement for a new course in web page design.

In the future, business leaders will spend even more time with Hickman students and chapter members. Through an ongoing relationship, they will evaluate student work each semester.
Chapter Involvement

Chapter Member Involvement

Officers took responsibility for much of the organization of Internet Day. The officers and co-committee chairs were involved in the selection and recruitment of business leaders for Internet Day during a one-month period. This task included frequent communication through electronic mail, facsimile, and telephone. Other duties included reserving the Little Theater for the speakers, creating sign-up forms, raffle tickets, posting announcements, and sending press releases.

Officers and committee co-chairs spent an hour after the event grading the scantron forms and tallying the results. They tabulated the scores and decided to define winners as those students who scored a 70% or higher. The co-chairs typed a list of the winners to be posted the following morning and drafted announcements for KEWP Radio.

Officers and advisors were also responsible for presenting certificates to the winners of the Free Internet Access Raffle and purchasing prizes for the Web Page Design winners.

All of the winners received a globe stress relief ball. In addition the First Place winner received a *Java For Dummies* textbook and Earthlink software. Second Place received a CD Rom carrying case. Third place received ten formatted diskettes.

Chapter members were essential to the success of Internet Day. First, they approved the motion to host Internet Day. In the month before Internet Day, members helped inform the student body of the event and encouraged non-FBLA members to participate. Finally, chapter members were active participants in Internet Day. Chapter member attendance was almost 100% at the guest speakers' presentations. In addition, members participated in the Internet Trivia Challenge and the Internet Scavenger Hunt.
Hickman High School's business department currently teaches more than 700 students per day. Course offerings within the business department include:

- Accounting I and II
- Financial Management
- Business Law
- Superwrite
- Personal Keyboarding
- Computer Software I and II
- General Office Training

Internet Scavenger Hunts were completed in every business class. Students learned more about the Internet and topics relating to their course of study. The exposure to more than 700 students helped promote FBLA and Internet awareness.

More than 2300 students attend Hickman High School. All first hour classes were given the Internet Trivia Challenge. Students were also eligible to attend the Internet Guest Speaker seminars during second or third hour classes. The Internet Raffle and business booths were open to the entire student body. Several of our students entered the Web Page Contest.

The chart on the left illustrates the percentage of Hickman High School involvement including chapter members, business students, and the student body per event. The numbers represent the percent of participation, out of 100% total, of Hickman's student body of 2300.
Evidence of Publicity

Publicity

Columbia Missourian
The chapter paid for an advertisement in the Columbia Missourian Friday-Saturday, March 21-22, thanking all of the businesses that participated in Internet Day. See appendices to view advertisement.

Web Page
A web page was created to promote and celebrate Internet Day. Winners of all contests and area businesses are highlighted on the page. See appendices to view web page. Visit the web page at:

http://www.columbia.k12.mo.us/hhs/fbla/internetday.htm

Flyers and Banners
Several flyers to promote Internet Day activities and recruit web page entries were posted throughout Hickman High School and distributed to members and business students. In addition, six large banners were displayed throughout Hickman High School and the computer labs. The banners described each event in detail.

KEWP Radio
KEWP Radio (AM 640) ran announcements every day for several days preceding Internet Day. The announcements increased student and community awareness of Internet Day and encouraged participation.

Intercom Announcements
Winners of the Web Page Design Contest and Free Internet Access Raffle were announced Wednesday, March 18, the morning after Internet Day, to the entire student body.

Press Releases
Press releases were sent to two local newspapers, three television stations, two radio stations, school administrators, school newspaper and yearbook staffs, and Hickman’s PTSA representative. The press releases encouraged community leaders to attend Internet Day. See appendices to view press release.

Parent Teacher Student Association Newsletter
Internet Day was announced in the monthly PTSA newsletter. The newsletter was sent to more than 1,000 parents of Hickman High School students.
NEWS RELEASE

To: The Columbia Missourian

Release: Immediately

Contact: Melanie Forrest, FBLA Advisor
Angela Panek and Holly Green, FBLA Partnership with Business Co-Chairs
Hickman High School Business Department
1104 N. Providence Rd.
Columbia, MO 65203
(573) 886-2534

Date: March 10, 1998

INTERNET DAY AT HICKMAN HIGH SCHOOL

The Hickman High School Future Business Leaders of America student organization is hosting an Internet Day on Tuesday, March 17. Area computer and Internet businesses will showcase their products and services. Business leaders will speak to the student body regarding the Internet, web page design, and career opportunities. Below is a list of businesses participating:

- ComputerLand
- Socket Internet Services
- The Add Sheet
- Lanit Consulting
- EarthLink Internet Services

In addition to business participation, students will submit their personal web pages for competition. Internet Scavenger Hunts will be given to all business and computer department students throughout the day and raffles for free Internet access will be provided to the student body. Internet Trivia Challenges will take place during first hour and FBLA members will provided students will Internet products donated by an international Internet company.

Please stop by Hickman High School on Tuesday, March 17, between 8:30 a.m. and 1:00 p.m. to view the festivities.

Call (573) 886-2534 is you have questions or need more details.

Thank you for supporting Hickman High School's FBLA program.
HICKMAN HIGH SCHOOL FBLA
wishes to thank

Socket Internet Services
LANIT Consulting
The Add Sheet

for supporting our
INTERNET DAY

http://www.columbia.k12.mo.us/shs/internetday.htm
1. What does URL stand for?
   a) Unified Response List   b) Unapproved Rental License
   c) Uniform Resource Locator   d) Unique Radical Laptop

2. Which of the following is not necessary to get Internet access?
   a) Modem   b) Phone line
   c) Service Provider   d) Windows '95

3. What is the term used to describe proper Internet conduct?
   a) Cyber-conduct   b) Netiquette
   c) Web-friendly   d) PC

4. When using E-Mail, which of the following is not included?
   a) To:   b) Bcc:
   c) Cc:   d) Closing:

5. Which of the following is not a commonly used E-Mail abbreviation?
   a) LOL   b) MOTAS
   c) FYIR   d) FWIW

6. What is the programming language used to create web pages?
   a) C++   b) Pascal
   c) Hypertext Markup Language   d) Perl

7. Like a telephone number, LAN computers require _________ to access a browser program such as Netscape.
   a) TCP/IP addresses   b) Protocol numbers
   c) Ethernet cards   d) Domain names

8. The Internet is
   a) a system of dedicated wires   b) a synonym for the information highway
   c) a network of networks   d) a process of transferring a file from another computer to your computer
   e) none of the above

9. FTP (file transfer protocol) is used to
   a) transfer a file from your instructor's computer to your own computer
   b) transfer files over the network   c) download via FTP files containing the Internet tools
   d) all of the above   e) none of the above

10. One way to have video conferencing over the Internet is
   a) CSO   b) ESPNET
   c) YAHOO   d) Cu-SeeMe
   e) Netscape
Top Dogs (90%)
Belvin, Brandon
Dubé, Brian
He, Kirk
Stockglausner, Tyson

Over-Achievers (80%)
Abart, Derek
Baer, Seth
Bowling, Alex
Boyd, Todd
Delaney, Tim
Dickerson, Leslie
Fiene, Tara
Johnson, Grace
Lammers, Kim
Miller, Joel
Mitchell, James
Moritz, Jillian
Morris, Budd
Romine, Emily
Sears, Chris
Sommer, Joel
Strong, Amber
Tummuru, Rajeev
Wang, Jerry
Weinstein, Joel
Wolters, B.J.

High Achievers (70%)
Bailey, Heather Dawn
Braselton, Scott C.
Cook, John
Edlund, Katie
Graham, Robbie
Green, Laura
Greer, Tamara
Haim, Abe
Harbour, David
Higginbotham, Will
Jones, Kirra
Kahler, Felicia
Kramer, Jason
LaHue, Roberta
Lee, Johnny
Long, Melissa
Lu, Henry
Lyles, Shauna
Martin, Mandy
Michelson, Brett
Moore, Lindsí
Mutangadura, Tapuwa
Schoone, Ian
Smith, George
Smith, Sarah
Thomas, Eric
Thomas, Krystle
Walker, Wes
Weaver, Ben
Wilson, LaKeshia
Wine, Matt
Yates, Janette
Yot, Thoeun
Young, Evan

Winners should stop by the Business Office to receive their prize.
INTERNET DAY
SCAVENGER HUNT

Topic: Accounting

Find the answers to the following questions using Netscape search engines.
Write your answers below.

1. According to the American Accounting Association (AAA), who are the Big 6 Accounting Firms in the U.S.?

URL (web page address): ________________________________
Answer: 1. ________________________________
2. ________________________________
3. ________________________________
4. ________________________________
5. ________________________________
6. ________________________________

2. Answer the following questions regarding IMA’s (Institute of Management Accountants) 79th Annual Conference:

URL (web page address): ________________________________
Dates of Conference: ________________________________
Location of Conference: ________________________________
Theme of Conference: ________________________________

3. Go to: http://cougar.netutah.net/pages/smithd/accountg/accountg.htm and list the Top Ten Listing of Graduate Accounting Schools August 15, 1997 -- Public Accounting Report:

   1. ________________________________
   2. ________________________________
   3. ________________________________
   4. ________________________________
   5. ________________________________
   6. ________________________________
   7. ________________________________
   8. ________________________________
   9. ________________________________
  10. ________________________________

4. Go to: http://www.aicpa.org/states/info/mo.htm and list all of the Missouri Colleges and Universities with accounting degree programs:

   1. ________________________________
   2. ________________________________
   3. ________________________________
   4. ________________________________
   5. ________________________________
   6. ________________________________
   7. ________________________________
   8. ________________________________
   9. ________________________________
  10. ________________________________
  11. ________________________________
  12. ________________________________
  13. ________________________________
  14. ________________________________
  15. ________________________________
  16. ________________________________
  17. ________________________________
  18. ________________________________
  19. ________________________________

5. Our Internet partners for Internet Day are Socket Internet Services, Lanit Consulting, Computerland, The Add Sheet and Earthlink. Find the company listed above who provides the name of their accountants or financial officers. List the two companies below and the name of their accountants/financial officers:

   URL (web page address):
   ________________________________
   URL (web page address):
   ________________________________
   Internet Day Companies:
   ________________________________
   ________________________________
   Accountants/Financial Officers:
   ________________________________
   ________________________________
INTERNET DAY
SCAVENGER HUNT

Topic: Business & Personal Law

Find the answers to the following questions using Netscape search engines.
Write your answers below.

1. Find the Missouri House of Representatives web page. Find Missouri Statute Chapter 429 Statutory Liens Against Real Estate Section 429.012.

   URL (web page address): ____________________________________________

   What is this section talking about?

2. Go to: http://members.tripod.com/%7EKellovision/wacky.htm and find Wacky Laws for the State of Missouri. What are they?

   1.
   2.
   3.

3. Find the MU School of Law and list below the first year required courses:

   URL (web page address): ____________________________________________

   1.
   2.
   3.
   4.
   5.
   6.
   7.
   8.
   9.
   10.
   11.
   12.

   Which first year course is designed to help you improve your legal reasoning skills.

   ____________________________________________

4. Find a law school on the east coast using http://www.abanet.org/lawlink/lawschools.html. Go to its site and print out a course schedule of some kind.

   School: ____________________________________________

   Attach the printout to this sheet.

5. Our Internet partners for Internet Day are Socket Internet Services, Lanit Consulting, Computerland, The Add Sheet and Earthlink. Find out which of the Internet Day companies provide you information on Internet fraud.

   URL (web page address): ____________________________________________

   Name of Company: ____________________________________________
   Name of Article: ____________________________________________
INTERNET DAY
SCAVENGER HUNT
Topic: Computers

Find the answers to the following questions using Netscape search engines. Write your answers below.

1. The new COMPAQ Pressario 1681 is a home notebook computer that features exceptional multimedia capabilities. Answer the following questions regarding this impressive Pentium. (Hint: Start from the COMPAQ home page.)

   URL (Web Page Address): ________________________________

   Suggested retail price: ________________________________
   Speed of modem: ________________________________
   Type of speakers: ________________________________

2. What is the speed of the newest 1998 edition to Packard Bell, Platinum Supreme 1952?

3. Go to the Apple Web Page: http://www.apple.com/ List one example why Macintosh Computers offer more flexible monitor support. Also include the URL of where you found it.

   URL (Web Page Address): ________________________________

   Example:

4. Define the following Internet terms and provide the URL for your answers:

   URL (Web Page Address): ________________________________
   URL (Web Page Address): ________________________________ (optional)

   | TCP/IP: |
   | Hypertext: |
   | HTTP: |
   | FTP: |
   | SLIP: |
   | Netiquette: |

5. Go to: http://www.columbiiamo.com/ (The Columbia Community Network). What are the names of the Columbia Web Design businesses listed in the Internet Section? Place an asterisk beside the companies which are participating in our Internet Day.

   URL (Web Page Address): ________________________________

   Answer 1: ________________________________ 2: ________________________________ 3: ________________________________
   4: ________________________________ 5: ________________________________ 6: ________________________________
INTERNET DAY
SCAVENGER HUNT
Topic: Financial Management
Find the answers to the following questions using Netscape search engines. Write your answers below.

1. Go to: http://quicken.excite.com/investments/tickersearch/ and retrieve the stock symbol for the following companies: (No URL answers needed)
   DIGITAL EQUIPMENT CORP: ______________
   MICROSOFT CORP: ______________

   What was the “previous close” trading price for both companies:
   DIGITAL EQUIPMENT CORP: ______________
   MICROSOFT CORP: ______________

2. Go to: http://www.insuremarket.com/quotes/index.htm to find out a quote on a $1 million 20 year TERM LIFE INSURANCE. Provide your information and give answers below:

   List 3 companies who would cover you?
   1. ________________________________
   2. ________________________________
   3. ________________________________

   What is the final URL (web page address) used to retrieve the above information:

3. Find the Quicken site and locate advice on Home Affordability. Use the following information to retrieve your answers below. Estimated Monthly Gross Income: $1,500. Estimated Monthly Debt: $400. Cash Available: $5,000. 30-year Fixed Loan at 7% interest. No limit on payment.

   Interest Rate: ________________________________
   Home Price: ________________________________
   Monthly Payment: ________________________________
   Loan Amount: ________________________________
   Down Payment: ________________________________
   Estimated Costs: ________________________________
   Down Payment %: ________________________________
   Limiting Factor: ________________________________

4. When is Turbo Tax Online shut down for the 1997 tax year? (give date)

   URL (web page address): ________________________________

   ANSWER: ________________________________

5. Our Internet partners for Internet Day are Socket Internet Services, Lanit Consulting, Computerland, The Add Sheet and Earthlink. Find out which of the Internet Day companies provide tips on how to use Turbo Tax:

   URL (web page address): ________________________________
   Internet Day Company: ________________________________
   Name of Article: ________________________________
Date: Tue, 17 Mar 1998 14:49:31 -0600
From: Rex Dickson <rex@addsheet.com>
To: Melanie Forrest <mforrest@mail.columbia.k12.mo.us>
Subject: Re: Judging Web Pages for Today, March 17

Holly & Angela:
  Sorry for the delay...lots of meetings today...
  Here's what I think...

  1. Jace Hentges
  2. Tyson
  3. Mayte

A few notes: I based these evaluations on a combination of elements such as
overall esthetic, html quality (I didn't look into the code but I recognized
the major code errors pretty quickly) and quantity of original material. I hope this makes sense, and if you are looking for more in-depth
feedback, let me know today and I will get it to you tonite.
  hope this helps,
  rex

? Help   M Main Menu   P PrevMsg   - PrevPage   D Delete   R Reply
O OTHER CMDS   V ViewAttch   N NextMsg   Spc NextPage   U Undelete   F Forward
The Hickman High School FBLA Chapter hosted a *Partnership with Business* event entitled *INTERNET DAY* on Tuesday, March 17.

The purpose of *INTERNET DAY* was to team up with area Internet businesses to teach our student body of over 2,300 students and 60 chapter members about the uses of the Internet and future career opportunities.

Our Internet business Partners were:

- Socket Internet Services
- Lanit Consulting
- The Add Sheet
- Computer Land
- Earthlink

Below is a list of *INTERNET DAY* events:

- **INTERNET BUSINESS SPEAKERS**: representatives from Socket Internet Services and Lanit Consulting spoke to our student body on all aspects of the Internet. Their presentations were made in our little theater and were highlighted using a computerized projection system. Each speaker demonstrated uses of the Internet via dial up services. Future career opportunities were shared with the students and chapter members.

- **FREE INTERNET ACCESS DRAWING**: Socket Internet Services and Computerland of Columbia provided 3 free months of Internet access for two lucky students. Jennifer Sikich and Jeremy Mullens won the drawing. *Congratulations*!

- **INTERNET BUSINESS BOOTHs**: Socket Internet Services, Lanit Consulting and Computerland of Columbia were showcased using information booths. Their home web pages were posted and informational brochures provided for students and chapter members.
WEB PAGE CONTEST: several students and members enter our personal web page contest. The web pages were judged by the webmaster at The Add Sheet. Check out the winning pages:

first place  
second place  
third place

INTERNET SCAVENGER HUNTS: chapter members and business students enjoyed performing Internet Scavenger Hunts relating to their business or computer classes throughout the day.

INTERNET TRIVIA CHALLENGE: the student body including chapter members took a 10-question Internet Trivia Challenge quiz during their first hour classes. The top 60 students received one free month Internet access from a national service provider, Earthlink.

THE DAY WAS A COMPLETE SUCCESS!
Partnership with Business Project
Hickman High School
Columbia, Missouri
Chapter #8966
Presented by Holly Green and Angela Paneck
Hitch a ride with us for the next 10 minutes... as we take you back through our Partnership with Business Project.

- Introduce our five project objectives
- Expound upon the processes we used to achieve these objectives
- Explain the lessons learned through Internet Day
- Evaluate the outcomes of our Partnership with Business Project

Objective #1
- To inform students of the products and services offered by local and national Internet businesses

Objective #2
- To build lasting relationships with local and national businesses
Objective #3
- To allow businesses to share their Internet expertise and knowledge with Hickman students.

Objective #4
- To familiarize students with local and national Internet business operations and the variety of career opportunities related to the Internet.

Objective #5
- To have fun!

Strategies implemented to Achieve Objectives

Business leader involvement and responsibilities
- Selection of businesses
- Let us introduce you to our business leaders:

J. Michael Roach, Web Developer
Krista Pope, Internet Manager

Raquel Magwood
Special Events Coordinator

Dear Holly & Angela,

Congratulations on making nationals!! Earthlink has really enjoyed working with Hickman P.B.A. If you need additional information or would like to speak to me, please call or email me...

Raquel Magwood
Special Events Coordinator, "Try Your Internet"
Earthlink Online
9317 S. New York Avenue
Brea, CA 92621
(714) 596-4334, Fax: (714) 596-2495

For more information about our business partners...

See pages 5-8

Six Internet Day Events
- Internet Speakers
- Business Booths
- Web Page Contest
- Internet Access Raffle
- Internet Scavenger Hunts
- Internet Trivia Challenge
Internet Speakers

Topics
- Company operations on a daily basis, career opportunities
- Internet terminology
- Key Internet-connected browser software
- Future of the Internet
- Webpage design/HTML coding

Business Booths

Free Internet Access Raffle

Internet Scavenger Hunts

Trivia Challenge
For more information about Internet Day events...

See pages 10-14

Lessons Learned

- FBLA members and students
- Business leaders

FBLA members and students

- What is the Internet?
- Present and future uses of the Internet
- Variety of careers related to the Internet
- Flexibility of careers and business ownership
- Advantages of prior training for Internet-related careers
- Presence of Internet businesses and career opportunities in Columbia, Missouri
- How these area business operate

Lessons Learned

Business leaders

- Students are able to learn concepts at a young age.
- There is a high level of student knowledge already.
- There is significant student interest, even at the high school level.
- Students are planning ahead already.
- There is a need to educate students in our high schools to eliminate the amount of on-the-job training now evident.

Outcomes of Internet Day
**Project Outcomes**

- Positive impact on our student body and FBLA members.
- Positive impact in our community.
- Ongoing relationships with businesses.
- Webmasters course next year.
- Internet Camp next year.

**Positive Impacts on students, FBLA members and community**

- Six opportunities to learn...
- Advanced computer and business courses encouraged...
- Our graphs of Internet Day event participation percentages clearly illustrate the impact we made on the lives of over 2300 people.

**Publicity Received . . .**

- Our community and school district was made aware of the contributions of our business partners through a variety of PUBLICITY:
  - newspaper advertisements, web pages, radio announcements, school newspaper, PTA newsletter, and banners/flyers throughout the building.
- See page 19 and the Appendices

**Relationships with businesses**

- Internet Day
- Advisory Committee
- Tours next year
- Two new events planned for next year
  - Our partnership will continue through the following events...

**Webmasters**

- New course for Hickman next year
- Advisory committee comprised of local businesses developed after Internet Day partnerships.

**Internet Camp**

- Business leader and community involvement
- Investing in students' futures
Percent of Hickman Student Involvement (by activity)

Percent Involved

Activity

- Web Page Contest
- Trivia Challenge
- Scavenger Hunt
- Speakers
- Raffle
- Business Booths