

“The Right Threads = The Right Classroom Atmosphere”

What You Wear Affects What You Accomplish as a Business Teacher

NCE FASHION SHOW



**June 9, 2011
11:15 am – 12:00 pm
Nebraska Career Education Conference
Kearney, NE**

Emcee Presenters

**Patricia Arneson and Sue Sydow
Wayne State College**

SPECIAL THANKS TO OUR MODELS

Patricia Arneson – Wayne State College

Brittany Davidson – Central City High School

Dawn Friedrich – Wausa High School

DeLayne Havlovic – Omaha Public Schools

Josh Hinrichs – Lincoln Southwest High School

Dennis Krejci – Tri-County High School

Toni Landenberger – Southeast Community College @ Beatrice

Bill Latta – University of Nebraska @ Lincoln

Kelly Means - Omaha Public Schools

Mona Schoenrock – Columbus High School

Janelle Stansberry – Cedar Bluffs High School

Gary Stubbs – Kearney High School

Sue Sydow – Wayne State College



Part I: Introduction

Sue: Welcome to our presentation today focusing on expectations for professional attire for business educators. Our fashion show is intended to demonstrate how you can dress professionally and appropriately on a budget.

We are pleased that you have joined us and hope you will find the tips and suggestions helpful when selecting clothing for your professional teaching wardrobe.

My name is **Sue Sydow**. After 34 years of teaching at Lyons-Decatur, I retired for about a week before being hired in administration as the Director of Assessment at Wayne State College. Over the years, I have witnessed . . . and worn . . . many fashion trends during my years of teaching.

Pat: And I'm **Patricia Arneson**, professor of Business Education at Wayne State College. A former high school teacher as well, I now prepare students for student teaching and their future classrooms. Through my years of teaching, I also have witnessed . . . and worn . . . many fashion do's and don'ts for teachers! We learn from our mistakes, right?

Sue: Wouldn't everyone like to wear sweatshirts, jeans, tennis shoes or flip flops to work? When you are a business teacher, such luxuries are completely out of the question! Our students and their parents, our administrators, and the greater community all need to trust us to be mature, professional, capable and competent! Like it or not, our outer appearance is their first indicator of these inner characteristics.

Pat: This session explores four considerations when choosing teacher attire:

- 1) **Professionalism** – do we represent the business education teaching profession appropriately and serve as a model for our students?
- 2) **Comfort** – let's face it, teaching is definitely a physical activity!
- 3) **Individual personality** as expressed through our clothing, and
- 4) **Budgetary restraints**. Dressing professionally doesn't need to equate with dressing expensively. Sales, end-of-season clearances, and even consignment store shopping are all ways to extend your budget and wardrobe. One well-known women's franchise store offers special discounts for teachers.

Sue: We have asked 13 business education teachers from all across Nebraska to model their own clothing, representing the four styles of attire in today's work and teaching environment:

- 1) *Professional Business Attire*
- 2) *Standard Teacher Attire*
- 3) *Business Casual Teacher Attire*
- 4) *Casual Fridays/Spirit Day Attire*

Our models' names are listed on the back of the program. Sit back and relax while your teaching colleagues stroll down the runway to model fashion "do's and don'ts" of professional and casual dress for the business classroom without breaking the budget. Let's give our models an encouraging round of applause in advance! (**APPLAUSE**)

START MUSIC

Part II: The Main Event—the Fashion Show

PROFESSIONAL BUSINESS ATTIRE

Pat: Professional Business for men usually means a two-piece suit, long-sleeved dress shirt and tie. Belt and shoes should match, and men's socks should coordinate with the slacks. For women, a skirt or dress pants with matching long-sleeve jacket and tailored blouse is appropriate. Of course, the shoes should be a closed-toe pump worn with neutral hosiery.

Our emcee **Sue Sydow** is our first model. Sue is currently serving as the M-PBEA regional representative to the national NBEA Board.

*Sue is dressed for success demonstrating **Professional Business** attire by wearing a two-piece black tailored pantsuit purchased by Joneswear at JC Penneys. Sue took advantage of a 30% special discount coupon. This suit is a good investment as it is season-less and always a classic. Sue has chosen a simple pink shell purchased at Gordman's and closed-toe black pumps to complete her business professional look. The appearance of her suit can be change by simply wearing different shell tops or blouses or by adding a scarf or changing her accessory jewelry.*

A tip for women is that professional dress requires a long-sleeve jacket to complement or match the dress pants or skirt. If wearing a skirt, neutral skin-tone hosiery should be worn with mid- to low heels. If the pump is not completely enclosed at both heel and toe, then only one opening should be present—either toe or heel, but not both. Jewelry should be simple, classic and understated.

Pat: DeLayne Havlovic is modeling men's Professional Business attire. DeLayne is a former business teacher for Omaha Public Schools who now serves as an OPS curriculum consultant.

DeLayne, who loves to bargain hunt Banana Republic for suits, is modeling an immaculate Professional Business look. With the combination of 30% off price reductions and credit card reward coupons, this \$450 suit cost him just \$140. His single-breasted modern-fit suit of all-season 100% worsted wool is a good cut for young professionals. The notched lapel, two-button closure jacket has front flat pockets for a smooth slim look and a back vent for ease of comfort. The coat sleeves are accentuated with 3 buttons, with the dress shirt properly extending ¼" below. His trousers are flat front. DeLayne has chosen a fitted lavender shirt that best suits his body shape and size and has coordinated it with a black and purple diagonally-striped tie. Note that he has complemented his outfit with basic black socks, polished black slip-on dress shoes and the black side of a reversible belt, all of which are staples for professional menswear. To further accessorize his suit, DeLayne could add a colored silk handkerchief in the breast pocket of the jacket to pull off a flawless business appearance.

Tips for professional menswear include the following:

- Mens' pants styles can be cuffed or uncuffed. Pleated-front slacks should always have cuffed legs, which add weight to the suit and make the leg seem shorter. Flat-front slacks are usually uncuffed, which elongate the leg appearance.
- Men's socks should coordinate with the slacks color and be mid-calf or higher in length. Men, we don't want to see those hairy legs!
- Remember to match the belt to the color of your shoes. Choose black if your outfit consists of dark gray, navy, brown or black. Opt for dark brown if you'll be wearing tans, muted pastels or medium-toned colors.
- Always wear the bottom button of a suit jacket unbuttoned!

- To keep your suit from creasing in your closet, hang the suit coat unbuttoned.
- A budget-saving tip is to create multiple outfits from one suit. For example, the jacket can be worn with other slacks, or the slacks combined with a sweater or sweater vest to turn a Business Professional into less formal Business Teacher attire.

Sue: Our next model is my fellow emcee, **Patricia Arneson**, who teaches Business Education and supervises student teachers at Wayne State College. Pat serves as the NSBEA State Membership Director and also serves on the M-PBEA regional board.

Pat is wearing a two-piece business suit that demonstrates that color is an appropriate alternative to black for professional business attire. A veteran bargain shopper, this \$200 royal blue lined skirt and jacket ensemble was marked down at Dillard's this Spring to only \$30, plus Pat received an additional 40% off that day, making her purchase only \$17.50! She is wearing neutral taupe stockings with low-heeled grey lizard peep-toe pumps. Her pearl necklace and earrings add a professional accent.

Pat's wardrobe choice demonstrates that you can wear clothes that are both professional and fashionable, as well as comfortable! Dress to suit your personality while keeping in mind professional standards.

Sue: Dawn Friedrich, a high school business teacher and volleyball coach from Wausa, models our last entry for **Professional Business** attire. As you can see, Dawn is the ultimate professional in her role as President of the Nebraska Business Education Association.

Dawn is wearing a three-piece Calvin Klein pantsuit with sequined rayon and spandex tank top, all purchased from Dillard's. The easy-wear polyester, rayon and spandex blend fabrics guarantee that her suit will remain wrinkle-free and retain its shape throughout her busy teaching day. Her sequined tank top adds a fashionable touch of flair. To complete her trendy business look, Dawn has chosen comfortable low-heeled shoes from DressBarn.

STANDARD TEACHER ATTIRE

Pat: We will now move on to **Standard Teacher Attire**. For men, this means nice slacks with ironed crease, flat or pleated front, and straight or cuffed slacks, paired with a long or short-sleeved collared dress shirt with optional tie. A sport coat or sweater can be added.

For women, **Standard Attire** usually means dress pants, skirt (but not too short!), and an appropriate blouse, but not sleeveless. Tip for women: Make sure that your accessory jewelry is simple, understated and appropriate for teacher attire. Save your “bling jewelry” for “evening”!

A retail store owner, a former teacher herself, wanted to share with our audience that the biggest mistake that younger professional women make is wearing clothing that is too tight and too revealing for the work environment. Her other observation is that younger professionals are not familiar with what to look for when selecting quality shoes and clothing, often sacrificing quality and wear for what’s trendy.

Sue: We have two men modeling Standard Teacher attire today.

Dennis Krejci is ready to teach business classes and supervise student teachers at Tri-County High School in Nebraska. Dennis is modeling a Standard Teacher look that includes gray-pleated slacks designed for a relaxed fit. He has selected a long-sleeved white dress shirt accented with grey and black stripes and paired the shirt with a striped tie. His black belt is the appropriate color for gray slacks, and his black leather shoes add a polished look to his appearance. In his role as national secretary-treasurer to the NBEA executive board, Dennis can easily upgrade to professional business attire by simply adding a black sport coat or suit jacket and carrying a leather briefcase!

Business Standard is simply another term for high-level Business Casual and includes tailored separates, such as dress trousers, dressy collared shirts that do not require a tie, fine knit shirts and sweaters, as well as sport coats or jackets.

Pat: Our second model for this category is **Josh Hinrichs**, who just completed his third year of teaching at Lincoln Southwest High School, where he also served as an advisor to both FBLA and Student Forum. Josh’s outfit proves you can be a youthful role model for students while combining fashion trends with professionalism.

Josh is ready for a full day of teaching wearing black slacks paired with a black button-down collared shirt, stylishly accented with vertical gray stripes. His black belt and shoes correctly match his black slacks. As a young teacher who doesn't like to spend lots of money on new clothes, Josh looks for deals wherever he can. The slacks were on sale at JCPenny's and the shirt at Old Navy, for a total estimated purchase price of approximately \$45. Josh's sharp appearance proves that you can be fashionably and professionally dressed on a budget.

BUSINESS CASUAL TEACHER ATTIRE

Sue: Our third category of teacher attire is **Business Casual**, which usually includes khakis, chinos, or Dockers-style slacks, collared polos or shirts, but usually no tie. All shirts should be tucked into slacks, and please, men! No Hawaiian-style shirts or carpenter-type pants or blue jeans! Men's shoes could include leather slip-ons and even certain types of leather tailored deck shoes.

For women, casual slacks and even tailored capris, if worn below the knee, are appropriate. Hosiery is not usually worn. Shoes may be flats or low heeled-pumps, but not flip flops, sandals, open-back heels, Crocs™, or exercise tennis shoes. Blue jeans would NOT be appropriate.

Pat: Our first model for **Business Casual** is **Kelly Means**, business teacher at Omaha Central High School. She also serves as Treasurer for the Nebraska State Business Education Association. Kelly proves again that business teachers are adept at applying Personal Finance skills with power shopping to dress sharply and appropriately within a budget—in this case, for less than \$75!

Kelly looks sharp in black Capri pants of polyester/rayon/spandex blend that she purchased on sale at a local department store for less than \$20. She has paired her capris with a dark pink casual tee with accompanying light-weight black sweater with small pattern and diamond-accent buttons, also purchased from a department store clearance rack. Kelly's jewelry is a 3-strand black bead necklace with matching earrings, also purchased on clearance for less than \$10. Comfortable yet fashionable black flats complete Kelly's Business Casual look.

Kelly's appropriate choice proves that capris can be appropriate and don't need to be "capricious" in the classroom!

Sue: Our next model is **Bill Latta** of the University of Nebraska. Bill directs the Business Education program at UNL and serves as an appropriate role model for his future student teachers.

Today, Bill is modeling business casual for men, wearing tan slacks paired with a black button-down-the-front shirt, brown belt and coordinating brown oxford-style lace-up shoes. Bill purchased his slacks, shirt and belt at JC Penney's for approximately \$70. His shoes were purchased for \$29 at Macy's during a past NBEA conference, a terrific bargain for men's shoes, making his total purchase around \$100. Don't you think that Bill looks sharp and 'buttoned-down' for his collegiate classroom?

Pat: Mona Schoenrock of Columbus High School models **Business Casual** for women. She is dressed for business travel in her new role as President-Elect of the National Business Education Association.

Mona has paired comfortable khaki slacks with a black shell, which makes the look soft and chic. Mona, always a bargain shopper, purchased the khakis on sale for \$9 at a local department store. Her shopping tip is "look at the sale rack and use your coupons!" She complements the look with a semi-fitted jacket with three-quarter length bracelet sleeves from Talbot's women's store. Mona can toss a notebook computer in her taupe bag and is ready for travel!

Sue: Gary Stubbs is a business teacher and FBLA advisor at Kearney High school. Gary regularly works with UNK student teachers and was recently inducted into the Academy for Teacher Education Excellence at the University of Nebraska @ Kearney, where he was recognized as a "tremendous role model for future business teachers."

Gary is "all business" today wearing a pair of Haggard "Work-To-Weekend khaki" slacks. The pants are 100% cotton, feature a maximum comfort waistband, and were purchased for \$33. Gary tops the khakis with a collared Grand Slam polo shirt in Laurel Wreath green color. This shirt can easily take Gary from the classroom to the golf course, making it a practical addition to his wardrobe and lifestyle. The price was practical, too, ringing-up for half price at \$19. Gary completes his head-to-toe business casual look with brown leather slip-on shoes by Dockers. Originally priced at \$70, the shoes fit his teacher budget with a sale price of \$37. Using a Kohls 15% shopping pass, Gary was able to dress sharply from head to toe for approximately \$75. Obviously a knowledge of economics paid off for Gary in shopping for his wardrobe!

CASUAL FRIDAYS AND/OR SPIRIT DAYS

Pat: Many people wrongly confuse Business Casual with **Casual Fridays**. Our research indicates that although “Casual Fridays” still exist in both business as well as education work environments, they are diminishing in popularity among both employers and school systems due to apparent confusion over what to wear or not to wear. Many school dress codes now clearly spell out what can and cannot be worn for **Casual Friday** and **Spirit Days**.

The lines between “appropriate” and “inappropriate” seem to have become blurred in recent years. “Casual Fridays” perhaps should be renamed “Too Casual Fridays!” More and more schools report people coming to school in various states of dress or undress and are writing or re-writing dress codes to address the problem. Oh, yes, students continue to dress inappropriately too! As a result, colleges and universities preparing future teachers now address dress codes before sending their students off to student teach.

Sue: Toni Landenberger from Southeast Community College in Beatrice models appropriate **Casual Friday** attire. Toni was recently promoted to Assistant Campus Director/Administrative Director of Virtual Learning. Her information technology expertise is also put to good use in her current role as Webmaster for the Mountain Plains Business Education Association.

Toni is ready for a casual day at Southeast Community College wearing a red collared polo shirt made of 100% cotton with the college name embroidered on as school logo. She purchased the shirt from the college bookstore, using her faculty discount, for \$30. Her blue jeans were purchased on sale for \$39. Toni completes her outfit with comfortable brown suede slip-ons purchased for \$45.

Pat: Brittany Davidson just completed her 2nd year of teaching business and computer classes at Central City Middle School. As a first-year teacher last year, Brittany started a DECA chapter at the high school and continues to serve as its advisor. As someone new to the teaching profession, Brittany provides another example of how casual attire can still be appropriate, yet be a role model for the students she is teaching. Brittany also has another excellent role model to follow, as her mother, Gwen Davidson, is the Marketing educator at Hastings High School.

Brittany is modeling Casual Friday attire, all of which was purchased either at Maurice’s and American Eagle, both popular retail franchises for young adults. She is wearing an orange shirt with embellishment, purchased on sale for \$27 by using an email 10% discount coupon. She has accented her blouse with an

inexpensive \$7 necklace from Maurices. Brittany's dark-wash jeans were purchased at American Eagle for \$30, also using an email coupon. She is wearing comfortable \$30 brown flats, also purchased at Maurice's. Brittany's use of email discount coupons is an excellent budget-saving tip for consumers and marketing tip for retailers. By using them, her entire outfit cost around \$100.

Sue: Our final model is veteran educator and volleyball coach, **Janelle Stansberry**, of Cedar Bluffs High School. Janelle is the recipient of the prestigious Milken Award, hailed as the "Oscars" for outstanding teaching. In addition to her teaching and coaching duties, Janelle also is a past president of NSBEA.

Janelle is modeling teaching attire appropriate for "spirit days" at her school. Her cotton khaki dress pants were purchased at Maurices with a 20%-off coupon from the original \$40 price, marked down to \$32. Janelle is sporting a polyester polo coaching shirt from Under Armour. Although this shirt retails for \$50, Janelle's polo was free because her team purchased 12 Under Armour sweatsuits, Janelle will be comfortable both in the classroom and the gym wearing Mizuno volleyball shoes which normally cost \$75, but again with a team purchase of 12 or more shoes, coaches received theirs free! Economists like to say, 'There is no such thing as a free lunch,' but coaches know there can be a free wardrobe!

Casual Fridays and **Spirit Days** for both men and women usually means 'nice' jeans as opposed to every day faded jeans, collared or collar-less shirts, school logo shirts, but no tee shirts or shirts with wording or print advertising. Again, leave those beach shoes, worn-out tennis, and Crocs™ at home! And women, those camisoles, tank tops, or other sleeveless blouses are still taboo!

Part III. That's a Runway Wrap!

Pat: Our Business Teacher Fashion Show indicates that now, more than ever, a renewed emphasis on appropriate dress for both students and teachers is important for success. This is further emphasized by the increased demand for image consultants and business etiquette experts. Today's casual social and workplace environments have contributed to a decline in knowing how to dress, dine, and act appropriately and professionally in business settings. Colleges and universities are including etiquette workshops and courses into their curricula to meet these needs.

Sue: Before we end our Fashion Show, we'd like to share with you that a copy of our script, with links and websites dealing with student and faculty dress codes, are available for download from the website link listed on your Fashion Show

program. We hope these resources will assist you and your students in reinforcing that “The right threads” do contribute to success in the classroom and workplace!

Pat: And now, before adjourning for the afternoon, we ask our models to walk the runway aisle one more time! *After models walk the aisle (APPLAUSE)*

Sue: This concludes our presentation. Thank you all for coming, and we hope you enjoyed the show!