



The Fourth R

Volume 15, Issue 3 • December 2015

Education for Real Life

Economics Arkansas

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Leadership in Free Enterprise Awards Luncheon

Tuesday, April 12, 2016
11:30 am – 1:00 pm
Little Rock Marriott

**Save
the Date!**

*Honoring the legacies of three champions of economic education:
Governor Winthrop Rockefeller, Kenneth Pat Wilson & Mike Wilson.*



Arkansas Governor
Winthrop Rockefeller
1967-1971
Morrilton, AR



Kenneth Pat Wilson
First Chairman of Economics
Arkansas, 1962
Jacksonville, AR



Mike Wilson
Economics Arkansas Board
Member, 1971-2000
Wilson, AR

*There has never been a more critical time in our
nation's history for economic education...*

In the United States, each person also has the freedom to participate in our market economy and the opportunity to chart a unique course for their own life. Economic education in our schools matters because it uniquely equips young people with the essential decision-making skills to knowledgeably exercise the many personal and economic freedoms this country still provides. Our collective economic freedom depends on every individual, not just economists, understanding the basic principles which underlie our free-enterprise system. The best chance we have for successfully addressing our country's many challenges is through economic education in our K-12 schools, and that is the mission of Economics Arkansas.

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Sponsorships and individuals tickets are now available.
Register online at www.economicsarkansas.org or contact Sue Owens at
501-682-4349 or sue@economicsarkansas.org for more information.

Leaving Your Legacy

It seems with each passing year, my appreciation for life and the people I love grow more dear. It's the little things that bring me the most joy – taking a walk and seeing brilliant fall leaves on a crisp autumn day, seeing a baby smile in the grocery store, sitting with my mom and listening to her tell me stories about her youth and the family, and also “talking” to my cat Lucy, who thinks I am the “big kitty” when I converse in her language. I am most grateful to spend time with close friends, associates, and family as life's clock continues to tick. I am especially excited to become a grandmother in 2016, which will unfold to me another level of love never experienced before.

One of the most joyful experiences I've had is to serve this mission over 11 years, as it has opened my eyes to what it means to “leave a legacy.” On the front page of this newsletter are three champions who left rich legacies with Economics Arkansas. With a 53-year history, we are blessed to have a trail of leaders responsible for the strong foundation our organization enjoys. On April 12, 2016, we will celebrate the following:

Kenneth Pat Wilson of Jacksonville, AR, our first board chair in 1962 who was instrumental in laying the foundation of support from Arkansas bankers, and whose family continues to support our mission.

Mike Wilson of Wilson, AR, who served on our board for 29 years, and he also served the mission nationally by serving on the National Council on Economic Education board of directors. His son, Perry Wilson, is continuing in his footsteps by now serving on our board.

Former **Governor Winthrop Rockefeller**, is credited as a key leader in our early days by Dr. Bessie B. Moore, as he brought national recognition to the Arkansas program in economic education.

As these former leaders will be recognized posthumously for their legacies to Economics Arkansas, we want to announce a way you can leave your legacy through a planned financial gift. Economics Arkansas has begun a Planned Giving Program, which provides an avenue for loyal donors who believe in our mission to extend their giving beyond their lifetimes. A planned gift through your will or trust could be the most important charitable bequest you ever make. If you would like to know more about possible options to consider, please contact our Planned Giving consultant, Fred Hueston, at 501-681-6501 or mallard@conwaycorp.net, who can share the various options to consider.



*Sue Owens
Executive Director*



Gwen Adams
Asst. Superintendent
Texarkana School District



Susan Chambers
Retired, Wal-Mart
State Board of Education



Ray Dillon
CEO
Deltic Timber Corp.



Sen. Jane English
State Senator



Heather Grosze
Master Economics Teacher
Rogers School District



Wesley B. Kemp
Retired, ABF Freight
Executive in Residence UA



Dr. Tom Kimbrell
Superintendent
Bryant School District



Ann McDougal
Deputy Commissioner
Arkansas Securities Dept.



Jim Tucker
Superintendent
El Dorado School District



Rep. DeAnn Vaught
State Representative



Shelina Warren
Master Economics Teacher
Pine Bluff School District

Please Welcome Our New Board Members

Eleven outstanding business leaders and educators recently joined Economics Arkansas' board of directors. We are grateful for their support of the vision of an economically and financially literate state of people. New board members serve a term of three years. *Congratulations and Welcome!*

A FOOTPRINT INTO THE FUTURE

Economics Arkansas board members retreated to the Winthrop Rockefeller Institute along with EA staff members and consultants Fred Hueston and Dirk Smith, on November 11th to develop an updated strategic plan, which will direct the future path of our organization.

Don Bechtel, retired Procter & Gamble manager and Executive in Residence, UA, served as facilitator and led the group through EA's current strengths, weaknesses, opportunities and threats of the organization, in addition to our developing a revised mission and vision statement. Several objectives were determined, which will lead to the development of goals and strategies. There will be “assigned leaders” with timelines and metrics to ensure we are meeting the objectives. At the conclusion of our day, it was determined a full board meeting should be scheduled in February to share and develop the plan further. We will announce this date soon!

Thank you to the following board members for generously sharing their time to help us create a footprint into the future:

Rob Bell
Dr. Laura Bednar
Lindsay Carter
Ray Dillon
Lou Graham
Bob Hamilton

Ray Hobbs
Wes Kemp
Mike Poore
Debbie Robinson
Randy Zook



'tis the season to rejoice

We rejoice with gratitude for the many wonderful, accomplished, generous members of the extended Economics Arkansas family, who make all kinds of amazing things happen.

Those members are **you**:

- * Sponsors and advocates who with big hearts donate their resources, time and talents to bring economic and financial education into K-12 schools.
- * Teachers who every day demonstrate in the classroom that there is nothing "eek" about economics.
- * Education partners who share their knowledge at our workshops, seminars and conferences.
- * Volunteers who make our programs and trainings possible.
- * Board members who work steadfast to promote economic literacy across the state.



Thank **you**. You live the spirit of the season throughout the year.

We Need YOU! Make the CHOICE!

CHOICES, that is! Choose to Become a CHOICES volunteer today! What is required of you? First of all, a desire to make a difference in the lives of 8th graders in a classroom near you. Second, courage to face these 8th graders and engage them in discovering the opportunities an education can offer if they would but understand the consequences of each choice they make. Third, humility to share wisdoms you've learned along life's path you wished someone would have shared with you. Last but not least, a sense of humor to spread the joy of living life to its fullest. Don't worry, we will train you regarding the lessons you'll be presenting — that's the easy part. We invite you to join our volunteer corps in preparing students to make wise choices! **To learn more, please contact Elisha at elisha@economicsarkansas.org.**

During the fall 2015 semester, CHOICES volunteers presented to 48 class periods in 10 schools, equating to over 1,007 students! We anticipate receiving even more requests for presentations during the spring 2016 semester. Won't you be part of this growing phenomenon?



Economics Arkansas board members present the CHOICES program in Bryant and Sheridan schools. Pictured above left: **Robert Hopkins** (Federal Reserve Bank of St. Louis-Little Rock Branch); lower left: **Dr. Kieth Williams** (retired school superintendent), and above right: **Lindsay Carter** (Morgan Stanley).

Program Calendar

January 8, 2016

Teacher Grant Recipients Notified

January 13, 2016

Stock Market Game™ Awards Luncheon

Verizon Arena

11:30 a.m. - 1:00 p.m.

North Little Rock, AR

January 19, 2016

Stock Market Game: The Basics

Economics Arkansas Conference Room

9:00 a.m. - 3:30 p.m.

Little Rock, AR

January 20, 2016

Stock Market Game Veterans Workshop

Economics Arkansas Conference Room

9:00 a.m. - 3:30 p.m.

Little Rock, AR

February 1, 2016

Stock Market Game Begins!

February 4, 2016

We LOVE Economics...and So Will You!

Economics Arkansas Conference Room

4:30 - 7:30 p.m.

Little Rock, AR

March 7 - 11, 2016

EconChallenge Online Competition

April 6, 2016

EconChallenge State Competition

Wyndham Riverfront

9:00 a.m. - 2:00 p.m.

Little Rock, AR

April 8, 2016

Stock Market Game Ends!

Visit our calendar at

www.economicsarkansas.org

to view all workshop offerings or to register.

Tips Corner

Join Us on Join.Me

Join.me is an online meeting format with screen sharing opportunities. Economics Arkansas is pleased to offer a 30 minute online meeting the 3rd Tuesday of each month focusing on a topic relevant to preK-12 educators. The topics for each monthly meeting are found on our event calendar at <http://www.economicsarkansas.org>.

All you need is a computer. Log on to <https://join.me/economicsarkansas> at 3:30 pm and be ready to pick up a new tip or tidbit to use in your classroom.

School Districts Partnering with Economics Arkansas

Economics Arkansas stands ready to serve Arkansas School Districts by providing high quality and user-friendly resources assisting teachers in integrating economics into their grade level and subject area. Below is a list of Arkansas Districts who have formally partnered with us to receive staff development tailored to the district's goals.

Bald Knob	Little Rock
Bentonville	Little Rock Christian
Bryant	Academy
Clarendon	Lonoke
Columbia Christian	Magnolia
Cossatot River	Malvern
Earle	Manila
El Dorado	Mount Ida
Fayetteville	Pangburn
Foreman	Poyen
Fort Smith	Pulaski County Special
Gravette	Rogers
Greenbrier	Searcy
Greene County Tech	Sheridan
Greenwood	Siloam Springs
Harmony Grove	Springdale
Horatio	Texarkana
Hot Springs	Westside
Jonesboro	Wynne
Lake Hamilton	

You are invited to join too!



Teachers receive lesson plans and learn fun activities!



High School Econ A Portal Full of Information

Here is a little secret about the Economics Arkansas website: there's a PORTAL just for those who teach the required high school economics course. Access can be found on the home page just above the "Donate" button.

By logging into the portal, teachers have access to the newly aligned *Tools for Teaching the Arkansas Economics and Personal Finance Course* curriculum, links to videos, podcasts, and other online materials. It is a one-stop shop for teaching high school economics!

If you have a username and password, log in and check out what's new. If you don't, choose "Need a Username?" (found under the username box) and join. Registered users of the portal also receive a monthly e-newsletter highlighting new resources and upcoming competitions.

Contact Jennifer with any questions at jennifer@economicsarkansas.org.



Stock Market Game Scholarship Recipients - Fall 2015

Teachers participating in the Fall 2015 session of the Stock Market Game Program have received over \$22,000 in scholarships, which underwrite team fees. The scholarships are awarded from two sources: Donna K. Wright Scholarship Fund and DonorsChoose.org.

Over \$3,300 was awarded in scholarships to 25 Arkansas educators from Economics Arkansas' **Donna K. Wright Scholarship Fund**. This equates to approximately 660 Arkansas students being able to experience this hands-on learning simulation.

If you are interested in applying for the **Donna K. Wright Scholarship** for the Spring 2016 Stock Market Game session, visit the "for teachers" tab on our website www.economicsarkansas.org and click the Stock Market Game logo.

DonorsChoose.org has provided \$18,735 thus far to help underwrite Stock Market Game fees for 1,249 student teams this semester. As a result, over more Arkansas students are participating!

Questions about additional funding opportunities to help underwrite Stock Market Game fees? Please contact Marsha at marsha@economicsarkansas.org for more details.

DonorsChoose.org



A-State College of Business FBLA-PBL Business Plan Competition and Conference

On Tuesday, Oct. 20, 2015, nearly 200 high school students from grades 9-12 from nine Arkansas schools attended the FBLA – PBL Business Plan Competition and Conference at ASU. Students enjoyed workshops on business topics taught by ASU faculty and by members of the ASU Phi Beta Lambda Officer Team.

While students participated in conference workshops, their business plans were displayed and judged in one of two categories: typical for-profit businesses and non-profit businesses. The competitors then gave a three minute "elevator"-style pitch to faculty judges as to why their business idea would be successful.

Dr. Shane Hunt, Dean of the College of Business, provided the keynote address for the conference and announced the winners of the competition. Dr. Hunt added: "I am so proud of all of the high school students who participated in the Business Plan Competition as part of PBL/FBLA Day here at Arkansas

State University. The students and advisors from across the state did a truly outstanding job and represented their schools and FBLA in an outstanding way. All of us were very impressed with the students, and I hope that many of them will come to study with us at the A-State College of Business in the years ahead."



The winning team in the for-profit business plan was from **Paris (AR) High School** and winning team in the non-profit business plan was from **Highland (AR) High School**. Each member of the winning team will receive a \$500 scholarship to attend Arkansas State University.

Due to the success of this conference and competition, the Arkansas State University College of Business and the Center for Economic Education and Financial Literacy plan on making this a semi-annual event to work on increasing the entrepreneurial spirit among Arkansas high school students. For more information, contact Dr. Philip Tew, Director of the Center for Economic Education and Personal Finance, at ptew@astate.edu.

Winning Teachers Help Students Win in Real Life

When you invest in Arkansas teachers, you are investing in Arkansas students. Concepts like human capital, supply and demand, entrepreneur, choice, interdependence, trade, consumer, producer, etc. come alive for students when they are actively involved in projects that allow for the creation of business plans and products.

During the 20th Bessie B. Moore Awards Luncheon on Nov. 9, we honored 14 teachers who developed exceptional classroom projects that will serve their students well throughout their academic and professional lives. Your support made this possible! Like you, these teachers go “above and beyond” to make a lifelong impact on young people! Here, we are reminded of the concept of interdependence: sponsors support teachers who support students who become business people and teachers who impact the next generation of students and teachers...we are all in this together. Thanks for being part of this outstanding circle!

NEWCOMER CATEGORY

*Building a Global Community
One Local Business at a Time*
Christine Edelmann, Lonoke School District

Economics Reconstructed
Cara Morland, Rogers School District

Economy Simulation
Jordan L. Strayhorn, Prairie Grove School District

Entrepreneurs Take a Risk for Business
Patricia Dennis, Springdale School District

Entrepreneurship in Action
Jessica Imel & Jason Swim, Bentonville School District

Entrepreneurship: How Sweet It Is!
Debbie Ethridge, Bentonville School District

Taking Economics to Heart
Krista M. Harvey, Bentonville School District

*The Wild and Wonderful Ways to Sell Water:
A Story of an Economy*
Kimberly Rahi, Fort Smith Public Schools

VETERAN CATEGORY

*Beebe Marketplace: Entrepreneurship
Education for the Next Generation*
Lydia Brumfield, Beebe School District

*Dreams Really Do Come True
through Economics*
Dr. Tom Woodruff, Rogers School District

Economics...It's in There!
Peggy Johnson, Harmony Grove School District

Take a Chance, Be the Change
Michele Jackson & Pamela Reynolds, Siloam Springs School District



Did you know you can find economics in any book? Mrs. Johnson and her students taught our audience how at the luncheon.



Mrs. Harvey and her students shared how they took economics to heart, making a difference in their community and around the world.



THANK YOU to our SPONSORS

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Arkansas Department of Education
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Arkansas Business Publishing Group
Arkansas Farm Bureau
Farmers Bank and Trust, Magnolia
Bob Hamilton
Jim and Renee Wooten
Arkansas Association of Educational Administrators
Friday, Eldredge & Clark
Horatio State Bank
Munro & Co., Inc.
Thomas & Thomas LLP, CPAs
Tipton & Hurst
UALR College of Business

Fort Smith Trivia Challenge 2015—A Savory Feast

Here is the perfect recipe for a Trivia Challenge showstopper: Assemble 9 long-standing, enthusiastic teams, add 3 new ones for a surprise flavor, blend with 3 essential judges, toss with 2 tried-and-true co-chairs, sprinkle with 1 seasoned emcee and serve with dedicated volunteers and favorite sponsors! Delish: The 13th Fort Smith Trivia Challenge on August 20.

Fork over Facts explored questions about dishes, dining and drink, and a good time was had by all who ate, drank and made merry while raising funds for economic and personal finance education for K-12 educators and students in Sebastian County.

The star of the show was **First National Bank** in first place. **ABF Freight** sizzled in second, followed by **ArcBest Technologies**, who also savored the win of the Spirit Award.

A big toast and many thanks to all who helped prepare this feast:

Trivia Co-Chairs: Jim Fourmy of First National Bank of Fort Smith, and Dr. Barry Owen of the Fort Smith School District

Emcee: David Humphrey, ArcBest Corporation

Judges: The Honorable Mike Fitzhugh and the Honorable Jim Spears, Sebastian County Court, and Fred Williams, Williams-Crawford & Associates

Teams: ABF Freight, ArcBest Technologies, ARVEST Bank, Beall Barclay, First National Bank, Hanna Oil and Gas/UA Fort Smith, Northside High School, Southside High School, OG & E, OK Foods, Inc., Propak Logistics and Zero Mountain

Sponsors: Doug and Kathy Babb, C.V.'s Family Foods, Davis Iron and Metal, Graduate Sales, Wesley B. Kemp, Preferred Office Products, Regions Bank, Weldon, Williams & Lick, Inc., Worksource and Yaffe Iron & Metal Corp.

Volunteers: Sheila Humphrey, Kathryn Robinson, Bruce and Brenda Vick and First National Bank of Fort Smith staff

Special Thanks to: Tracy Floyd and Kristina Thrift of Woods Elementary, Annidale Sound, Taliano's Restaurant and Immaculate Conception Church



Far left: Emcee David Humphrey with Co-Chairs Dr. Barry Owen and Jim Fourmy

Left: Grand Champs First National Bank with Jim Fourmy

Right: Suzanne Swofford, winner of the costume contest



2016 Trivia Challenges: El Dorado: March 17, Fort Smith: Aug. 25

Always faithful—Arkansas bankers

The 2015-16 ABA Chairman's Campaign is off to a great start! A big thank-you to all the bankers who have responded to Robert Taylor's call to support economic and personal finance education in schools with their gifts.

Bankers have been among Economics Arkansas's most loyal contributors since 1962 when our first executive director, Bessie B. Moore, corralled a dozen or so in a meeting room and threatened to keep the door locked until they had pledged their support. Today, we merely say "please" and "thank you," but the need for your donations is just as dramatic. Economic and personal finance education strengthens America's foundation of freedom, opportunity and prosperity.

Bob's letter, co-signed by ABA head Bill Holmes and Sue Owens of Economics Arkansas, was mailed to the presidents and/or chairs of all ABA members in late October. If you are one of the recipients, please submit your tax-deductible gift to Economics Arkansas, P.O. Box 3447, Little Rock, AR 72203.



The Fruits of the Giving Tree

We are truly grateful to the Texarkana Area Community Foundation and the Pine Bluff Area Community Foundation (affiliates of the Arkansas Community Foundation) for their recent *Giving Tree* grants to support economic and personal finance education in area schools. Thank you!



Because of you...

Arkansas students are developing savvy money skills.

Arkansas students are learning about our free-market economy.

Arkansas students are learning how to pursue the American Dream.

Your gift to Economics Arkansas provides economic and personal finance education to teachers and students in grades K-12. We believe that such education represents our best chance for addressing our nation's most pressing issues.

THANK YOU.

I wish to support Arkansas teachers and students during the 2015-16 school year.

Please designate my tax-deductible gift to support one of these programs:

- ☐ *Stock Market Game Program (student team scholarships of \$15/student team of up to 5 students)*
- ☐ *Teacher Grants (classroom funding for economic and personal finance projects)*
- ☐ *K-12 Teacher Training*
- ☐ *Use my gift where needed most*

- ☐ *Check enclosed. Please mail to Economics Arkansas, P.O. Box 3447, Little Rock, AR 72203*

- ☐ *Donate online at www.economicsarkansas.org. Click on the DONATE NOW icon in upper right corner.*

Name (please print): _____

Address, City, State, Zip: _____

Email Address: _____ Phone Number: _____

Your Gifts provide Economic Excellence

Because of your generous support, 15 Arkansas educators have been awarded economic education grants totalling \$9,960.56. Teachers will use grant monies to implement creative economics projects in their classrooms during the 2015-16 school year. Congratulations to the award recipients!

A second round of grant applications has been announced, with a deadline of Friday, December 11, 2015. Teachers will be notified by January 8, 2016, about their funding status. If you have questions or need additional information, contact Jennifer Taunton at 501-682-4230 or jennifer@economicsarkansas.org.

Rebekah Bilderback

Greenbrier High School
Greenbrier School District

Jaime Cavitt

Walker Elementary School
Springdale School District

Jessica Culver

Ozark Junior High School
Ozark School District

Ashley Davis

Rebecca Dunahoo
St. Joseph Catholic School

Jerri Foster

Ruth Hale Baker Middle School
Bentonville School District

Sarah Glenn

Huntsville Intermediate School
Huntsville School District

Bud Hamley

eSTEM Public Charter School

Amy Hardy

East Hills Middle School
Greenwood School District

Valarie Harp

Hartford Elementary School
Hartford School District

Toni Johnson

Crossroads ALE
Rogers School District

Amy Mileham

Grace Hill Elementary School
Rogers School District

Lisa Taylor

Willis D. Shaw Elementary School
Springdale School District

Shelina Warren

Scroggins-May-Hall GT Center
Pine Bluff School District

Julie Weaver

Amboy Elementary School
North Little Rock School District



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Harriet and Warren Stephens,
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Education for Real Life

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National Awards



We rejoice in the news of **recent awards** presented to these accomplished teachers:
Shelina Warren of Pine Bluff won the **John Morton Excellence in the Teaching of Economics Award** presented annually by the Council on Economic Education to “promote economic education at the K-12 level.” CEE recognizes and honors inspirational teachers whose innovative teaching concepts improve and stimulate economic understanding in and out of their classrooms.

A Conway native, Shelina earned a bachelor of science degree in social science education and two master degrees. She currently works at the Scoggins-May-Hall Gifted and Talented Center in Pine Bluff, teaching students in K-4. Shelina has won numerous teaching awards and is an Economics Arkansas Polly M. Jackson Master Economics Teacher (MET).

Jessica Culver and her students from Ozark Junior High School won the **Viewer’s Choice Award** in the 2015 Video Contest, “What Should the President Do to Improve the Economy?” The contest was sponsored by the CEE and a cash award presented.

Jessica is an award-winning economics and social studies teacher for grades 7-9 and a Polly M. Jackson Master Economics Teacher candidate.



EconChallenge Winners!

Arkansas had thirty teams of high school students participate in the EconChallenge online competition this fall. Below are the winning teams who advance to participate in the state competition April 6, 2016 in Little Rock. *Congratulations!*

Adam Smith Division Winners

3G Production Team, West Fork High School
Muzzle Team, West Fork High School
Advisor: Jo Lawson

David Ricardo Division Winners

Patton Team, Fountain Lake High School
Advisor: Matt Kinsinger

The EconChallenge online competition for spring 2016 will occur **March 7-11th**. If you are interested in participating, please contact Jennifer at jennifer@economicsarkansas.org.

WOW!

The fall 2015 session of the Stock Market Game program experienced a **36% growth over last fall!**