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## Outstanding Educators to be Honored at Arkansas Awards Luncheon

The 11th Annual Bessie B. Moore Arkansas Awards Luncheon will be held **Friday, December 1, 2006** at Chenal Country Club in Little Rock, 11:30 a.m. Twelve outstanding educators will be honored as winners in the Newcomer or Veteran Category. (See page 5 for a listing of the 2006 winners.)

The Moore Awards Luncheon honors K-12 Arkansas educators who have demonstrated excellence in teaching economic education in their classrooms. All winners receive a cash prize and acrylic award, plus they will be featured in the *Arkansas Democrat-Gazette* on December 1. In addition, winners receive congratulatory letters from Governor Mike Huckabee and Arkansas Department of Education Commissioner Dr. T. Kenneth James.

Please make plans to join us for this wonderful celebration! Call 501-682-4230 or email [acee@arkeconed.org](mailto:acee@arkeconed.org) for more information.

The ACEE cordially  
 invites you to attend the

11th Annual

Bessie B. Moore

Awards Luncheon

December 1, 2006

11:30 a.m.

Chenal Country Club

Little Rock

## Arkansas Teacher Receives International Award!

**Louise Crump**, a teacher at Harrisburg Middle School, Harrisburg School District, was named *2006 Middle School Teacher of the Year* by the Global Association of Teachers of Economics (GATE) as part of their John Morton Excellence in Teaching Economics Awards Program. Ms. Crump is also a Polly M. Jackson Master Economics Teacher for the ACEE, and both a state and national award winning teacher of economic education.

*Congratulations, Louise!*

GATE is an international membership organization sponsored by the National Council on Economic Education exclusively for K-12 teachers and others who are interested in economic and financial education.



## Connecting the Dots

Sue Owens, Executive Director



I recently returned from the National Council on Economic Education annual conference and attending this conference always gives me new ideas how to approach marketing, program, and fundraising. Marketing our mission can be rather difficult – people in the general public have a difficult time grasping what an economic education is, or does for students. We must “connect-the-dots” concerning the long term benefits of an economic education, which is *economic literacy*. How does economic literacy impact individuals, employers, and Arkansas? How does *economic illiteracy* affect individuals, employers, and Arkansas?

A teacher who attended one of our 2006 ACEE summer workshops shared with us he teaches economics, and on the first day of class last fall he asked his students to define the *American Dream*. The teacher was shocked when not one student raised their hand – no one could define this unique opportunity our country offers all citizens. We must be deeply troubled and concerned by this answer.

I found a quote by our founder, Bessie B. Moore, that truly helps us understand why economic illiteracy is dangerous and why it has occurred:

*“Every educational system includes in the curriculum those things for which society feels a need. As long as the economy was doing well and faced no challenge from competing economic systems, there was no felt need for mass instruction in economic matters...The American youth is abysmally ignorant of the economic system that made him what he is, and of the system that threatens it. Soon these abysmally ignorant youth now in our schools must be concerned with an awesome variety of new conditions and responsibilities.”*

Please help us advance economic education and *economic literacy* in your community – contact me to find out how you can help. Thank you.

## 2006 Economic Education Advocate of the Year

Each year, the ACEE gives an Economic Education Advocate of the Year Award to an individual or entity who demonstrates a strong commitment to promoting economic literacy in Arkansas. This representative may be associated with the business or education sector.

The recipient of this year’s award will be announced during the Moore Awards Luncheon, to be held Friday, **December 1, 2006** at Chenal Country Club in Little Rock. The luncheon begins at 11:30 a.m. Make your reservations today by calling 501-682-4230 and help us honor all of our award winners!

## Congratulations to

# ARVEST®

Named 2006 Outstanding Corporation by Arkansas Chapter of Association of Fundraising Professionals

## ACEE Welcomes New Team Member!



Michelle La Ferney joined the staff of the ACEE Oct. 16, 2006 as Administrative Assistant. Michelle holds a Bachelor’s Degree in Finance and has worked in the

banking world for the past 9 years. She will be supporting administrative and program tasks, plus be the friendly voice answering the phone.

*Welcome, Michelle!*

## The Understanding of Economics

Biff Morgan, Regions Bank  
ACEE Chairman of the Board



Welcome to a New School Year of *Economics!* I first learned the importance of understanding economics over 20 years ago as I traveled our state as a senior officer and manager of the Correspondent Bank

Department at First Commercial Bank, now Regions Bank. Consequently, I have reached an important conclusion: whether you are a banker, educator, farmer, doctor, business professional or just a hardworking Arkansan, it is important for you as a citizen to understand the basics of economics. The basics such as supply, demand, scarcity, decision-making, financial management skills and the list goes on—basic economics is *real life and relevant* as students become adults. These life-changing concepts can be taught to students beginning in Kindergarten and provide valuable building blocks for a successful future. Empowering students with this knowledge cures economic illiteracy and will help us mold Arkansas into a state of intellectual, mental, physical and economical health!

Our ACEE staff trains (and empowers!) over 1,000 Arkansas educators annually and these teachers have a new set of students in their classrooms each year. Multiply this number of teachers by 25 students per teacher and 25,000 students can be impacted each year! This is in addition to the 6,200 students participating in the Stock Market Game program, the Economics Challenge and the Youth Entrepreneur Showcase! All of these opportunities result in students better prepared for *real-life* issues!

It is the positive impact economic education has on teachers and students, the progressive attitude of our staff, and the opportunity to work with the many professionals on our board, that excites me as an ACEE team member to promote the “understanding of economics” in Arkansas. I look forward to working with you all!

# FINANCIAL LITERACY IN CONWAY COUNTY

Sacred Heart Catholic School in Morrilton initiated a commitment to financial literacy for all students K-12. Eighteen members of the school's faculty participated in a one-day training conducted by the ACEE, in partnership with Conway County Literacy Council and Conway County Non-Profit Resource Center.

Teachers received *Financial Fitness for Life* curriculum, developed by Bank of America and NCEE, which includes teacher, student and parent guides, plus assessment guides for grades 3-12. In addition to ACEE staff, special presenters included Zoe Rossi, Arkansas Securities Department, and Billy Britt, Federal Reserve Bank of St. Louis, Little Rock Branch.

Contact the ACEE at 501-682-4230 to learn more about *Financial Fitness for Life*!



*Sacred Heart teachers participate in a financial literacy activity.*

Photo courtesy of Dennis Massingill

## Workshop Sponsors

Bill Seliskar, Plummer's Flowers, ARVEST Bank, Harris Funeral Home, Mobley Construction Company, Sound-Craft Systems, Inc., Mr. and Mrs. Ted Williams, Kiwanis Club of Morrilton, Mr. and Mrs. Henry Rohlman, Jr. and Bank of America

## Globalization Workshop

The ACEE and the Little Rock Branch of the Federal Reserve Bank of St. Louis partnered to offer "Globalization: It's a Team Effort" workshop for middle and high school teachers on October 20, 2006 in Little Rock. Seventeen teachers learned about Arkansas' place in the global economy, the global stock market and ways to teach globalization in the classroom. Teachers received six hours of staff development, plus a teaching guide featuring 12 lessons on Globalization, complete with visuals, activities and assessments.



*Billy Britt, Economic Education Specialist, with Federal Reserve Bank addresses workshop participants.*

## Children's Literature in Union County

The ACEE received a grant from the Union County Community Foundation to offer a Children's Literature workshop in Union County. The workshop was held September 28 at Simmons First National Bank in El Dorado. Nine educators learned to identify economic concepts in children's literature books and activities to reinforce the learning. Each teacher received a curriculum guide, a children's literature book and three hours of staff development for attending. Many thanks to Union County Community Foundation for their support!



*Union County teachers learn to "Discover the Magic of Economics in Children's Literature"!*

# Program Calendar

**November 4, 2006**  
"Excel-ing in Economics"  
9:00 a.m.—3:00 p.m.  
U of A Little Rock

**November 15, 2006**  
EconomicsAmerica  
Coordinator Meeting  
9:00 a.m.—3:00 p.m.  
Little Rock

**November 20, 2006**  
Presentation to Pre-service  
teachers of Henderson State  
Arkadelphia

**Nov. 30—Dec. 10, 2006**  
Study Tour to Ukraine and Latvia

**December 1, 2006**  
Moore Awards Luncheon  
11:30 a.m.—1:00 p.m.  
Chenal Country Club  
Little Rock

**December 8, 2006**  
Fall Stock Market Game Ends

**December 8, 2006**  
Seas, Trees & Economies  
8:30—11:30 a.m.  
Springdale

**January 17, 2007**  
Stock Market Game Luncheon  
11:30 a.m.—1:00 p.m.  
ALLTEL Arena  
North Little Rock

**January 18, 2007**  
Stock Market Game  
Extravaganza Workshop  
8:30 a.m.—3:00 p.m.  
Fuller Annex Building, PCSSD  
Little Rock

Please visit our website at  
[www.arkeconed.org](http://www.arkeconed.org)  
to learn more about these  
workshops and events  
or to register on-line.

## HSU CENTER RECEIVES STATE FARM GRANT

Celya Taylor, Director

M. H. Russell Center for Economic Education

The M.H. Russell Center for Economic Education at Henderson State University held a one-day workshop focusing on math and economics September 23 at the State Farm Agency Field Offices in Hot Springs. Sixteen teachers attended the workshop, which was made possible by a \$2,325 grant from State Farm. Educators learned about the complementary relationship between economics and mathematics in the K-12 classroom. From the decisions about purchasing car insurance to cell phones to toys, teachers gained insights and techniques for using everyday situations to make both economics and mathematics relevant to their students. The workshop featured economic lectures and grade-level curriculum sessions that allowed educators to expand their economic knowledge. Stan Walton, State Farm Agency Field Executive based in Hot Springs, spoke to teachers about online resources available on their website and about financial planning products such as Roth IRAs. Much thanks to State Farm for making this workshop possible!



State Farm Field Executive Stan Walton shares resources with teachers.



Master Economics Teacher Doug Vann demonstrates a math activity.

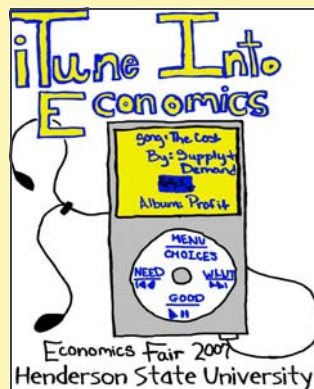
**Congratulations to the Center for Economic Education at Arkansas State University for receiving its Five-Year Affiliation with the National Council on Economic Education!**



Bob Duvall, President/CEO of NCEE presents Dr. Larry Dale, Director of ASU's Center for Economic Education, with a Five-Year Affiliation Certificate.

## 15th Annual HSU Economics Fair

**Saturday, March 3, 2007** is the date for the Economics Fair at HSU in Arkadelphia, from **8:00 a.m.—2:00 p.m.** Students in grades 3-8 may participate in five events. Prizes are awarded at each grade level for all events, and all students receive a t-shirt. For more information, contact Celya Taylor, 870-230-5232 or [taylorlc@hsu.edu](mailto:taylorlc@hsu.edu).



## Moore Center Receives Grant

The Bessie B. Moore Center for Economic Education at the University of Arkansas, Fayetteville recently received an International Education Showcase grant from the National Council on Economic Education as part of the Cooperative Education Exchange Program (CEEP). The CEEP is conducted through the U. S. Department of Education in coordination with the U. S. Department of State.

Monies from the grant will be used to promote international education initiatives.

*Congratulations!*

## Seas, Trees and Economies

Dr. Marsha Clayton, Director, Center for Economic Education, U of A Monticello in partnership with the ACEE will conduct a "Seas, Trees and Economies" training for **EconomicsAmerica** Coordinators at their statewide meeting November 15 in Little Rock. Each participant will receive a copy of this curriculum thanks to the **Minnesota Council on Economic Education**. The guide is geared for grades 3-6 to help students understand the relationship between our natural environment and the economy.



On August 15, 2006, the ASU Center for Economic Education and the Memphis Branch of the Federal Reserve Bank of St. Louis held an International Workshop for area teachers. Pictured above are the sponsors and presenters who made this workshop possible!

# 2006 Bessie B. Moore Award Winners!

Twelve Arkansas educators will be honored at the 2006 Bessie B. Moore Arkansas Awards luncheon for excellence in teaching economic education. The luncheon will be held **Friday, December 1, 2006** at Chenal Country Club in Little Rock. For more information or to make reservations, please contact the ACEE office at 501-682-4230 or email [acee@arkeconed.org](mailto:acee@arkeconed.org).

## Veteran Category Winners

### Cathy Crouch

*"Working for Wheels...Rolling with Pride"*  
John Tyson Elementary School  
Springdale School District

### Betty Evans

*"Out of This World Economics"*  
Monticello Elementary School  
Monticello School District

### Jean Gibson

*"Jefferson Zoo"*  
Jefferson Elementary School  
Fayetteville School District

### Christina Hoisington

*"Decisions! Decisions!"*  
Old High Middle School  
Bentonville School District

### Kathy Lemons

*"Venezuela and the U.S.—The Economics of Oil"*  
Fayetteville High School  
Fayetteville School District

### Jennifer Taunton

*"Economics and You: Finding the Real World at School"*  
Union Elementary School  
El Dorado School District

### John Way

*"Who's Gonna Buy My Clothes?"*  
Norman Junior High School  
Crossett School District

## Newcomer Category Winners

### Nicholas Adams

*"Economics and Geography—An Entrepreneur's Challenge!"*  
Norman Junior High School  
Crossett School District

### Brenda Lumpkin

*"The Economic Impact of Higher Education"*  
Bentonville High School  
Bentonville School District

### Lea Kristy Metcalf

*"Growing Hands"*  
College Hill Elementary School  
Texarkana School District

### Linda Skelton

*"An Evening with the Arts"*  
Harvey Jones Elementary School  
Springdale School District

### Ruthie Walls

*"Bead Mania"*  
Hall High School  
Little Rock School District



*2006 Moore  
Awards Sponsors*

Wal-Mart Stores, Inc. and Sam's Club  
Arkansas Bankers Association  
International Paper ♦ ALLTEL  
Arkansas Farm Bureau Association  
Arkansas Blue Cross Blue Shield  
AT & T Arkansas ♦ Nabholz Construction Company

Arkansas Association of Educational Administrators ♦ Brady & Associates  
Cross, Gunter, Witherspoon & Galchus  
Friday, Eldredge & Clark, LLP ♦ JPMS Cox, PLLC ♦ Munro & Company

## Greene County Hosts Trivia Challenge

Eleven businesses competed for Greene County's Grand Championship Award at the annual Corporate Trivia Challenge event held September 19, 2006 at Paragould High School Auditorium. **Joe Wessell**, BancorpSouth and ACEE board member, served as chairman of the event. Paragould **Mayor Mike Gaskill** served as Master of Ceremonies, while **Jeff Branch**, **The Honorable Dan Stidham** and **The Honorable Gerald Brown** served as event judges. Sponsors were **Turner Dairy**, **Allen Engineering** and **Arkansas Methodist Medical Center**. Volunteers included **Sara Dickey** and **Linda Glickert** (Paragould High School), **Vicki Kuykendall** (Black River Technical College), **Tricia Maxwell** (Illinois Council on Economic Education) and **Sheri Lazare** (Louisiana Council on Economic Education).

The 2006 Grand Champion is **Paragould School District!** First Runner-Up is **BancorpSouth**, and 2nd Runner-Up is **Leadership Paragould Class X**. This year, Spirit Awards were given for first and second place: the 1st Place Spirit Award went to **Arkansas Methodist Medical Center**, and 2nd Place went to **Paragould Junior High School**. Congratulations to all the winners!

Many thanks to Paragould High School for the use of their facilities and equipment and to their wonderful staff! Thank you all for helping raise over \$17,000 to promote economic education in Arkansas! We look forward to seeing you in 2007!



### Paragould School District

*Grand Champions: Robert DeBrosse, Danielle Robertson, Trey Reely and Keith Pringle with event chairman, Joe Wessell, and Master of Ceremonies Mayor Mike Gaskill.*

### Participating Businesses:

American Railcar Industries, Inc.  
Arkansas Methodist Medical Center  
BancorpSouth  
Emerson Appliance Solutions  
First National Bank  
Greene County Tech Schools  
L. A. Darling Company  
Leadership Paragould Class X  
Paragould Junior High School  
Paragould School District  
Rotary Club of Paragould

### Sponsors:

Allen Engineering  
Arkansas Methodist Medical Center  
Turner Dairy

### Upcoming Trivia Challenge Events

El Dorado Trivia  
March 8, 2007  
South Arkansas Arts Center

Fort Smith Trivia  
April 9, 2007  
U of A Fort Smith

Little Rock Trivia  
May 10, 2007  
Clear Channel Metroplex

## Bankers' Campaign Underway!

The Arkansas Bankers' Association recently kicked-off its annual campaign to raise monies for K-12 economic literacy through the ACEE. **Larry Wilson**, Chairman, President and CEO of First Arkansas Bank & Trust in Jacksonville, is this



year's campaign leader, and the 2006-2007 goal is to raise \$60,000. Donations enable the ACEE to continue offering programs and training for Arkansas teachers **at no charge!**

### Donors may give IRA distributions to certain charities. Read on!

President Bush signed into law a pension reform bill that includes several giving incentives, the most notable of which is the **IRA Rollover provision**. This provides an exclusion from gross income for certain distributions of **up to \$100,000** from a traditional IRA or Roth IRA, which would otherwise be considered taxable income. This provision is effective for tax years 2006 and 2007 and only applies to donors age 70 ½ and older.

In addition, other provisions included in this new law are:

- Enhanced charitable deduction for donations of food;
- Extension of the charitable deduction for donations of books to include public schools;
- Basis adjustment to stock of S corporations contributing property, and
- Increased deduction for certain contributions of land for conservation purposes.

For more information about the **Pension Protection Act of 2006**, please contact your financial advisor or visit <http://taxes.about.com/b/a/257331.htm>.

# ACEE Awards Grants to 30 Teachers!

The ACEE is proud to award economic education grant monies to 30 Arkansas educators as part of its inaugural Teacher Grant Program! Below is a list of recipients receiving support to implement economic education activities in their classrooms during the 2006-07 school year.

**Zach Bledsoe**, Lakeside Junior High School, Hot Springs  
**Sonia Bradford**, Ashley/Drew Learning Academy, Hamburg  
**Carla Bryant**, Beryl Henry Elementary School, Hope  
**Stephanie Cowan**, Owl Creek School, Fayetteville  
**Els Cranor**, Forrest City Junior High, Forrest City  
**Rose Dale**, Nashville Elementary School, Nashville  
**Teresa Ellis**, Lynch Middle School, Farmington  
**Ruth Eyres**, J. A. Fair High School, Little Rock

**Nechi Fullerton**, Robinson Middle School, Little Rock  
**Mildred Green**, William J. Clinton Primary School, Hope  
**Lindsay Griffin**, Greenbrier Middle School, Greenbrier  
**Tina Hoisington**, Old High Middle School, Bentonville  
**Jenny Humble**, Grace Hill Elementary School, Rogers  
**Mary Ann Kennedy**, Shiloh Christian Academy, Springdale  
**Melody Key**, Bayyari Elementary School, Springdale  
**Lisa Lacefield**, Nettleton Intermediate School, Jonesboro  
**Brenda Love**, Smith Elementary School, Springdale  
**Lea Metcalf**, College Hill Elementary School, Texarkana  
**Michelle Moore**, Spring Hill Middle School, Bentonville  
**Neil Norberg**, Fayetteville High School, Fayetteville  
**William Peak**, Eureka Springs High School, Eureka Springs

**Jill Sanders**, Buffalo Island Central East, Leachville  
**Deborah Santeford**, Holcomb Elementary School, Fayetteville  
**Debbie Shearer**, Baker Elementary School, Little Rock  
**Bill Shelly**, Humphrey Elementary School, Humphrey  
**Amy Smallwood**, Grace Hill Elementary School, Rogers  
**Mary Steele**, J. A. Fair High School, Little Rock  
**Jennifer Taunton**, Retta Brown/Union Elem. Schools, El Dorado  
**Ruthie Walls**, Hall High School, Little Rock  
**Shelina Warren**, Jack Robey Junior High School, Pine Bluff

*Congratulations!*

## Great High School Teacher Resources!

*Are you looking for some great 4-7 minute video examples of basic economic concepts to use in your classes?* Two new DVDs produced by ABC News provide 31 video clips from 20/20 and the John Stossel specials. The video clips are accompanied by an electronic Instructor's Guide that provides follow-up lessons for each video clip as well as discussion questions, assessment items, quick teaching ideas, and student hand-outs.

The DVDs are available in high school and college versions for \$29.95 each or \$49.95 for the set. A 50% discount is awarded when 10 or more sets are ordered! To order, call 800-505-6139 Monday through Saturday from 8:00 a.m.—6:00 p.m. Eastern time. You can also order online at <http://abcnewsstore.com/economics>

**FREE** "Stossel in the Classroom" 20 minute DVD, plus a downloadable teacher guide are available at [www.StosselInTheClassroom.org](http://www.StosselInTheClassroom.org).

*Thanks to John Morton, Arizona Council on Economic Education for this info!*

## 2006-07 Stock Market Game SPONSORS

*The ACEE thanks the following sponsors for their commitment to investor education and economic literacy in Arkansas.*

**Arkansas Securities Department**

**Wal-Mart Stores, Inc.  
Sam's Club**

**Morgan Stanley**

**Securities Industry Association**

**Southern-South Central District**

**Harriet and Warren Stephens  
Stephens, Inc.**

**Link Investment Services,  
First National Bank of  
Crossett**

*"You guys have certainly opened my eyes to a world that was right under my nose. I cannot say enough about the professionalism of your staff and all the visitors. This truly was a rich, rewarding experience. I shall certainly share and use what I have learned. This experience will be among my favorite life lessons."*

*Kaye Person, Teacher  
Tuckerman High School*

*(After attending a 2006 one-week workshop on "Entrepreneurship" held in Newport, AR)*

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## THE STOCK MARKET GAME™ PROGRAM SETS RECORD!

The Fall 2006 session of the Arkansas Stock Market Game hit the 800 team mark, a new record for the fall game!

The fall session will conclude December 8, and the top three winners in each division of each region will be honored at an awards luncheon on Wednesday, **January 17, 2007** at Alltel Arena in North Little Rock. Winners receive cash prizes, trophies, plaques, t-shirts, and the advisor of the overall winning team receives an expense-paid trip to New York to participate in the one-week teacher workshop sponsored by the New York Stock Exchange!

Many workshops have been conducted around the state for teachers to learn

how this valuable teaching tool complements math, literacy, business applications and social studies. If you would like to learn more about this program, contact Donna Wright at 501-682-4230 or [donna@arkeconed.org](mailto:donna@arkeconed.org).

### Upcoming Workshop:

**Stock Market Game Extravaganza**

**January 18, 2007**

**8:30 a.m.—3:00 p.m.**

**Fuller Annex Building  
Pulaski County Special  
School District  
Little Rock, AR**

*Program sponsors for the 2006-07 school year are listed on page 7.*



## 2007 Economics Challenge

**The 2007 Economics Challenge academic competition for high school students will be March 13, 2007 at the Clinton Presidential Center in Little Rock.**

**Contact Geanie Davis at 501-682-4230 or [geanie@arkeconed.org](mailto:geanie@arkeconed.org).**

800 teams of 3,815 students are participating in the Fall 2006 Stock Market Game™ - a new record for the ACEE!

## WISH LIST

Portable Microphone  
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