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## You are Invited...

The 15th Annual Bessie B. Moore Awards for Excellence in Teaching Economics will be presented to 15 outstanding K-12 educators on December 3, 2010 during a luncheon at Chenal Country Club in Little Rock. Tickets are \$30 and may be ordered by calling 501-682-4230.

**Maria Haley, Executive Director of the Arkansas Economic Development Commission** will serve as the keynote speaker.

The Bessie B. Moore Awards are presented to educators who develop and successfully integrate economics projects into the classroom. Each project is independently judged and scored by a minimum of three judges. The purpose of the awards is to stimulate improvements in economic education teaching practices, to encourage educators to develop descriptions of their successful teaching practices, and to recognize outstanding educators who are effectively teaching economic education principles. Please join us on December 3rd!



*Maria Haley*

*(For a list of winners and luncheon sponsors, see page 5.)*

*President Clinton shares, "We pay a terrible price when people don't understand basic economics."*



*President Bill Clinton served as keynote speaker at a fundraising luncheon benefiting Economics Arkansas August 11, 2010 in Springdale. (See article on Page 6.) Pictured above: Governor Mike Beebe, Tyson Foods CEO John Tyson, Northwest AR Campaign Chair and EA board member Jim Walton, President Bill Clinton, EA board member Bob Boehmler, EA Executive Director Sue Owens. Also seated at the head table, but not pictured: ARVEST Bank EVP Dick Trammel, EA Chair Jim Fourmy, Jr. and EA President, Dr. Laura Bednar.*

## A Personal Mission

Sue Owens, Executive Director



Several years ago, a dear friend of mine gave me a daily calendar of inspirational quotes, so I keep it on my desk to enjoy each morning. The calendar is a little worn, and I've read each quote many times

over, but I continue to enjoy it. A few simple words on a page have the ability to lift my thought and renew my spirit! On September 8<sup>th</sup>, I was especially moved by this statement, "*Hope is the anchor of the soul, the stimulus to action, and the incentive to achievement.*" These words ring true to me on so many levels, and it is one of the reasons I feel so strongly about what we do at Economics Arkansas.

Most of us have reasons why we are passionate about certain things in life, and it is usually because we have been touched personally. I was barely twenty years old when I married, and was divorced by twenty five years of age. The stark realization hit that my decision to forego college after marrying was impacting my ability to secure a job that would support me. I admit to having some "Scarlett O'Hara moments," although unlike Scarlett waving a carrot in the air swearing she would never go hungry again, I made a vow to never be in a situation like this again. I started working at a bank as a teller, which turned into a 20-year career in banking and management. I continued to invest in my human capital by going back to college, as I knew more career opportunities would be available with a college degree. After almost 9 years of attending college part-time in the evening, and working 50+ hours during the week, I earned my bachelors degree! Without a college degree, I would not have qualified to apply for this position over 6 years ago.

I am personally passionate about our mission because I "get" how important it is for students to embrace the *economic way of thinking* to help them make wise choices and invest in their human capital. As a former banker, I also understand the importance of financial literacy. In addi-

## Raffle Tickets Still Available!

There is still time to purchase a raffle ticket for a chance to win a 2010 Chevy Silverado Z71 4x4 complete with leather seats and a winch! The retail price of this vehicle is approximately \$45,000 and Economics Arkansas will pay \$15,000 toward the federal raffle tax! Only 1,999 tickets will be sold, and tickets are only \$99 each!

**Bale**  
SINCE 1912



Economics Arkansas' Stacey Ray and volunteer Jennifer work to sell tickets at an Arkansas Razorback football game.

Second prize is a Lifetime Hunting and Fishing License valued at \$1,000!

For more information or to purchase a ticket, call Economics Arkansas at 501-682-4230 today!

### The Value of an Economics Education

Liles Repp  
St. Thomas Academy and  
Grinnell College, B.A. in Economics 2010

"I've taken many classes, but none has fundamentally altered the way I see the world more than my first course in economics. Unlike many courses, the benefit of an education in economics goes far beyond the technical skills learned. I now approach problems rationally and make sure to analyze the costs and benefits of each of my potential actions.

Economics is more than just a collection of skills and theories, it is a important decision-making paradigm. It affects everything I do and almost every decision I make, from which assignments I choose to prioritize, to what I decide to do for fun on a Saturday night. It helps me appreciate the value of my education, the importance of world news, and the decisions of the leaders addressing the world's most compelling crises. Above all economics gives me perspective and the tools that I and other students need to face the increasingly complex and interdependent set of challenges that are sure to confront our nation. Economic education and understanding are the keys to empowering people to solve the world's problems."

Reprinted with permission from the Minnesota Council on Economic Education.

## MET Wins Global Award!

Master Economics Teacher, **Melody Key**, was selected as the 2010 Elementary Teacher of the Year by the Global Association of



Teachers of Economics (GATE)! Melody is a first grade teacher at Jerry "Pop" Williams Elementary School, Farmington School District. She has been a teacher for 31 years and has incorporated economics into her classroom for over 22 of those years! In addition to this new International Award, Melody is a multi-time winner of economic awards both nationally and locally.

Melody received the GATE award during a ceremony at the CEE/NAEE/ GATE Annual Conference in Miami, FL October 8, 2010.

**Congratulations, Melody!**



### Dates for the 2011 Personal Finance Challenge:

*Online qualifying round:  
Week of April 4-8, 2011*

*State Championship competition:  
Thursday, April 28, 2011*

Contact Geanie Channell:  
[geanie@economicsarkansas.org](mailto:geanie@economicsarkansas.org)

This event is sponsored by Economics Arkansas, Bill and Sharon Arnold Family Foundation, and the Federal Reserve Bank of St. Louis' Little Rock and Memphis branches.

## Teachers Train in Washington D.C. this summer

**Sheri Shepherd** of Glen Rose School District attended the "Training the Writers" program in Washington, DC this summer. Conducted by the Council for Economic Education for U.S. and International teachers, these workshops include intensive writing exercises, expert guidance, field testing of lessons, and follow-up work by e-mail. This training has resulted in the development of lessons for use in 30 countries.

Of her experience, Sheri states, *"Being a part of the Training the Writer's program was one of the highlights in my career as a teacher thus far. I was challenged in every possible way, and came away not only a better teacher, but a better person."*

For more info about this program, visit <http://www.councilforeconed.org/ei/>



*Nilhan Siam of Jordan; Sheri Shepherd, Bismarck, Arkansas; Rini Amidjono of Indonesia, and Betty Beier of Seattle, Washington.*



**Fellow teachers help Melody Key celebrate her Global Award!**

*(See article above.)*

## Program Calendar

**November 11, 2010**

High School Personal Finance  
8:15 a.m. - 4:00 p.m.  
T.A.C. House  
El Dorado School District  
El Dorado, AR

**November 13, 2010**

High School Personal Finance  
8:15 a.m. - 4:00 p.m.  
UA Little Rock  
Little Rock, AR

**November 16, 2010**

High School Personal Finance  
8:15 a.m. - 4:00 p.m.  
Arch Ford ESC  
Plumerville, AR

**November 17, 2010**

High School Personal Finance  
8:15 a.m. - 4:00 p.m.  
Rogers Center  
Fort Smith School District  
Fort Smith, AR

**December 3, 2010**

Stock Market Game Ends  
*and*  
Moore Awards Luncheon  
11:30 a.m.—1:00 p.m.  
Chenal Country Club  
Little Rock, AR

**January 6, 2011**

High School Macroeconomics  
8:15 a.m. - 4:00 p.m.  
Arch Ford ESC  
Plumerville, AR

**January 12, 2011**

Stock Market Game Awards Luncheon  
11:30 a.m. - 1:00 p.m.  
Verizon Arena  
North Little Rock, AR

**February 7, 2011**

Stock Market Game Begins!

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

## Test Results from Summer Workshop Participants!

**Dr. Jennifer Logan, Director of the Center for Economic Education and Research at Southern Arkansas University-Magnolia** volunteered to collect and research test outcomes from teachers participating in Economics Arkansas 2010 summer workshops. Teachers were pre and post tested using the "Test of Economic Literacy" (TEL) instrument developed by the Council for Economic Education. This instrument measures four areas of knowledge: Fundamentals, Microeconomics, Macroeconomics and International.

This summer, 5 one-week workshops were held specifically for teachers of grades 9-12, with two additional multi-day workshops held for K-12 and K-8 grades respectively. Results were grouped according to workshop type: high school economics (9-12), financial literacy (K-12) and economics within core classes (K-8).

	K-12	K-8	9-12
TEL Pre Test	75.27%	60.00%	78.09%
Variance	37.46%	45.44%	28.09%
Standard Dev.	6.12%	6.74%	5.30%
TEL Post Test	78.80%	67.50%	80.89%
Variance	22.26%	20.72%	18.20%
Standard Dev.	4.72%	4.55%	4.27%



All groups showed an increase in knowledge of economics, with the greatest increase overall being in the K-8 teacher group. Both K-8 and high school teacher cohorts demonstrated improved performance in each of the four areas of knowledge listed above.

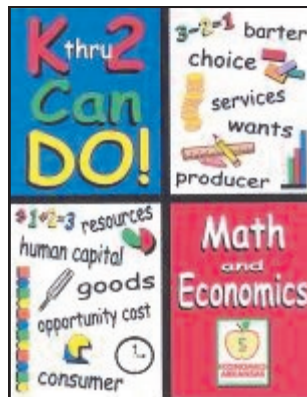
If you would like more information regarding this study and/or its findings, please contact Dr. Jennifer Logan at 870-235-4310 or [jlogan@saumag.edu](mailto:jlogan@saumag.edu). Her current working paper regarding this project is entitled, "Economic Literacy Among K-12 Teachers: Is Arkansas Making the Grade?"



## K-2 Math & Econ Guide

Economics Arkansas has restocked its shelves with this outstanding guide which provides developmentally appropriate lessons for students in Kindergarten through 2nd grade. The lessons are active and varied and each provides a student-centered introduction of a basic economic concept that is reinforced through math activities.

The guides are \$25.00 each, plus tax and shipping. Discounts are available for purchase of 10 or more units. For more information, please contact our office at 501-682-4230. Order forms may be downloaded via our website [www.economicsarkansas.org](http://www.economicsarkansas.org) under the Teacher Resources Tab.



*A great resource to complete your set of K-12 Mathematics and Economics collection!*

*Call Today!*

## Center Directors Attend National Meeting

Five Directors of Arkansas' Centers for Economic Education attended the CEE/NAEE/GATE Annual Meeting in Miami, FL in October. This professional development conference provides a valuable time of sharing pedagogy and networking for economic educators!



*Dr. Marsha Clayton (UAM), Dr. Jeni Logan (SAU) and Dr. Celya Taylor (HSU). Not pictured Dr. Ken Galchus (UALR) and Dr. Rita Littrell (UAF).*



**The 2011 Economics Fair**  
**Saturday, April 30**  
**8:00 a.m.—2:00 p.m.**  
**Garrison Center**

**For more information, contact**  
**Dr. Celya Taylor at**  
**870-230-5232 or**  
**[taylorc@hsu.edu](mailto:taylorc@hsu.edu)**

## Attention Superintendents

**Have you mailed your Economics Arkansas Partnership Agreement? Letters were sent in September inviting your District to partner with us, and you will receive customized in-service training, discounts on curriculum, first notice of upcoming workshops and more!**

**Contact our office to learn more:**  
**501-682-4230 or**  
**[acee@economicsarkansas.org](mailto:acee@economicsarkansas.org)**

# 2010 Moore Award Winners

On December 3, 2010, Economics Arkansas will honor 15 outstanding educators at the 15th Annual Bessie B. Moore Arkansas Awards for Excellence in Teaching Economics! Six winners in the "Veteran" category will receive \$1,000 each and 9 winners in the "Newcomer" category will receive \$500 each. Congratulations to these wonderful teachers who are successfully integrating economics into their classrooms in creative and effective ways!

## Veteran Category

*The Economics of Recycling*

**Nancy Archer**

Pulaski County Special School District

*Building Financial Literacy with the  
Stock Market Game*

**Dottie Sue Hill**

Springdale School District

*School Helpers at Work*

**Melody Key**

Farmington School District

*I'm Not a Businessman:*

*I'm a Business 'Man'*

**Tamra Lambert**

Bryant School District

*Economics: The Future Begins Now*

**Deborah Shearer**

Pulaski County Special School District

*Monkeying Around with Economics*

**Ann Taylor**

Lincoln School District

## Newcomer Category

*Reading Between the Lines  
of the Economy*

**Amanda Butler**

Pulaski County Special School District

*Fish Food Factory*

**Elisabeth Carter**

Stuttgart School District

*Economics in Everyday Life*

**Ashley Fitz Davis**

Springdale School District

*Dollar Sense*

**Jennifer Graham**

Springdale School District

*Financial Fitness for Life*

**Mary Ann Holifield**

Paragould School District

*Harp Hawk Zoo*

**Teresa Jordan**

Springdale School District

*Life in the Real World!*

**Sheryl D. Shepherd**

Glen Rose School District

*Arkansas Agriculture and Beyond*

**Lisa Taylor**

Springdale School District

*Multicultural Entrepreneurs  
in Arkansas*

**Michelle Wallis**

Springdale School District

**CONGRATULATIONS!**

## Sponsors of the Moore Awards Program

**Bessie B. Moore Hero**

**\$10,000**



ARKANSAS  
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OF EDUCATION



**Silver - \$1,500**

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***Thank you, Sponsors!***

### ***What Educators are Saying About Economics Arkansas Workshops...***

***"I came to this workshop expecting to be lectured and bored. I am leaving excited about teaching the [high school Economics] course and grateful for the activities introduced. Not only did this help for Economics, but it helped in my other subjects."***

***"This workshop met my expectations. There was a great amount of information and in depth explanations. Plenty of resources to implement in the classroom."***

# A Presidential Message



The Honorable William Jefferson Clinton, 42nd President of the United States served as keynote speaker for a fundraising luncheon benefitting Economics Arkansas August 11, 2010 in Springdale. Following comments from John Tyson and Governor Mike Beebe, and a warm introduction from personal friend and community volunteer, Ann Henry, President Clinton took the stage to a standing ovation.

Clinton shared, "...I really do believe that one of the reasons we got into the mess that we're in today in our country is that people didn't have enough economic literacy. And one of the reasons that I believe we are considering too few options for getting out of it, is the lack of economic literacy. We need to get back to the business that Economics Arkansas

was set up to advance in the first place. There will always be room for people who are more conservative and people who are more liberal. But there are some basic concepts that ought to be absorbed by all Americans. And I think Economics Arkansas and Bessie Moore, long ago, they had the right idea. I think we pay a terrible price when people don't understand basic economics."

The guests included Former U. S. Senator David Pryor, Former U. S. Representative John Paul Hammerschmidt, Current U.S. Senators Blanche Lincoln and Mark Pryor, State Legislators Shane Broadway and Uvalde Lindsey, Former UA Athletic Director Frank Broyles, Don Tyson, R. Madison Murphy, John Brown III, Neal Pendergraft, Don Soderquist, Alice Walton and many others. We are grateful to all who attended to help raise funds and awareness of Economics Arkansas and its mission for economic literacy.

Following comments by the President, a live auction was held. Auctioneers Dick Trammel and Bob Boehmler raised an additional \$7,100, bringing the net amount raised from this event to just over \$76,000!

Northwest Arkansas Committee members who worked diligently with the EA staff to plan this event include: Jim Walton, volunteer Ann Henry, Bob Boehmler, Donnie Story, Nellie Goodman, Lisa Ray, Twila Witt, Robbie Wilkinson, Richard Winesburg, Dr. Rita Littrell, Amy Moore, Paula Lawrence, and Mike Sells. We are extremely grateful to all of the businesses and individuals who supported this tremendous event! To view a copy of the program and see a complete listing of the sponsors, visit our website at [www.economicsarkansas.org](http://www.economicsarkansas.org), click on the "Fundraising" tab and scroll to the Northwest Arkansas Campaign paragraph.

**THANK YOU!** After the Clinton luncheon we received a gift from Susan and Orville Hall Jr. in honor of Dr. and Mrs. Morriss (Ann) Henry, who were instrumental in securing President Bill Clinton.

## Spring 2011 Trivia Challenge Dates!

*El Dorado Trivia Challenge*  
March 17, 2011  
South Arkansas Arts Center

*Pulaski County Trivia Challenge*  
April 13, 2011  
Clear Channel Metroplex

Call 501-682-4230 for more information!

## Grants Received

(This Fiscal Year: June 1)

**Bank of America**  
**Merrill Lynch**  
(\$15,000 for Stock Market Game)

**3M Foundation**  
(\$5,000 for Stock Market Game)

**Union County Community Foundation**  
(\$500 for Stock Market Game)

PRESENTING SPONSOR

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SAM M. WALTON COLLEGE OF BUSINESS

# Arkansas Teachers Awarded \$26,089

Economics Arkansas awarded 41 grants to teachers around the state to implement economics projects in their classrooms during the 2010-11 school year. Winners are listed below and will attend the Economics Exchange seminar May 6, 2011 in central Arkansas.

## CONGRATULATIONS TO OUR RECIPIENTS!

**Lydia Brumfield**  
Beebe School District

**Valarie Harp**  
Hartford School District

**Janet Wallace**  
Poyen School District

**Jean Gibson**  
**Kim Kendrick**  
Bentonville School District

**Mike Vincent**  
Hot Springs School District

**Judith Melikian**  
**Deborah Shearer**  
Pulaski County Special School District

**Tamra Lambert**  
**Maria Swicegood**  
**Doug Vann**  
Bryant School District

**Sarah Glenn**  
Huntsville School District

**Susie Thompson**  
Little Rock Christian Academy

**Rodney Fulton**  
**Jenny Humble**  
**Jeanne Trueg**  
Rogers School District

**Ruthie Walls**  
eSTEM Public Charter School

**Lana Chaffin**  
**Betty Larry**  
Little Rock School District

**Holly Elsea**  
Siloam Springs School District

**Terry Isringhouse**  
**Teresa Whitehead**  
Forrest City School District

**LeAnn Helms**  
Manila School District

**Tina Blythe**  
**Dawn Buchanan**  
**Vicki Campbell**  
**Pamela Conner**  
**Ashley Fitz Davis**  
**Barbara Dickard**  
**Dottie Sue Hill**  
**Teresa Jordan**  
**Jamie Smithpeters**  
**Lisa Taylor**  
**Jennifer Walker**  
Springdale School District

**Sheri D. Shepherd**  
Glen Rose School District

**Karen Norton**  
Monticello School District

**Rebekah Bilderback**  
**Loretta Burgess**  
**Lindsay Griffin**  
Greenbrier School District

**Carol Woods**  
Newark School District

**Shelina Warren**  
Pine Bluff School District



In May 2009, the Donna K. Wright Stock Market Game Scholarship was established in honor of Economics Arkansas' long-time Associate Director and SMG Facilitator.

This fall, three teachers were awarded scholarships to underwrite the fees for 36 teams, a total of \$540. Recipients are:

**Regina Grant**, Lakeside High School  
**Avery Kuykendall**, Alma Middle School  
**Brad Lyle**, Mena High School  
**Holly Thorwarth**, Mt. Ida High School

For information on SMG scholarships for the Spring 2011 program, please contact Marsha Masters at 501-682-4230 or [marsha@economicsarkansas.org](mailto:marsha@economicsarkansas.org).

## It's Not Too Late to Become a Stock Market Game Sponsor!

Economics Arkansas has sponsorships available for the 2010-2011 Stock Market Game Program. Many thanks to our current program sponsors which include:

**Bessie B. Moore Hero - \$15,000**  
**Bank of America/Merrill Lynch**

**Platinum Sponsor - \$5,000+**  
**3M Foundation**

**Arkansas Securities Dept.**  
**State Farm Insurance**

**Gold Sponsor - \$2,500**  
**D & R Hobbs LLC**

**Silver Sponsor - \$1,500**

**Lou Graham,**  
**Morgan Stanley Smith Barney**

**Bronze Sponsor - \$1,000**  
**Riceland**

**Warren & Harriet Stephens,**  
**Stephens, Inc.**

**Investor - Up to \$500**  
**CFO Network**

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**Fund and Arkansas Community**  
**Foundation**





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Email: [acee@economicsarkansas.org](mailto:acee@economicsarkansas.org)  
[www.economicsarkansas.org](http://www.economicsarkansas.org)

*Address Correction Requested*

## High School Economics Workshops

*Looking for outstanding training and resources to help teach the required high school economics course?*

Economics Arkansas is the lead trainer for this new course and continues to offer workshops to assist educators teaching this course. While our training is not required in order to teach the class, it provides effective standards-based lessons and activities easily integrated into the classroom. In addition to a customized notebook tied to course standards, teachers also receive many resources to aid them through the school year.

The five-day workshop has been developed into a multi-day series, & elements are being offered throughout the year:

- Economic Fundamentals* (2-day)
- Microeconomics* (1 day)
- Macroeconomics* (1 day)
- Personal Finance* (1 day)

For teachers interested in attending this series of workshops, the two-day *Economic Fundamentals* workshop is the first stop on this exciting journey. Please visit [www.economicsarkansas.org](http://www.economicsarkansas.org) and click on the "Calendar & Registration" button to see the most up-to-date listing of workshops. Questions? Please contact Geanie Channell at 501-682-4230 or email her at [geanie@economicsarkansas.org](mailto:geanie@economicsarkansas.org)



## Make Your Year-End Donation Today!

### Don't Forget.....

with a couple of clicks of your mouse you can make an online donation to support our Mission of economic literacy for all Arkansans!

### And.....

leave your legacy of support by contributing to the Bessie B. Moore Endowment. This program has been created to leave a legacy of sustainable funding.

Please contact Sue at 501-682-4230 for details.

*Thank you for your consideration!*

Approximately 220 teachers have already received training for the High School Economics Course!

The Arkansas Stock Market Game Program has 1,140 teams participating in the Fall 2010 session!

Economics Arkansas is affiliated with

