

The Fourth "Education for Real Life"

Volume 12, Issue I March 2012

Economics Arkansas

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Calling K-8 Teachers & Students!

Once again, Economics Arkansas and the Federal Reserve Bank of St. Louis are partnering to offer the Economics Calendar Program for Kindergarten through 8th grades. This will be the 5th year for the competition that gives students the opportunity to illustrate an economic concept they have learned in school. Economics and art intersect in this creative and educational program!

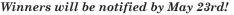
At least 15 entries will be chosen for the 2013 Calendar. Each student, plus his/her teacher, will receive a \$50 gift card in addition to copies of the calendar.

For additional information about the Economics Calendar Program (including entry forms), visit our website at www.economicsarkansas.org/Programs

and click on the Economics Concept Calendar listing. You may also contact our office at 501-682-4230. All entries should be postmarked by Friday, May 11, 2012.

Mail entries to:

Economics Arkansas P. O. Box 3447 Little Rock, AR 72203



Cover of the 2012 Economics Concept

Calendar drawn by Juliet, grade 8,

Jessieville Middle School.



Economics Arkansas has partnered with **DonorsChoose.org** to provide \$100,000 in funding for teachers in Arkansas Public Schools using DonorsChoose.org to help make their economics and personal finance lesson plans a reality! Thanks to a generous grant from the Walton Family Foundation, projects submitted at DonorsChoose.org of \$800 or less and focusing on economic education will fund the final half of the teacher's project after donors fund the first half!

Teachers: Any public school teacher or front-line student worker employed

by a public school can submit a project. Potential requests can include any hands-on materials, technology, books or supplies that will help your students learn economics and personal finance. You can see ideas for economics projects that other teachers across the nation have posted at DonorsChoose.org. Submit a project today! Once a project reaches its funding goal, DonorsChoose.org will deliver the materials to your school.

Donors: Your donation given to an Arkansas educator to help teach economics or personal finance concepts is automatically **DOUBLED!** This "Double Your Impact" opportunity helps fund qualifying classroom projects. No money is sent directly to teachers; rather, DonorsChoose.org purchases the materials requested and has them delivered to the schools. To view some of the projects available for funding, visit http://www.donorschoose.org and click Search Projects. Under "Location," choose "State" and then choose "Arkansas." You will receive updates and notes of appreciation from participants during the project period! Double Your Impact today!



Our 50-Year Legacy

Sue Owens, Executive Director



Consider the following: Winthrop Rockefeller, Charles H. Murphy, Jr., William H. Bowen, Dr. Arch Ford, Dr. George Fersh, Cass Hough, Wilbur D. Mills, W.R. Stephens, B. Finley Vinson, Kenneth Pat Wil-

son, Al Pollard, Dr. M.H. Russell, and the list goes on....what do these individuals have in common? These Arkansas leaders gave generously of their time, energy and money to establish an outstanding economic education program in America – a quote from a 1977 program celebrating our 15th birthday. These individuals, among many others, were credited with giving this organization life.

The program goes on....Three leaders who created a model economic education program which has been copied across the nation and around the world are: Dr. Arch W. Ford, Director of the Arkansas Department of Education, Dr. George Fersh, Associate Director, Joint Council on Economic Education, and Dr. Bessie B. Moore, Executive Director of the Arkansas State Council on Economic Education. Bessie's inspired leadership was credited with lifting our economic education program to No. 1 in America!

One very obvious change is how we deliver economic education today versus in the past—previously, teachers attended two and three week workshops! The demands of educators have changed dramatically, and we are changing our delivery to meet their needs. One thing that has not changed is the critical need for economic literacy in Arkansas and the nation. The following is a quote from our 1976 newsletter:

We live in a country committed to an economic system based on individual decision-making in the market place, and to a political system based on individual decision-making in the voting booth. If the decisions people make are based on understanding and logical reasoning, we can hope to manage our affairs wisely and find solutions to the crucial problems that confront society....The quality of decision-making is therefore crucial.

Economics Arkansas teaches "the science of decision-making" to Arkansas students, but in this very important election year, perhaps our state and national leaders might need a little brush-up on the "economic way of thinking" to make more informed decisions on our behalf.

Economic Education Advocate Award

When describing **Chuck Spohn**, the phrase *"going the distance"* comes to mind. Chairing fundraising events, serving on the

board, supporting our programs financially and with his presence, educating the business community about Economics Arkansas and its mission to promote economic literacy to fellow Arkansans through the school system—these are just a few reasons Chuck has been named our Economic Education Advocate!

Chuck has served on the Economics Arkansas board of direc-

tors since 2006, plus he has served as a member of our Pulaski County Trivia Challenge Committee for 8 years, chairing the event four times! He believes this event provides an excellent opportunity for companies to build employee morale and teamwork and to show their pride and compete in a wholesome fashion for intellectual bragging rights, plus it's a fun way to raise money! Be ready, he may be calling you to compete in this year's Trivia Challenge scheduled for **Thursday, April 26th** at the Wyndham Hotel in North Little Rock!

When asked about his passion for Economics Arkansas' mission, he shared: "I see the need for the business community to invest in our collective future. Of late, our

global economy has experienced some fairly significant turbulence, with no guarantees for what lies ahead. In order to be

ready for the days, years and decades to come, we must prepare now, and no better place to start than with our youth. We must arm them with weapons of knowledge, creativity, compassion, understanding and basic worldly skills—like how to balance a checkbook, understanding the economic impact of wants and needs, how to invest in the stock market, understanding

dividends, and so on. And that's just what E-A does! E-A provides fundamental teaching platforms for K-12 which are presented in such a way that students can relate and retain these essential skills."

Chuck has been a marathon runner for 35 years. He and his wife, Becky have been married 19 years, and they have two children. Chuck is in his 15th year as VP and General Manager for Fox 16. He is also president of the Little Rock Downtown Partnership, a member of Rotary Club and the Central Arkansas Executives Association.

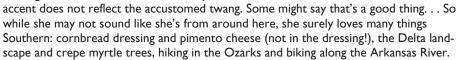
Thank you, Chuck, for your insight and consistent ability to "go the distance" in all that you endeavor. Congratulations!

Welcome, Claudia!

Claudia Utley is the new face (and accent) at Economics Arkansas. She joined our staff in January as Development Coordinator. Her duties include event planning, grant writing, implementing publicity efforts, and supporting administrative and program tasks as needed.

Previously, she served as Public Information Officer for the Department of Arkansas Heritage and as a grant contract writer for UAMS and contract public relations specialist for various non-profits. Claudia earned a Bachelor of Arts Degree in English from UCLA and an MBA from UALR.

Since she arrived at Economics Arkansas, things sound a little different around here. Claudia grew up in Germany (west), and although she has mastered the use of "y'all" like a true Arkie, her



Claudia sings with Top of the Rock, the Central Arkansas chapter of Sweet Adelines International, and serves as an active member of the Pulaski County Master Gardeners. She is married to Tom Utley, a Midwesterner, and they have two children, Lucas (16) and Louisa (13), who speak English and German with a genuine Southern accent!



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12 Teachers Set to Win \$1,000 Each!

The Seventeenth Annual Bessie B. Moore Arkansas Awards for Excellence in Teaching Economics will be given Thursday, November 8, 2012, during an awards luncheon at the Clinton Presidential Library. Up to twelve Arkansas educators will be honored for their effectiveness in teaching economic education principles in creative and innovative ways. Each winner will receive \$1,000 in prize money, plus an inscribed award!

Teachers of students PreK-12th grade currently under contract to an Arkansas public or independent school district are eligible. The economic integration program or activity must be taught within the 2011-2012 academic year (August 2011-June 2012).

To download an official entry form and learn more about the entry requirements, visit our website at

www.economicsarkansas.org/Programs and click on the Moore Awards Program tab. In addition, the website contains examples of award-winning projects for reference. If you have any questions, please contact Program Coordinator Marsha Masters at marsha@economicsarkansas.org or 501-682-4350.

All entries must be postmarked by July 13, 2012.

Join Our Thinkfinity Community

Economics Arkansas has created a Thinkfinity Community Group that makes it easy to find other teachers who are integrating economics into their classrooms! The web address for this community is: http://community.thinkfinity.org/groups/economics.



Why join? This group is a quick resource to economic lessons and activities, not only for you to access but a place for you to share your successful resources with others. In addition, you can take part in hot topic education discussions as well as the site's blog. Another resource for you at the click of the mouse! Join the fun today!

Come See Us at Your Local Educational Cooperative!

June 18-20, 2012 Arch Ford Co-op—Plumerville

June 21-22, 2012 South Central Co-op—Camden

June 27, 2012
O.U.R. Co-op—Valley Springs

June 28, 2012
Dawson Co-op—Arkadelphia

June 28-29, 2012 Northwest AR Co-op—Farmington

July 10, 2012
Great Rivers Co-op—West Helena

July 11, 2012
Arkansas River Co-op—Pine Bluff

July 16, 2012

Dawson Co-op—Arkadelphia

July 24, 2012
Northeast AR Co-op—Walnut Ridge

July 25, 2012 Great Rivers Co-op—West Helena

July 25-27, 2012
Wilbur D. Mills Co-op—Searcy

July 27, 2012
Arch Ford Co-op—Plumerville

July 30-31, 2012 Western AR Co-op—Branch

July 30-31, 2012 DeQueen/Mena Co-op—Gillham

For more information about these staff development opportunities, please visit the website of the Educational Cooperative listed. Workshop topics and appropriate grade levels are listed.

Register today—we'd love to see you!

Program Calendar

April 12, 2012

Economics Challenge State Competition
Central Arkansas

April 13, 2012
Stock Market Game Ends!

April 24, 2012

Econ Challenge National Semi-Final
Competition
(On-line for State Winners only)

May 2, 2012

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

May 4, 2012

Economics Exchange 9:00 a.m. - 3:30 p.m. Wyndham Riverfront North Little Rock, AR

May 11, 2012

Economics Concept Calendar Program
Entries Due!

May 18, 2012

Teacher Grant Program Reports Due!

May 20, 2012

National Econ Challenge competition in New York City

May 23, 2012

Economics Concept Calendar Program
Winners Notified

June 12 - 14, 2012

Wild About Economics Arkansas Game & Fish Commission Hope AR

> June and July Summer Workshops

See Page 5 for detailed information regarding dates and topics of staff development opportunities being offered this summer by Economics Arkansas!

March 2012 Page 3

Staff Development for School Districts

Attention Superintendents, Principals and Staff Development Personnel!



Andy Guffey, Education & Agriculture Coordinator for Arkansas Farm Bureau and Economics Arkansas board member, demonstrates a "Where Does it Grow?" activity for El Dorado teachers in February.

As you begin scheduling your staff development for the 2012-13 school year, please remember that Economics Arkansas is certified by the Arkansas Department of Education! Our training is conducted by classroom teachers and can be tailored to the requirements of your school. Please contact us to discuss how we can assist you in providing relevant, activity-based learning that creatively addresses new common-core standards with a *twist* of economics!

Teachers shared this feedback after attending our inservice workshops for El Dorado and Greenwood School Districts:

"Honestly, I wasn't sure why I was asked to be here. After completing the workshop, I'm enlightened and excited!"

"Lots of new, engaging lessons tied to the Common Core standards that we will be implementing next year."

"I will take every bit of my material to the classroom to teach."

Sound <u>relevant</u>? Look <u>engaging</u>? Our staff development workshops offer this and more! Contact us today to schedule a workshop for your educators. You may call us at 501-682-4230 or email our program coordinators:

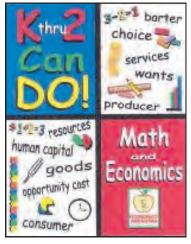
marsha@economicsarkansas.org or jennifer@economicsarkansas.org.

We look forward to hearing from you soon!

K-2 Math & Econ Guide

Looking for an outstanding guide that provides developmentally appropriate lessons for students in Kindergarten through 2nd grade and that have been correlated to the Common Core Standards? K thru 2 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 may apply. For more information, please contact our office at 501-682-4230. Order forms may be downloaded via our website www.economicsarkansas.org under the Teacher Resources Tab.



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

Economics Challenge Competition

Over 400 Arkansas high school students representing seventeen schools participated in the online round of the Economics Challenge competition! Of these students, 123 will advance to their Center Area competitions held during the week of March 26. From there, the top team in the David Ricardo and Adam Smith Divisions will advance to the state competition to be held April 12, 2012 at the Wyndham Riverfront Hotel.

Winners will be announced in the July 2012 newsletter!



ASU Center for Economic Education Director **Dr. Gary Latanich** and Northeast AR Education Cooperative Gifted Education Specialist **Jill Clogsdon**, along with ASU SIFE Students and Economics Arkansas, sponsored the *Business Expo 2012*, a competition for 5-8 grade students held in February.

I want to express to you how impressive the Bessie B. Moore Gala Luncheon was—it was entertaining, yet dignified and inspirational! I now have a much deeper understanding of, and appreciation for, the impact of Economics Arkansas on our students!

Gina Grace Thomas & Thomas LLP

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Professional Development Opportunities

This summer, Economics Arkansas is offering two special professional development opportunities: A 5-day Standards and Activity Based Economics workshop for teachers of the High School Economics course and a 2-Day Economics and Personal Finance Conference for K-I2 teachers, both in Little Rock. To attend, educators must be certified and under contract for the 2012-13 school year with an Arkansas school system. To learn more and register, visit www.economicsarkansas.org and click on the Calendar & Registration button. Economics Arkansas is an approved ADE Professional Development provider.

Standards and Activity-Based Economics

Date: June 18 – 22, 2012 Time: 8:30 a.m. – 4:30 p.m. daily

Location: The Federal Reserve Bank, Little Rock, AR

Registration Fee: \$25.00

This five day, content-driven workshop is your guide to teaching the required High School Economics Course! It will prepare you to present economics standards that will engage students through active participation. Pedagogy and strategies will be demonstrated.



Maximum: 30 participants

A notebook correlated to all of the Arkansas Economics standards (Fundamentals, Microeconomics, Macroeconomics and Personal Finance) and cross-referenced to the national economics standards, will be distributed at the training. Participants also receive Virtual Economics®, a CD-ROM containing more than 1400 reproducible lessons in economics and personal finance. The week-long workshop will be divided into sessions to simulate an 18 week high school course.

Open to teachers who are currently certified in secondary social studies or business education. Priority registration will be given to those teaching the high school economics course.

- Thirty hours of ADE-certified professional development credit letter provided.
- ♦ \$300 stipend upon successful completion of workshop.
- Teaching resources and materials provided.
- Breaks and lunches will be provided each day.

1st Annual Economics and Personal Finance Education Conference for K-12 Educators

REAL Econ for All: Relevant, Engaging, Activity-based Learning

Date: July 18 – 19, 2012 (Wednesday and Thursday) **Time:** 8:00 a.m. – 4:30 p.m. daily **Location:** Hilton Little Rock Metro Center, 925 South University Avenue, Little Rock, AR 72204-1601

Registration Fee: \$25 for one day attendance/\$40 for both days.

During this two-day conference, Arkansas' premier experts in teaching economics and personal finance will lead a wide variety of sessions full of relevant, engaging, activity-based learning opportunities, perfect for your grade level or subject area.

Session Topics:

Elementary SchoolMiddle SchoolHigh SchoolArkansas History — Children's LiteratureArkansas History — Economics & Geography — Integrating Economics acrossArkansas History — Economics & Geography — Integrating Economics acrossArkansas History — Civics — Ethics — Globalization — Integrating EconomicsEconomics across the Curriculum — Economics across the Curriculum — Literature — Personal Finance — STEMArkansas History — Civics — Ethics — Globalization — Integrating Economics

Upon Successful Completion Participants Will Receive:

- Six hours of ADE Certified Professional Development Credit for each completed day, with an opportunity to acquire two hours of Arkansas History credit.
- Grade level appropriate curriculum selection from the Curriculum Store.
- ♦ \$75 per day stipend.

Hotel Reservations: Economics Arkansas has secured a limited block of rooms at a discounted rate of **\$92** per room, per night plus tax, for any individual who would like to stay in the hotel. You may reach the Hilton Little Rock Metro Center at (501) 664-5020, use code word: *Economics Arkansas*, if you wish to book a room at the \$92 rate.

El Dorado Trivia Challenge

2012 marked the 14th year for El Dorado to host the Trivia Challenge event! We are so grateful to this wonderful community for the long-standing support of this event and of economic and personal finance literacy for Arkansas students! Co-chairs for the event were Magen Parker Olive, Murphy Oil Corporation, and Bob Watson, El Dorado School District. Dean Inman of SouthArk Community College once again served as Master of Ceremonies. The Honorable Mike Loftin, Mayor Frank Hash and Nancy Arn served as judges.

Bonus questions worth 2 points each were posed during all rounds and related to business during the 1970s, '80s and '90s in honor of the event's 14th year! Murphy Oil Corporation was crowned Grand Champion, while First Financial Bank won the coveted Elizabeth Mason Spirit Award. The costume contest was won by Pam Griffin of AmerCable.

Thank you to our co-chairs, the teams, sponsors, volunteers, emcee, judges and all those who made this event such a success!

Participating Businesses &

Schools
AmerCable
BancorpSouth
Chemtura
El Dorado School District
First Financial Bank
Lion Oil Company
Murphy Oil Corporation
Simmons First Bank
SouthArk Community College

Event Sponsors:

El Dorado Chamber of Commerce Evers, Cox & Gober PLLC Glenn Mechanical Co., Inc. South Arkansas Arts Center United Insurance Agency Star Cinema



First Financial Bank
Elizabeth Mason Spirit Award Winner!

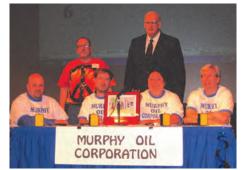
April 26, 2012

Pulaski County Trivia Wyndham Hotel, North Little Rock

August 23, 2012

Fort Smith Trivia Immaculate Conception Parish Hall

Grand Champions!







Groovy
Costume
Contest
Winner,
Pam Griffin
with AmerCable!

Honorariums and Memorials Received

The following gifts were received in honor or in memory of the following individuals:

Stanley K. and Jeanne E. Wells made a contribution in honor of Geanie Channell Polly Jackson Melody Key Bruce Vick

Bruce Vick Donna Wright

Dr. Marsha Clayton made a contribution in honor of

Economics Arkansas—

its staff and network

Geanie Channell

Bruce Vick

Melody Key

AND

in memory of **Sue Hendricks Cathey** of Monticello

We are grateful for these acknowledgements of such wonderful people!

What I spent, is gone.
What I kept, is lost.
But what I gave to
charity, will be mine
forever.

Epitaph quoted in "Volunteers in Action"

Thank You, State Farm Insurance!

State Farm Insurance recently awarded an \$8,000 grant to Economics Arkansas in support of the Stock Market Game program and teacher workshops! Pictured from left to right are Economics Arkansas Board Chairman Lou Graham with State Farm representatives: Elston Strong (agent-Little Rock), Don Barrow (agent-Little Rock), Luke Kasten (Central AR Agency Director) and Edd Hoyt (agent-Sherwood).

Thank You!



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Fall 2011 Winners

The winners of the Fall 2011 Stock Market Game Program were honored during an awards ceremony January 10, 2012, at Verizon Arena in North Little Rock. First and second place teams received trophies, cash awards, certificates, t-shirts and medallions. In addition, sponsors from the Arkansas Section 529 Plan Review Committee provided each winning student with a drawstring backpack! Teams finishing in 3rd place also received certificates and award money that were sent to their schools for distribution.

The teacher with the highest average team portfolio of five teams or more this semester was **Kim Wickliffe** of Pulaski County Special School District. **Bobby Beaird** of South Arkansas Christian School won the Teacher Division. **Todd Simpfenderfer** received this semester's Apple Award when his students finished the 10-week simulation period with an increase of \$41,323.72 in their portfolio! **CONGRATULATIONS to all our winners!**

Our generous sponsors include: AR Section 529 Committee/UPromise Investments, Inc.; Bank of America/Merrill Lynch; Arkansas Securities Department; 3M; State Farm Insurance; D & R Hobbs LLC; Lou Graham, Morgan Stanley Smith Barney; Riceland Foods Foundation, and Harriet and Warren Stephens, Stephens Inc.

Elementary Division Winners

Region I

Willis D. Shaw Elementary Springdale School District

Region II

Mount Ida Elementary

Mount Ida School District

Region III

Bradley Elementary

Bradley School District

Region IV

McCrory Elementary

McCrory School District

Region V

Pine Forest Elementary

Pulaski County Special School District

Region VI

Hardin Elementary

White Hall School District

Junior High Division Winners

Region I

Huntsville Middle

Huntsville School District

Region II

Hot Springs Middle

Hot Springs School District

Region III

Genoa Central High

Genoa Central School District

Region IV

Osceola Middle

Osceola School District

Region V

Vilonia Junior High

Vilonia School District

Region VI

No participants in this category

Senior High Division Winners

Region I

Har-Ber High

Springdale School District

Region II

Hot Springs High

Hot Springs School District

Region III

Genoa Central High

Genoa Central School District

Region IV

Bradford High

Bradford School District

Region V

North Little Rock High—East Campus

North Little Rock School District

Region VI

White Hall High School

White Hall School District



Donna K. Wright Scholarships Awarded for Spring 2012 Stock Market Game!

Scholarships worth \$6,480 were awarded to 23 Arkansas teachers participating in the Spring 2012 SMG program! Below is a list of the recipients:

Name **District** Academics Charter Sarah Watson Michael Dobbins Armorel Debra Harms Armorel Craig Pinion Atkins Tamra Lambert Bryant Carlisle Jennifer Park Gwen Prowse Crossett John Henderson Harrison Tim Guest **Hot Springs** Suzanne Skrivanos Hot Springs Jon Newman Jonesboro Josh McCorkle Jonesboro Pamela Wallace Little Rock June Wine Little Rock John Kellv Marked Tree Brad Lyle Mena Chrissie Barnes Monticello Holly Thorwarth Mount Ida Lisa Twyford **PCSSD** Allison Payne Rogers Robert Beaird So. AR Christian Jo Vanderspikken Springdale Vilonia Debbie Knowles

Much gratitude is extended to the Arkansas Section 529 Plan Review Committee for their support to underwrite the SMG scholarships. Started in 2009, this fund is named in honor of Donna K. Wright, former Associate Director and Stock Market Game Facilitator for Economics Arkansas.

Economics is the art of making the most out of life.

George Bernard Shaw

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Address Correction Requested

Celebrating 50 Years!



Economics Arkansas is celebrating its 50th year of offering quality economic education training and resources to Arkansas teachers! Look for our insert in the September 10th edition of Arkansas Business magazine and the September 3 edition of the Northwest Arkansas Business Journal. We are selling ads to be included in our insert. Prices are below:

\$1,500 Inside Front/Back Cover \$1,000 Full Page Ad \$500 Half Page Ad

Interested? Contact Sue Owens at sue@economicsarkansas.org.

State Winners

Elementary School Division Tia S.

Prairie Grove Elementary School Prairie Grove School District Advisor: Dustin Seaton

ARKANSAS STUDENT WINS NATIONAL INVESTWRITE AWARD!

Arkansas is proud to announce National and State winners in the Fall 2011 InvestWrite competition!

National Winner

Junior High Division Melody H.

Mount Ida High School Mount Ida School District Advisor: Holly Thorwarth

High School Division Hollan V.

Shiloh Christian School Springdale, AR Advisor: Mary Ann Kennedy

CONGRATULATIONS!

InvestWrite is a teacher-designed writing component and competition that complements the Stock Market Game Program and reinforces the students' newfound knowledge and sharpens critical thinking skills.

Deadline for Spring 2012 essay submissions is April 13th.

To learn more, visit http://www.investwrite.info

Economics Arkansas is affiliated with



1,645 Arkansas students are participating in the Spring 2012 Stock Market Game program!

