



The Fourth R

Volume 13, Issue 3 • November 2013

Education for Real Life

Economics Arkansas

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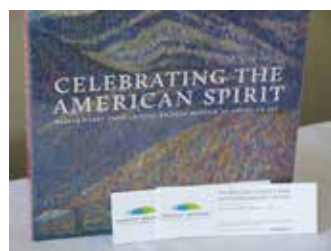
Dr. Jane Wayland

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Going once, going twice, going online

Welcome to our inaugural online auction, *The American Dream*. Between Nov. 20 and Dec. 12, please visit the site often to bid on fabulous items for your holiday gift giving. You'll find an iPad Mini, prime tickets to Oaklawn, the Razorbacks and the UALR Trojans, a private airplane ride, gourmet food items, visits to Arkansas's premier art museum, gift cards to many restaurants, dinner parties, fashion accessories and more. This is a nationwide auction. Anyone may participate regardless of location—that's the beauty of shopping online. All



auction proceeds will benefit economic and personal finance literacy in Arkansas. We are grateful to the many donors and sponsors who have made this auction possible.

Thank you.

<http://www.biddingforgood.com/economicsarkansas>



American Dream online auction benefits economic education for Arkansas students K-12.

Generous Gift Establishes the Stanley K. Wells Fund

A surprise announcement during the Bessie B. Moore Awards luncheon on Nov. 7 caused guests and honorees to gasp in delight and appreciation: Not only did Stanley K. Wells receive the Lifetime Achievement Award for his almost 40 years of teaching economics, but Ray Hobbs, Daisy Outdoor Products CEO and current EA board chair, announced that he and his wife, State Representative Debra Hobbs, are committing to an annual contribution to benefit the Master Economics Teacher (MET) program in honor of Stanley. Stanley served as the longtime principal of Woods Elementary School, Fort Smith School District, and was one of the inaugural METs. He retired in June.

Ray recalled how moved he was by the tributes paid to Stanley during his retirement ceremony (see *The Fourth R*, July 2013) and made the decision to provide an annual gift to sustain the MET program. The goal is to continue the excellence and culture established by Stanley and other METs who are now nearing retirement or have already retired. Other individuals are encouraged to consider contributing to this fund, which will keep this program as an important resource extender for Economics Arkansas.

The Hobbs' annual contribution of \$10,000 will help to fund MET development and training. Thank you, Ray and Debra, for your immense generosity. This is a beautiful gift in honor of a true gentleman, Stanley K. Wells.



Our Challenge to Stay Relevant

This week Marsha Masters and I met with three school superintendents and spoke to the Rotary Club in Batesville, thanks to an invitation from board member John Dews. John is the CEO of The Citizens Bank of Batesville and served as Board Chair during my first year as Executive Director.



Sue Owens
Executive Director

Our first visit was to a smaller district with 500 students and housed two campuses – elementary and high school. We learned it was school board meeting day, so we appreciated the time the Superintendent gave to us. We learned his high school and elementary principals schedule the professional development training for their teachers. This particular district was an Economics Arkansas (EA) partner district with us in the past, but did not renew their partnership this school year. We were curious to know why. The Superintendent said they partnered with us previously due to a teacher being involved with the Stock Market Program, but this teacher is now retired, so the district chose not to pursue a new partnership. While disappointing, we hope to re-engage his educators by meeting with the two school principals to review our training and resources. Our visit was overshadowed by many things on this Superintendent's mind such as the future funding cuts to both facilities and professional development budgets caused by the health insurance funding crisis.

Our next two visits were with school districts hosting 1000+ students. Neither of them has signed to become an EA partner district yet, so Marsha and I were excited to learn how we could support their teachers! Both Superintendents included the Directors of Curriculum in these meetings since they schedule Professional Development training for their districts. Both expressed interest in our high school training, Stock Market Game and Arkansas History training, but these two districts also indicated a deep concern about future budget cuts to facilities and professional development funding.

What did we learn from these calls? Every school district handles professional development training differently. Districts are providing *customized and targeted* training for teachers and with cuts looming in professional development funding, districts are more selective in deciding which organizations they will utilize to train teachers. From past conversations with Lifetime Board member Dr. Jim Rollins, Superintendent of Springdale Public Schools – *staying relevant is all about building relationships*. With approximately 250 school districts in Arkansas, we will need the support of all EA board members to help start more conversations, so we can build the relationships needed to stay relevant. In addition, our new technology plan will increase our online resources, which will keep us relevant to all teachers and districts seeking our valuable resources (*related article on page 4*).

Economic Education Advocate Award

Economics Arkansas' **Partner School Districts** have been chosen as the Economic Education Advocate Award winners! To date, 52 Arkansas school districts and/or independent schools have formally committed to providing and supporting economic education opportunities for their teachers and students! Partner Schools receive tailored professional development through in-services and priority notice of upcoming workshops and conferences. In addition, any registration fees associated with these workshops or conferences are reimbursed. Professional development offered is approved by the Arkansas Department of Education, focused on standards and supports the instruction domain of TESS. Student-focused programs, teacher recognition programs and a plethora of educational and financial resources are available to these partners as well.

Congratulations to our Partner School Districts for receiving the Economic Education Advocate Award! To date, schools include:

Arkadelphia	Glen Rose	McCrary
ASMSA	Gravette	Monticello
Armored	Greenbrier	Mountain Home
Bald Knob	Greenwood	North Little Rock
Bauxite	Hackett	Osceola
Beebe	Harrisburg	Paragould
Benton	Harrison	Poyen
Bentonville	Hot Springs	Prairie Grove
Berryville	Jasper	Prescott
Camden Fairview	Jessieville	Quitman
Clarendon	Jonesboro	Riverview
Clarksville	Lake Hamilton	Rogers
DeQueen	Little Rock	Searcy
El Dorado	LR Christian Academy	Siloam Springs
eSTEM Public Charter	Malvern	Springdale
Farmington	Manila	Watson Chapel
Fort Smith	Marvell-Elaine	West Memphis
		Wynne

Economics Arkansas welcomes the opportunity to work with all schools to promote economic education for real life. If you are interested in learning more about becoming a partner school, please contact us at 501-682-4230 or visit our website at www.economicsarkansas.org/for_teachers/professional_development.html.

What we are grateful for...

Gosh, where do we even start?! The Economics Arkansas staff are thankful for many things during this season of appreciation and wanted to share them with you!

Creative teachers!

My kitty

Energetic students!

Re: We have approved your grant application.

My job, which I love, and days off!



A book filled with economics... well, that's **EVERY** book!

Loyal donors

A full house at our teacher training workshops and conferences.

Tango dancing

The love and support of family!

Coming home!

Engaged and supportive board members

Our economic education "family"



Pumpkin pie!

Mornings spent pattering in my garden.

Picturing Economics at Crystal Bridges

What: Picturing Economics at Crystal Bridges workshop

Date: Thursday, April 17, 2014

Time: 8:30 a.m. – 4:30 p.m.

Where: Crystal Bridges Museum of American Art, Bentonville, Arkansas



Economics Arkansas, the Bessie B. Moore Center for Economic Education and Crystal Bridges Museum of American Art are pleased to partner for this unique experience of showcasing economics in art. This workshop is appropriate for K-12 teachers.

Dr. Michael Watts, an economics professor who has traveled around the world to conduct similar

presentations, will serve as the workshop facilitator. He will tailor his comments to the art on display at Crystal Bridges. In addition, breakout sessions will provide practical application activities for the classroom.

All participants will receive:

- A LiveBinder of curriculum resources
- 6 hours of professional development
- \$100 substitute reimbursement (eligibility requirements)
- Lunch and snacks

To register, visit www.economicsarkansas.org/our_supporters/event_calendar.html; click to the month of April! Questions? Contact Marsha or Jennifer at 501-682-4230.



ECONOMICS ARKANSAS
Education for Real Life



Professional Development can be Relevant & Engaging!

Economics Arkansas gives teachers engaging economics lessons that will captivate students while demonstrating how *the economic way of thinking* makes math, history, science and all subjects come to life! Activities solidify the learning of economic concepts and enable students to transfer learning across subject areas. Call us today to discuss how we can help meet the PD needs of your school or district!



Mark Your Calendars!

2014 Summer professional development opportunities!

High School Economics Workshop

June 16 - 20

ASU - Jonesboro

Entrepreneurship Conference

June 25

NWACC - Bentonville

3rd Annual R.E.A.L. Conference

July 9 - 10

Wyndham Riverfront - North Little Rock

visit www.economicsarkansas.org to learn more!

Program Calendar

December 5, 2013

Walking History, Talking Economics
Union County School Districts
El Dorado

December 6, 2013

Stock Market Game Ends

January 14, 2014

Stock Market Game Extravaganza

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

Economics Arkansas Conference Room
Little Rock

January 16, 2014

Stock Market Game Awards Luncheon

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

Verizon Arena
North Little Rock

January 22, 2014

Stock Market Game Extravaganza -

Advanced

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

Economics Arkansas Conference Room
Little Rock

January 23-24, 2014

High School Economics -

Fundamentals Workshop

8:30 a.m. - 4:00 p.m. daily

Magnolia

January 27, 2014

Stock Market Game Begins!

January 30-31, 2014

High School Economics -

Fundamentals Workshop

8:30 a.m. - 4:00 p.m. daily

Springdale

February 4, 2014

We LOVE Economics...and so will YOU!

4:30 - 7:30 p.m.

Economics Arkansas Conference Room
Union Train Station
Little Rock

February 20-21, 2014

High School Economics -

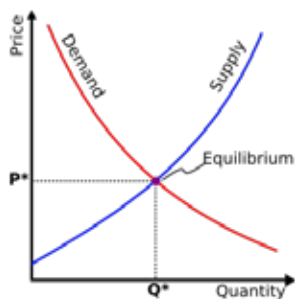
Fundamentals Workshop

8:30 a.m. - 4:00 p.m. daily

Conway

Visit our event calendar at
www.economicsarkansas.org
for more information or to register.

The ***K Thru 2 Can Do! Math and Economics*** curriculum guide created by Economics Arkansas has been sold to the Council for Economic Education. If you are interested in purchasing copies of this resource, please contact CEE at www.councilforeconed.org.
Thank you!



Laptops and iPads and Training Videos—Oh, My!

Economics Arkansas listens to school administrators and teachers regarding their needs for professional development and is working to expand the avenues whereby educators can access concise, standards-based, and hands-on economic and personal finance lessons and activities ready to be integrated into the classroom. In addition, we can assist teachers in creating their own unique economic education lessons and activities to use with students. Not only are we outfitting the Economics Arkansas training room with a variety of technology devices teachers use in their classrooms to create and execute creative learning opportunities, we are equipping mobile units of technology to have available at workshops and conferences we provide throughout the state! In addition to securing the hardware and software needed, we are also working to create short instructional videos of basic economic concepts and demonstration of complementary activities that will cement the learning of those concepts. We are very excited about this initiative and how it will meet the training needs of teachers who cannot be away from their classrooms during the school day. Furthermore, with the recent funding cuts to the professional development expense in school budgets, these valuable resources will be available as free downloads for districts and their teachers. Stay tuned and check our website often: www.economicsarkansas.org.



Economics: It's Not Dismal Anymore

Economic Fundamentals Module

Looking for ways to liven up your Economics Class? Would you like to increase student participation and learning? Join us for TWO fun-filled days of activity based learning in Economic Fundamentals.

Participants will receive:

- Training and lesson plans to effectively teach the Economic Fundamentals strand of the Secondary Economics Course
- 12 hours of ADE approved staff development credit
- Virtual Economics 4.0 flashdrive containing 1400 lessons
- Lunch and refreshment breaks
- Substitute reimbursement up to \$100 per day

Training Options:

Option 1:

Location: Southern Arkansas University - Magnolia, Arkansas
Dates: January 23-24, 2014
Time: 8:30 a.m. - 4:00 p.m. each day
Registration is required.

Option 2:

Location: Springdale Public Schools - Springdale, Arkansas
Dates: January 30-31, 2014
Time: 8:30 a.m. - 4:00 p.m. each day
Registration is required.

Option 3:

Location: AETN - Conway, Arkansas
Dates: February 20-21, 2014
Time: 8:30 a.m. - 4:00 p.m. each day
Registration is required.

To register, visit www.economicsarkansas.org/our_supporters/event_calendar.html and click on the workshop date of your choice! (A minimum of 10 people is required for the workshop to be held.)

Check out our Event Calendar at www.economicsarkansas.org for other professional development opportunities.

"I think this method will really teach students and keep them interested. I wish I'd learned stuff like this when I was younger."

Participant in the Summer 2013 High School Economics Training.

TIPS CORNER!

Each year, the PNC Christmas Price Index® is used in classrooms as an entertaining, simple way to introduce basic economic concepts. The change in the prices of Christmas gifts, year after year, provides an excellent lesson on inflation and other economic trends. Plus, similarities to the U.S. Consumer Price Index make it a fun and easy way to study economic indicators.

Their website is:
<http://www.pncchristmaspriceindex.com>

This site will be unveiled on December 2. Check it out!



2013 BESSIE B. MOORE ARKANSAS AWARDS WINNERS

This year, nine outstanding teachers were honored during our annual awards luncheon celebrating their innovative implementation of economics into their classrooms. In addition, Stanley K. Wells was bestowed the Lifetime Achievement Award for his 38 years of advocacy and leadership locally, statewide and nationally regarding economic education. We applaud all winners' accomplishments and the life-changing impact they are making on their students year after year!



Winners left to right: Heather Dorsey, Kim Been, Jennifer Howald, Lydia Brumfield, Michele Jackson, Linda Haley, Jessica Culver and Jenny Holland. Insert: Michelle Wallis.



Arkansas Dept. of Education Commissioner Dr. Tom Kimbrell congratulates winners on their outstanding achievements as does the keynote speaker, Wes Kemp, retired president and CEO of ABF Freight System, Inc.



Students from Beebe and Fort Smith School Districts shared their winning projects with the audience. Pictured above left are Ty McClean, Lauren Knott, Lydia Brumfield, Soraya Gifford and Maverick Payne from Beebe. Pictured above right are Cameron Lewis, Jennifer Howald, Mackenzie Crowson and Ashtyn Mobley from Fort Smith.



Two Arkansas educators recently received National Awards at the annual CEE/NAEE conference. Master Economics Teacher Sheila Humphrey (left, with Sue Owens) of Fort Smith School District received the 2013 John Morton Excellence in the Teaching of Economics Award - Elementary level, while Dr. Rita Littrell (insert), Director of the Moore Center for Economic Education at UA, won the Abbejean Kehler Technology Award!

MOORE AWARDS SPONSORS

BESSIE B. MOORE HEROES:



ARKANSAS
DEPARTMENT
OF EDUCATION



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SILVER SPONSORS:

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Farmers Bank & Trust – Magnolia
Jim and Renee Wooten

BRONZE SPONSOR:

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INVESTOR SPONSORS:

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Entertainment in Fort Smith

Our series of *That's Entertainment* Trivia Challenge 2013 came to a thoroughly entertaining close in Fort Smith on Aug. 22. Before the 11 teams started their battle of wit and wits, Trivia Co-chairs **Jim Fourmy** of First National Bank of Fort Smith, and **Dr. Barry Owen**, Fort Smith School District, welcomed the almost 200 guests and highlighted Economics Arkansas's mission of promoting economic and personal finance literacy in area schools.

Stanley Wells, long-time Master Economics Teacher and recently retired principal of Woods Elementary School, shared insights about teaching economics. And in a surprise announcement, three local teachers who were among the guests received the news from Sue Owens that they had just been selected as Bessie B. Moore Awards winners: Jennifer Howald, Jenny Holland and Kim Been. (Pictured on right.) The crowd went wild with enthusiasm, and it wasn't even time for the Spirit Award!



Serving again as the ever-suave and humorous emcee, **David Humphrey** of ABF Freight Systems, Inc. he posed the dozens of entertainment-related questions to the dueling teams. In a close finish, **Data-Tronics Corporation** came in first, followed by **First National Bank of Fort Smith** and the joint teams of the **Cooper Clinic and University of Arkansas-Fort Smith**.

Gerdau won the \$100 costume prize for its Big Gerdau Theory get-up, and Data-Tronics received the Spirit Award. Congratulations to all and many thanks to everybody who made our 11th Trivia Challenge in Fort Smith such a win!

Teams: ABF Freight System, Beall Barclay, Data-Tronics Corporation, First National Bank of Fort Smith, Gerdau, Hanna Oil and Gas, Northside High School, OK Foods, Inc., Southside High School, University of Arkansas-Fort Smith/Cooper Clinic, P.A. and Zero Mountain.

Sponsors: Arvest, Baldor, BancorpSouth, C.V.'s Family Foods, Davis Iron and Metal, Graduate Sales/Balfour, Wesley B. Kemp, Liberty Bank of Arkansas, Preferred Office Products, Weldon, Williams & Lick, Inc., Worksource and Yaffee Iron & Metal Corp.

Judges: The Honorable James Cox, the Honorable Mike Fitzhugh, the Honorable Jim Spears

Volunteers: Sheila Humphrey, Kathryn Robinson, Bruce and Brenda Vick, Stanley Wells, First National Bank staff

Bravo to Tom of Taliano's Restaurant who not only catered a sumptuous buffet but also celebrated his 53rd wedding anniversary the very same day.

Data-Tronics, the Champion Team!



Front row: Team members Clay Hester, Dave Cogswell, Scott Monroe. Back row: Event co-chairs Dr. Barry Owen and Jim Fourmy with team member Antonio Skinner.

Arkansas Bankers Campaign Kicks Off!

The 2013-14 ABA Chairman's Campaign has begun. Our goal is to raise \$40,000 for economic and personal finance literacy training and resources for Arkansas teachers.

We are grateful to ABA Chair **David Bartlett** of Simmons First National Bank for continuing the long tradition of leading the annual campaign. Bankers have been our most loyal benefactors ever since our founder, Bessie B. Moore, in 1962 locked some of them into a Little Rock meeting room and refused to open the door until they pledged their support.

Our methods are much kinder today. The ABA is sending a letter on our behalf and we hope that many will respond. Thank you.



Leave Your Legacy

As you are wrapping up the year 2013, please stay focused on the future. Arkansas students who benefit from economic and personal finance education today will be better informed, more responsible and more productive citizens, voters and members of the workforce tomorrow.

Help us provide that economic education with your end-of-year giving. All contribution to Economics Arkansas are tax-deductible.

Mail your check to:
Economics Arkansas
P. O. Box 3447
Little Rock, AR 72203

or make a secure, online donation at
www.economicsarkansas.org.

THANK YOU!

2014
"It's Our America"
Trivia Challenge:

El Dorado, March 13
South Arkansas Arts Center

Fort Smith, August 21
Immaculate Conception Church Parish
Center

To register a team or become a sponsor,
contact Sue Owens at 501-682-4349.

2013 – 14 Teacher Grant Recipients

Teacher grants to implement economics projects in the classroom during the 2013-14 school year were recently awarded to 35 educators, including 20 first-time recipients! From exploring the economic impact of tourism to adding a farmer's market on school grounds to building an automated video-enabled helicopter drone and taking it to market, the creativity and excitement these projects are sure to elicit from students will be mind-expanding. **Congratulations to all!**

Bryant School District

Douglas Vann

eSTEM Public Charter School

Cindy Kilpatrick

Fort Smith School District

Kimberly Been
Sheila Humphrey
Kristina Thrift

Greenland School District

Patricia Kienzle

Harmony Grove School District

Peggy Johnson

Hartford School District

Valerie Harp

Hot Springs School District

Mike Vincent

Huntsville School District

Sarah Glenn

Little Rock School District

Allison McMath

Lonoke Public Schools

Christine Edelmann

Manila School District

Heath Hawkins
LeAnn Helms

Ozark School District

Jessica Culver

Paragould School District

Sara Dickey
Karen Synder

Pulaski County Special

Amanda Butler
Angela Sprow
Jennifer Bruenger
Deborah Shearer

Pine Bluff School District

Bud Hamley
Pamela Kennedy
Chandra Lavender
Shelina Warren

Rogers School District

Amy Smallwood

Springdale School District

Courtney Erickson
Kerry George
Jennifer Wiggins
Lisa Taylor
Pamela Conner
Amber Livingston
T. Dustin Curtis
Timothy Smitley

Texarkana School District

Lori Redfearn

Winners of the Donna K. Wright Scholarships for the Fall 2013 Stock Market Game

Scholarships totaling more than \$6,000 were awarded to 34 teacher who registered 420 teams (1,502 students) to play the Fall 2013 SMG program. Congratulations to the following recipients:

NAME	District/School
Roseann Askeland	Jonesboro
Vickie Bailey	Conway
Robert Beaird	South AR Christian
Christine Bennett	Bryant
Rebekah Bilderback	Greenbrier
Michele Brown	Little Rock
Jessica Culver	Ozark
Teresa Day-Smith	Osceola
Monica Flowers	Conway
Carl Frank	ASMSA
Lillian Hemphill	Watson Chapel
Joan Johnson	Huntsville
Larry Jones	Dierks
Mary Ann Kennedy	Shiloh Christian
Stephanie Kohler	Pulaski County
Rick Kron	Pulaski County
Sally Lortez	Conway
Doug Maxwell	Waldron
Daniel Moix	Bryant
Jon Newman	Jonesboro
Kimberly Purtle	Pulaski County
Naoma Riordan	Texarkana
Dustin Seaton	Prairie Grove
Suzanne Skrivanos	Hot Springs
Michael Slicer	Vilonia
Shonda Smith	Conway
MC Taylor	Bay
Shannon Taylor	Conway
Susie Thompson	LR Christian
Holly Thorwarth	Benton
Mary Tippin	Little Rock
Tyler Trumbo	Huntsville
Janet Wallace	Poyen
June Wine	Little Rock

We are grateful to the **Arkansas Section 529 Plan Review Committee** for its support of the Donna K. Wright Scholarship Fund. Thank you.

We thank our sponsors of the 2013-2014 Teacher Grant Program



The Barber Law Firm Century Fund Managing Director Perry Wilson presents a check during the Bessie B. Moore Awards luncheon (see p. 5). He is pictured with the 2013 Bessie B. Moore Awards winners, many of whom have received teacher grants from Economics Arkansas.



The Heartland Foundation
Sue Owens accepts a check from Ashley East and Phil Thomas.

The Arkansas Economic Development Commission



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Excellence in Free Enterprise Luncheon in Little Rock

Mark your calendars for **Thursday, April 10, 2014**, to join us in honoring the legacy of **Mr. Charles H. Murphy**, this year's recipient of the Excellence in Free Enterprise Award presented by Economics Arkansas. Mr. Murphy's advocacy of economic literacy and the continuing support from the Murphy Foundation allows us to celebrate 51 years of providing valuable programs to Arkansas K-12 teachers and students. **Mr. R. Madison Murphy** will be present to accept this award on behalf of his father.

Dr. Arthur C. Brooks, president of the American Enterprise Institute for Public Policy Research in Washington, D.C., is the keynote speaker for the event. Brooks is an expert in public policy and a behavioral economist by training; his research and writings have focused on the intersections of economics, entrepreneurship and philanthropy. He is the author of the New York Times bestselling book *The Road to Freedom: How to Win the Fight for Free Enterprise*. He is also a regular contributor to *The Wall Street Journal*.

The luncheon will be held from 11:30 a.m. to 1 p.m. at the Marriott Hotel, 3 Statehouse Plaza in Little Rock on April 10, 2014. Sponsor tables and individual seating are available. Contact Economics Arkansas at 501-682-4230 for more information on table and ticket prices or visit www.economicsarkansas.org. A portion of the purchase is tax-deductible.



Charles H. Murphy



R. Madison Murphy

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