

The Fourth "R"

"Education for Real Life"

Volume 12, Issue 2

August 2012

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Golden Jubilee for Economics Arkansas

To prepare for our 50th Anniversary celebrations, we've been rummaging through anything archival in our office to get a better feel for what things were like in 1962. Thankfully, Bessie B. Moore kept detailed scrapbooks of photos, newspaper clippings, letters, notes, and much more, so we came across lots of treasures. One of the gems we found is the photo right, showing Bessie holding up a \$10,000 check that was presented to her by these business leaders. It represents the very first funding the Arkansas State Council on Economic Education (our initial name) received.



The story of how Bessie raised those funds is testimony to her legendary powers of persuasion:

It was the spring of 1962. No money had been made available to send 52 teachers to out-of-state universities to attend summer training workshops in economics. Bessie invited 23 business leaders and bankers to the Marion Hotel, locked the doors and explained the problem. Within one hour, she had her required sum of \$10,000. The teachers were on their way, and Arkansas was on its way to develop the finest economics education program in the country.

One locked door has led to the opening of millions of others!

50 Years

We invite you to find out what else we have discovered, and what we are celebrating as we are turning 50! For your personal read, pick up our commemorative anniversary journal in the September issues of the Arkansas Business and the Northwest Arkansas Business Journal. See below for the applicable dates.

On November 8, Economics Arkansas will be celebrating its Golden Jubilee and honoring nine Lifetime Board Members (see article Page 2).

Inside this issue:

Lifetime Board Members	2
"Double Your Impact!"	3
High School Economics	4
Get R.E.A.L.!	5
Awesome Trivia	6
TIPS Corner	7

**Arkansas
Business**

September 10, 2012

NORTHWEST ARKANSAS
BUSINESS JOURNAL

September 17, 2012

Leadership is Our Legacy

Sue Owens, Executive Director



I wrote about our 50-year Anniversary in the March newsletter, and I plan to continue as there is so much to share! We recently discovered a program for an economic education banquet held

in July of 1963 with Henry Ford II, Chairman of Ford Motor Company serving as our keynote speaker. Mr. Ford stated the following during his presentation:

"Your efforts to eliminate economic illiteracy through the workshops on Economics are only one among many examples of the progressive attitudes of your business, political, and educational leadership. Whether from the viewpoint of good citizenship, or from the viewpoint of individual interest, ignorance of the basic facts and principles of economics is a grave handicap. It is good to know the state of Arkansas is taking such vigorous steps to expand and improve the teaching of economics to its students."

It has become very clear to me through many weeks of researching our 50-year history; the leaders in 1962 who formed our organization shared a vision to improve individual lives and to improve the state of Arkansas through economic education training. We are deeply grateful to our leaders stemming back to 1962 and for those currently serving today.

In honor of our 50th Anniversary, we are recognizing nine individuals who have served or are still serving 25 years (or longer) on our board of directors with Lifetime Board Awards. (See listing on the right.) The awards will be presented this fall at the Governor's Mansion. Thanks to their leadership and that of so many others, we have enjoyed consistency, a clear vision, and unwavering support for our mission.

Economic Education Advocate Award

The Federal Reserve Bank of St. Louis—Little Rock Branch is being recognized as our Economic Education Advocate this quarter! **Robert H. Hopkins** serves as the Regional Executive for the Little Rock branch and is also an Economics Arkansas board member. The Federal Reserve Bank is very supportive of economic education and has partnered with us for many years.

Some collaborative projects have included standards and activity-based economics workshops, an annual Economic Concept Calendar competition for K-8, the Personal Finance Challenge and most recently, the Arkansas Economics Challenge. Each of these events has advanced the Federal Reserve Bank's goal of equipping teachers with resources to address the economic standards in a way that engages students through active participation.

Since the state of Arkansas recently adopted the requirement that high school students take a semester of economics before graduating, the St. Louis Fed and Economics Arkansas have joined together again to ensure that technology in economic education and St. Louis Fed materials are components of the high school coursework. The aim is that this partnership and curriculum will be a model for

other states with, or considering, mandatory economics classes.

There are also other benefits when we partner with the Fed, such as saving resources with traveling together, so truly, our partnership is a win-win situation!

Most recently, Economic Education Specialist **Kris Bertelsen** presented at Economics Arkansas's 1st Economics and



Personal Finance Education Conference (see page 5). In addition to presenting three educational sessions for teachers, Kris also staffed a display table to provide information about resources the Federal Reserve Bank has available to teachers at no cost. Kris has also partnered with us all

summer to present training and programs to teachers in educational cooperatives.

Economics Arkansas has enjoyed a 50-year history of training teachers, and through our valuable partnership with the Federal Reserve Bank, we provide a "superpower" of teacher resources and training, including more technological components such as on-line courses, plus interactive lessons available for download.

The Federal Reserve Bank of St. Louis and its Little Rock Branch are strong advocates of economic and financial literacy, and we celebrate our partnership!

Lifetime Board Members

The following individuals have served on the Economics Arkansas Board of Directors for 25 years or more:

Jim Wooten	33 years
Jim Walton	29 years
Jim Rollins	28 years
Bill Fisher	28 years
Rogers Ford	26 years
Benny Gooden	25 years
Bob Watson	25 years

Beebe, AR
Bentonville, AR
Springdale, AR
Paragould, AR
Joiner, AR
Fort Smith, AR
El Dorado, AR

Those being posthumously recognized:

Mike Wilson*	29 years
Leonard Dunn	27 years

Wilson, AR
Little Rock, AR

**also served as a board member of the National Council on Economic Education*

2012 EconChallenge Winners!

The State Finals for the 2012 EconChallenge were held April 12, 2012, at the Riverfront Hilton in North Little Rock, AR. Nine teams competed, representing Genoa Central High School, Huntsville High School, Little Rock Christian Academy, Marion High School, Subiaco Academy and Watson Chapel Junior High School.

The winners of both the Adam Smith and David Ricardo Divisions were from **Little Rock Christian Academy**.

This year, a student from each division was named "Economics Student of the Year." These students are **Blake Keeling**, Little Rock Christian, and **Samuel Mason**, Genoa Central High.

The EconChallenge was sponsored by:
*Federal Reserve Bank of St. Louis—
Little Rock and Memphis Branches
*State Farm Insurance
*The Council for Economic Education.

*Congratulations to all the
Winners!*



David Ricardo Champions!



Adam Smith Champions!

Attention Teachers: "Double Your Impact" Grants!

In the March issue of our newsletter, we reported "**Double Your Impact**" grant opportunities available to teachers in Arkansas Public Schools using DonorsChoose.org to fund economics and personal finance lessons or projects. A generous grant from the Walton Family Foundation funds the final half of a teacher's economics project after donors fund the first half!

The response from both teachers and donors has been overwhelming. At this time, 72 projects have been funded for a total of \$44,372! Funded projects included technology equipment, books, subscriptions to educational journals or newspapers, activity resources, calculators, supplies such as glue, markers, poster board, paint, etc.

A new element to the "**Double Your Impact**" grants involves the funding of teams for Economics

Arkansas' **Stock Market Game™ Program**. Teachers can use their DonorsChoose.org account to create a special request project to cover team fees! There is an 80% chance your project will reach its funding goal. This unique opportunity is only available to Arkansas teachers! For more details, contact Marsha at 501-682-4230 or marsha@economicsarkansas.org.

"Double Your Impact" funding has only been guaranteed through 2012. So visit DonorsChoose.org to create an account and submit your request today! Join teachers whose projects have already been funded and who are integrating economic education and personal finance projects in their classrooms.

DonorsChoose.org

Program Calendar

August 13, 2012

In-service—Arkansas History
Crossett School District

August 14, 2012

Microeconomics HS Module and
Virtual Economics 4.0 workshop
Little Rock School District

August 15, 2012

Stock Market Game -
Advanced Training
Springdale School District

August 17, 2012

In-service—Arkansas History
Bentonville School District

September 10 - 12, 2012

Microeconomics, Macroeconomics &
Personal Finance workshops
Van Buren School District

September 14, 2012

TEACHER GRANTS DUE!

September 18, 2012

Stock Market Game Extravaganza -
Beginner Training
Little Rock, AR

September 19, 2012

Stock Market Game Extravaganza -
Advanced Training
Little Rock, AR

September 24, 2012

Stock Market Game Begins!

October 4 - 6, 2012

Financial Literacy & Economic Education
Conference in Kansas City, KS

November 8, 2012

Moore Awards Luncheon
Clinton Presidential Center

Visit www.economicsarkansas.org
for more information or to register.



High School Teachers Ready!

Economics Arkansas, in partnership with the **Federal Reserve Bank of St. Louis - Little Rock Branch**, offered a five-day workshop for high school teachers of the required Economics course. Twenty-seven teachers attended this “Standards and Activity-Based Economics”



The Bead Game demonstrates the three types of economic systems: traditional, market and command. Both teachers and students love this learning activity.



Teachers JUMP to learn about trade barriers in one of the many activity-based lessons demonstrated during the workshop.

workshop held June 18-22, 2012, at the Federal Reserve Bank's Little Rock office. SAU Center Director **Dr. Jennifer Logan** and Little Rock School District educator **George West** served as trainers for the workshop, along with Economics Arkansas program coordinator **Jennifer Taunton** and **Kris Bertelsen**, Economic Education Specialist with the Federal Reserve Bank.

When asked to what extent the activity-based approach will impact their instruction of economics, one teacher replied, **“I’ve been teaching 35 years and this will change the way I teach.”** Another added, “This material will provide opportunities to engage students with hands-on learning and variety of approaches.”

Teachers attending received a notebook of lessons and activities structured to teach an 18-week economics course. In addition, they received a teaching kit complete with all supplies needed to conduct hands-on activities in their classrooms that will bring economic concepts alive and demonstrate their relevance to real life issues.

Workshops will be scheduled throughout the school year, so visit our website for details. Teachers, please call us with your questions about activities and lessons from this workshop or any other, 501-682-4230!

Virtual Economics 4.0

In September 2011, Economics Arkansas received a grant to train 50 educators regarding the Virtual Economics 4.0 CD-ROM. This CD contains over 1,400 economics lessons for teachers to use in their classrooms, so it is a tremendous resource!



UA Center Director Dr. Rita Littrell guides Little Rock School District educator Michele Brown through VE 4.0.

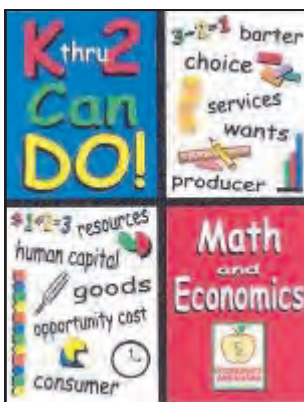
Because this workshop was so well-received, we applied for and were awarded another grant on May 7, 2012, to train 200 teachers! Check our website to see when this workshop will be held in your area.

These programs are made possible by the Council for Economic Education through funding from the United States Department of Education Office of Innovation and Improvement.

K-2 Math & Econ Guide

Looking for an outstanding guide that provides developmentally appropriate lessons for students in Kindergarten through 2nd grade 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!

THANK YOU, CENTER DIRECTORS and METs!

We appreciate all the preparation and assistance you provided to help make our 1st Annual R.E.A.L. Conference an outstanding success. We are grateful for our partnerships with you!

Economics for All? Get R.E.A.L!

This summer, Economics Arkansas offered a 2-day “R.E.A.L. (Relevant, Engaging, Activity-based Learning) Econ for All” Economics and Personal Finance Conference in Little Rock for K-12 teachers. Over 200 educators attended and received valuable teaching resources such as curriculum, lessons, activity supplies, etc. Staff development hours and stipends were given as well. Is Economics for All? Absolutely! Check out the photos below to see how much fun learning about economics and personal finance can be. Visit our website soon for the dates of the 2013 Conference!



Using hula hoops to bridge the gap between social studies & economics? YES! And what fun!



Teachers learn about Economics by playing with Play-Doh.



Farm Bureau presents a two-hour Arkansas History workshop.



Teachers “race” to match capital resources with the human resource who uses them.



UAM Center Director Dr. Marsha Clayton presents about Entertaining Economics.



Christopher Caltabiano, VP of Program Administration with CEE, attended the conference and is pictured with Marsha Masters, Economics Arkansas Program Coordinator.



3M shared with conference participants about their global company and the impact their innovative products have on the world. In addition, they informed teachers of local grant and volunteer opportunities.



Above: Teachers participate in a Reader's Theater called “Just Fine the Way They Are” as part of a two-hour Arkansas History session.

Left: At the conclusion of each conference day, teachers were able to choose a curriculum or other teaching resource to use in their classroom. The retail value of resources given totaled over \$10,000!

Pulaski County Trivia

The 2012 Pulaski County Trivia Challenge was, like, totally awesome. I mean, the way people dressed up for this RETRO theme, ya know? Especially the dudes from Pulaski Technical College, all Head Bangers, they psyched everybody and won the Spirit Award! Not to mention one of their team mates, Clark Atkins, won \$100 in cold, hard cash for his costume!

It was way cool how everybody participated to help raise funds for Economics Arkansas. Co-chairs **Chip Taulbee** from Arkansas Business Publishing Group and **Carol Langston** from Pulaski Technical College did a mega job as co-chairs, and **Neal Gladner**, Crane Media, was everybody's fave as emcee. **Chuck Spohn**, Fox 16/CW Arkansas, and **Sharon Priest**, Downtown Little Rock Partnership, kept their chill as judges.

So there were three prelims, three semifinals, and one final round with questions from the 1970s, 80s and 90s, and then the team from Rob, Eric & Isaac aced the whole thing. Like, whoa!

To all teams, co-chairs, judges, emcee, sponsors, volunteers and all other dudes who made Trivia Challenge such a bomb, thanks!

Participating Businesses &

Schools

Axiom

Arkansas Business

ARVEST Bank

Baker Elementary—PCSSD

Caterpillar, Inc.

Entergy Arkansas

Eric, Rob & Isaac

North Little Rock High School

Pulaski Technical College

Quattlebaum, Grooms, Tull

& Burrow

UALR College of Business

University of Phoenix

Event Sponsors:

Arkansas Business ♦ AT&T

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Langston ♦ Chainwheel

Compsys ♦ Natural

State Distributing ♦ North Little

Rock Chamber of Commerce ♦

Staples ♦ TCPrint Solutions

Telcoe Federal Credit Union

Trane Arkansas ♦ Wyndham

Hotel

Grand Champions!



*Costume
Contest
Winner,
Clark
"Twisted
Sister"
Atkins with
Pulaski Tech*

Applause for ABA

Arkansas bankers have been among our biggest supporters ever since Economics Arkansas was started, and we are so appreciative that this legacy continues.

We would like to thank **Charlie Blanchard**, president and CEO of First State Bank in Russellville, for leading the 2011/2012 ABA campaign. His efforts included a lot of letter writing and signing, making phone calls and making personal visits, always with the same message: "Economics Arkansas is doing good things around the state to promote financial literacy—won't you help support them?" That support amounted to \$37,000. Thank you.

To find out more about the "good things" we're doing to teach personal finance and economics in schools, contact EA Executive Director Sue Owens at 501-682-4349 for a presentation to bankers in your area. After all, financially literate consumers mean low-risk customers for banks.

Did you know?

Arkansas is one of only 22 states in the nation that require high school students to take an economics class in order to graduate.

Grants that Keep us Going



*Pulaski Technical College
Awesome Spirit Award Winner!*

We are grateful for the grants we recently received from the following organizations:

- ♦ Council for Economic Education
- ♦ The Murphy Foundation
- ♦ Staples, Inc.
- ♦ Union County Community Foundation
- ♦ Windgate Charitable Foundation

Your support allows us to continue our mission of promoting economic literacy.

Thank you.



August 23, 2012:

Fort Smith Trivia, Immaculate Conception Parish Hall.

To register a team, call 501-682-4230.



Spring 2012 Winners

Tips Corner

The winners of the Spring 2012 Stock Market Game Program were honored during an awards ceremony May 2, 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 third 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 **Melissa Rice** of Hoxie School District. **Brad Lyle** of Mena School District won the Teacher Division. **Michael Huels** of North Little Rock School District received this semester's Apple Award when his students finished the 10-week simulation period with an increase of \$31,479.01 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

Hellstern Middle School

Springdale School District

Region II

Hot Springs Intermediate School

Hot Springs School District

Region III

Bradley Elementary School

Bradley School District

Region IV

Central Elementary School

Corning School District

Region V

Henderson Magnet Middle School

Little Rock School District

Region VI

Taylor Elementary School

White Hall School District

Senior High Division Winners

Region I

Sacred Heart Catholic School

Catholic Schools of Arkansas

Region II

Subiaco Academy

Private School

Region III

Harmony Grove High School

Harmony Grove School District

Region IV

Valley View High School

Valley View 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

Junior High Division Winners

Region I

Russellville Junior High School

Russellville School District

Region II

Mount Ida High School

Mount Ida School District

Region III

Genoa Central High School

Genoa Central School District

Region IV

Beebe Junior High School

Beebe School District

Region V

North Little Rock High—East Campus

North Little Rock School District

Region VI

Crossett High School

Crossett School District



Apple Award Winner

Michael Huels

North Little Rock High School - East Campus

Beginning with this edition, we are setting aside space to offer "tips" for teachers to enhance their teaching of economics and/or personal finance.

Kicking off this new feature is a TIP for the "Secret Millionaires Club" by Warren Buffet. The series includes a number of segments and can be found at www.smckids.com



We are especially pleased to recommend this TIP to you as each segment concludes with the reminder to students that they need to always invest in themselves.

Look for our next TIP in the November 2012 edition of *The Fourth R*!

Kudos to You!

Two of our METs recently received recognition we wanted to share:

Dr. Tom Woodruff

Rogers School District

Named 2012 Arkansas

Career and Technical Education

Teacher of the Year!

Jo Vanderspikken

Springdale School District

The Gifted & Talented Program Jo co-ordinates received the 2012 Act 56 Outstanding Gifted Program Award!



Stock Market Game Advisors **Melissa Rice**, Hoxie High School; **Jessica Culver**, Ozark Junior High School; and **Michael Huels**, North Little Rock High School, attended the New York Stock Exchange's one-week teacher workshop this summer!



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Address Correction Requested

2013 ECONOMICS CONCEPT CALENDAR WINNERS

The Economics Concept Calendar program continues to be popular with our K-8 students. Fifteen winners were selected from 478 drawings this year.

Winning students and their advisors won a \$50 gift card, plus will receive a copy of the calendar. The 2013 calendar will be available November 2012.

Make plans to participate in the Economics Concept Calendar Program (for the 2014 calendar). Visit www.economicsarkansas.org to locate an entry form containing guidelines for the competition and a glossary of economic terms from which to choose. **Entries need to be postmarked by May 1, 2013.**

Calendar Winners

Students

Noah W.
Ashlyn R.
Nadia M.
Amy Y.
Jariq S.
Olivia G.
Grace B.
Olivia F.
Aimee S.
Cobe I.
Ann C.
Rachel S.
Nick Z.
Kayla B.
Tyler H.

Advisors

Helene Lambert
Shawna Morganflash
Brooke Bale
Darlene Kirkpatrick
Carrie Donner
Allison Payne
Helene Lambert
Donita Nye
Peggy Johnson
Tina Johnston
Ann Avey
Jennifer Howald
Becky May
Christine Arnold
Danny Helms

School District

El Dorado School District
Fort Smith School District
Pulaski County Special S.D.
Pulaski County Special S.D.
Osceola Public Schools
Rogers School District
El Dorado School District
Springdale School District
Harmony Grove School District
eSTEM Public Charter School
Beebe Public Schools
Fort Smith School District
Greenbrier School District
Immaculate Conception Catholic School
Manila School District

Congratulations, Winners!

Facelifts Underway!

"The Fourth R" and Economics Arkansas' website are receiving a makeover—stay tuned!

Economics Arkansas is affiliated with



Picture by Jariq S.