

# 2011 Annual Report

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# ABEA 2010

A PERFECT SCORE

Arkansas Business Education Association  
2010 Annual Conference  
Hot Springs Convention Center  
August 3-4, 2010

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# Arkansas Business Education Association

## Association Purpose

The purpose of the Arkansas Business Education Association is to promote business education, professional growth, quality instruction, and cooperation among state and national organizations related to business education; and to serve as a representative body for business educators. To achieve these purposes, ABEA has identified seven goals:

1. Increase membership by ten percent.
2. Plan, coordinate, and conduct an annual conference.
3. Recognize members through an awards program.
4. Market and promote business education with internal and external sources.
5. Promote professional development of business educators.
6. Promote the student organization, FBLA-PBL, as an internal part of the instructional program.
7. Develop and initiate legislative network.



*2010-2011  
ABEA Executive Board*

## 2010-2011 ABEA Executive Board

*The executive officers of ABEA for the period of August 2010 to July 2011:*

<b>President</b>	Linda Burns Southside High School	lburns@fortsmithschools.org
<b>President Elect</b>	Kerry Eliason Nettleton Junior High School	keliason@nettletonschools.org
<b>Vice President</b>	Michael Lentz Marmaduke High School	mlentz@mhs.nesc.k12.ar.us
<b>Past President</b>	Lesia Edwards Department of Career Education	lesia.edwards@arkansas.gov
<b>Secretary</b>	Stacey Peters Piggott High School	stacey.peters@piggotths.k12.ar.us
<b>Treasurer</b>	Tracie Opolka Hackett High School	topolka@hackett.k12.ar.us
<b>Editor/Webmaster</b>	Lisa Hotsenpiller Siloam Springs High School	lisa.hotsenpiller@sssd.k12.ar.us
<b>SBEA Rep</b>	Paula Long Benton High School	plong@bentonschools.org
<b>District I Rep</b>	Teisha Weisenfels Oakdale Middle School	tweisenf@rps.k12.ar.us
<b>District II Rep</b>		
<b>District III Rep</b>	Tammy Ward Smackover High School	tward@sumac.scsc.k12.ar.us
<b>District IV Rep</b>	Terri McJunkins Nashville High School	mcjunkt@scrapper.k12.ar.us
<b>District V Rep</b>	Stacy Sajder Lonoke High School	stacy.sajder@lonoke.k12.ar.us
<b>District VI Rep</b>	Jan Lusk Highland High School	jlusk@highland.k12.ar.us
<b>Executive Director</b>	Dr. Terry Roach Arkansas State University	tdroach@astate.edu

## Standing Committees

<b>Committee</b>	<b>Chair</b>
Audit Review .....	Paula Long
Awards .....	Kerry Eliason
By-Laws .....	Linda Burns
Nominating .....	Michael Lentz
Resolutions.....	Lesia Edwards
CTE Support Fund .....	Lisa Hotsenpiller

## Professional Membership

ABEA has a current membership of 350. The board members are working hard to continue to reach our goal as we move toward a 10% increase in membership.

District representatives are responsible for encouraging professional membership in their district area. Recruitment techniques include mail outs and e-mails to business educators, presentations at student organization conferences, presentations to college business education classes, and distribution of benefits information.

State association members are strongly encouraged to join affiliated professional organizations, including SBEA and NBEA.

## Annual Conference

The annual conference was held August 3-4, 2010, at the Embassy Suites and Hot Springs Convention Center, Hot Springs, Arkansas. Three hundred and eighty-four business educators from across the state came together, striving for “A Perfect Score” over new

technology, new software/textbooks, and new strategies. The conference theme was incorporated into the program planned by the President Elect, Linda Burns

ABEA participants were again provided with relevant Bring Your Own Laptop sessions. The laptop sessions were offered Monday evening, August 3, and Tuesday evening, August 4. Different sessions were taught concurrently and included the following topics: Photoshop CS4, iMovie/Mac Techniques, InDesign CS4, and Excel 2007. Participants brought their own laptops with the appropriate software and were instructed by experts in their respective areas. In addition, each participant received two hours of technology training in-service credit. There was an average of 20 participants in each workshop.

During the conference on August 3, attendees participated in the conference's annual silent auction and raffle auction. Attendees bought raffle tickets that were put in a drawing or signed their name and bid for other unique items. All money generated from both auctions benefits the Arkansas FBPA-PBL Foundation. This year a total of \$5,000 was donated to the foundation.

During the first general session on August 3, Mr. John Davidson, Deputy Director of Career and Technical Education, brought greetings and spoke about the importance of business



*Deputy Director John Davidson*

and vocational education in developing students prepared for postsecondary education and school to work. Paula Long, SBEA Representative, brought greetings from SBEA and encouraged members to attend the annual SBEA convention in Charleston, South Carolina. Lisa Hotsenpiller, current SBEA President Elect, also brought greetings and

encouraged ABEA members to attend the annual SBEA convention.

Concurrent interest sessions followed allowing conference attendees to learn about current and future trends in business education. Presentations on August 3 included Premiere, Holly Balducci; Are You a Teacher Leader, Amanda Linn; Getting Ready for the First Day, Linda McAdams and CeeCee Mings; MAX Teaching, Don Eichenberger; Social Networking: How Twitter and Other Social Networking Tools Can Enhance the Educational Process, Susan Gilley; Digital Communications, Jim Brock; Business Etiquette, Terry Roach; Literacy in the Classroom, Kristin Aishman; Cyber Safety Education Tools and Resources, Carrie Bengston.

Topics on August 4 included Middle School Keyboarding, Angie Hutson; Accounting and Aplia, Linda Joplin; Conversion, Holly Balducci; FBLA Senior Level Updates and Ideas, Peggy Wakefield; NBPTS: Info and Ideas, Loretta Burgess and Nancy Woodall; New Frameworks: CA and CBA, Kathleen Johnson and Marilyn Carrell; Adobe Illustrator, Lacy Britt; Kuder Navigator, Ruth Brown; Exam View for LAN-based Testing, Kim Conant and Karen Dawson; Assessments: CTE EOC Testing Validity and Reliability, Karen Chisholm; Projects/Activities for Non-Technology Classes, Melinda Briscoe, Jennifer Craig, and Terri Freaney; PhotoStory, Paula Long; Securities and the Stock Market, Zoe Rossi; FBLA Mid Level Updates and Ideas, LaTrenda Jackson, Angie Hutson, Tammy Ward, Rhonda Jacobs, and Kim Conant; Web 2.0 and 3.0 Tools, Gerry Wartenberg; Communication Strategies for Online Courses, Linda Bean; Travel and Tourism, Freddie Horne; Digital Scrapbooking, Tracie Opolka; Teaching Ideas for Entrepreneurship, Melinda Briscoe and Judy Smith; Federal Reserve, Billy Britt; Introduction to SAM, Heather Baumgartner; My Top 10 Favorite Websites, Carrie Bengston.

The conference closed with the Annual Awards Luncheon and Closing Session. During the awards luncheon numerous



*2009-2010 ABEA President  
Lesia Edwards*

individuals were recognized for their dedication to their students and the Arkansas Business Education Association.

## Awards and Recognition

During the 2010 ABEA Conference in August, outstanding educators were recognized.



*2010 Teachers of the Year,  
Tracie Opolka and  
Kerry Eliason*

President Lesia Edwards presented each recipient with a plaque.

2010 Award recipients were: Secondary Business Educator – Tracie Opolka, Hackett High School; Junior High Business Educator – Kerry Eliason, Nettleton Junior High School.

Rhonda Jacobs of Hector High School was presented the Outstanding District Representative Award. The Phyllis Smith Memorial Scholarship was established to honor business

education students who exemplify a passion for a future in the profession. This is the eighth year ABEA has offered this scholarship. The scholarship is presented in honor of Phyllis Smith, a long-time business educator in the state. Carole Anderson, Scholarship Committee Chair and ABEA District III Representative, presented a \$1,000 scholarship and a plaque to Kim Roberson, from Arkansas Tech University.



*ABEA Scholarship Recipient,  
Kim Roberson*

## Public Relations

Lisa Hotsenpiller, ABEA Editor/Webmaster, compiled and distributed the spring and fall ABEA newsletter. The spring issue of Arkansas Business Educator is mailed out to all business



educators in the state. It contains information on the upcoming annual state conference. The fall newsletter is sent electronically to all paid members and features lesson plans from district representatives and other ABEA officers. ABEA's web site is currently located at <http://www.abea.us/>. The web site contains information

on ABEA, SBEA, and NBEA membership, conferences, conference handouts, and links to other related sites including the Arkansas Business Education listserv.

Board members took advantage of the ease and availability of the Arkansas Business Education listserv. Information concerning award nominations, membership, conference registration, conference evaluation, and business education items of interest were posted to the listserv throughout the year. The listserv is also a great resource for new and experienced teachers to gain answers to questions in a timely fashion. Pre-service teachers and Interns are also members of this listserv. The conference evaluation was created using Google Docs. Participants completing the survey were entered into a drawing for free registration to the 2011 ABEA conference.

## Student Organizations

Jim Anglin, Chair of the Arkansas FBLA-PBL Foundation, continues to work closely with the ABEA Board to build the foundation. The foundation's function is to provide financial

assistance to FBLA and PBL members to compete at national conferences and to award scholarships for continuing education.

A silent auction and raffle auction to benefit the Arkansas FBLA-PBL Foundation is held each year during the annual ABEA Conference. Members bid on items donated by board members and businesses. A check for \$5,000 was presented to Foundation Chair Jim Anglin during the Awards Luncheon.



**Arkansas FBLA**  
**2010 National Leadership Conference Winners**  
**Nashville, Tennessee**

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1st place	<i>Accounting I</i> , Brittany Tavernaro, Bentonville High School
1st place	<i>Computer Applications</i> , Hannah Norton, SEACBEC, Warren
2nd place	<i>Community Service Project</i> , Coty Bell, Haley Myers, Shelby Watts, Pangburn High School
4th place	<i>Help Desk</i> , Jenny Van, Fort Smith Northside High School
5th place	<i>Computer Game &amp; Simulation Programming</i> , Hunter Bobel, Fort Smith Southside High School
6th place	<i>American Enterprise Project</i> , Nicole Nokes, Anna Vasquez, Siloam Springs High School
10th place	<i>Desktop Publishing</i> , Jedidah Nohre, Alex Prince, Mountain View High School
10th place	<i>Network Design</i> , Chris Turnage, Corbin Dean, Tony Yates, Fort Smith Southside High School

- Laney Ward of Smackover High School was named to 2009-2010 Who's Who in FBLA
- Arkansas received recognition for being named 1st place overall in March of Dimes money raised
- Nettleton High School was recognized as 2nd place for the Top FBLA Fundraising Chapter
- Brookland High School was recognized as 5th place for the Top FBLA Fundraising Chapter
- Vilonia High School won 1st place in the Otis Spunkmeyer Cookie Challenge
- Lisa Hotsenpiller, FBLA Adviser at Siloam Springs High School, was recognized as Adviser of the Year