

# Arkansas Business Educator

## Upcoming Dates

### CareerTech Vision 2012

(formerly known as the ACTE  
Annual Convention)

November 28-December 1, 2012  
Atlanta, GA

### DPE National Conference

November 15-17, 2012  
Cincinnati, OH

### FBLA/PBL National Fall Leadership Conference

November 2-3, 2012  
Indianapolis, IN

### FBLA State Leadership Conference

April 8-9, 2013  
Little Rock, AR

### PBL State Leadership Conference

April 12-13, 2013  
Little Rock, AR

### Region IV ACTE Convention

April 25-27, 2013  
Oklahoma City, OK

### NBEA National Convention

April 16-20, 2013  
Atlanta, GA

### PBL National Leadership Conference

June 22-25, 2013  
Anaheim, CA

### FBLA National Leadership Conference

June 27-30, 2013  
Anaheim, CA



FALL 2012

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## Greetings From ABEA President, Michael Lentz

Dear Business Educators,

I hope each and every one of you have started your school year off on a positive note and equipped with “Tools” that you gathered at our annual conference held at the Hot Springs Convention Center on July 24<sup>th</sup> and 25<sup>th</sup>, 2012.

*ABEA: Tools for Business Educators* was the theme for the 2012 ABEA conference and it was another **HUGE** success! There were 319 attendees with over 25 presenters who shared their knowledge on various topics for us to incorporate into our classrooms. I would like to personally give a big “Thank You” to each of the facilitators and presenters for your time and for your willingness to share your “Tool” with fellow Arkansas Business Educators who were in attendance.

As Business Educators in Arkansas, we are faced with many changes and new advancements in technology, new standards and curriculum, the IT Academy, and new ways of teaching due to the implementation of Common Core. This summer when I left the ABEA conference, I felt overwhelmed and wondered how I was ever going to incorporate all of these new “Tools” into my classroom. I quickly realized I was not alone and everyone else was

facing these same challenges and trying to treat them as opportunities. I encourage you to embrace these changes and try to remain focused on the ultimate goal—to better educate our students and equip them with skills they need to survive in our technological society after graduation.

After the first of the year, ABEA President Elect, Tammy Ward will start seeking volunteers for presenters as we plan for our 2013 conference. This is **YOUR** organization and will be your time to suggest topics and potential presenters for the 2013 conference. If you are uncertain about presenting, but would like to become more involved, a session facilitator might be a good start for you and we are always looking for those volunteers as well.

I consider it an honor to have served you on the ABEA board for several years in various positions and currently as your 2012-2013 President. I hope to see each of you at the 2013 ABEA summer conference at the Hot Springs Convention Center on July 30 -31<sup>st</sup>.

Sincerely,

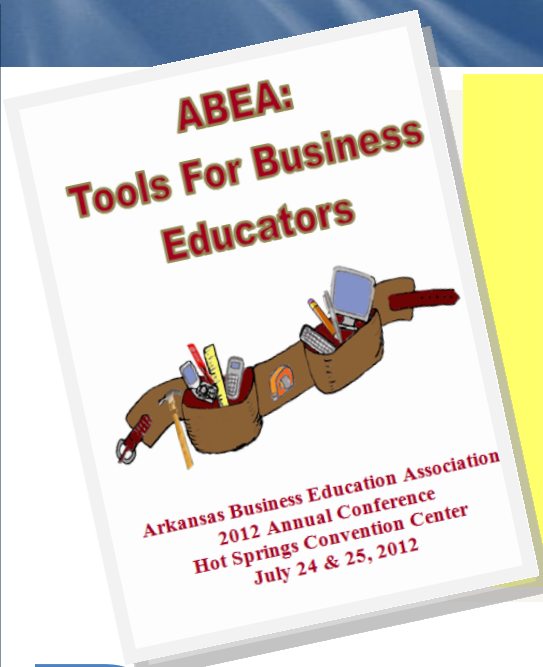
Michael Lentz  
2012-2013 ABEA President  
Marmaduke High School



This newsletter is interactive! Look for [clickable hyperlinks](#) throughout this issue.

## 2012 ABEA Conference Highlights

- Over 300 business and marketing teachers in attendance at the 2-day conference
- \$1081 raised in Silent and Raffle Auctions benefitting Arkansas FBLA-PBL Foundation
- [2012 ABEA Award Recipients](#)— Shannon King, *New Business Educator*; Kim Conant, *Junior High Business Educator*; Paula Long, *Outstanding Supervisor*; Stacey Peters, *Secondary Business Educator*; Dr. Linda Bean, *Outstanding Leadership*; Darena Kersey, *Post-Secondary Business Educator*.



## 2012 ABEA Conference

July 24-25, 2012

Hot Springs Convention Center

**B**usiness and marketing educators from across the state convened in Hot Springs for the Arkansas Business Education Association (ABEA) Annual Conference on July 24-25 in Hot Springs, Arkansas. 2011-12 ABEA President, Kerry Eliason of Nettleton Junior High School, presided over the conference.



This year's conference opened with the first general session, where attendees heard greetings from Dr. Bob Gunter, Deputy Director of the Arkansas Department of Career and Technical Education, Jim Anglin for the Arkansas FBLA-PBL Foundation, and Kiley Anderson, Arkansas FBLA State President.



Participants again had the opportunity to gain valuable professional development hours in various computer workshops, including Microsoft Access and Illustrator,

and learn about effective teaching strategies and valuable classroom content in the areas of business, technology, and computers. All teachers participating in the computer workshops received 2 hours of technology professional development credit.

The ever-popular silent and raffle auctions gave teachers the opportunity to not only bid on an array of items, but to also support the Arkansas FBLA-PBL Foundation. Almost \$1100 was raised for this worthy cause.



## 2012 ABEA Conference Highlights



Interest sessions kicked off the final day of the conference and featured a variety of topics, including iPads, the Common Career and Technical Core Initiative, and Industry Certification.

The Phyllis Smith Memorial Scholarship was established by ABEA to honor business education

students who exemplify a passion for a future in the profession. Winners of this distinction receive a \$1000 scholarship. Tammy Ward, Scholarship Chair, recognized Janet McMurrin of Arkansas Tech University as this year's scholarship winner.

At the conclusion of the Awards Luncheon, outstanding business educators are recognized by ABEA. The 2012 ABEA Teacher Award recipients are (left to right): Paula Long, *Outstanding Supervisor*; Kim Conant, *Junior High Business Educator*; Stacey Peters, *Secondary Business Educator*; Shannon King,



*New Business Educator*; Dr. Linda Bean, *Outstanding Leadership*; and Darendia Kersey, *Post-Secondary Business Educator*.



- [Phyllis Smith Memorial Scholarship Winner](#)—Janet McMurrin ATU
- Kindle Fire Winner (NBEA/SBEA new membership)—Renee Bryan
- iPod Touch Winner (NBEA/SBEA membership renewal)—Cynthia Davidson
- iPad Winner—LaTrenda Jackson of ACE
- [2012 ABEA Conference Handouts](#)
- [2012 ABEA Conference Photos](#)
- [2012 ABEA Conference Award Winners](#)
- Become a member of ABEA or renew your dues [HERE](#)

### Where's the ABEA Membership Form?

When you renew your ABEA membership or become a member for the first time, you can now do it online!

Go here for the direct membership link:

<http://www.registtermychapter.com/beamem/ar/reg/>



## Proposed

### Business/Marketing Technology 2013-2014 Career Clusters and Pathways

<b>1</b>	<b>Foundation Core: (Prerequisites to all CTE Career Paths)</b>		
	<ul style="list-style-type: none"> <li>☐ Career Orientation (7<sup>th</sup> or 8<sup>th</sup> Grade)</li> <li>☐ Keyboarding (7<sup>th</sup> or 8<sup>th</sup> Grade)</li> <li>Plus one of the following:</li> <li>☐ CT: Intro. / ☐ Authorized Substitute (7<sup>th</sup> or 8<sup>th</sup> Grade) / ☐ ACE-Approved IT: Fundamentals (8<sup>th</sup> Grade)</li> </ul>		
<b>2</b>	<b>Core Requirement: for all Business and Marketing Clusters and Pathways</b>		
	<ul style="list-style-type: none"> <li>☐ Computerized Business Applications (CBA) (1)</li> <li>OR</li> <li>☐ ACE-Approved Computer Applications (CA) I (.5) and ☐ ACE-Approved Computer Applications (CA) II (.5)</li> </ul>		
<b>3</b>	<b>Business, Management &amp; Administration Cluster</b>	<b>3</b>	<b>Finance Cluster</b>
	<p style="text-align: center;"><i>Pathway:</i> <b>General Management</b></p> <p><b>Management POS</b></p> <ul style="list-style-type: none"> <li>☐ Management (1)</li> <li>Plus 1 additional unit:</li> <li>☐ Computerized Acct. I (1)</li> <li>☐ Business Law I (.5)</li> <li>☐ Business Law II (.5)</li> </ul> <p style="text-align: center;"><i>Pathway:</i> <b>Administrative Services</b></p> <p><b>Office Administration POS</b></p> <ul style="list-style-type: none"> <li>☐ Office Management (1)</li> <li>Plus 1 additional unit:</li> <li>☐ Business Law I (.5)</li> <li>☐ Business Communications (.5)</li> <li>☐ Intro. To Finance (.5)</li> </ul>	<p style="text-align: center;"><i>Pathway:</i> <b>Accounting</b></p> <p><b>Accounting POS</b></p> <ul style="list-style-type: none"> <li>☐ Computerized Acct. I (1)</li> <li>☐ Computerized Acct. II (1)</li> </ul> <p style="text-align: center;"><i>Pathway:</i> <b>Business Finance</b></p> <p><b>Business Finance POS</b></p> <ul style="list-style-type: none"> <li>☐ Computerized Acct. I (1)</li> <li>☐ Adv. Spreadsheet Applications (.5)</li> <li>☐ Adv. Database Applications (.5)</li> </ul> <p style="text-align: center;"><i>Pathway:</i> <b>Insurance</b></p> <p><b>Insurance and Risk Management POS</b></p> <ul style="list-style-type: none"> <li>☐ Computerized Acct. I (1)</li> <li>☐ Intro. to Finance (.5) OR Economics</li> <li>☐ Ins. &amp; Risk Mgmt. (.5)</li> </ul> <p style="text-align: center;"><i>Pathway:</i> <b>Securities and Investments</b></p> <p><b>Securities and Investments POS</b></p> <ul style="list-style-type: none"> <li>☐ Computerized Acct. I (1)</li> <li>☐ Intro. to Finance (.5) OR Economics</li> <li>☐ Invest. and Sec (.5)</li> </ul> <p style="text-align: center;"><i>Pathway:</i> <b>Banking Services</b></p> <p><b>Banking POS</b></p> <ul style="list-style-type: none"> <li>☐ Computerized Acct. I (1)</li> <li>☐ Banking and Fin. Principles (.5)</li> <li>Plus 1 of the following courses:</li> <li>☐ B&amp;F Ops./Teller Training (.5)</li> <li>☐ B&amp;F Consumer Lending (.5)</li> <li>☐ B&amp;F Law (.5)</li> </ul>	<p style="text-align: center;"><b>3</b></p> <p style="text-align: center;"><b>Marketing, Sales &amp; Service Cluster</b></p>
			<p style="text-align: center;"><i>Pathway:</i> <b>Marketing Research (Marketing Info. Mgmt. &amp; Research)</b></p> <p><b>Marketing Tech. and Research POS</b></p> <ul style="list-style-type: none"> <li>☐ Marketing (1)</li> <li>Plus 1 of the following courses:</li> <li>☐ Marketing Management (1)</li> <li>☐ Mrkt. Apprenticeship Work-Based Learning (1)</li> <li>☐ Small Business Operations (1)</li> </ul> <p style="text-align: center;"><i>Pathway:</i> <b>Marketing Management</b></p> <p><b>Entrepreneurship POS</b></p> <ul style="list-style-type: none"> <li>☐ Entrepreneurship I (.5)</li> <li>☐ Entrepreneurship II (.5)</li> <li>Plus 1 of the following courses:</li> <li>☐ Computerized Accounting I (1)</li> <li>☐ Small Business Operations (1)</li> </ul>
<b>3</b>	<b>Hospitality and Tourism Cluster</b>	<b>3</b>	<b>Information Technology Cluster</b>
	<p style="text-align: center;"><i>Pathway:</i> <b>Travel &amp; Tourism</b></p> <p><b>Hospitality POS</b></p> <ul style="list-style-type: none"> <li>☐ Intro. to Travel/Tourism (.5)</li> <li>☐ Intro. to Hospitality (.5)</li> <li>☐ Travel Destinations (.5)</li> <li>☐ International Travel (.5)</li> </ul>		<p style="text-align: center;"><i>Pathway:</i> <b>Web Design and Digital Communications</b></p> <p><b>Digital Communications POS</b></p> <ul style="list-style-type: none"> <li>☐ Digital Communications I (.5)</li> <li>☐ Digital Communications II (.5)</li> <li>☐ Digital Communications III (.5)</li> <li>☐ Digital Communications IV (.5)</li> </ul> <p><b>Web Design POS</b></p> <ul style="list-style-type: none"> <li>☐ Digital Communications I (.5)</li> <li>☐ Digital Communications II (.5)</li> <li>☐ Web Technologies (1)</li> <li>Optional, but encouraged 4<sup>th</sup> Carnegie Unit</li> <li>☐ Digital Communications III (.5)</li> <li>☐ Digital Communications IV (.5)</li> <li>☐ Senior Seminar (1)</li> </ul>