



2016 ANNUAL REPORT
Alabama Business Education Association

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INTRODUCTION

Alabama Business Education Association (ABEA) is a professional association for business and marketing educators at the middle, secondary, and post-secondary levels. The purposes of ABEA are to promote quality education in all phases of business and to encourage professional growth and cooperative interaction among all individuals involved in this field of education.

ABEA is associated with the Southern Business Education Association and the National Business Education Association.

The goals of this Association are to:

- foster educational leadership;
- promote the cause of education by working for a higher quality of teaching in the area of business;
- encourage career development and professional growth among business teachers in Alabama; and
- develop relationships between business education and business enterprises that will provide an understanding necessary for preparing well-equipped business personnel.

Membership is extended to all persons actively engaged in or interested in the profession of business education.

The governing body is the Executive Council, which consists of the officers: president (one-year term), president-elect (one-year term), secretary/treasurer (three-year term), membership director (three-year term), and immediate past president (one-year term).

The Association holds its annual conference near the end of January or early February and calls meetings when deemed necessary by the executive council.

The official publication, the ABEA Newsletter, is published twice a year. It contains information about the annual conference, news from NBEA and SBEA, announcements about FBLA and PBL activities, and articles of interest.

ABEA EXECUTIVE BOARD

Teheitha Murray **Past President**

Southern Union State Community College
1701 Lafayette Parkway
Opelika, AL 36801
334-745-6437
tmurray@suscc.edu

Deana Goodwine **President**

Vestavia Hills High School
2235 Lime Rock Road
Vestavia Hills, AL 35216
205-402-5287
goodwinedm@vestavia.k12.al.us

Tiffany Stonecipher **President Elect**

Muscle Shoals Career Academy
321 Jim Holland Drive
Muscle Shoals, AL 35661
256-389-2660 Ext. 1630
tstonecipher@mscs.k12.al.us

Gerri Kimble **Membership Director**

Hoover High School
1000 Buccaneer Drive
Hoover, AL 35244
205.439.1200
gkimble@hoover.k12.al.us

Lanette Fargason **Secretary/Treasurer**

Auburn High School
405 North Dean Road
Auburn, AL 36830
334.887.4970
lfargason@auburnschools.org

SPECIAL COMMITTEE CHAIRPERSONS

Awards Committee	Deana Goodwine and Bonita Johnson
Auditing Committee.....	Sandy Short
Bylaws Committee	Elisha Wohleb
Membership Committee.....	Gerri Kimble
Program Committee	Tiffany Stonecipher
Scholarship Committee.....	Geana Mitchell
Nominating Committee	Madge Gregg

ABEA Happenings

ABEA Conference – Samford University, Birmingham, AL

The 2016 ABEA Conference weekend kicked off with Evening with the Experts at Daxko on Friday, January 29, 2016. Industry professionals and teachers from around the state enjoyed drinks, finger foods, and networking. This event was a great opportunity for business teachers and industry professionals to discuss the realities of today's business world. Daxko graciously sponsored the event.

The official conference kicked off the next morning with coffee and breakfast (sponsored by Delta Pi Epsilon).

Teachers and industry professionals presented great sessions throughout the morning!

The ABEA Business Meeting was held that afternoon.

The 2016 officers were installed:

Past President - Ms. Teheitha Taylor

President – Ms. Deana Goodwine

President Elect – Ms. Tiffany Stonecipher

Secretary/Treasurer - Ms. Lanette Fargason

Membership Director - Ms. Gerri Kimble

The following received this year's ABEA Awards:

Postsecondary Teacher of the Year – Dr. Bonita Johnson

Secondary Teacher of the Year – Ms. Deana Goodwine

SBEA Conference

Several members of ABEA attended and presented at the Southern Business Education Association Conference in Myrtle Beach, SC (October 2016).

OFFICER REPORT: PRESIDENT

Alabama Business Education Association

President's Activity Report

Submitted January 28, 2017

As Alabama Business Education Association president, I performed the following duties since January 2016:

- Developed the ABEA Spring 2016 newsletter and distributed to members.
- Attended the 2016 SBEA Convention in Myrtle Beach, SC in October 2016. I secured a silent auction gift for the conference. Participated in state leadership meetings and presented a session on Adobe Fillable Forms.
- Attended the Alabama Association for Career and Technical Education (ACTE) summer conference in Birmingham in August and assisted as a round-table presenter to promote ABEA membership and the 2017 conference.
- Attended Executive Officer meetings via Google Hangouts throughout the year.
- Participated in #busedu tweetchats on Tuesday evenings throughout the year.
- Assisted president-elect with planning the ABEA 2017 program.
- Sent email invitations to business educators to attend the ABEA 2017 Conference.
- Secured donations for the ABEA Silent Auction.
- Served on the Awards Committee.
- Assisted president-elect as needed.

Respectfully submitted,

Deana Goodwine
ABEA President

OFFICER REPORT: PRESIDENT- ELECT

Alabama Business Education Association

President-Elect's Activity Report

Submitted January 28, 2017

As Alabama Business Education Association President-Elect, I performed the following duties since January 2016:

- Attended the Alabama Association for Career and Technical Education (ALACTE) Conference in Birmingham on August 1-3, 2016.
- Conducted officer meetings using Google Hangouts (monthly).
- Attended the Fall Work-Based Learning Meeting at AIDT in Birmingham in September 2016.
- Attended the FBLA Fall District Meeting at Calhoun Community College on September 29, 2016.
- Organized two FBLA Fundraiser Nights at Zaxby's in October and November 2016.
- Organized an FBLA/March of Dimes Fundraising Night at Sky Zone Trampoline Park (Florence, AL) in November 2016.
- Organized an FBLA Fundraiser with Belk's Charity Day Sale in November 2016.
- Attended the 2016 SBEA Convention in Myrtle Beach, SC, in October 2016 and attended the Leadership Seminar. Presented a one-hour technology session on Animoto for Education.
- Attended "Strategies for Teaching Soft Skills" Workshop at the Federal Reserve Bank on November 9, 2016.
- Developed the ABEA Fall 2016 Newsletter and distributed.
- Extended Call for Proposals for 2017 ABEA conference.
- Planned the program for 2017 ABEA conference.
- Secured a host hotel as well as a list of all accommodations in the Shoals area for the ABEA Conference.
- Secured donations from sponsors for the 2017 ABEA conference for reception, breakfast and refreshment break.
- Secured donations for the Silent Auction.
- Coordinated meals and snack break for the ABEA Conference.
- Secured a location, Muscle Shoals Career Academy, for the ABEA Conference.
- Met with the President, Deana Goodwine, to determine a plan of action for hosting the ABEA Conference.
- Met with ABEA Officers to make final decisions regarding the upcoming ABEA Conference.

Respectfully submitted,

Tiffany Stonecipher
ABEA President-Elect

OFFICER REPORT: PAST PRESIDENT

Alabama Business Education Association

Past President's Activity Report

Submitted January 28, 2017

As Alabama Business Education Association past-president, I performed the following duties since February 2016:

- Assisted the president as needed
- Corresponded with ABEA members and executive board via-email and by Google Hangouts.
- Presenting a session at this ABEA conference

Respectfully submitted,

Teheitha Taylor Murray
ABEA Past-President

OFFICER REPORT: MEMBERSHIP DIRECTOR

Alabama Business Education Association

Membership Director's Activity Report

Submitted January 28, 2017

As Alabama Business Education Association membership director, I performed the following duties since January 2016:

ABEA

- Promoted and recruited for ABEA and NBEA throughout the year through face-to-face, email, and social media contact.
- Maintained ABEA's web presence – website, Facebook, and Twitter.
- Corresponded with ABEA members via-email and phone.
- Corresponded with the ABEA executive board throughout the year.

NBEA

- Served on the NBEA Technology Committee.
- Served on the NBEA Membership Committee.
- Attended the 2016 NBEA Convention in Las Vegas, NV.
 - Presented a session on teaching digital and social media marketing.
 - Attended the Membership Directors meeting.
 - Worked the National Business Honor Society table.

MEMBERSHIP UPDATE & GOALS:

As of January 15, 2017, Alabama's NBEA membership has **increased approximately 5%**. While an increase is certainly a good thing in an age of decreasing interest in professional education associations, it still falls short of national membership goals. Our continued goal is to help Alabama business teachers see and benefit from the valuable opportunities ABEA and NBEA provides. We are currently seeking committee members to help reach middle, secondary, and postsecondary business educators across the state.

Respectfully submitted,

Gerri Kimble
ABEA Membership Director

OFFICER REPORT: TREASURER

Alabama Business Education Association

Treasurer's Report

Submitted January 28, 2017

CHECKING BALANCE BROUGHT FORWARD, 1/1/2016		3,676.39
INCOME		
Dues (NBEA, ABEA), ABEA Conference Fees and Sponsorships	6,290.00	
Transfers from Savings	1,800.00	
	<u>TOTAL INCOME</u>	8,090.00
EXPENSES		
ABEA Scholarship	-	
Bank Fees	-	
Check Order	-	
Marketing Expense and Supplies - AACTE Roundtable Prizes	-	
Conference Expense--Supplies, Speaker Gifts/Fees	-	
Conference Expense--Luncheon	1,096.08	
Conference Expense--Officer Gifts, Awards, Door Prizes	251.51	
Conference Expense - Friday Evening Reception	-	
Conference Expense - Refund (death in family)	50.00	
NBEA Dues Expense	1,565.00	
Office Supplies Expense	9.45	
SBEA - Snack sponsorship, presidents reception	1,259.50	
SBEA Delegate Stipend	300.00	
Transfer to Savings	1,800.00	
Website Renewal Fee	146.53	
	<u>TOTAL EXPENSES</u>	6,478.07
ENDING CHECKING BALANCE, 12/31/15		<u>5,288.32</u>
SAVINGS BALANCE BROUGHT FORWARD, 1/1/2016		
		1222.69
INCOME		
Automatic Transfer From Checking	1800.00	
Deposits	752.00	
Interest Earned	0.61	
	<u>TOTAL INCOME</u>	2552.61
EXPENSES		
Transfers to Checking	1800.00	
	<u>TOTAL EXPENSES</u>	1800.00
ENDING SAVINGS BALANCE, 12/31/16		<u>1975.3</u>

*\$888 is the current scholarship balance in this account

OFFICER REPORT: SECRETARY

Alabama Business Education Association

Secretary's Activity Report

Submitted January 28, 2017

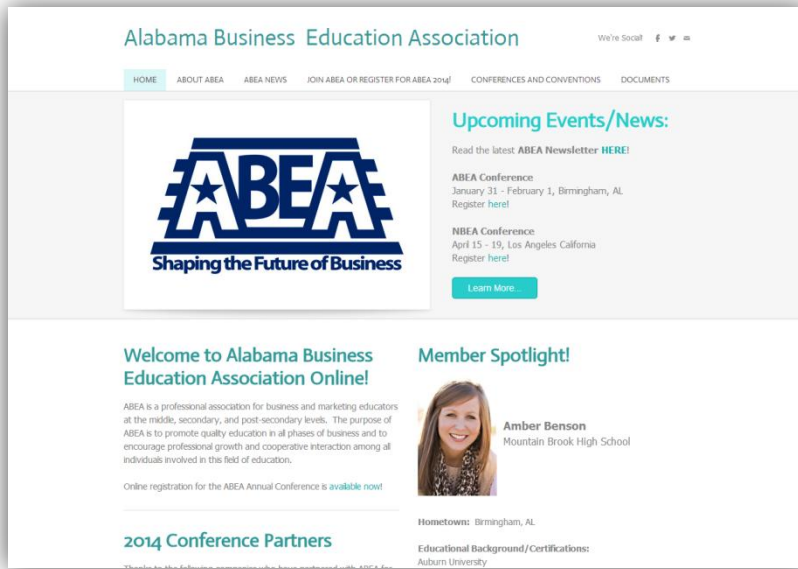
As Alabama Business Education Association Secretary, I have performed the following duties since January 2016:

- Corresponded with ABEA officers via phone and email
- Prepared the ABEA 2016 Annual Report
- Prepared and submitted minutes from the ABEA 2016 Business Meeting
- Attended the Alabama Association for Career and Technical Education Summer Conference in Birmingham
 - Helped with Membership Recruiting Roundtable
- Attended and presented at the SBEA annual conference
- Received ABEA conference registrations and payments
- Assisted other officers as needed

Respectfully submitted,

Lanette Fargason
ABEA Secretary/Treasurer

ABEA ONLINE



The ABEA Website, ALBusinessEd.org, holds updated information on ABEA happenings. Information is organized in the following pages:

- **HOME** – Upcoming News/Events; Member Spotlight; Welcome/Description; Conference Partners
- **ABOUT ABEA** – ABEA description; Executive Board contact information and pictures.
- **ABEA NEWS** – Recent news.
- **JOIN OR REGISTER FOR ABEA 2015!** – PDF form for joining ABEA; Live form for joining ABEA and registering for the 2014 conference.
- **CONFERENCES AND CONVENTIONS** – Basic information on upcoming/recent ABEA, SBEA, and NBEA conferences/conventions.
- **DOCUMENTS** – Membership form, annual report, and minutes.

ABEA also maintains a social media presence through Facebook, Twitter, and Edmodo in an effort to recruit new members and encourage member participation. The links are:

Facebook: www.facebook.com/AlabamaBusinessEducationAssociation

Twitter: www.twitter.com/ALBusinessEd

Thank you for your membership in Alabama Business Education Association.

Let's make 2017 even greater!