



# Alabama Business Education Association

www.ALBusinessEd.org

Fall 2016

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## SAVE THE DATES:

**2017 ABEA Annual Conference**  
Muscle Shoals Career Academy  
Muscle Shoals, AL  
January 27-28

**2017 DECA State Conf.**  
Birmingham Sheraton  
February 22-23

**2017 NBEA National Convention**  
Chicago, IL  
April 11 - 15

**2017 FBLA State Leadership Conf.**  
Birmingham Sheraton  
April 6-7

**2017 PBL State Leadership Conf.**  
Birmingham Sheraton  
April 8-9

**2017 FBLA-PBL NLC**  
Anaheim, CA  
PBL, June 24-27  
FBLA, June 29-July 2

**2017 SBEA Conference**  
Savannah, GA  
October 24-28

**Tiffany Stonecipher**  
tstonecipher@mscs.k12.al.us  
Fall Newsletter Editor

## A Message from the President-Elect

Welcome Back to the 2016-17 School Year! What an exciting time to be a Business Education Teacher in the Career and Technical Education Department! Our state has continued to place a strong focus on College and Career Readiness which is a topic that is the heart and soul of what we teach. From resume writing and mock interview techniques to our Work-Based Learning opportunities, Business Education Teachers are truly in their element when presented with a focus on College and Career Readiness Skills.

Please make plans now to join us at our annual Alabama Business Education Association (ABEA) Conference. The Muscle Shoals Career Academy will host this year's conference on January 27-28. This conference will provide the tools needed to enhance your skills and to learn new cutting-edge concepts such as learning how to become a Google Certified Educator; Google Apps for the Classroom; Creative Cloud for Multimedia classes; Adobe Photoshop Projects for the Classroom; TestOut PC Pro, Network Pro, Security Pro Curriculum; FBLA/DECA; Career Readiness Indicators; Social Media and ways to market CTE Programs for teachers.

I am truly excited about what is on the horizon for Business Education Teachers. Teachers who want to sharpen their skills and be on the cutting edge of technology will not want to miss this year's conference! Our **Evening with the Experts** will include a panel of business professionals representing all areas of the business education curriculum. Come and earn your Industry Awareness hours that are required by Business and Industry Certification (BIC). I look forward to seeing you in January!

*Tiffany Stonecipher*

## 2017 ABEA Conference



**The ABEA 2017 Conference will be January 27-28, 2017.** The **Evening with the Experts** starting at 6 p.m. will take place at the **Swampers Grille** inside the **Marriott Shoals Hotel & Spa** at 10 Hightower Place, Florence, AL

35630. The Saturday conference will be held at the Muscle Shoals Career Academy at 321 Jim Holland Drive, Muscle Shoals, AL 35661. This building is across from Muscle Shoals High School. You can register via a Google form at <https://goo.gl/forms/dUj6T6dTzgeGC59I2>. The Marriott Shoals offers RSA rates of \$99/night from 1/27-1/29, 2017 so book soon to secure this price due to limited availability!



## ABEA President, Deana Goodwine, recognized at FBLA State Conference!

ABEA President, Deana Goodwine, is pictured below at the FBLA State Conference at the Sheraton in April being recognized for her commitment to FBLA. She and Lanette Fargason also held a round-table for ABEA at the ALACTE Summer Conference.



## 2017 SBEA LEADERSHIP SEMINAR BE A DELEGATE!

Another leadership opportunity for our members is attending the SBEA Convention as a delegate from our association. Delegates participate in a leadership seminar designed to help them develop their leadership skills not only in the classroom but also in serving their state association. Delegates receive a \$150 stipend from ABEA and \$50 from SBEA. Email Madge Gregg with your interest at [mgregg@hoover.k12.al.us](mailto:mgregg@hoover.k12.al.us).

## 2017 NOMINATIONS FOR ABEA OUTSTANDING BUSINESS EDUCATOR AWARDS

### Outstanding Contributions in Business Education by a *Secondary Business Teacher, Administrator, or Supervisor*

An ABEA member may make nominations by submitting the information below to **Deana Goodwine** via email at [deana.goodwine@gmail.com](mailto:deana.goodwine@gmail.com) by **December 9**.

### Outstanding Contributions in Business Education by a *Postsecondary Business Teacher, Administrator, or Supervisor*

Nominations may be made by an ABEA member by submitting the information below to **Bonita Johnson** via email at [bonitajohnson@suscc.edu](mailto:bonitajohnson@suscc.edu) by **December 9**.

To be eligible for the award, the nominee must:

- Be a current member of ABEA, SBEA, and NBEA.
- Have been a member for at least one year prior to nomination.
- Complete a nomination packet.

Please include the following information in your email nomination by **December 9**.

Nominator's Information	Nominee's Information
Name	Name
School or College	School or College
Address	Address
Current Position	Current Position
Preferred Email	Preferred Email

**Nominees will be notified by email of their nomination and must complete a nomination packet due to the committee chair by January 9, 2017.**

## ABEA Members Present at SBEA!

**Lanette Fargason** from Auburn High School presented a session on "How do you like them Apples?"

**Deana Goodwine** from Vestavia Hills HS presented a session on "Creating Adobe PDF Fillable Forms."

**Alesia Ruffin** from Montgomery Public Schools presented a session on "Digital Citizenship."

**Tiffany Stonecipher** from Muscle Shoals Career Academy presented a session at SBEA on "Animoto for Education."



**ABEA members attend SBEA Conference in Myrtle Beach, SC October 20-23.**

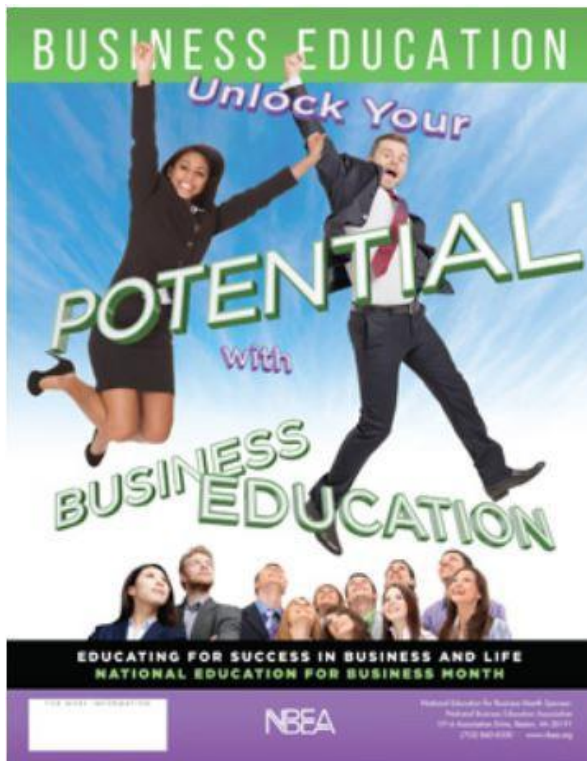
## November is National Education for Business Month!

November 2016 offers all business educators an ideal opportunity to demonstrate why a business education curriculum is so important to all students, regardless of what career they ultimately pursue. Obtain a copy of this colorful poster and place in a prominent place in your school for student, faculty, administrators, and parents to see.

The National Education for Business Month posters are designed to be displayed in classrooms and civic centers. These 17- x 22-inch color posters are great visuals to remind students that business courses are essential for developing the life skills necessary for future success.

To order your posters, please [click here](#) to access the NBEA Bookstore. Don't miss out on this fantastic opportunity to create special events and promote business education in your schools.

*\*Reprinted from NBEA*



## Member Spotlight

*Morgan Palmer*



Hometown: Huntsville, AL

Educational Background: Auburn University; Master of Education in Business and Marketing Education Auburn University; Bachelor of Science in Business and Marketing Education

Certifications: · Microsoft Office Specialist Expert Certification · Microsoft Certified Educator · Adobe Certified Associate - Visual Communication Using Adobe Photoshop · Microsoft Office Specialist Certification in Word, Excel, PowerPoint, and Access

Teaching: Vestavia Hills High School · Career Preparedness · Entrepreneurship

Why do you love ABEA/NBEA? I love ABEA because it gives me the opportunity to learn, collaborate, and network with business educators around the state.

Twitter handle: @MsPalmerVHHS

## MEMBERSHIP BENEFITS

### ABEA/NBEA

[http:// www.ALBusinessEd.org](http://www.ALBusinessEd.org)

<http://www.nbea.org/newsite/member/index.html>

Your unified membership gives you opportunities to:

- **Broaden your knowledge** through NBEA Professional Journals and Publications.
- **Protect yourself through** NBEA's \$250,000 professional liability insurance
- **Learn, collaborate, and connect** through state, regional, and national conferences/conventions.
- **Build your network** by meeting, collaborating, and learning with business educators at the state, regional, and national levels.
- **Lead** by taking a role in your state association as a chairperson or officer.



**2017 ABEA ANNUAL CONFERENCE  
PRE-REGISTRATION INFORMATION**  
Muscle Shoals Career Academy  
January 27-28, 2017  
**PRE-REGISTER ONLINE at**

<https://goo.gl/forms/dUj6T6dTzgeGC59I2> or

<b>Name:</b>		<input type="checkbox"/> I am a new ABEA member. <input type="checkbox"/> I am a new NBEA member. <input type="checkbox"/> I am a unified member of ABEA/NBEA <input type="checkbox"/> This is my first ABEA conference. <b>Check all that apply.</b>
<b>School/Business Organization:</b>		
<b>Work Address:</b>		
<b>City/State/Zip:</b>		
<b>Work Phone:</b>		
<b>Home Address:</b>		
<b>City/State/Zip:</b>		
<b>Home or Cell Phone:</b>	H: _____ C: _____	
<b>Email:</b>		

<b>CONFERENCE PRE-REGISTRATION</b>			
<i>Fee includes continental breakfast and lunch on Saturday.</i>			
	Qty	Amount	Amount
<b>Evening with the Experts*</b> , Friday, January 29, 6 p.m. – <b>Swampers inside Marriott Shoals</b> (10 Hightower Place, Florence, AL 35630)		NC	NC
ABEA/NBEA** <b>Professional Member</b> Registration Fee (NBEA Member # _____)		\$ 50	
ABEA/NBEA** <b>Retired Professional Member</b> Registration Fee (NBEA Member # _____)		\$ 25	
ABEA/NBEA** <b>Undergraduate Student Member</b> Registration Fee (NBEA Member # _____)		\$ 25	
<b>Non-Unified</b> Registration Fee		\$ 150	
Spouse/Guest ABEA Luncheon Only (Advanced Purchase Only)		\$ 10	
Certification Exam <u>circle exam(s)</u> : Adobe Photoshop Adobe Dreamweaver MTA		\$ 50	
<b>ABEA/NBEA MEMBERSHIP DUES</b>			
ABEA Professional Membership Dues		\$ 15	
ABEA Retired Professional Membership Dues		\$ 5	
ABEA Undergraduate Student Membership Dues		\$ 5	
NBEA Professional Membership Dues		\$ 85	
NBEA Retired Professional Membership Dues		\$ 55	
NBEA Undergraduate Student membership Dues		\$ 45	
<b>Payment must be RECEIVED by January 20, 2017, or a late fee of \$20 applies.</b>		<b>TOTAL AMOUNT</b>	
<b>ENCLOSED</b>			

**NOTE:** ABEA and NBEA dues can be paid online at [www.albusinessed.org](http://www.albusinessed.org) through a PayPal account.

**NOTE: Onsite registration will be an additional \$20.**

\*Please let us know whether you plan to arrive Friday evening in time for the **Evening with the Experts** event so we can plan seating accordingly. A menu will be available if you would like to make a purchase.

\*\*In order to qualify for the ABEA/NBEA registration fee, **you must be a unified member**, which means you are currently a member of **BOTH** ABEA and NBEA. Otherwise, the \$150 registration fee applies. If you are unsure of your status, email Gerri Kimble at [gkimble@hoover.k12.al.us](mailto:gkimble@hoover.k12.al.us).

**PRE-REGISTER ONLINE** and then send your payment (checks payable to ABEA) to:  
**Lanette Fargason, Treasurer; ABEA Conference, 359 Jockish Street, Auburn, AL 36830**

Registration packets will be available upon arrival at **Marriott Shoals Hotel and Spa** 10 Hightower Place, Florence, AL 35630) on Friday evening and on Saturday morning at the Muscle Shoals Career Academy for those who preregister by **January 20, 2017**.

# 2017 ABEA ANNUAL CONFERENCE

## TENTATIVE SCHEDULE & HOTEL INFORMATION

Muscle Shoals Career Academy  
321 Jim Holland Drive  
Muscle Shoals, AL 35661

TENTATIVE SATURDAY SCHEDULE		
TIMES	EVENT	LOCATION
7:00 a.m. – 9:15 a.m.	Registration – MSCA Main Entrance	Inside main entrance
7:30 a.m. – 8:15 a.m.	Continental Breakfast	Multipurpose Room
8:30 a.m. – 9:30 a.m.	Professional Development Session	Room TBA
9:45 a.m. – 10:45 a.m.	Professional Development Session	Room TBA
11:00 a.m. – 12:00 p.m.	Professional Development Session	Room TBA
12:15 p.m. – 1:15 p.m.	<b>Luncheon and General Session</b>	Multipurpose Room
1:30 p.m. – 2:15 p.m.	ABEA Business Meeting	Multipurpose Room

Most of the professional development session topics will rotate among the three different slots. See below for a list of confirmed topics. Check the [ABEA website](#) in January for times and room assignments.

- Pulling the Pieces of FBLA Together Without Pulling Out Your Hair, *Monique Lawrence, Walker High School, Jasper, Alabama*
- Adobe Projects for the Classroom, *Amy Willingham, Multimedia Teacher, Muscle Shoals Career Academy*
- Online PD Classes for Teaching Multimedia Courses, *Kim Britton, Ed Tech Coach, Huntsville City Schools*
- Marketing CTE Programs, *Kelli Frederick, Business Instructor, Deshler Middle School*
- Updates on Career Tech and FBLA, *Dawn Morrison, Education Specialist, Business, Management, and Administration Cluster Alabama SDE*
- Leadership Opportunities at the State, Regional, and National Levels of NBEA; presented by *ABEA, SBEA, and NBEA former officers*
- Windows 10 & Office 2016 Tips & Tricks, *Robin Hunt, President/CEO, ThinkData Solutions*
- Google Certified Educator/Google Apps for Education, *Pam Hickman, Business Instructor, Vestavia Hills High School*
- Social Media: It's Privacy NOT Publicity, *Jacoba Durell, Graduate Student, Auburn University*
- QuickBooks Certification, *Teheitha Murray, Business Instructor, Southern Union State University*
- Check the website for conference details starting in mid-January.

## Hotel Information

Please call **the Marriott Shoals Hotel and Spa** at (256) 246-3000 as soon as possible or by **Friday, January 6, 2017**, to make reservations using the RSA Rate of \$99/night. You must ask for the RSA Rate of \$99 in order for it to apply to your account. All reservations must be guaranteed with a major credit card. The hotel will not hold any reservations unless secured by credit card. Reservations for all guests must be received on or before **Friday, January 6, 2017 (The Cutoff Date)**. After the Cutoff Date, the hotel will release any unreserved rooms for general sale and, in the hotel's discretion, will accept reservations of the RSA group rate, on a space and rate available basis. Again, the RSA rate is \$99/night.

## 2017 ABEA ANNUAL CONFERENCE MORE CONFERENCE INFO

### Earn an Adobe or Microsoft Technology Associate Certification through Certiport at the ABEA Annual Conference!

We are pleased to invite you to earn a Certification in various certifications at this year's Alabama Business Education Association Conference! Certiport is dedicated to helping people excel and succeed through certification. Certiport is the world leader in performance-based certification exams and practice test solutions for academic institutions, workforce and corporate technology markets, delivered through an expansive network of over 12,000 Certiport Authorized Testing Centers worldwide. We will be offering the test during this year's ABEA Conference throughout the day on Saturday, January 28, 2017. You may choose from certification exams, including: Microsoft Technology Associate (Software Development, HTML5 App Development, Networking, Security, Cloud, and Database Fundamentals) and Adobe (Dreamweaver, Photoshop). The cost to take a

Certification exam will be \$50 each. Please email Tiffany Stonecipher at [tstonecipher@mscs.k12.al.us](mailto:tstonecipher@mscs.k12.al.us) to sign-up by Friday, **January 13, 2017**. Payment is due at time of registration and is non-refundable.

*More information to come. Check the website in January.*

### Come early on Friday, January 29 at 6 p.m. for EVENING WITH THE EXPERTS at the Swampers Grille (inside the Marriott Shoals Hotel).

Arrive in time to talk with local industry experts from 6-7 p.m. about trends in business, employer expectations, and preparing our students for success in college and in their career. The central discussion will be on the skills and abilities a career-ready student should possess for being successful in business and industry. Food and drinks will be available for purchase at the **Swampers Grill inside the Marriott Shoals**: 10 Hightower Place, Florence, AL 35630. Use **#ABEA17** to tweet about our events at the conference!

# SHARE. LEARN. GROW.



Join the new [National Business Education Association LinkedIn group!](#)



Join the conversations! Follow [NBEA](#) and [ABEA](#) on Twitter.



Stay up to date! Like [NBEA](#), [SBEA](#), and [ABEA](#) on Facebook.



#### #BusEdu TweetChats

Nationwide conversations on business education are going on every 1st and 3rd Tuesday of every month. Join the [#busedu TweetChat](#) to connect with business educators from all over!

## ABEA SCHOLARSHIP

An ABEA scholarship will be awarded at the 2017 Annual Business Meeting. The scholarship amount will be at least \$500. A scholarship recipient must be a graduate student who is currently enrolled in a Business Education program at any level (Master's, Education Specialist, or Doctorate).

The recipient must show evidence of current membership in ABEA, SBEA and NBEA. Active participation in these professional organizations will be considered. A completed application for the scholarship includes the following: (1) data sheet to include earned degree(s), teaching or work experience, awards or honors, and any other helpful information; (2) a narrative of no more than 500 words which states the applicant's career goals; and (3) three letters of reference.

The application deadline is **December 10, 2016**. In order to be eligible, please make sure all application information is received by this deadline. Applicants should send a completed application **via email** to:

**Dr. Geana Mitchell**  
**Bevill State Community College**  
[geanamitchell@hotmail.com](mailto:geanamitchell@hotmail.com)

## CONGRATULATIONS ABEA MEMBERS AT SBEA!

Deana Goodwine (below, bottom-left) received the Secondary Teacher of the Year Award at SBEA while Geana Mitchell (below, bottom-right) received the Leadership Award! Great job, ladies!



## ABEA EXECUTIVE OFFICER NOMINATION

A President-Elect, Membership Director, and Secretary/Treasurer will be elected at the annual business meeting on Saturday, January 28, during the ABEA Annual conference. Check the ABEA website ([www.ALBusinessEd.org](http://www.ALBusinessEd.org)) for officer duties and responsibilities.

Anyone interested in these offices should send a letter of intent, a resume, and a brief biography **via email** to the Nominations Committee Chair:

**Madge Gregg**  
**Hoover High School**  
[mgregg@hoover.k12.al.us](mailto:mgregg@hoover.k12.al.us)

**The deadline is December 9, 2016.**

**Please make sure all application information is received by this deadline.**

## NATIONAL BUSINESS HONOR SOCIETY

Are you looking for a way to provide honor and national recognition to outstanding students in your business education program? Look no further. The National Business Honor Society is the perfect way to bring greater recognition to your students **AND** your business education program.



What school can start a chapter? Any public or independent secondary school offering business curriculum reflective of National Standards for Business Education is eligible to apply for a local chapter charter. Follow the link below to get started.

### Alabama NBHS Chapters

- Hoover High School
- Huffman High School
- Mountain Brook High School
- Ramsey High School
- Vestavia Hills High School

# “TELL YOUR FRIENDS FOR A CHANCE TO WIN!”

(E-mail Campaign Contest)

## **Recruit your business education friends to NBEA/ABEA!**

NBEA has been an amazing professional growth experience for me, and I enjoy telling every business teacher I know about it. I've seen it transform my business teacher friends and me from eager business educators to more *passionate, well-rounded, informed* educators. I know many of you have experienced the same!

So **TELL YOUR FRIENDS** about it for a **CHANCE TO WIN** a **\$100 VISA GIFT CARD** (to be awarded at the ABEA Conference in January). All you have to do is **shoot a quick email to one or more of your teacher friends to tell them a little about ABEA or NBEA!**

### **The steps to complete your entry are:**

- **Address a business teacher friend** (one entry for each person you email directly or as a part of a group).
- **Use the Email Subject Line: Why I Love NBEA** (or ABEA if you'd rather talk about your experience at the state level).
- **Share your experience.** The content of the email is up to you (we want it to be authentic), but feel free to choose from this list:
  - Tell WHY you love the ABEA or NBEA or the conference.
  - Tell how ABEA or NBEA has helped you grow as a professional.
  - Invite them to the 2017 ABEA Conference (Muscle Shoals, January 2017)
  - Invite them to the 2017 NBEA Conference (Chicago, IL, April 2017)
  - Send them a quick “hi!” and an invitation to talk with you about your ABEA or NBEA membership.
- **Include this graphic** with your email (as a link or attachment)
- **Copy me on the email** ([gkimble@hoover.k12.al.us](mailto:gkimble@hoover.k12.al.us)). **Send!**
- Wait for a confirmation of your entry (an email response from me).

That's it – easy! If you have questions, email me at [gkimble@hoover.k12.al.us](mailto:gkimble@hoover.k12.al.us) or call/text me at 256-493-2881.

***Good luck! Thank you for promoting business education!***





# ABEA Officers

**Deana Goodwine** ..... **President**  
Vestavia Hills High School  
[goodwinedm@vestavia.k12.al.us](mailto:goodwinedm@vestavia.k12.al.us)

**Tiffany Stonecipher**..... **President-Elect**  
Muscle Shoals Career Academy  
[tstonecipher@mcs.k12.al.us](mailto:tstonecipher@mcs.k12.al.us)

**Lanette Fargason**.....**Secretary/Treasurer**  
Auburn High School  
[lfargason@auburnschools.org](mailto:lfargason@auburnschools.org)

**Gerri Kimble**..... **Membership Director**  
Hoover High School  
[gkimble@hoover.k12.al.us](mailto:gkimble@hoover.k12.al.us)

**Teheitha Taylor Murray**.....**Past President**  
Southern Union State Community College  
[tmurray@suscc.edu](mailto:tmurray@suscc.edu)

- Mark the dates on my calendar for ABEA Conference: January 27-28, 2017  
Attend **EVENING WITH THE EXPERTS** on Friday, January 27, 6 p.m., **Swampers Grille** inside the Marriott Shoals Hotel & Spa. Attend Professional Development Sessions and ABEA Business Meeting, Jan. 28, 7 a.m.-2:15 p.m.
- Pre-register ONLINE ([www.ALBusinessEd.org](http://www.ALBusinessEd.org)) and send payment for the conference before Jan. 20.
  - Sign-up ([tstonecipher@mcs.k12.al.us](mailto:tstonecipher@mcs.k12.al.us)) to take an Adobe or Microsoft Certification Exam by Friday, January 13 and submit an additional \$50 per exam.
- Reserve hotel room at the Marriott Shoals Hotel & Spa (256-246-3600) by January 6.
- Nominate a colleague for the **Outstanding Business Educator Awards** by December 9.  
Nominee must complete nomination packet by January 9.
- Make sure **ABEA and NBEA dues** are up to date.
- Apply for **ABEA scholarship** before December 10.
- Apply for or nominate a member for president-elect by December 9.
- Bring a door prize for the scholarship fund drive.
- Get social. Use **#ABEA17** to tweet about the conference.
- Volunteer to serve as a delegate for the Leadership Development Seminar at the 2017 SBEA convention in Savannah, GA.
- Make plans to attend NBEA Convention in Chicago on April 11-15.
- Start a National Business Honor Society: <http://nbea.org/newsite/about/NBHS.html>