

# **Alabama Business Education Association**

## **52<sup>nd</sup> Annual Conference**



**Muscle Shoals Career Academy**

**Muscle Shoals, Alabama**

**January 27-28, 2017**



**#ABEA17**

# ALABAMA BUSINESS EDUCATION ASSOCIATION

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## EXECUTIVE COUNCIL

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**2016-2017**

Ms. Deana Goodwine Vestavia Hills High School	President
Ms. Tiffany Stonecipher Muscle Shoals Career Academy	President-Elect
Ms. Teheitha Murray Southern Union State Community College	Past President
Ms. Gerri Kimble Hoover High School	Membership Director/SBEA Rep
Ms. Lanette Fargason Auburn High School	Secretary/Treasurer

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## PAST PRESIDENTS

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Mrs. Alva Jean Baker	Ms. Ellen Moore
Ms. Karzetta Bester	Ms. Roslyn Moore-Evans
Ms. Rebekah Bush	Ms. Alice Morgan
Mr. Max Carrington	Ms. Nancy Richards
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Ms. Rosalind Hall	Dr. Bonnie White
Ms. Judy Kehr	Dr. Mary Jean White
Ms. Bernice Kidd	Dr. Patricia Wilson
Ms. Addie Lee	Dr. Elisha Wohleb
Ms. Wanda Markie-Hunter	Dr. Sandra Yelverton
Ms. Gail May	(Note: Names are listed in
Dr. Geana Mitchell	alphabetical order)

## SCHEDULE AT-A-GLANCE

### Friday, January 27, 2017 SWAMPERS GRILLE (MARRIOTT SHOALS HOTEL)

10 Hightower Place, Florence, AL 35630

6:00 PM – **EARLY BIRD RECEPTION - EVENING WITH  
7:00 PM THE EXPERTS**

#### Reception held at Swampers Grille

Early arrivals for the conference will enjoy an informal reception with our industry experts from a variety of business and technology fields. Food and drinks will be available for purchase. Pre-registered conference attendees may pick up their registration packets at Swampers Grille.



### Saturday, January 28, 2017 MUSCLE SHOALS CAREER ACADEMY

321 Jim Holland Drive, Muscle Shoals, AL 35661

*All activities will take place in the MSCA Building unless noted otherwise.*

- 7:30 AM – 9:15 AM **REGISTRATION**—Front Entrance
- 7:45 AM – 8:15 AM **BREAKFAST** sponsored by the Muscle Shoals FBLA & TSA for all ABEA Members Multipurpose Room
- 8:30 AM – 11:30 AM **Silent Auction** Conference Room
- 8:30 AM – 9:20 AM **Session 1**
- 9:30 AM – 10:20 AM **Session 2**
- 10:30 AM – 11:20 AM **Session 3**
- 11:30 AM – 12:15 PM **GENERAL SESSION/LUNCHEON**  
**Guest Speaker, Robin Hunt, ThinkDataSolutions**
- 12:30 PM – 2:00 PM Business Meeting

*Special Thanks to the following Sponsors:*

MUSCLE SHOALS



MUSCLE SHOALS CAREER ACADEMY



TECHNOLOGY STUDENT ASSOCIATION

# CONFERENCE SCHEDULE

**SATURDAY, JANUARY 28, 2017  
MUSCLE SHOALS CAREER ACADEMY  
MUSCLE SHOALS, ALABAMA**

Time	Event	
7:30 AM – 9:15 AM	<b>REGISTRATION</b>	Front Entrance
7:45 AM – 8:15 AM	<b>BREAKFAST provided by Muscle Shoals FBLA for all ABEA Members</b>	Multipurpose Room
8:30 AM – 11:30 AM	<b>Silent Auction</b>	Conference Room
8:30 AM – 9:20 AM	<b>SESSION 1*</b>	
	TestOut PC Pro – Travis Wilde, TestOut	Room 150
	Updates in CTE/FBLA – Dawn Morrison, ALSDE	Room 114
	ASTATE Academic Keyboarding & Texting Champ Apps – Dr. Ruby, Arkansas State University	Room 110
	It's Privacy NOT Publicity – Jacoba Durrell, Graduate Student (Auburn University)	Room 116
9:30 AM – 10:20 AM	<b>SESSION 2*</b>	
	TestOut PC Pro – Travis Wilde, TestOut	Room 150
	Adobe Projects for the Classroom – Amy Willingham, Muscle Shoals Career Academy	Room 114
	Pulling the Pieces of FBLA Together Without Pulling Out Your Hair – Monique Lawrence, Walker High School	Room 116
	ASTATE Academic Keyboarding & Texting Champ Apps – Dr. Ruby, Arkansas State University	Room 110
10:30 AM – 11:20 PM	<b>SESSION 3*</b>	
	QuickBooks Certification – Teheitha Murray, Southern Union State University	Room 150
	Marketing CTE Programs – Kelli Frederick, Deshler Middle School	Room 114
	Online PD Classes for Teaching Multimedia Courses – Kim Britton, Huntsville City Schools	Room 110
	Google Certified Educator/Google Apps – Pam Hickman, Vestavia Hills High School	Room 116
11:30 AM – 12:15 PM	<b>GENERAL SESSION/LUNCHEON*</b>	Multipurpose Room
12:30 PM – 2:00 PM	<b>BUSINESS MEETING*</b>	Multipurpose Room

*\* See SESSIONS AT-A-GLANCE, GENERAL SESSION, and BUSINESS MEETING pages for details.*

## SESSIONS AT-A-GLANCE

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### **TestOut PC Pro – Travis Wilde, TestOut**

In this session, you will receive information on curriculum from TestOut including PC Pro, Network Pro, Linux Pro, Desktop Pro (Word, Excel, PowerPoint, Access) and so much more. Come learn how your IT Program can benefit from using products from TestOut. Participants will be given FREE Instructor Preview access for the remainder of the year.

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### **Updates to CTE/FBLA – Dawn Morrison, Education Administrator, Alabama State Department of Education**

Effective business/marketing related programs provide students with opportunities to develop in-demand skills by offering industry recognized certifications. These certifications play an integral role as a part of statewide efforts to prepare students for college and career readiness. Is your program missing student value added opportunities to improve engagement in school, demonstrate academic and technical achievement, and successfully transition to further education and careers? Attend this session to learn up-to-date career readiness indicator information to increase the marketability of your students with certifiable skills; because they're worth it.

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### **ASTATE Academic Keyboarding Champ & Texting Champ Apps-Skill Building & Fundraising – Dr. Paula Ruby & Dr. Ralph Ruby, Jr., Commerce & Information Technology Professors, Arkansas State University**

The purpose of this session is to explain ways that the ASTATE Academic Keyboarding Champ and Texting Champ Apps can accomplish two goals. First, to provide competitive gaming strategies, on mobile devices, to help increase keyboarding and texting skills for all students, grades K-College. The second goal for the apps is to use them to raise funds for scholarships to reduce the cost of students' education and to raise funds for special projects. Instead of having students volunteer at a restaurant one evening and getting a small percentage of the proceeds or selling candy and popcorn with the company that sells the candy and popcorn gets a large percentage of the proceeds, the students can play the games in the apps and have people (parents, friends, businesses, etc.) contribute funds for the number of words (keyboarding) or characters (texting) the students key. Through this method of fund raising the class, club, or school gets 100% of the proceeds. If participants have an iPhone and/or iPad they can bring it to the session to download and share in the demonstration during the presentation.

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### **It's Privacy NOT Publicity – Jacoba Durell, Graduate Student, Auburn University**

The emergence of technology is no longer a secret. The next generation, known as Millennials, has very much adapted to a socially public lifestyle. The lifestyle of the rich and famous is publicly exposed and has become the model of etiquette for Millennials. Social Media: It's Privacy not Publicity will start a mannerism model needed for social media that discusses the difference of what is appropriate for social media and the effects social media has on your life. The use of a PowerPoint presentation along with audience participation and live google searches, Social Media: It's Privacy not Publicity, will be a session filled with information and suitable amusement.

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### **Adobe Projects for the Classroom- Amy Willingham, CIT Instructor, Muscle Shoals Career Academy**

As Photoshop Teachers, we are always looking for some great projects for our classes that will reinforce the features of the software. There are many projects online, but if you are going to use them you must make them your own. In this session, participants will create a "Celebrity" Project together and discuss the features of the Layer Styles and how they can enhance/cover up image issues we discover. Participants will review Photoshop Selection Tools, Refine Edge, and Copy/Paste Layer Styles. This session will also be a chance for teachers to see some of the projects previously created, rubrics used to grade these projects and resources that are used in the classroom. Participants will have a "share time" where teachers will share different projects they are using.

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### **Pulling the Pieces of FBLA Together Without Pulling Out Your Hair – Monique Lawrence, Walker High School**

As a new teacher/adviser, it was difficult to navigate the nuances of FBLA. Having experienced and other new advisers to dialogue with helps to ease the stress of successfully managing a local chapter. Participants will have the opportunity to network with other FBLA Advisors and receive guidance in fulfilling FBLA requirements and stretching to reach milestones.

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### **QuickBooks Certification – Teheitha Murray, Professor, Southern Union State University**

QuickBooks provides an easy-to-use platform for students to grasp accounting concepts. The QuickBooks certification program helps educators effectively teach and validate QuickBooks accounting skills while providing students with credentials that demonstrate real-world skills. Participants will learn about the importance of offering this certification to students and information/tips on passing the certification exam.

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### **Marketing CTE Programs – Kelli Frederick, Business Teacher, Deshler Middle School**

This workshop will provide participants with options for marketing CTE programs, including the program that is used at Tusculumbia City Schools which includes a brochure, Destination Deshler and the ad campaign. Attendees will receive a copy of the Marketing Plan and sample materials to use to build CTE programs.

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### **Online PD Classes for Teaching Multimedia Courses – Kim Britton, Huntsville City Schools**

Participants will learn how to utilize an online class format for teaching Multimedia Courses.

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### **Google Certified Educator/Google Apps – Pam Hickman, Vestavia Hills High School**

Learn the ins and outs of Google Apps for Education. Learn how to use Google tools in the classroom to make your class more engaging and efficient. Google Level 1 certification teaches you how to engage in professional growth and leadership, increase efficiency and save time, and facilitate and Inspire student learning and creativity.

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# GENERAL SESSION

SATURDAY, JANUARY 28, 2017  
MUSCLE SHOALS CAREER ACADEMY  
MUSCLE SHOALS, ALABAMA  
MULTIPURPOSE ROOM  
11:30 AM – 12:15 PM

Event	Presenter/Speaker
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Welcome .....	Ms. Tiffany Stonecipher
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Greetings.....	
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Dr. Philip Cleveland, State Director of Career and Technical Education and Workforce Development, Alabama State Department of Education

Ms. Dawn Morrison, Education Administrator, Office of Career and Technical Education/Workforce Development, Alabama State Department of Education

Ms. Lisa Weeks, Program Specialist, Office of Career and Technical Education/Workforce Development, Alabama State Department of Education

Dr. Elisha Wohleb, SBEA President, Auburn University

Invocation .....	Ms. Emma Faulk
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Introduction of Keynote Speaker .....	Miss Jerissa Roach, Muscle Shoals FBLA President
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Keynote Speaker .....	Ms. Robin Hunt, <i>CEO ThinkDataSolutions</i>
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# BUSINESS MEETING

SATURDAY, JANUARY 28, 2017  
MUSCLE SHOALS CAREER ACADEMY  
MUSCLE SHOALS, ALABAMA  
MULTIPURPOSE ROOM  
12:30 PM – 2:00 PM

Agenda Item	Speaker
Call to Order.....	Ms. Deana Goodwine, President
Appointment of Parliamentarian	
Minutes of ABEA February 7, 2016, Business Meeting ...	Ms. Lanette Fargason, Secretary/Treasurer
Treasurer's Report .....	Ms. Lanette Fargason, Treasurer
Officers' Reports	
Awards Committee .....	Ms. Bonita Johnson and Ms. Deana Goodwine
Auditing Committee.....	Ms. Bonita Johnson
Bylaws Committee .....	Mrs. Teheitha Murray
Membership Committee.....	Ms. Gerri Kimble
Program Committee .....	Ms. Tiffany Stonecipher
Scholarship Committee .....	Dr. Geana Mitchell
Nominating Committee .....	Ms. Madge Gregg
Other Reports	
Unfinished Business	
New Business	
Election of Officers.....	Ms. Deana Goodwine
Installation of Officers.....	Ms. Teheitha Murray
Door Prizes	
Adjournment	

## 2017 ABEA CONFERENCE COMMITTEES

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### **ABEA Executive Council**

Ms. Deana Goodwine – President  
Ms. Tiffany Stonecipher – President – Elect  
Ms. Teheitha Murray – Past President  
Ms. Gerri Kimble – Membership Director  
Ms. Lanette Fargason – Secretary/Treasurer

### **Membership**

Ms. Gerri Kimble – Chair  
Ms. Morgan Palmer  
Ms. Glenith Moncus

### **Bylaws**

Ms. Teheitha Murray – Chair  
Dr. Elisha Wohleb  
Ms. Emma Faulk

### **Nominating**

Ms. Madge Gregg, Chair  
Ms. Judy Kehr  
Dr. Leane Skinner  
Ms. Karzetta Bester  
Ms. Jill McGee

### **Auditing**

Ms. Sandy Short, Chair  
Dr. Geana Mitchell  
Ms. Jill McGee

### **Program**

Ms. Tiffany Stonecipher – Chair  
Ms. Amy Willingham  
Ms. Danyelle Hillman  
Ms. Kim Vaughn  
Ms. Jerita Carter

### **Awards Committee**

Ms. Deana Goodwine – Chair,  
Secondary Teacher of the Year  
Ms. Lanette Fargason  
Ms. Bonita Johnson – Chair,  
Postsecondary Teacher of the Year  
Ms. Sandi Short  
Dr. Leane Skinner

### **Scholarship**

Dr. Geana Mitchell, Chair  
Dr. Leane Skinner  
Ms. Lanette Fargason





## 2017 ABEA Conference

Saturday, January 28, 2017  
 Muscle Shoals Career Academy  
 321 Jim Holland Drive  
 Muscle Shoals, AL 35661  
 #ABEA17



### Directions (From Hwy 72):

- From Hwy 72 turn right (north) on Wilson Dam Rd/AL-157/AL-133 toward US-72 Alt W/AL-20/Highway 20. Continue to follow AL-157/AL-133. Drive 3.21 miles.
- Turn left onto Avalon Ave. Drive 0.50 miles.
- Turn left onto Brown Street.
- Turn right onto Jim Holland Drive (formerly known as Broad Street).
- Muscle Shoals Career Academy will be on your right.

# *Notes*