



2019 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

Tiffany Stonecipher **Past President**

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

Gerri Kimble..... **President**

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

Lannette Fargason..... **President Elect**

Auburn High School
1701 E Samford Ave
Auburn, AL 36830
334-887-2120
LFargason@anuburnschools.org

Morgan Jones..... **Membership Director**

Vestavia Hills High School
2235 Lime Rock Road
Vestavia Hills, AL 35216
205-402-5250
jonesmp@vestavia.k12.al.us

Pam Hickman **Secretary/Treasurer**

Vestavia Hills High School
2235 Lime Rock Road
Vestavia Hills, AL 35216
205-402-5250
hickmanpt@vestavia.k12.al.us

SPECIAL COMMITTEE CHAIRPERSONS

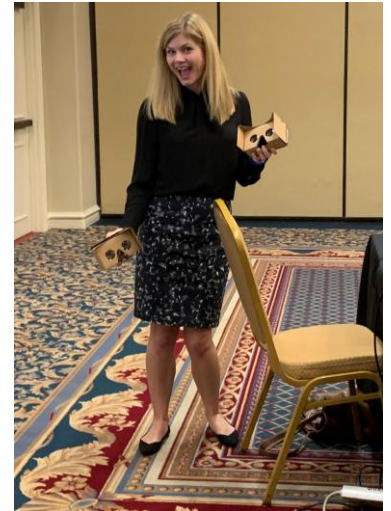
Awards Committee.....	Amber Benson and Sandi Logan
Auditing Committee	Lauren Miller
Bylaws Committee	Tiffany Stonecipher
Membership Committee	Morgan Jones
Program Committee.....	Lanette Fargason
Scholarship Committee	Alesia Ruffin
Nominating Committee.....	Deana Goodwine

ABEA Happenings

ABEA Conference – Samford University Saturday February 2, 2019

SBEA Conference

Several members of ABEA attended and presented at the Southern Business Education Association Conference in Daytona Beach, FL (October 2019).



Amber C. Benson @ambercbenson · Nov 8, 2019
 #spartanbiz finance classes had a great time with the @fredsmithgroup this week! Big thanks to @smithfre and his team for discussing the home buying process and how marketing is key to reaching their clients. #soldbyfred



🗨️ ↻ ❤️ 6 📤

Gerri Kimble @GerriKimble · Jan 16
 It was a great day for our #HHSBiz Academy freshmen to learn more about academic/career planning, finance, and marketing. Thank you, @CulverhouseUA and @UA_Admissions, for hosting. #HooverPride #busedu



Brooke P. Cleckler and 9 others

Susan Evans @evanstecktr · Jan 9
 Marketing students are designing a sponsorship infographic using @canva and @Photoshop for our upcoming @RNTrocks @velcroptymies concert, Bear Cave Rock! Stay tuned to learn how you can become a sponsor! #GoodAsGold @lincolnhs @Kdknight24 @LIHSPrincipal @lms_talley @TCBOE



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Amber C. Benson @ambercbenson · Nov 8, 2019
 Fun afternoon at Mobley and Sons in Crestline! Victor and Brad are experts in their industry. Our guys enjoyed learning how to present themselves professionally in all environments. #tiecontest @shopmtbrook #spartanbiz



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OFFICER REPORT: PRESIDENT

Alabama Business Education Association

President's Activity Report

Submitted January 27, 2020

As Alabama Business Education Association President, I performed the following duties since January 2019:

- Coordinated the 2019 #WeLoveBizEd Conference
- Presided over ABEA Executive Council meetings
- Proposed a system designed to improve Council communication, information management, and new-officer transition
- Corresponded with the Council throughout the year
- Attended the DECA State Career Development Conference in Birmingham
- Attended the DECA International Career Development Conference in Orlando
- Attended the Joint Leadership Development Conference in Birmingham
- Coordinated a national #busedu Twitter chat on the topic of social media marketing education
- Assisted with committee planning, data collection, and information management for the 2020 ABEA Conference
- Supported Executive Council members as needed
- Promoted ABEA and NBEA throughout the year through face-to-face, email, and social media contact

Respectfully submitted,

Geri Kimble
ABEA President

OFFICER REPORT: PRESIDENT- ELECT

Alabama Business Education Association

President-Elect Activity Report

Submitted January 27, 2020

As Alabama Business Education Association President-Elect, I performed the following duties since January 2019:

- Attended the Alabama CTSO State Leadership Summit in Montgomery on June 10-12, 2019.
- Attended the Alabama Association for Career and Technical Education (ALACTE) Conference in Birmingham on July 29-31, 2019.
- Attended officer meetings using Google Hangouts.
- Developed the ABEA Fall/Winter 2019 newsletter and distributed.
- Worked with the planning committee to plan the program for 2020 ABEA conference.
- Secured a location, UAB Collat School of Business, and hotel, Mountain Brook Hampton Inn, for the 2020 ABEA Conference.
- Supported committee members who solicited donations from sponsors for the 2020 ABEA conference for reception, breakfast and refreshment break.
- Supported the committee who attained donations and items for the for the Silent Auction.
- Coordinated meals and snack break for the ABEA Conference.
- Met with ABEA Officers to make final decisions regarding the upcoming ABEA Conference.

Respectfully submitted,

Lanette Fargason
ABEA President-Elect

OFFICER REPORT: PAST PRESIDENT

Alabama Business Education Association

Past President's Activity Report

Submitted January 27, 2020

As Alabama Business Education Association Past-President, I performed the following duties since January 2018:

- Participated in ABEA Google Hangout Meetings.
- Served on the ABEA Awards and Bylaws Committees for 2020.
- Conducted the 2019 ABEA Business Meeting.
- Supported Executive Council Members as needed/requested.
- Attended the Alabama FBLA State Competitions in April of both 2018 and 2019 in Birmingham.
- Attended the FBLA Fall District 1 Meetings in both 2018 and 2019.
- Attended the National FBLA Competition in June of 2019 in San Antonio, TX.
- Attended FBLA Champ Camp in June of 2019 at UAB.
- Attended CodeSpace Training in July of 2019 at Decatur High School.
- Attended (and Judged Governor's App Challenge) the Alabama Computer Science Summit in 2019.
- Serving on the ALSDE CTE Course of Study Committee.
- Attended SBEA in Mobile in October 2018.
- Attended Fall and Spring ALSDE Work-Based Learning Meetings.

Respectfully Submitted,

Tiffany Stonecipher
ABEA Past-President

OFFICER REPORT: MEMBERSHIP DIRECTOR

Alabama Business Education Association

Membership Director's Activity Report

Submitted January 27, 2020

As Alabama Business Education Association Membership Director/SBEA Representative, I have performed the following duties since January 2019:

- Corresponded with ABEA officers via phone and email
- Managed ABEA Website
- Managed ABEA Twitter
- Managed ABEA Facebook
- Attended SBEA in Daytona Beach, FL
 - Attended Membership Directors Planning Workshop
 - Attended Executive Team Meeting
 - Conducted a Swap Shop workshop on holding a Mock Interview Day
- Corresponded with the ABEA executive board throughout the year.
- Contacted lapsed NBEA members every month to encourage to renew NBEA and ABEA memberships
- Communicated with SBEA and NBEA
- Attended FBLA State Leadership Conference
- Promoted and recruited for ABEA and NBEA throughout the year through face- to-face, email, and social media contact.

Respectfully submitted,

Morgan Jones

ABEA Membership Director

OFFICER REPORT: TREASURER

Alabama Business Education Association

Treasurer's Report

Submitted December 31, 2019

Alabama Business Education Association

Date Range: 01/01/2019 to 12/31/2019

Financial Statement generated by Wave App

CASH INFLOW AND OUTFLOW	Jan 01, 2019 to Dec 31, 2019
Operating Activities	
Conference Registration	\$2,636.01
Income from Checking or Savings	\$150.00
Interest Income	\$0.25
Membership Dues	\$100.00
Uncategorized Income (miscellaneous income)	\$2,425.52
Total Sales	\$5,311.78
ABEA Scholarship	(\$500.00)
Conference Expenses	(\$2,752.88)
CTSO Sponsorship (DECA or FBLA)	(\$500.00)
Expense to Savings or Checking	(\$150.00)
Uncategorized Expense (miscellaneous Expense)	(\$2,477.65)
Total Purchases	(\$6,380.53)
Net Cash from Operating Activities	(\$1,068.75)
OVERVIEW	
Starting Balance	
BUSINESS CHECKING	\$5,872.40
BUSINESS MARKET RATE SAVINGS	\$2,460.79
Total Starting Balance	\$8,333.19
Cash Inflow	\$6,511.78
Cash Outflow	\$7,580.53
Net Cash Change	(\$1,068.75)
Ending Balance	
BUSINESS CHECKING	\$4,802.88
BUSINESS MARKET RATE SAVINGS	\$2,461.56
Total Ending Balance	\$7,264.44

OFFICER REPORT: SECRETARY

Alabama Business Education Association

Secretary's Activity Report

Submitted January 27, 2020

As Alabama Business Education Association Treasurer/Secretary, I have performed the following duties since January 2019:

- Corresponded with ABEA officers via phone and email
- Prepared the ABEA 2019 Minutes and Annual Report
- Attended SBEA
 - Attended the leadership training at ABEA
 - Conducted a workshop on AP Computer Science Principles
- Received ABEA conference registrations and payments
- Moved to an online bookkeeping system using www.wave.com to fulfill the recommendations brought forth by the auditing committee.
- Assisted other officers as needed.

Respectfully submitted,

Pam Hickman

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 2020!** – PDF form for joining ABEA; Live form for joining ABEA and registering for the 2019 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 Instagram an effort to recruit new members and encourage member participation. The links are:

Facebook: www.facebook.com/AlabamaBusinessEducationAssociation

Twitter: www.twitter.com/ALBusinessEd

Instagram: <https://www.instagram.com/albusinessed/?hl=en>

Thank you for your membership in Alabama Business Education Association.

Let's make 2020 even greater!