



**2014 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

**Judy Kehr**..... **President**

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

**Teheitha Taylor** ..... **President-Elect**

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

**Elisha Wohleb** ..... **Past President**

Auburn University  
0303B Haley Center  
Auburn, AL 36849  
334.844.8724  
wohleec@auburn.edu

**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 Junior High School  
332 East Samford Avenue  
Auburn, AL 36830  
334.887.1960  
lfargason@auburnschools.org

## SPECIAL COMMITTEE CHAIRPERSONS

Awards Committee .....	Dr. Leane Skinner and Mrs. Gerri Kimble
Auditing Committee.....	Ms. Sandy Short
Bylaws Committee .....	Dr. Leane Skinner
Membership Committee.....	Ms. Gerri Kimble
Program Committee .....	Ms. Teheitha Taylor
Scholarship Committee.....	Dr. Geana Mitchell
Nominating Committee .....	Mrs. Madge Gregg

## ABEA Happenings

### **ABEA Conference – Hoover High School, Hoover, AL**



The 2014 ABEA Conference weekend kicked off with Evening with the Experts at Hoover's Residence Inn on Friday, January 31. Industry professionals and teachers from around the state enjoyed drinks, finger foods, and networking. Sponsored by Discover ITT, this event was a great opportunity for business teachers and industry professionals to discuss the realities of today's business world.

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

Great sessions were presented by teachers and industry professionals throughout the morning!

Attendees enjoyed a great lunch from John's City Diner (sponsored by Regions Bank, Samford University, and ThinkData Solutions) and interacted with keynote speaker Robin Hunt from ThinkData Solutions.

The ABEA Business Meeting was held that afternoon.

#### **The 2014 officers were installed:**

President - Ms. Judy Kehr

President-Elect - Ms. Teheitha Taylor

Past President - Dr. Elisha Wohleb

Secretary/Treasurer (newly combined roles) - Ms. Lanette Fargason

Membership Director - Ms. Gerri Kimble

#### **The following received this year's ABEA Awards:**

Postsecondary Teacher of the Year - Dr. Elisha Wohleb

ABEA Scholarship - Ms. Morgan Palmer

Snacks and refreshments were provided throughout the day thanks to Cengage Learning and Bud's Best Cookies.

#### **SBEA Conference**

Several members of ABEA attended and presented at the Southern Business Education Association Conference in Little Rock (October 2014). Congrats to ABEA's Drs. Geana Mitchell and Elisha Wohleb for being selected Teachers of the Year. Also, congrats to Dr. Geana Mitchell on her new position as SBEA President!



## Delta Pi Epsilon

Delta Pi Epsilon is a national honorary graduate society for business educators that promote three ideals: scholarship, leadership, and cooperation. DPE is founded on a shared sense of responsibility to improve the teaching of business through research, to develop leadership skills of members, and to provide them with team-building and networking opportunities.

As decided in the 2013 business meeting, DPE will remain a stand-alone organization that will meet with ABEA while funds are available.

# OFFICER REPORT: PRESIDENT

## Alabama Business Education Association

President's Activity Report

*Submitted February 6, 2015*

As Alabama Business Education Association president, I performed the following duties since February 2014:

- Attended the 2014 NBEA Convention in Los Angeles in April.
- Attended the Alabama Association for Career and Technical Education (ACTE) summer conference in Birmingham in August and promoted ABEA and the 2014 conference.
- Attended the 2014 SBEA Convention in Little Rock, Arkansas, in October 2014; attended the Leadership Seminar, co-presented a session on branding your business program, and served as a session coordinator.
- Corresponded with ABEA members on a regular basis via-email and by phone.
- Corresponded on a regular basis with executive team members throughout the year.
- Assisted with the fall 2014 newsletter.
- Assisted in developing the program agenda for 2015 ABEA conference.
- Secured donations from sponsors for the 2015 ABEA conference for reception and refreshments.
- Assisted executive board members as needed.
- Used social media (Twitter and Facebook) to promote ABEA and NBEA.

Respectfully submitted,

Judy Kehr  
ABEA President



# OFFICER REPORT: PRESIDENT-ELECT

## Alabama Business Education Association

President-Elect's Activity Report

*Submitted February 6, 2015*

As Alabama Business Education Association president, I performed the following duties since February 2014:

- Corresponded with executive team members during the year.
- Assisted in developing the program agenda for 2015 ABEA conference.
- Assisted in securing refreshments for 2015 ABEA conference.
- Assisted executive board members as needed.

Respectfully submitted,

Teheitha Taylor  
ABEA President-Elect

# OFFICER REPORT: PAST PRESIDENT

## Alabama Business Education Association

### Past President's Activity Report

As Alabama Business Education Association's Past President, I performed the following duties since February 2014.

- Attended and presented at the 2014 NBEA Conference in Los Angeles, CA.
- Attended and presented at the 2014 SBEA conference in Little Rock, Arkansas and represented ABEA as Past President at the State Leadership Seminar.
- Attended the Academic and Business Research Institute International Conference in Orlando, FL.
- Corresponded with ABEA executive board on a regular basis via-email and by phone.
- Participated in the executive board meetings of ABEA.
- Assisted and counseled President as needed

Respectfully submitted,

Elisha Wohleb  
ABEA Past President

# OFFICER REPORT: MEMBERSHIP DIRECTOR

## Alabama Business Education Association

### Membership Director's Activity Report

*Submitted February 6, 2015*

As Alabama Business Education Association membership director, I performed the following duties since February 2014:

- Attended the 2014 NBEA Convention in Los Angeles, CA.
  - Co-presented a session on promoting and branding your business department.
  - Served as a session liaison.
- Attended the 2014 Alabama Association for Career and Technical Education (ACTE) summer conference in Birmingham, AL.
  - Held a roundtable session to promote ABEA membership.
  - Recruited new members to ABEA and NBEA.
- Attended the 2014 SBEA Convention in Little Rock, AR.
  - Co-presented a session on promoting and branding your business department.
  - Served as a session coordinator.
- Joined the NBEA Technology Committee in November 2014.
  - Helped develop a social media plan.
  - Assist with the NBEA Twitter account (as of January 2015).
- Maintained ABEA's web presence – website, Facebook, and Twitter.
- Promoted ABEA and NBEA throughout the year through face-to-face contact, email, and social media.
- Corresponded with ABEA members via-email and phone.
- Corresponded with the ABEA executive board throughout the year.
- Assisted with securing speakers for the 2015 ABEA conference.

Respectfully submitted,

Gerri M. Kimble  
ABEA Membership Director

# OFFICER REPORT: TREASURER

## Alabama Business Education Association

Treasurer's Report

Submitted February 6, 2015

CHECKING BALANCE BROUGHT FORWARD, 1/1/2014		2,302.59
INCOME		
Dues (ABEA, NBEA), Conference Fees, Sponsorships	4,528.00	
Bank Fee Reimbursement	14.00	
Bookkeeping Error (in our favor)	30.00	
SBEA Membership Stipend	21.00	
	<u>TOTAL INCOME</u>	<u>4,593.00</u>
EXPENSES		
ABEA Scholarship	500.00	
Bank Fees	98.00	
Check Order	55.35	
Marketing Expense - Supplies	170.00	
Conference Expense--Supplies, Reception, Speaker Gifts	378.26	
Conference Expense--Door Prizes	120.86	
Conference Expense--Luncheon	840.00	
Conference Expense--Officer Gifts	30.93	
NBEA Dues Expense	270.00	
Office Supplies Expense	-	
SBEA Delegate Stipend	150.00	
SBEA Refreshment Break Sponsorship	250.00	
Transfer to Savings	600.00	
Website Renewal Fee*	-	
	<u>TOTAL EXPENSES</u>	<u>3,463.40</u>
ENDING CHECKING BALANCE, 12/31/14		<u><u>3,432.19</u></u>

\*Due to bank/treasurer error, the following expenses were paid through the savings acct.  
Please see the following Savings Account Report.

## OFFICER REPORT: TREASURER, continued

SAVINGS BALANCE BROUGHT FORWARD, 1/1, 2014		0.11
INCOME		
Automatic Transfer From Checking	600.00	
Deposits	310.00	
Check Order Refund	37.25	
Interest Earned	<u>0.10</u>	
TOTAL INCOME		<u>947.35</u>
EXPENSES		
Bank Fees	42.00	
Check Order	37.25	
Website Renewal Fee	130.87	
NBEA Dues Paid	<u>160.00</u>	
TOTAL EXPENSES		<u>370.12</u>
ENDING SAVINGS BALANCE, 12/31/14		<u><u>577.34</u></u>

## OFFICER REPORT: SECRETARY

### Alabama Business Education Association

Secretary's Activity Report

*Submitted February 6, 2015*

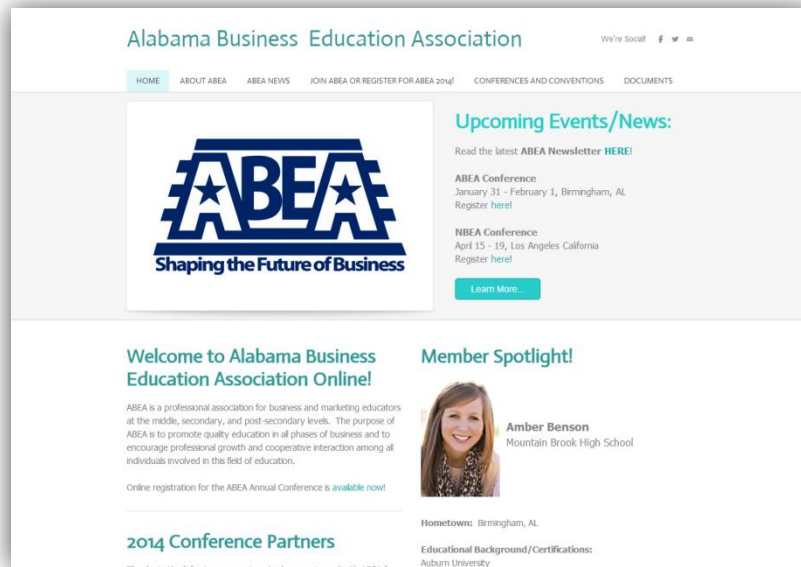
As Alabama Business Education Association Secretary, I have performed the following duties since February 2014:

- Corresponded with ABEA officers via phone and email.
- Prepared the ABEA 2014 Annual Report.
- Attended the Alabama Association for Career and Technical Education Summer Conference in Birmingham.
- Attended the Southern Business Education Association Annual Conference in Little Rock, Arkansas and served as a session coordinator and presenter.
- Received ABEA conference registrations and payments.
- Assisted President and President-Elect as needed.

Respectfully submitted,

Lanette Fargason  
ABEA Secretary/Treasurer

**ABEA ONLINE**



The ABEA Website, [ALBusinessEd.org](http://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 2014!** – 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](http://www.facebook.com/AlabamaBusinessEducationAssociation)

Twitter: [www.twitter.com/ALBusinessEd](http://www.twitter.com/ALBusinessEd)

Edmodo Code: ga8ue3

**Thank you for your membership in Alabama Business Education Association.**

**Let's make 2015 even greater!**