



2015 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..... **Past President**

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

Teheitha Murray **President**

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

Deana Goodwine **President Elect**

Vestavia Hills High School
2235 Lime Rock Road
Vestavia Hills, AL 35216
205-402-5287
goodwinedm@vestavia.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	Ms. Sandy Short and Ms. Lanette Fargason
Auditing Committee.....	Ms. Sandy Short
Bylaws Committee	Ms. Judy Kehr
Membership Committee.....	Ms. Gerri Kimble
Program Committee	Ms. Deana Goodwine
Scholarship Committee.....	Dr. Geana Mitchell
Nominating Committee	Mrs. Madge Gregg

ABEA Happenings

ABEA Conference – Hoover High School, Hoover, AL



business world.

The 2015 ABEA Conference weekend kicked off with Evening with the Experts at Hoover's Residence Inn on Friday, February 6. 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

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!

The ABEA Business Meeting was held that afternoon.

The 2015 officers were installed:

Past President - Ms. Judy Kehr

President - Ms. Teheitha Taylor

President Elect – Ms. Deana Goodwine

Secretary/Treasurer - Ms. Lanette Fargason

Membership Director - Ms. Gerri Kimble

The following received this year's ABEA Awards:

Postsecondary Teacher of the Year – Ms. Sandy Short

Secondary Teacher of the Year – Ms. Lanette Fargason

ABEA Scholarship - Ms. Jessica Maples

SBEA Conference

Several members of ABEA attended and presented at the Southern Business Education Association Conference in Kingsport, TN (October 2015). Dr. Geana Mitchell served as SBEA President! At this year's conference, Alabama reported a 15% increase in NBEA memberships!

OFFICER REPORT: PRESIDENT

Alabama Business Education Association

President's Activity Report

Submitted January 30, 2016

As Alabama Business Education Association president, I performed the following duties since February 2015:

- Developed the ABEA Spring 2015 newsletter and distributed to members.
- Attended the 2015 SBEA Convention in Kingsport, TN in October 2015. I secured a silent auction gift for the conference. I also was a technology session presenter and served as a session coordinator.
- Assisted president-elect with planning the ABEA 2016 program.
- Sent email invitations to business educators to attend the ABEA 2016 Conference.
- Assisted president-elect as needed.

Respectfully submitted,

Teheitha Taylor Murray

ABEA President

OFFICER REPORT: PRESIDENT-ELECT

Alabama Business Education Association

President-Elect's Activity Report

Submitted January 30, 2016

As Alabama Business Education Association president-elect, I performed the following duties since February 2015:

- Attended the 2015 NBEA Convention in Chicago in March 2015.
- 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 and the 2016 conference.
- Attended the 2015 SBEA Convention in Kingsport, TN, in October 2015 and attended the Leadership Seminar. I presented a two-hour technology session on Livebinders: What's in the Cloud.
- Donated a gift basket to SBEA Silent Auction from ABEA.
- Donated a gift basket to NBEA Silent Auction from ABEA
- Developed the Fall 2015 newsletter and distributed to members.
- Extended Call for Proposals for 2016 ABEA conference.
- Planned the program for 2016 ABEA conference.
- Secured a host hotel for the ABEA Conference.
- Secured donations from sponsors for the 2015 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, Samford University, for the ABEA Conference.
- Met with the Past President, Judy Kehr, 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,

Deana Goodwine

ABEA President-Elect

OFFICER REPORT: PAST PRESIDENT

Alabama Business Education Association

Past President's Activity Report

Submitted January 30, 2016

As Alabama Business Education Association past president, I performed the following duties since February 2015:

- Attended the Alabama Association for Career and Technical Education (ACTE) summer conference in Birmingham in August and served as a round-table presenter to promote ABEA and the 2016 conference.
- Corresponded with ABEA members and executive board on a regular basis via-email and by Google Hangouts.
- Followed up with new ABEA members who joined at the Alabama ACTE conference.
- Assisted president-elect with planning the ABEA 2016 program.
- Assisted president-elect in selecting a location for the 2016 conference.
- Contacted and sent invitations to local business and industry professional to attend the Evening with the Experts reception.
- Assisted president and president-elect as needed.

Respectfully submitted,

Judy Kehr

ABEA President-Elect

OFFICER REPORT: MEMBERSHIP DIRECTOR

Alabama Business Education Association

Membership Director's Activity Report

Submitted January 30, 2016

As Alabama Business Education Association membership director, I performed the following duties since February 2015:

- 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.
- Assisted the president-elect as needed.
- Served on the NBEA Technology Committee.
 - Helped develop a social media plan to include Twitter, Facebook, and LinkedIn.
 - Assisted with the planning of social media promotion for the upcoming NBEA conference.
- Attended the 2015 SBEA Convention in Kingsport, TN.
 - Attended the Membership Directors and Executive Council meetings.
 - Co-presented a session on promoting and branding.
 - Served as a session coordinator.

Co-presented a session at the 2015 Alabama Association for Career and Technical Education (ACTE) summer conference in Birmingham, AL on promoting and branding.

Attended the 2015 NBEA Convention in Chicago, IL.

- Attended the Membership Directors breakfast meeting.
- Co-presented a session on promoting and branding.
- Served as a session liaison.

Attended the 2015 FBLA State Leadership Conference.

- Along with ABEA officers and members, set up a table in the lobby of the main ballroom to promote ABEA and NBEA.

MEMBERSHIP UPDATE & GOALS:

As of October 2015 (at the most recent regional conference), Alabama's NBEA membership had **increased 15%** in the last year (greater increase than most states in the region). There is still plenty of room to grow as only a fraction of Alabama's business teachers are NBEA members.

Would like to see our state's NBEA membership grow by at least another 15% in 2016.

Currently seeking committee members to help reach middle, secondary, and postsecondary institutions across the state.

Respectfully submitted,

Gerri Kimble
ABEA Membership Director

OFFICER REPORT: TREASURER

Alabama Business Education Association

Treasurer's Report

Submitted January 30, 2016

CHECKING BALANCE BROUGHT FORWARD, 1/1/2015		3,432.19
INCOME		
Dues (NBEA, ABEA), ABEA Conference Fees and Sponsorships	6,883.00	
Transfers from Savings	1,200.00	
TOTAL INCOME		8,083.00
EXPENSES		
ABEA Scholarship	500.00	
Bank Fees	-	
Check Order	-	
Marketing Expense and Supplies - AACTE Roundtable Prizes	50.00	
Conference Expense--Supplies, Speaker Gifts/Fees	482.30	
Conference Expense--Luncheon	839.30	
Conference Expense--Officer Gifts, Awards, Door Prizes	498.95	
Conference Expense - Friday Evening Reception	437.53	
Conference Expense - Lawson Conference Fee Overpayment	100.00	
NBEA Dues Expense	2,725.00	
Office Supplies Expense	25.04	
SBEA - Alabama Basket	80.82	
SBEA Delegate Stipend	150.00	
Transfer to Savings	1,800.00	
Website Renewal Fee	149.86	
TOTAL EXPENSES		7,838.80
ENDING CHECKING BALANCE, 12/31/15		3,676.39

SAVINGS BALANCE BROUGHT FORWARD, 1/1/2015		577.34
INCOME		
Automatic Transfer From Checking	1800.00	
Deposits	45.00	
Interest Earned	0.35	
TOTAL INCOME		1845.35
EXPENSES		
Transfers to Checking	1200.00	
TOTAL EXPENSES		1200.00
ENDING SAVINGS BALANCE, 12/31/15		1222.69

OFFICER REPORT: SECRETARY

Alabama Business Education Association

Secretary's Activity Report

Submitted January 30, 2016

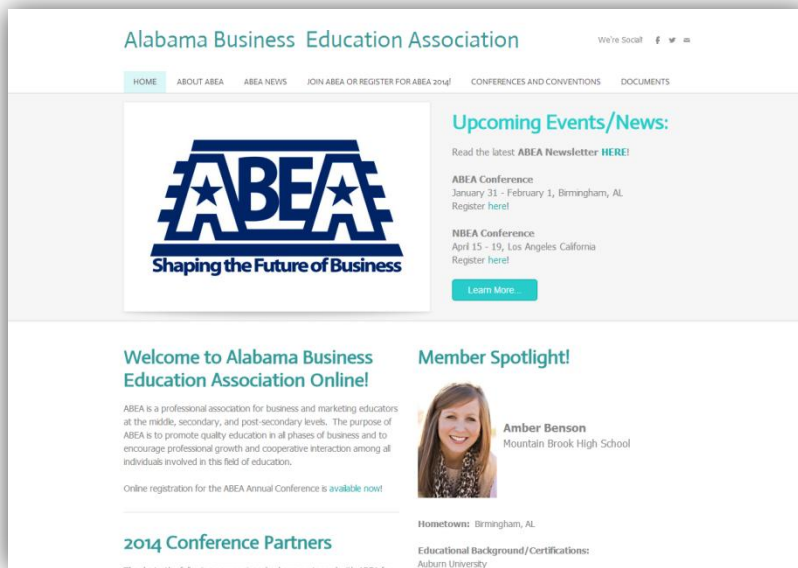
As Alabama Business Education Association Secretary, I have performed the following duties since February 2015:

- Corresponded with ABEA officers via phone and email
- Prepared the ABEA 2015 Annual Report
- Prepared and submitted minutes from the ABEA 2015 Business Meeting
- Attended the Alabama Association for Career and Technical Education Summer Conference in Birmingham
 - Helped with Membership Recruiting Roundtable
- 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 2016 even greater!