



[home](#) [about us](#) [for teachers](#) [our supporters](#) [what's new?](#)



welcome to economics arkansas

Since 1962, Economics Arkansas has been training Arkansas teachers K-12 how to integrate principles of economics and personal finance into the classroom curriculum.

Economically savvy students become smarter citizens, voters, consumers and producers.

We offer resources and professional development training [for teachers](#) throughout the year, and we invite individuals and organizations to become [our supporters](#) in our ongoing efforts to build an economically literate Arkansas.

[DONATE HERE](#)

[VIEW OUR VIDEO](#): Why economic education matters.



news & announcements

[first online auction now open](#)

Posted on 11/22/2013

[registration open for economics: it's not dismal anymore](#)

Posted on 11/08/2013

[save the date for spring 2014 excellence in free enterprise award luncheon](#)

Posted on 11/08/2013

[winners of teacher grants announced](#)

Posted on 10/14/2013

[View Archives...](#)

2013 arkansas nonprofit of the year award

our 50th anniversary

donate now

event calendar

join our mailing list



Economics Arkansas

P.O. Box 3447 • Little Rock, AR 72203

Phone (501) 682-4230 • Fax (501) 374-5692

acee@economicsarkansas.org

Copyright © 2014 • [Privacy Policy](#) • [Terms & Conditions](#)




[home](#) [about us](#) [for teachers](#) [our supporters](#) [what's new?](#)

Economics Arkansas is a private, non-profit, non-partisan, educational organization founded in 1962 by [Dr. Bessie B. Moore](#) to promote economic literacy in Arkansas. We train K-12 teachers how to incorporate principles of economics and personal finance into the classroom curriculum.

Economic education is *real life*, because all young people will grow up and become part of the marketplace.

Economics Arkansas provides resources and training to PreK-12 teachers in both public and independent schools in Arkansas. Our belief is that through training teachers, the

multiplier effect is achieved. Each school year, the training a teacher receives through Economics Arkansas can impact new children.

Economics Arkansas is affiliated with the [Council for Economic Education \(CEE\)](#), and we collaborate with six Arkansas university-based [Centers for Economic Education](#). In addition, Economics Arkansas extends its resources through the Polly M. Jackson Master Economics Teachers. These partnerships help the organization meet the needs of teachers by providing economic education training, materials, and curriculum for Arkansas schools.

Public and independent schools are encouraged to partner with Economics Arkansas to ensure teachers receive information on training opportunities. Arkansas educators have a long legacy of winning numerous national awards for excellence in teaching economic education.



Founder Dr. Bessie B. Moore receives a check from the Sears Foundation.

*Bessie was a fundraiser **extraordinaire**. Right after she took charge at Economics Arkansas in early 1962, (then the Arkansas Council for Economic Education), she needed \$10,000 to send 52 teachers to economics training workshops. The story of how she raised those funds is told with glee by those who knew her: She invited 23 Arkansas businessmen and bankers to the Marion Hotel in Little Rock, locked the door and explained her problem. The necessary sum was pledged within the hour. That locked door has led to the opening of millions of other doors for Arkansas teachers and students!*

About Us

[about us](#)
[mission & vision](#)
[board of directors](#)
[staff](#)
[arkansas centers for economic education](#)
[biography of bessie b. moore](#)
[our 50th anniversary](#)
[what others are saying about us](#)
[2013 arkansas nonprofit of the year award](#)



Economics Arkansas

P.O. Box 3447 • Little Rock, AR 72203

Phone (501) 682-4230 • **Fax** (501) 374-5692

acee@economicsarkansas.org

Copyright © 2014 • [Privacy Policy](#) • [Terms & Conditions](#)





[home](#) [about us](#) [for teachers](#) [our supporters](#) [what's new?](#)

The **mission** of Economics Arkansas is to promote economic literacy and the economic-way of thinking to PreK-12 students in Arkansas by empowering educators to teach the fourth "r," real life economics.

Real life economics teaches students:

- To invest in their human capital, opening opportunities to the American Dream.
- Decision-making skills and the costs associated with each decision.
- Financial skills to better manage their resources in the future.
- About the global market and their future roles as producers and consumers.

Our **vision** is to create a state of people with the real life skills they need to succeed: to think and choose responsibly as individuals, consumers, savers, investors, citizens, members of the workforce, and to be effective participants in both their local communities and the global economy. Economic literacy is essential to improve the standard of living for all Arkansans, and essential to increase economic development opportunities for Arkansas.

About Us

[about us](#)

[mission & vision](#)

[board of directors](#)

[staff](#)

[arkansas centers for economic education](#)

[biography of bessie b. moore](#)

[our 50th anniversary](#)

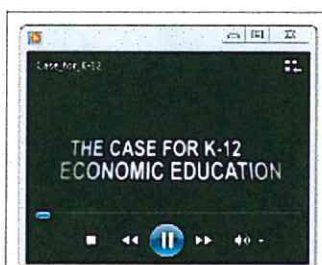
[what others are saying about us](#)

[2013 arkansas nonprofit of the year award](#)



About Economics Arkansas

This introductory 10-minute video demonstrates the need for economic education in grades K-12 and the impact learning the "science of decision-making" can have on our community and world.



The Case for K-12 Economic Education

This 8-minute video further demonstrates the importance of economic education in preparing our students for "real life."



Economics Arkansas
P.O. Box 3447 • Little Rock, AR 72203
Phone (501) 682-4230 • Fax (501) 374-5692
acee@economicsarkansas.org

Copyright © 2014 • [Privacy Policy](#) • [Terms & Conditions](#)





[home](#)
[about us](#)
[for teachers](#)
[our supporters](#)
[what's new?](#)

The Board of Directors for Economics Arkansas is a liaison of statewide leaders representing the business, education, agriculture and government sectors. The board members are elected to a three-year term and are dedicated to promoting and supporting economic education in Arkansas.

In celebration of our 50th anniversary, Economics Arkansas recognized individuals who have served on the board for 25 years or longer as [Lifetime Board Members](#).

Board position	Name and Title	Organization	Location
Chair	Ray Hobbs, President and CEO	Daisy Outdoor Products	Rogers
President	Dr. Kieth Williams, Superintendent	Bald Knob Public Schools	Bald Knob
Vice-Chair	David Humphrey, VP-Investor Relations	Arkansas Best Corporation	Fort Smith
Vice-President	Michael Poore, Superintendent	Bentonville Public Schools	Bentonville
Immediate Past Chair	Diane Tatum, Regional Customer Service Manager	Entergy Arkansas	Pine Bluff
Immediate Past President	Bob Watson, Superintendent	El Dorado Public Schools	El Dorado
Treasurer	Debbie Robinson, Audit Senior Manager	Priddy & Holifield, PA CPAs	North Little Rock
Secretary	Dr. Lisa Toms, Dean	SAU College of Business	Magnolia
Vice-President of Agriculture	David Walt	Camp David Farm Partnership	Dumas
Vice-President of Business & Industry	Melinda Faubel, Director-External Affairs	AT & T Arkansas	Little Rock
Vice-President of Government	Senator Johnny Key	State Senator	Mountain Home
Vice-President of Education	Shane Broadway, Interim Director	Arkansas Dept. of Higher Education	Benton

About Us

[about us](#)

[mission & vision](#)

[board of directors](#)

[staff](#)

[arkansas centers for economic education](#)

[biography of bessie b. moore](#)

[our 50th anniversary](#)

[what others are saying about us](#)

[2013 arkansas nonprofit of the year award](#)

Board position	Name and Title	Organization	Location
Executive Committee Members:			
	David Dunn	Capitol Partners LLC	Little Rock
	Luke Gordy, Executive Director	Arkansans for Educational Reform Foundation	Little Rock
	Andy Guffey, Coordinator-Education & Agriculture	Arkansas Farm Bureau	Little Rock
	Bob Harper, Superintendent	Monticello School District	Monticello
	Robert Hopkins, Regional Executive	Federal Reserve Bank of St. Louis-Little Rock Branch	Little Rock
	Bruce Munro, CEO	Munro & Company	Hot Springs
	Dr. Tony Prothro, Asst. Executive Director	Arkansas School Boards Association	Little Rock
	Bill Reed, VP Corporate Communications & Public Affairs	Riceland Foods, Inc.	Stuttgart
	Chuck Spohn, President	Media and More Consulting	Little Rock
	Dr. Jane Wayland, Dean	College of Business - UALR	Little Rock
Board Members:			
	A. Heath Abshire, Commissioner	Arkansas Securities Department	Little Rock
	Dr. Laura Bednar, Deputy Superintendent	Pulaski County Special School District	Little Rock
	Rob Bell, Principal	Eric, Rob & Isaac	Little Rock
	Dr. Donald R. Bobbitt, President	University of Arkansas System	Little Rock
	Bob Boehmler, Executive Vice-President	ARVEST Benton County	Bentonville
	Jay Bradford, Commissioner	Arkansas Insurance Department	Little Rock
	Bob L. Burns, Chairman/CEO	Farmers Bank & Trust	Magnolia
	Lindsay Carter, Financial Advisor	Morgan Stanley	Little Rock
	Rep. Ann Clemmer	State Representative	Benton

Board position	Name and Title	Organization	Location
	Donald J. Cook, President-Central Arkansas	Bank of America Merrill Lynch	Little Rock
	John F. Dews, CEO	The Citizens Bank	Batesville
	Scott Draper, Vice President Finance-Logistics	Wal-Mart Stores, Inc.	Bentonville
	Rogers Ford	Retired Educator	Joiner
	James C. Fourmy, Jr., Senior Vice-President	First National Bank	Fort Smith
	Dr. Benny L. Gooden, Superintendent	Fort Smith Public Schools	Fort Smith
	Lou Graham, Resident Manager, Financial Advisor	Morgan Stanley	Little Rock
	Dr. Jerry Guess, Superintendent	Pulaski County Special School District	Little Rock
	Linda Haley, Master Economics Teacher	Crossroads ALE	Rogers
	Bob Hamilton, Principal	Bean Hamilton Corporate Benefits	Little Rock
	C. E. (Ned) Hendrix III, CEO	Horatio State Bank	Horatio
	William R. (Bill) Holmes, President and CEO	Arkansas Bankers Association	Little Rock
	Sheila Humphrey, Master Economics Teacher	Woods Elementary School	Fort Smith
	Polly M. Jackson	Retired Educator	Conway
	Amy Johnson, Senior Vice-President	Simmons First National Bank	Pine Bluff
	Dr. Glendell Jones, Jr., President	Henderson State University	Arkadelphia
	Jay Jones, Vice Chancellor for Finance and Administration	UA Monticello	Monticello
	Luke Kasten, Territory Sales Leader	State Farm Insurance	Little Rock
	Lane Kidd, President	Arkansas Trucking Association	Little Rock
	Kenneth Kirspe, Superintendent	North Little Rock School District	North Little Rock
	Randy Lawson, President	Lawco Energy Company	Bentonville

Board position	Name and Title	Organization	Location
	Senator Uvalde Lindsey	State Senator	Fayetteville
	Rep. Fred Love	State Representative	Little Rock
	Senator Bruce Maloch	State Senator	Magnolia
	Dr. Matt McClure, Superintendent	Cross County School District	Cherry Valley
	A. Wyckliff Nisbet, Jr., Tax Partner	Friday, Eldredge & Clark LLP	Little Rock
	Magen Olive, Director- Equity Plans & Legal Services	Murphy USA	El Dorado
	Dr. David Rankin, President	Southern Arkansas University	Magnolia
	Allison Richardson, SVP- Finance & Administration	Communications Supply Service Association	Little Rock
	Dr. Jim D. Rollins, Superintendent	Springdale School District	Springdale
	Senator David Sanders	State Senator	Little Rock
	Michael Stafford, Principal	CEG Partners	Little Rock
	Chip Taulbee, Associate Publisher	Arkansas Business Publishing Group	Little Rock
	Grant Tennille, Executive Director	Arkansas Economic Development Commission	Little Rock
	Lee Vent, Superintendent	Clarendon School District	Clarendon
	Jim Walton, Chairman and CEO	ARVEST Bank Group	Bentonville
	Dr. Charles Welch, President	Arkansas State University System	Little Rock
	Kristen Welk, Senior Auditor	BKD, LLP	Little Rock
	Donnie Whitten, Superintendent	Arkadelphia Public Schools	Arkadelphia
	Jerrod Williams, Superintendent	Bauxite School District	Bauxite
	Kimberly Williams, Vice President-Investments	Merrill Lynch Wealth Management	Little Rock
	Perry Wilson, Director	The Barber Law Firm	Little Rock
	Jim Wooten, President	Winslow Holding, LLC	Beebe
	Ron Wright, Director		Arkadelphia

Board position	Name and Title	Organization	Location
		Dawson Education Service Center	
	Randy Zook, President/CEO	Arkansas State Chamber of Commerce	Little Rock

**Economics Arkansas**

P.O. Box 3447 • Little Rock, AR 72203

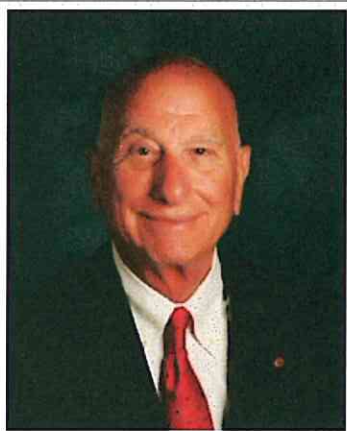
Phone (501) 682-4230 • **Fax** (501) 374-5692acee@economicsarkansas.orgCopyright © 2014 • [Privacy Policy](#) • [Terms & Conditions](#)



[home](#) [about us](#) [for teachers](#) [our supporters](#) [what's new?](#)

Lifetime Board Members

In honor of our 50th Anniversary, Economics Arkansas is recognizing nine individuals who have served on the board of directors 25 years or more.



Jim Wooten, 33 years

"I learned from Dr. Moore and The Arkansas State Council on Economic Education how to stand boldly for those causes that are for the betterment of mankind, and being literate in economics is a cause that should be proclaimed to all." Jim Wooten, President, Winslow Holding, LLC



Jim Walton, 29 years

"We are competing in a global economy and this real life education provides our children an understanding of how our own economy and market system operates." Jim Walton, Chairman and CEO, ARVEST Bank Group

About Us

[about us](#)

[mission & vision](#)

[board of directors](#)

[staff](#)

[arkansas centers for economic education](#)

[biography of bessie b. moore](#)

[our 50th anniversary](#)

[what others are saying about us](#)

[2013 arkansas nonprofit of the year award](#)



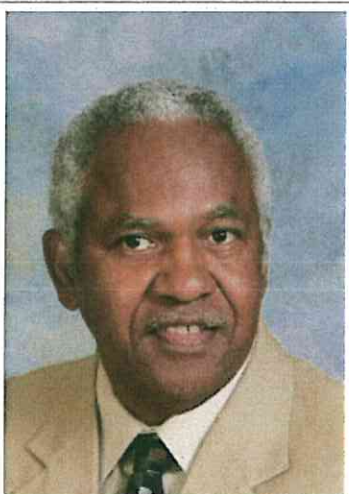
Dr. Jim Rollins, 28 years

"In our rapidly changing, increasingly complex global society, economic literacy has become essential. Our young people must learn and be able to utilize the concepts and principles of economics if they are to function successfully in their daily lives as citizens and productive members of society." Jim Rollins, Superintendent, Springdale Public Schools



William B. Fisher, 28 years

"I served as chairman of the board and was an active board member for many years. I continue to be an advocate of the program because I have had the opportunity to observe firsthand the benefit it provides to students...students must become aware of how important it is to have an understanding of economic education if we are to continue our growth as a nation in the future." William B. Fisher, General Manager and CEO, Paragould Light, Water & Cable



Rogers Ford, 26 years

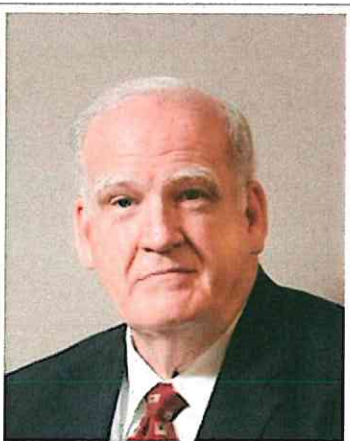
"An educated student population becomes an educated adult population on day. The more students who become financially literate will have a positive impact upon our state and our nation." Rogers

Ford, Retired Superintendent, South Mississippi County School District



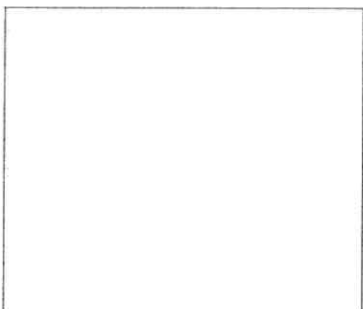
Dr. Benny Gooden, 25 years

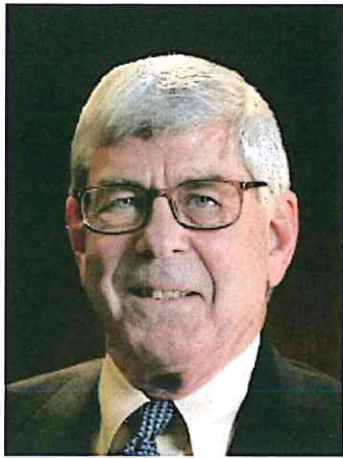
"Economics Arkansas has definitely established a legacy in promoting economic literacy through the training of teachers during the past 50 years. Although my involvement eclipses only half of this time, it has been gratifying to see some of Arkansas' best teachers become leaders in our training and teaching mission. The quest to make economic principles come alive in classrooms and in the minds of our students is a lasting contribution which is of immeasurable worth." Dr. Benny Gooden, Superintendent, Fort Smith School District



Bob Watson, 25 years

"Economics Arkansas has brought a great deal of joy to my education experience over the last twenty-five years. The training of teachers, materials provided and learning experience available to students has created economics literacy for so many in our state. But the joy has been each year to attend the awards banquet and hear students and teachers express how it has impacted them. When I think of Economics Arkansas I think of an organization that makes a big difference in the lives of our young people." Bob Watson, Superintendent, El Dorado School District





Mike Wilson, 29 years

(posthumous)

"Mike was probably one of our biggest supporters during my years with the council. I knew I could always depend on him. I will always remember him with the greatest respect." Polly M. Jackson, Former Economics Arkansas Associate Director

In addition to serving on the EA board, Mr. Wilson also served on the National Council on Economic Education board for many years. He and his family previously owned the R. E. Lee Wilson Company, Wilson, Arkansas.



Leonard Dunn, 27 years

(posthumous)

"Leonard Dunn stood up at the conclusion of our 2008 board meeting and made a motion for our organization to pursue a required high school economics course. I know Leonard was deeply proud of this achievement, and I am grateful to him for "throwing the gauntlet down," as we knew this would not be an easy or popular initiative. As a former banker and businessman, he knew the impact this would eventually have on both Arkansas students and the state." Sue Owens, Executive Director, Economics Arkansas

Mr. Dunn was a banker in Pine Bluff and Hot Springs.



Economics Arkansas
P.O. Box 3447 • Little Rock, AR 72203



Phone (501) 682-4230 • Fax (501) 374-5692
acee@economicsarkansas.org

[Copyright © 2014](#) • [Privacy Policy](#) • [Terms & Conditions](#)

