



# ECONOMICS ARKANSAS



**2015 ANNUAL REPORT**

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*“THE AMERICAN ECONOMY IS THE  
EIGHTH WONDER OF THE WORLD;  
THE NINTH WONDER IS THE  
ECONOMIC IGNORANCE OF THE  
AMERICAN PEOPLE.”*

**Arthur Levitt**  
Former Chairman of the American Stock Exchange

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**“IF YOU WANT ME TO  
PREPARE FOR TOMORROW,  
SHOW ME HOW TODAY.”**

## **ECONOMIC EDUCATION TEACHES HER TO MAKE INFORMED CHOICES.**

We make decisions all day long. Some address simple, everyday matters like what’s for dinner. Others require thoughtful consideration, like how to plan for college or retirement. All decisions involve costs, and all have consequences for our future.

Economics is often called the “decision-making science.” By studying economics, students learn how to make informed, rational decisions to build productive, successful lives.

The Arkansas Council on Economic Education, dba Economics Arkansas, has been training teachers how to integrate economic and personal finance concepts into the classroom since 1962. Students in grades pre-kindergarten through 12 learn about our free-market democracy and the roles and responsibilities they have as citizens, consumers, voters and members of the workforce. They discover what it takes to thrive in our global economy.

We invite you to take a look at what 1,686 teachers and 85,000 students across Arkansas learned and achieved in 2014-15.

**“OUTSIDE THE SKILLS  
OF COMMUNICATION,  
ECONOMIC EDUCATION  
IS THE MOST  
IMPORTANT AREA OF  
THE CURRICULUM.”**

**Dr. Arch Ford**  
Commissioner, Arkansas Department  
of Education (1953-1972)  
Founder, Economics Arkansas



**David Humphrey**  
Board Chairman



**Mike Poore**  
Board President



**Sue Owens**  
Executive Director

# 7,731 HOURS

OF

## PROFESSIONAL DEVELOPMENT TRAINING GIVEN TO TEACHERS

# \$5,550 SUBSTITUTE REIMBURSEMENT FEES

GIVEN BACK TO ARKANSAS SCHOOL DISTRICTS FOR TEACHERS ATTENDING OUR WORKSHOPS DURING THE SCHOOL DAY



17 AT EDUCATION SERVICE CENTERS AROUND THE STATE | 6 PARENTAL INVOLVEMENT EVENTS  
11 PRESENTATIONS TO CLASSES OF PRE-SERVICE TEACHERS AT ARKANSAS COLLEGES AND UNIVERSITIES

# \$48,166

Total value of scholarships, teacher grants, and curriculum and teaching resources given to educators



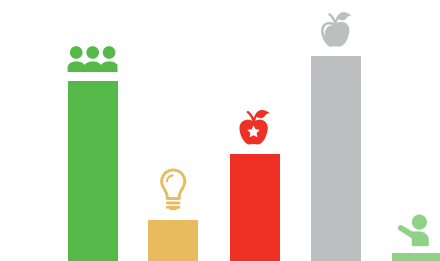
- **\$18,167:** Value of curriculum and teaching resources
- **\$19,454:** Total of grants awarded to teachers implementing economic and personal finance projects in their classrooms
- **\$10,545:** Value of scholarships so students could participate in Stock Market Game™ Program

# \$21,500

Total value of "Recognition of Excellence" awards given to both teachers and students



- **\$12,000:** Bessie B. Moore Awards Program winning teachers
- **\$5,600:** Student winners in Stock Market Game™
- **\$750:** Student winners in Economic Concept Calendar Program
- **\$2,400:** Teacher winners in Stock Market Game™
- **\$750:** Teacher winners in Economic Concept Calendar Program

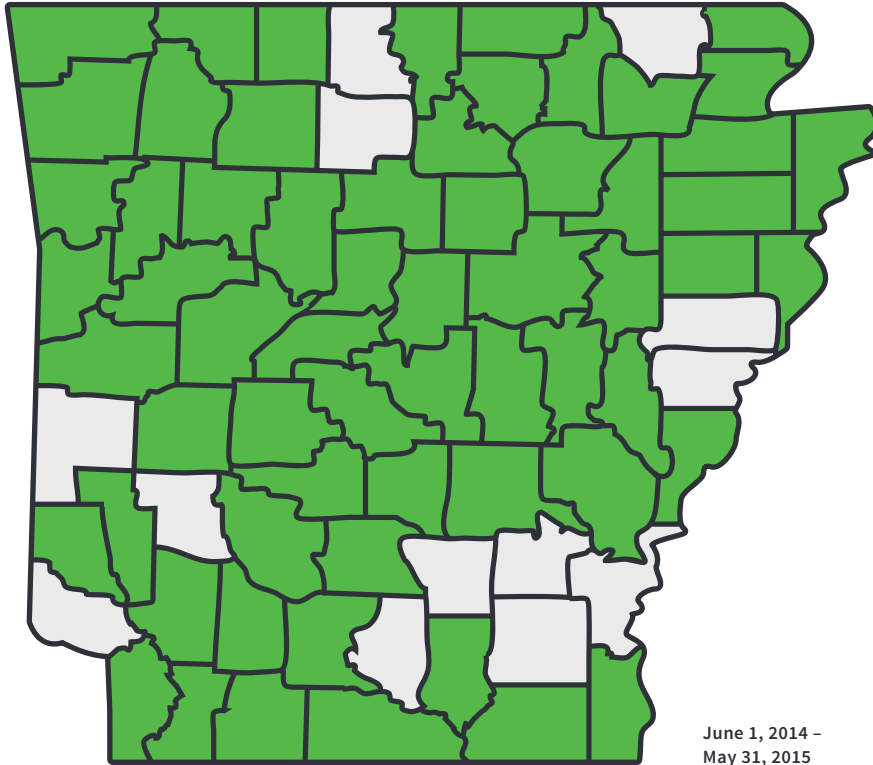


# 1,306 VOLUNTEER HOURS

BY BOARD MEMBERS AND FUNDRAISING VOLUNTEERS

MEETINGS: 420 TRIVIA EVENTS: 140  
CENTRAL AR LUNCHEON: 272 NWAR LUNCHEON: 432  
CHOICES VOLUNTEERS: 42

## Economics Arkansas Program Activity



“FROM THE INAUGURAL SUPPORT OF ARCH FORD TO THE PRESENT... IT HAS AND WILL ALWAYS BE EVIDENT THAT THE FOCUS ON ECONOMIC LITERACY IS OF VITAL IMPORTANCE FOR THE WELL-BEING OF ALL ARKANSANS.”

**Dr. Ken James**

Commissioner, Arkansas Department of Education (2004-09)  
Former Economics Arkansas Board Member

# 62 COUNTIES SERVED

\*On average, one teacher impacts 50 students (1,686 x 50 = 85,000).

**1,686**  
TEACHERS TRAINED

**85,000**  
STUDENTS BENEFITED\*





**“I’M LEARNING RESOURCES  
MAY BE SCARCE, BUT  
OPPORTUNITIES AREN’T.”**

## **ECONOMIC EDUCATION TEACHES HER TO INVEST IN HER HUMAN CAPITAL.**

### **TRAINING & WORKSHOPS**

There is nothing dismal or “eek” about economics when taught in an innovative, engaging and project-based manner. Charts and graphs won’t do. We train our teachers how to use literature, classroom market places, movies, swimming pool noodles and even cupcakes and fluffernutters to illustrate resources, scarcity, cost, supply and demand, and many other economic and personal finance concepts.

Read about the various avenues through which Economics Arkansas works to build a more highly qualified workforce.

*“BASED ON THE  
CURRENT STATE OF  
THE U.S. ECONOMY,  
I AM CONVINCED  
MANDATORY EDUCATION  
ON SOUND ECONOMIC  
PRINCIPLES FOR  
EVERY ONE OF OUR  
CITIZENS BEGINNING  
AT AN EARLY AGE IS OF  
UTMOST IMPORTANCE.”*

**Christy Banks**  
Parent, Pulaski County Special  
School District



The Piece That Makes Learning Complete!

**“ECONOMICS ARKANSAS OFFERS THE BEST PROFESSIONAL DEVELOPMENT I HAVE EVER ATTENDED IN 19 YEARS OF TEACHING. THERE IS NO WAY TO COME AWAY FROM ONE OF THEIR WORKSHOPS WITHOUT LESSONS, ACTIVITIES AND/OR MATERIALS THAT YOU CAN USE IN YOUR CLASSROOM. THANK YOU SO MUCH FOR EVERYTHING YOU DO TO HELP TEACHERS!”**

**Leslie Phillips**  
Teacher, Greenbrier School District

## Professional Development (PD) Training

Teacher trainings on a variety of economic and personal finance topics are presented year-round at schools, Education Service Centers, conference centers and venues offered via our many training partners statewide.



## Professional Development (PD) Training (Continued)

Teachers are required to obtain 36 hours of PD per year to maintain their teaching license. Economics Arkansas provides grade-level-appropriate, standards-based and Arkansas Department of Education-approved training, and these can range in length from one to 30 hours. A total of 66 workshops offered throughout the state provided 7,731 hours of professional development this year.



**“ECONOMICS ARKANSAS GIVES EXPONENTIALLY EVERY TIME THEY PUT ON AN EVENT. EDUCATORS ARE TREATED TO REAL INFORMATION, RELEVANT ACTIVITIES AND RIGOROUS CURRICULUM THAT THEY CAN WALK AWAY WITH AND IMMEDIATELY START UTILIZING.”**

**Delene McCoy**  
Teacher, Berryville School District

## High School Economics Workshop

A workshop for high school educators teaching the required high school economics course offers standards-based lessons and engaging activities that can be easily implemented into the classroom.

In 2009, Arkansas became the 21st state in the nation to require an economics high school course for graduation. In response, Economics Arkansas created the *Tools for Teaching the Arkansas Economics and Personal Finance Course*, a semester-long curriculum aligned to Arkansas Economics Frameworks. Since then, we have partnered with the Federal Reserve Bank of St. Louis to update the curriculum, align to the 2014 Arkansas Economics Frameworks and create an online pre/post-test portal.

During the high school workshop held June 16-20 at Arkansas State University in Jonesboro, lectures and presentations given to 15 educators were enhanced by engaging, hands-on activities.



# REAL

**“THIS WAS ONE OF THE BEST CONFERENCES I HAVE EVER ATTENDED, AND I HAVE BEEN TEACHING FOR 31 YEARS.**

**I WILL DEFINITELY BE BACK NEXT YEAR!”**

**LuAnne Bryan**

Teacher, Pulaski County Special School District

## 3rd Annual REAL Conference

The **R**elevant, **E**ngaging, **A**ctivity-based **L**earning Economics and Personal Finance Conference for PreK-12 educators is offered annually in Central Arkansas.

Over 180 REAL participants earned up to 12 PD hours, obtained a wealth of classroom resources and were able to network with fellow educators. Held July 9-10, experts from industry, academia, business and government taught 82 concurrent sessions covering a plethora of economic and personal finance topics. Randy Zook, president/CEO of the Arkansas State Chamber of Commerce and Economics Arkansas board member, delivered a thought-provoking keynote address on the pressing need to provide students with a skill- and market-based education.



## E<sup>3</sup>: Empowering Entrepreneurship Education

This one-day workshop offers ideas and strategies to teachers regarding how to inspire today's students to become tomorrow's business innovators.

In early 2003, the Winthrop Rockefeller Foundation published an important report that identified entrepreneurship as “one of the most critical missing ingredients in securing economic prosperity and a high quality of life for all Arkansans” (*Entrepreneurial Arkansas: Connecting the Dots*). To address that need, it proposed as one of its key objectives for an entrepreneurship strategy the creation of a “pipeline of entrepreneurs” that would begin with entrepreneurship education in K-12 schools.

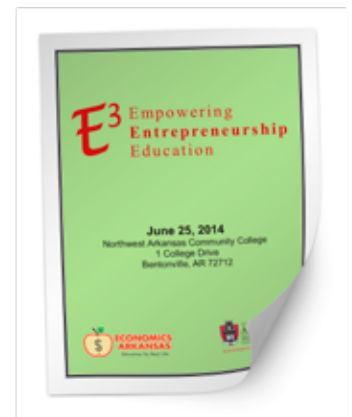
The E<sup>3</sup> workshop was held June 25 in Bentonville, and 50 participants learned from area educators about creative ways to teach entrepreneurship. In addition, they heard from local entrepreneurs the ins and outs of starting businesses like Tutu Couture® and Dog Party USA.



**“THE KNOWLEDGE I GAINED FROM THIS CONFERENCE WILL BENEFIT MY STUDENTS, AND I NOW KNOW HOW ECONOMICS FITS INTO ANY LESSON THAT I MAY TEACH THEM. THIS WAS MY FIRST YEAR, AND I DEFINITELY PLAN ON COMING BACK NEXT YEAR!”**

**Elizabeth Wall**

Media Specialist, Pine Bluff School District





**“WHEN I UNDERSTAND INVESTING  
WE ALL GET A RETURN.”**

## ECONOMIC EDUCATION EQUIPS HIM TO SAVE FOR THE FUTURE.

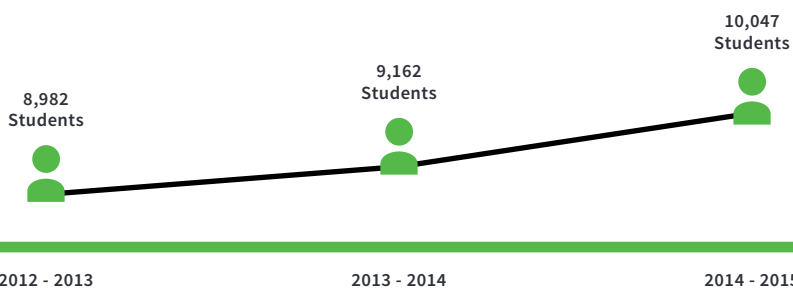
### PROGRAMS

#### Stock Market Game™ Program

The Stock Market Game is an investment simulation program of a hypothetical \$100,000 portfolio offered to Arkansas students in grades 4-12 each school semester. This initiative enables students to deepen their understanding of the U.S. economic system, economics, investing, math, business, language arts, social studies and personal finance. An independent 2009 study showed that Stock Market Game participants earned higher scores in math and personal finance tests compared to their non-participating peers. 2014-15 represented a record enrollment of 10,000+ students!

*“I HAVE STUDENTS  
THAT WANT STOCKS  
FOR THEIR BIRTHDAYS,  
EVEN IF IT IS A  
SINGLE SHARE,  
RATHER THAN A  
MORE TANGIBLE  
BIRTHDAY PRESENT.”*

**SMG Advisor**  
Spring 2015

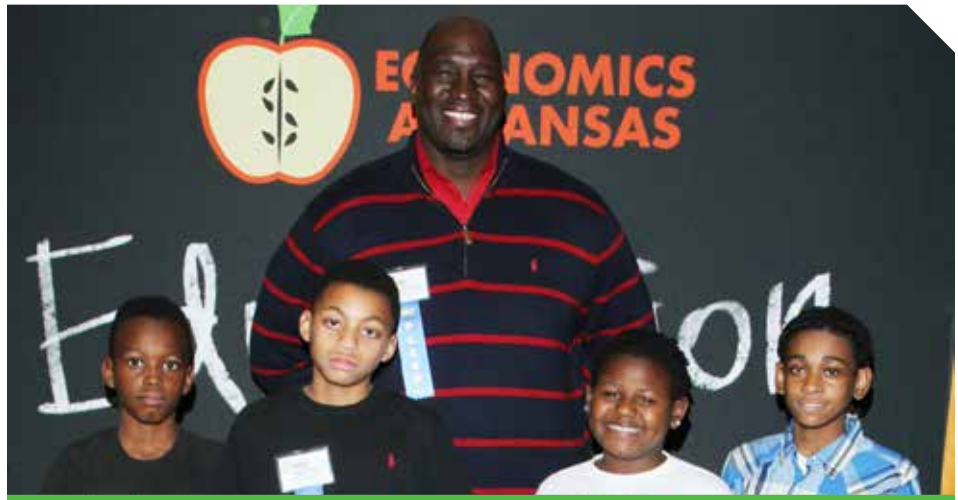


## Stock Market Game™ Program (Continued)

Two awards luncheons recognized the first- and second-place winners from six geographical areas and three grade levels for each semester. Student teams presented about the impact of personal finance and economic education in the classroom.

*"I ENJOYED GETTING TO LEARN ABOUT THE STOCK MARKET. MY TEAMMATES AGREED I WOULD BE THE ONE MOST LIKELY TO BECOME A STOCKBROKER OR INVEST HEAVILY IN REAL LIFE BECAUSE OF THE GAME EXPERIENCE."*

**Spencer Pepper**  
Student, Lonoke School District



College Hill Elementary School, Texarkana



Benton Junior High School, Benton





## Capitol Hill Challenge

This supplemental program to the Stock Market Game pairs student teams with members of Congress in a nationwide investment simulation competition.

The high-profile exposure raises public awareness of and support for investment education.

As the 7th place national winner, Arkansas Baptist High School received an all-expense paid trip to Washington D.C., and was recognized at an awards reception on Capitol Hill.



Arkansas U.S. Representative French Hill proudly shared the spotlight with Angie Hopkins and her students from Arkansas Baptist in Little Rock, who placed 7th in the nationwide 2015 Capitol Hill Challenge.

For three years in a row, in the spring of 2013, 2014 and 2015, student teams from Arkansas and their advisors placed among the top 10 teams from across the nation, excelling against approximately 15,000 other students nationwide.

Arkansas was proud to announce both **state and national winners** during the 2014-15 cycle of the InvestWrite competition!

## InvestWrite™

Another national program supplemental to the Stock Market Game challenges students to research an investment scenario and submit an essay for competition.

Through this process, student researchers (and future investors) learn the differences between short- and long-term investment strategies.

Arkansas students placed third and sixth, respectively, among the national winners.



Educator Rick Kron and his students from Warren Dupree Elementary School, Jacksonville, with Economics Arkansas Board President Michael Poore.



## Teacher Grants Program

Grant funds of up to \$750 per recipient are awarded to support eligible economic or personal finance classroom projects.

Innovative, engaging, hands-on classroom projects enhance learning.



**28** GRANT RECIPIENTS  
SHARED A TOTAL AMOUNT OF

**\$19,454**

**20 OF THEM ARE FIRST-TIME GRANT WINNERS**

*“THE INFORMATION,  
SUPPORT AND FUNDS  
GRANTED TO ME  
THROUGH ECONOMICS  
ARKANSAS HAS  
TRANSFORMED MY  
CLASSROOM AND  
THE WAY I TEACH.  
ECONOMICS ISN'T  
WHAT I TEACH; IT'S  
WHAT WE DO.”*

**Jennifer Wiggins**  
Teacher, Springdale School District

Projects included classroom market places, hovercrafts, economics coloring books, financial decisions made by famous literary characters and more. Grant recipients reported synopses, successes and challenges of their projects during the Econ Exchange in May.



Allyson Goodin, Pocahontas School District, shares the outcome of her economics project with fellow educators attending the Econ Exchange.

## Economic Concept Calendar Program

**"MY CHILDREN HAVE LEARNED ABOUT SAVING, SPENDING RESPONSIBLY AND HOW TO BALANCE A CHECKBOOK AS A RESULT OF ECONOMIC CONCEPTS IN SCHOOL."**

**Marilyn Gustafson**  
Parent, Pulaski County Special School District

This program invites K-8 students to illustrate economic or personal finance concepts and submit the artwork for competition. Winning entries are compiled into a 13-month calendar and distributed to educators and donors.

Through creativity, students deepen their understanding of economics and personal finance. The calendar helps market economics as an easily understood, relevant subject matter.

Competition submissions totaled 371 entries.



## New Educational Initiatives

### ALE Curriculum

Economic and personal finance units were specifically developed for teachers serving students in Alternative Learning Environments.

Four units – Investing in Human Capital, Career Exploration, Entrepreneurship and Personal Finance – were developed in partnership with the Arkansas Department of Education’s Alternative Education Unit and the Bessie B. Moore Center for Economic Education (UA) and scheduled for distribution to ALE teachers and students during the 2015-16 school year.

### CHOICES

This fast-paced, interactive 2-hour workshop is offered to 8th grade students in Arkansas to motivate them to make smart educational choices and realize the importance of finishing high school.

Teens experience “aha” moments and are empowered to take charge of their lives. Real-world exercises and practical life skills illustrate academic self-discipline, time and money management, and goal setting.

CHOICES was successfully piloted during April and May 2015 in Central Arkansas classrooms. Certified community presenters and Economics Arkansas staff members presented 84 CHOICES workshops to 42 classrooms and a total of 1,047 students.



### PERSONAL FINANCE: Learning to Manage MY Money

*“I LEARNED THAT I SHOULDN'T GIVE UP SO EASILY IN SITUATIONS BECAUSE, HONESTLY, I WAS THINKING ABOUT DROPPING OUT OF HIGH SCHOOL. I DON'T THINK THAT WILL HAPPEN ANYTIME SOON NOW.”*

**CHOICES student participant**  
Bryant School District



Economics Arkansas board member, Robert Hopkins (Federal Reserve Bank of St. Louis-Little Rock Branch), presents a CHOICES lesson to students in Bryant.



# “I NOW REALIZE THAT COMPETITION ISN’T JUST FOR SPORTS.”

## ECONOMIC EDUCATION ALLOWS HER TO COMPETE IN A GLOBAL ECONOMY.

### RECOGNITION OF EXCELLENCE

#### Bessie B. Moore Program

The organization’s most prestigious, annual awards program honors excellence in economic and personal finance teaching. Launched in 1996, this program each year recognizes educators for developing innovative and effective classroom projects. The high-profile awards initiative attracts talented teachers and raises the quality of education. During a luncheon on November 13, 2014, at the Great Hall of the Clinton Presidential Library in Little Rock, 13 teachers from across the state were honored.



Award presented to Doug Vann of Bryant School District

*“YOU ARE SHAPING THE FUTURE. EDUCATION IS THE BIGGEST CHALLENGE OF ALL AND ONE OF THE MOST HONORABLE PROFESSIONS, AND I COMMEND YOU FOR IT. THANK YOU FOR BEING THE CHAMPIONS YOU ARE.”*

**Michelle Hargis Wolfe**  
Walmart executive, luncheon keynote speaker



Original artwork by Herson Rivera of Rogers School District

## Excellence in Free Enterprise Award: Presented to Mike Duke

Free enterprise and entrepreneurs improve the lives of millions around the globe. This bi-annual award program recognizes exceptional business innovators from Northwest Arkansas.

Mike Duke, retired CEO and president of Walmart, was recognized during a gala luncheon attended by more than 700 guests at the John Q. Hammonds Center in Rogers on October 27, 2014. His leadership was instrumental in expanding free enterprise across the globe through the company's growth. Former Arkansas Governor Mike Huckabee delivered an impassioned keynote address about the value of economic education in the classroom.



Mike Duke was presented the Excellence in Free Enterprise Award by Herson Rivera and his teacher, Jenny Walker.



Mike and Susan Duke with Lynne and Jim Walton.



## Leadership in Free Enterprise (LIFE) Award: Honoring the Ford Family Legacy

Novel ideas and concepts leave a legacy that generates new opportunities through free enterprise. This annual awards program hosted in Little Rock recognizes visionary Arkansans who have made major contributions to entrepreneurship and the advancement of free enterprise principles at home and on a global scale.

Three generations of the Ford family were honored during a sold-out gala luncheon at the Little Rock Marriott on April 20, 2015: Dr. Arch Ford, the longest-serving commissioner of the Arkansas Department of Education and founder of Economics Arkansas in 1962, his son Joe and his grandson Scott, both of Westrock Group LLC. Warren Stephens of Stephens Inc. paid tribute to the family in his keynote address.



Original artwork by Caitlyn Johnson of El Dorado School District



Caitlyn Johnson and her teacher, Helene Lambert, present Joe and Scott Ford with the Leadership in Free Enterprise Award.



Baker Elementary School students and teachers with Scott Ford.



**Andres**  
5th Grade

# “TEACH ME ABOUT ASSETS NOW AND SOMEDAY I’LL BE ONE.”

## ECONOMIC EDUCATION INSPIRES HIM TO BECOME AN ENTREPRENEUR.

### PARTNERSHIPS & SUPPORT

To provide the impact noted in this annual report, we applaud the multiple partners and donors who assist with the economic education training and programs delivered this year.

First, THANK YOU to our resource extenders who assist our staff of six in reaching across the state to provide training and teaching materials. These include our Polly M. Jackson Master Economics Teachers, Directors of Arkansas Centers for Economic Education, and our partners from fellow organizations working to arm students with the skills they need to succeed in both their local communities and the global economy.

Second, THANK YOU to our donors who provide financial resources to move us toward realizing our vision of an economically literate state of people. This group consists of individuals, foundations and businesses who believe economic and personal finance literacy are key to strengthening Arkansas’ workforce and empowering our citizens to actively participate in the world market.

### Education Partners

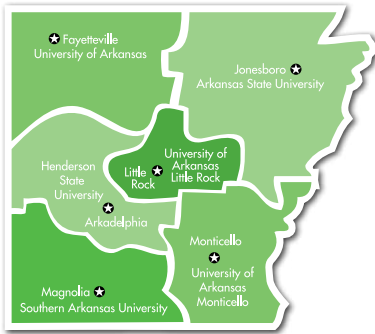
Economics Arkansas works with multiple organizations to further the cause of economic and financial literacy, and we are grateful for their program partnerships.

Arkansas Department of Education  
Arkansas Economic Acceleration Foundation  
Arkansas Farm Bureau Federation  
Arkansas Game & Fish Commission  
Arkansas Historic Preservation Program  
Arkansas 529 College Savings Plan  
Arkansas Securities Department

Bank of America Merrill Lynch  
Clinton Presidential Library  
Council for Economic Education  
Federal Reserve Bank of St. Louis  
Heifer International  
Lou Graham, Morgan Stanley  
State Farm Insurance

“AT NO TIME IN OUR  
COUNTRY’S HISTORY  
HAS ECONOMIC  
LITERACY BEEN  
MORE IMPORTANT!  
THIS IS WHY DEB AND  
I SUPPORT ECONOMICS  
ARKANSAS AND ARE  
EXCITED ABOUT THE  
NEW APPROACHES  
TO MAKING A  
DIFFERENCE IN THE  
LIVES OF STUDENTS  
IN ARKANSAS.”

Ray and Debra Hobbs



**Arkansas Centers for Economic Education**

**The Centers:**

- Bessie B. Moore Center for Economic Education, UA, Dr. Rita Littrell, Director
  
- M.H. Russell Center for Economic Education, HSU, Dr. Celya Taylor, Director
  
- Center for Economic Education, A-State, Dr. Phillip Tew, Director
  
- Center for Economic Education & Research, SAU, Dr. Jennifer Logan, Director
  
- Center for Economic Education, UA-Monticello, Dr. Marsha Clayton, Director
  
- Kenneth Pat Wilson Center for Economic Education, UA-Little Rock, Dr. Kenneth Galchus, Director

## Centers for Economic Education

Partnerships between Economics Arkansas and six university-based centers for economic education also help extend our resources.

Approximately 18 presentations by the directors of the centers at Economics Arkansas trainings and workshops provided high-quality economic and personal finance education to PreK-12 educators this year. In addition to working with Economics Arkansas to offer professional development for teachers, the centers often work in tandem with local businesses to focus on area-specific economic issues and expand their teaching to include college students and adults.

## Polly M. Jackson Master Economics Teachers (METs)

The MET program is a choice initiative recognizing outstanding economic educators in our state. Economics Arkansas launched the MET program in 1992 to select and designate exceptional economic and personal finance educators to serve as “resource extenders” by providing training to other teachers in the state. Economics Arkansas is one of only a few states in the national network to operate such a program.

Currently, there are 22 active METs, and 10 new candidates have been nominated for MET training and certification. In addition, three METs have earned the “Lifetime Achievement” designation for their valuable contributions over the years.



**Sheila Humphrey of Fort Smith School District participates in an activity on developing human capital while fellow MET Bruce Vick observes.**



## 2014-15 Support

Economics Arkansas is fortunate to have a variety of funding streams from letter writing campaigns, grants and individual gifts to sponsorships, events, luncheons, etc.

### Trivia Challenge Event

Combining the elements of the game show “Jeopardy!,” the board game “Trivial Pursuit®” and the high school competition “Quiz Bowl,” this unique event raises money for Economics Arkansas.

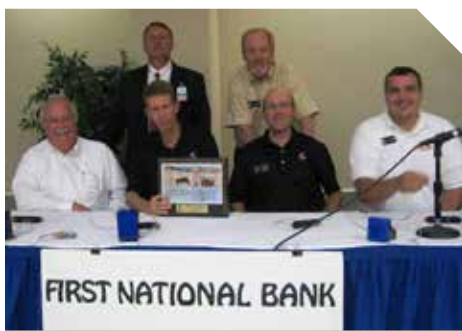
During 2014-15, events were held in El Dorado and Fort Smith, collectively raising over \$38,000.



El Dorado Champs – 4 team members from Lion Oil Company



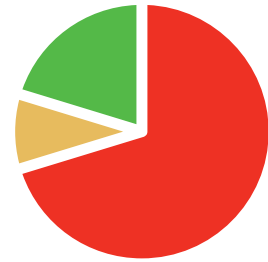
Spice Girls Costume Contest winners – event theme was “Forking over Facts” with trivia questions related to dishes, dining and drinks



Fort Smith Champs – 4 team members (seated) and 2 event co-chairs (standing) from First National Bank of Fort Smith



Spirit Award winners from Beall Barclay – event theme was “America the Beautiful” with U.S.A. related trivia questions



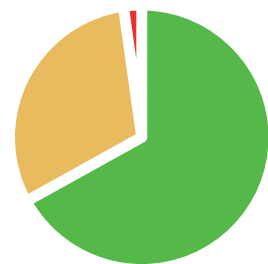
#### Operating Expenses

- Programs: 71%, \$671,467
- Management: 10%, \$99,391
- Fundraising: 19%, \$176,358



#### Revenue

- Investments: 3%, \$30,137
- Grants: 11%, \$109,720
- Government: 36%, \$350,000
- Corporate / Personal Contributions: 13%, \$127,331
- Special Events: 32%, \$315,766
- Other: 5%, \$49,795



#### Net Assets

- Receivables: 1%, \$9,725
- Investments: 68%, \$701,402
- Cash & Equivalents: 31%, \$324,873

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## 2014-2015 Donors

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### \$30,001 and Above



### \$20,001 - \$30,000



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### \$10,001 - \$20,000

ARVEST Bank  
DonorsChoose  
Emon A. Mahony, Jr.  
Northwest Arkansas Economic  
Development District

Ray Hobbs - D&R Hobbs  
Properties LLC  
State Farm Insurance  
Wal-Mart/Sam's Club Foundation  
Walton Family Foundation

Windgate Charitable Foundation  
Windstream Corporation

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### \$5,001 - \$10,000

Arkansas Securities Department  
Bank of America Charitable  
Foundation

Daisy Outdoor Products  
Entergy Arkansas

Oaklawn Racing & Gaming  
Stephens Inc.

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### \$1,001 - \$5,000

3M Corporation  
ArcBest Corporation  
ArcBest Technologies, Inc.  
Arkansas Children's Hospital  
Arkansas Economic  
Acceleration Foundation  
Arkansas Economic  
Development Commission  
Arkansas Farm Bureau  
Arkansas State Chamber  
of Commerce  
AT&T Arkansas  
Bank of America Merrill Lynch  
Beall Barclay & Company, PLC  
Bean Hamilton & Associates, Inc.  
Bear State Bank  
Central Arkansas Planning and  
Development District  
Circumference Group  
Clarence J. Duvall  
Council for Economic  
Education (CEE)  
Crossland Construction  
David Glass

Deltic Timber Corporation  
Dr. Daniel Littlefield  
El Dorado School District  
Erwin & Co.  
Farmers Bank and Trust, Magnolia  
First Arkansas Bank &  
Trust, Jacksonville  
First Financial Bank, El Dorado  
First National Bank of Fort Smith  
Friday, Eldredge and Clark LLP  
Gerdau MACSTEEL  
Great Lakes, A Chemtura Business  
Gus A. Stavros Center for  
Economic Education  
Heartland Bank  
J.B. Hunt  
Jennifer Krafsky  
Kimberly Williams  
Kimberly Williams &  
Charles E. Taylor  
Lion Oil Company  
Lou Graham  
Morgan Stanley  
Martin Wilbourn Partners

McLarty Companies  
Murphy USA  
Nexans AmerCable Inc.  
OK Industries  
Ozark Mountain Poultry  
Pledger Monk  
Premier Concepts  
Riceland Foods  
Simmons First National Bank  
- El Dorado  
The Stephens Group  
Thirty Third Street LLC  
Tommy & Meredith Moll  
Union County  
Community Foundation  
University of Arkansas at Little Rock  
College of Business  
University of Arkansas Sam M.  
Walton College of Business  
Westrock Coffee  
Winslow Holding LLC  
Work Source  
Zero Mountain, Inc.



## 2014-2015 Donors CONTINUED

### Up to \$1,000

Al and Connie Harkins	Farm Bureau Mutual Insurance Company of Arkansas, Inc.	Little Rock Christian Academy	SIFMA Foundation for Investor Education
Allison Richardson	Fayetteville Chamber of Commerce	Luke Kasten	Silver Peak REIT, Inc.
AMP Sign & Banner	Financial Centre Corporation	Lynn Carver	Simmons First National Bank, Little Rock
Andrew Harper Jr.	First Bank, Camden	Magnolia Public Schools	Simmons Prepared Foods, Inc.
Andria Gleghorn	First Community Bank of Batesville	Marcel Vincent	Southern Arkansas University
Angela Elizandro	First National Bank of Crossett	Margaret Cupp	Springdale Chamber of Commerce
Anonymous	First National Bank of NW Arkansas	Marsha Masters	Stanley & Jeanne Wells
Arkansas Association of Educational Administrators	First National Bank of Wynne	Mary Kathryn Williams	Sue Owens
Arkansas Heart Hospital	First National Bankers Bank	Matt Kendell	Superior Automotive
Bailey Construction & Consulting LLC	First Security Bank, Fayetteville	McBride Distributing	Susie Thompson
Bailey Family Foundation	First Security Bank, Searcy	McKee Foods	Suzanne Waters
Baldor Electric Company	First State Bank, Crossett	Meadors, Adams & Lee Insurance	Sweetser Construction, Inc.
Bank of Delight	First State Bank, DeQueen	Media & More Consulting	Synergy Realty Group, Inc.
Bank of the Ozarks, Little Rock	First State Bank, Russellville	Medical Associates of NWA., P.A.	Tate and Grayton East
Barry G. Haimes	Flake & Kelley Commercial	Mercy Health System	Teresa Day-Smith
Bauman's	Foundation for the Mid South, Inc.	Michael Stafford	The Farmers & Merchants Bank, Stuttgart
Bentonville School District	General Mills	Michele Brown	Thomas & Thomas LLP
Bentonville/Bella Vista Chamber of Commerce	Glenn Mechanical Co., Inc.	Mike Marquez	Thomas Pittman
Bill Reed	Graduate Sales	Milestone Construction Company	Tom and Robin Lundstrum
Bob Franke	Gregory Lewis	Mitchell Communications	Hall Family Investments, LLC
Bob Watson	Hanna Oil and Gas Company	Mitchell, Williams, Selig, Gates & Woodyard, P.L.L.C.	UA Alumni Association
Bonnie D. Goodwin	Hanna's Candles	Munro & Company	Unilever
Bud Hamley	Harding University	Murphy Oil Corporation	Union Bank Shares, Inc.
Carl Frank	Harvest Investment Strategies	Nabholz Construction Services	University of Arkansas Fort Smith
Carol Langston	Heather Grosze	Northwest Arkansas Media	University of Central Arkansas
CEI Engineering Associates	Heber Springs State Bank	Northwest Arkansas Naturals	Foundation, Inc.
Central Arkansas Library System	Hight-Jackson Associates PA	Outdoor Cap Company, Inc.	Verizon Arena
Charles & Elisha Poteet	Hood & Stacy, P.A.	Pamela Conner	Verizon Wireless
Chris Stephens	Horatio State Bank	Parker Lexus	W. Bayless Rowe
Clark Contractors	IMG Sports	Parkway Bank, Rogers	Waco Title
Claudia Utley	Indiana Council for Economic Education	Pat Miller	Walker Brothers Insurance
Colgate-Palmolive	Integrity First Bank, Mountain Home	Peggy Johnson	Walt Eilers
Collective Bias	Integrity First Bank, Rogers	Philip Jonsson	Warren Bank & Trust Company
Conner & Winters, LLP	James A. Von Grempp	Polly M. Jackson	Weldon, Williams & Lick, Inc.
CV's Foodliner, Inc.	Janet Hope Keiser	Praire Grove Telephone Company	Wesley B. Kemp
David Humphrey	Jay Bradford	Preferred Office Products	William B. Fisher
Davis Iron and Metal	Jeff and Kay Franco	Priddy & Holifield PA CPAs	William Bryles
Debbie Robinson	Jeffrey Koenig - Koenig Family Works	Procter & Gamble	Willie and Betty Larry
Devereux Management Company	Jennifer Howald	R. E. Lee Wilson Trust	Winter Moving and Storage
Dianne Kellogg	Jennifer Taunton	Randy Lawson	Yaffe Iron & Metal
Doug and Shelley McMillon	Jerry Carmichael	Razorback Foundation, Inc.	Zelda Hoaglan
Doug Babb	Jim Baker	Regions Bank, Fort Smith	
Dr. Benny Gooden	Jim C. Fourmy, Jr.	Relyance Bank, Pine Bluff	
Dr. David Rankin	John Brown University	Ric Clifford	
Dr. Jane Wayland	John Erck	Richard T. Kron	
Dr. Jim Rollins	John T. Hammond	Robert and Rebecca Schulte	
Dr. Kieth Williams	Johnny R. Key	Robert Boehmler	
Dr. Laura Bednar	Jonathan & Kristen Welk	Robert Holder	
Dr. Lisa Toms	Justin Mitchell	Robin Simpson	
Dr. Rita Littrell	Kathy Moore	Sage Partners	
Dr. Tom Woodruff	Linda Haley	Senator Bruce Maloch	
Drew Collum	Lindsay Carter - Morgan Stanley	Shelina Warren	
Elizabeth Solano	Lindsey Management	Sherron Shuffield	
	Lisenne Rockefeller		





# “HELP ME UNDERSTAND ECONOMIC DECISIONS BEFORE I START MAKING THEM.”

## ECONOMIC EDUCATION HELPS HIM ACHIEVE HIS DREAMS.

### 2014-2015 BOARD OF DIRECTORS

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.

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*“I SUPPORT ECONOMICS  
ARKANSAS BECAUSE  
I FEEL THAT THEIR  
MISSION IS CRITICAL  
FOR THE SUCCESS  
OF OUR FUTURE  
GENERATIONS.*

*I AM A FIRM BELIEVER  
THAT MANY OF THE  
CHALLENGES WE  
FACE AS A SOCIETY  
CAN BE HELPED WITH  
MORE ECONOMICALLY  
EDUCATED CITIZENS.”*

##### **Kristen Welk**

FCA-CPAs, Economics Arkansas  
board member

“AN ECONOMIC  
EDUCATION HELPS  
PREPARE STUDENTS  
FOR ADULTHOOD,  
PLAIN AND SIMPLE.  
ECONOMICS ARKANSAS  
IS HELPING TO  
MAKE SURE THEY  
ARE READY!”

**Jennifer Krafsky**  
Board Member

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**Donnie Whitten** Superintendent;  
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**Jerrod Williams** Superintendent;  
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**Perry Wilson** Director; The Barber  
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**Jim Wooten** President; Winslow  
Holding, LLC, Beebe

## 2014-15 Economics Arkansas Lifetime Board Members

Economics Arkansas bestows “Lifetime” designation to members of the board who have served 25 years or longer. We are honored to list 10 individuals who have reached this milestone and have been significant to the stability and consistency of this organization.

**Jim Wooten** President, Winslow Holding LLC – member since 1979

**Jim Walton** Chairman & CEO, ARVEST Bank Group – member since 1983

**Dr. Jim Rollins** Superintendent, Springdale Public Schools – member since 1984

**William B. Fisher** General Manager & CEO, Paragould Light, Water & Cable – member 1981-2009

**Dr. Benny Gooden** Superintendent, Fort Smith Public Schools – member since 1987

**Rogers Ford** Retired Superintendent, South Mississippi County School District – member 1986-2012

**Bob Watson**, Retired Superintendent, El Dorado Public Schools – member 1987-2015

**David Walt** Retired Farmer, Camp David Farms – member since 1990

**Mike Wilson** (posthumous), R. E. Lee Wilson Company – member 1971-2000

**Leonard Dunn** (posthumous), Rector Phillips Morse Inc. – member 1983-2010



David Walt joined this esteemed group of board members in May 2015.

## Economics Arkansas Staff



Marsha Masters (Associate Director), Jennifer Taunton (Program Coordinator), Elisha Poteet (Program Assistant), Kathy Moore (Administrative Manager), Claudia Utley (Development Coordinator), and Sue Owens (Executive Director)

Won't you join us in preparing students to achieve their dreams and become assets for Arkansas? Call (501) 682-4230 today to learn ways you can invest in tomorrow's leaders.

# REAL LIFE ECONOMICS

S I N C E 1 9 6 2



Economics Arkansas (through the Arkansas Council on Economic Education) is a private, non-profit, educational organization founded in 1962 by Arkansas State Commissioner of Education Dr. Arch Ford and led by Dr. Bessie B. Moore to promote PreK-12 economic literacy.

Our mission is to promote economic literacy and the economic way of thinking to students in Arkansas by empowering educators to teach the fourth “r,” real life economics.

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, and members of the workforce, and to be effective participants in both their local communities and the global economy.

Economics Arkansas receives funding from a variety of sources. Please visit our website to learn more about these opportunities to support our mission.



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