



Shaping the Future of Business

2020 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

Gerri Kimble

Hoover High School
1000 Buccaneer Drive
Hoover, AL 35244
256.493.2881
gkimble@hoover.k12.al.us

Past President

Lanette Fargason

Auburn High School
1701 East Samford Avenue
Auburn, AL 36830
334.887.2120
lfargason@auburnschools.org

President

Lauren Miller

Auburn University
5040 Haley Center
Auburn University, AL 36849
334.844.4434
leb0019@auburn.edu

President Elect

Alesia Ruffin

Montgomery Public Schools
2901 East South Blvd
Montgomery, Alabama 36116
334.782.5452
Alesia.Ruffin@mps.k12.al.us

Membership Director

Amber Benson

Mountain Brook High School
3650 Bethune Drive
Mountain Brook, AL 35223
205.414.3800
bensona@mtnbrook.k12.al.us

Secretary/Treasurer

SPECIAL COMMITTEE CHAIRPERSONS

| | |
|-----------------------|------------------------------------|
| Awards Committee | Morgan Jones and Chadwick Springer |
| Auditing Committee | Lori Beasley |
| Bylaws Committee | Gerri Kimble |
| Membership Committee | Alesia Ruffin |
| Program Committee | Lauren Miller |
| Scholarship Committee | Jacoba Durrell |
| Nominating Committee | Deana Goodwine |

ABEA Happenings

ABEA Conference – The University of Alabama at Birmingham, Birmingham, AL

The 2020 ABEA Conference kicked off with coffee and breakfast on Saturday, February 1, 2020. Industry professionals and teachers from around the state enjoyed sessions, lunch, and networking. This event was a great opportunity for business teachers and industry professionals to discuss the realities of today's business world. Warren Averett and Stukent graciously sponsored the event.

Teachers and industry professionals presented great sessions throughout the morning!

The ABEA Business Meeting was held that afternoon.

The 2020 officers were installed:

Past President – Gerri Kimble

President – Lanette Fargason

President Elect – Lauren Miller

Secretary/Treasurer – Amber Benson

Membership Director – Alesia Ruffin

The following received this year's ABEA Awards:

Postsecondary Teacher of the Year – Dr. Chadwick Springer

Secondary Teacher of the Year – Ms. Morgan Jones

Scholarship Recipient – Ms. Jacoba Durrell

SBEA Conference

The SBEA 2020 Conference was cancelled due to health concerns for its members. The 2021 SBEA conference will be held October 19-23, 2021.

NBEA Conference

The 2020 NBEA Annual onsite convention scheduled for April 7–11, 2020 in Boston, Massachusetts was replaced with a virtual conference due to high cancellations from the Corona virus and associated travel restrictions by schools and institutions. Several members of ABEA attended sessions.

OFFICER REPORT: PRESIDENT

Alabama Business Education Association

President's Activity Report

Submitted January 28, 2021

As Alabama Business Education Association president, I performed the following duties since January 2020:

- Attended the Alabama Association for Career and Technical Education (ACTE), virtually.
- Attended Executive Officer virtual meetings throughout the year.
- Assisted president-elect with planning the ABEA 2021 program.
- Corresponded with ABEA members and Alabama Department of Education staff members as needed to answer questions and solve concerns.
- Served as a reviewer for the Alabama Department of Education (Business Education).
- Served as a DECA State Advisor.
- Assisted ABEA officers as needed.

Respectfully submitted,

Lanette Fargason
ABEA President

OFFICER REPORT: PRESIDENT- ELECT

Alabama Business Education Association

President-Elect's Activity Report

Submitted January 28, 2021

As Alabama Business Education Association President-Elect, I performed the following duties since January 2020:

- Developed the ABEA Fall/Winter newsletter and distributed to members.
- Sent email invitations to business educators to attend the ABEA 2021 Conference.
- Attended virtual Executive Officer meetings.
- Corresponded with ABEA members and executive board via-email.
- Met with ABEA Planning Committee to make final decisions regarding the upcoming ABEA Conference.
- Planned the program for the 2021 ABEA conference.

Respectfully submitted,

Lauren Miller
ABEA President-Elect

OFFICER REPORT: PAST PRESIDENT

Alabama Business Education Association

Past President's Activity Report

Submitted January 24, 2021

As Alabama Business Education Association past president, I performed the following duties since January 2020:

- Assisted ABEA officers as needed.
- Attended the Executive Council meeting (virtually).
- Attended MBA Conclave (virtually) in October 2020.
- Attended the DECA Advisor Professional Learning Conference (virtually) in July 2020.
- Attended the MBA Research Summer PD Series (virtually) in June 2020.
- Attended Stukent ProfCon (virtually) in June 2020.
- Attended the National Business Education Association Convention (virtually) in April 2020.

Respectfully submitted,

Gerri M. Kimble
ABEA Past President

OFFICER REPORT: MEMBERSHIP DIRECTOR

Alabama Business Education Association

Membership Director's Activity Report

Submitted January 25, 2021

As Alabama Business Education Association membership director, I performed the following duties since January 2020:

ABEA

- Promoted and recruited for ABEA and NBEA throughout the year through email, phone calls, and social media contact.
- Maintained ABEA's web presence – website, Facebook, and Twitter.
- Corresponded with ABEA members via email and phone.
- Attended Executive Council meetings.
- Corresponded with the Executive Council throughout the year.
- Promoted ABEA and NBEA by reaching out to colleges/universities throughout the state.
- Attended NBEA Regional-State Leaders and Membership Director's Meeting.
- Attended SBEA State Membership Meeting.
- Attended/Presented at the Alabama Association for Career and Technical Education (ACTE) Virtual Conference.
- Attended AIDT Leadership Training.

MEMBERSHIP UPDATE & GOALS:

Our continued goal is to retain our current members all while targeting untouched territories to recruit new members. It takes all of us to help Alabama business educators see the benefit and value of being a part of a professional association. I am currently seeking committee members to help me reach middle, secondary, and postsecondary business educators across the state.

Respectfully submitted,

Alesia Ruffin
ABEA Membership Director

OFFICER REPORT: TREASURER

Alabama Business Education Association

Treasurer's Report

Submitted January 13, 2021

| | | |
|---|-----------------------|-----------------|
| CHECKING BALANCE BROUGHT FORWARD, 1/1/2020 | | 4,802.88 |
| INCOME | | |
| Dues, ABEA Conference Registration, and Sponsorships | 3,763.39 | |
| Transfers from Savings | 1,500.00 | |
| Scholarship Fund | 402.00 | |
| Refund Deposits | 14.94 | |
| | <u>TOTAL INCOME</u> | 5,680.33 |
| EXPENSES | | |
| ABEA Scholarship | 500.00 | |
| Bank Fees/Paypal Fees | 133.87 | |
| Conference Expenses--Lunch, Door Prizes, Decorations, Shirts, Plaques | 1,712.49 | |
| Transfer to Savings | 1,500.00 | |
| Website Fees | 301.84 | |
| CTSO Sponsorship | 500.00 | |
| ABEA Donations | 51.50 | |
| | <u>TOTAL EXPENSES</u> | 4,699.69 |
| ENDING CHECKING BALANCE, 12/31/20 | | <u>5,783.52</u> |
| SAVINGS BALANCE BROUGHT FORWARD, 1/1/2016 | | |
| | | 2,611.56 |
| INCOME | | |
| Automatic Transfer From Checking | 1,500.00 | |
| Interest Earned | 0.37 | |
| | <u>TOTAL INCOME</u> | 1,500.37 |
| EXPENSES | | |
| Transfers to Checking | 1,500.00 | |
| | <u>TOTAL EXPENSES</u> | 1,500.00 |
| ENDING SAVINGS BALANCE, 12/31/20 | | <u>2,611.93</u> |

*\$888 is the current scholarship balance in this account

OFFICER REPORT: SECRETARY

Alabama Business Education Association

Secretary's Activity Report

Submitted January 12, 2021

As Alabama Business Education Association Secretary, I have performed the following duties since January 2020:

- Corresponded with ABEA officers via phone and email.
- Attended Executive Officer virtual meetings throughout the year.
- Prepared the ABEA 2020 Annual Report.
- Prepared and submitted minutes from the ABEA Executive Conference Planning Meeting.
- Attended sessions at the Alabama Association for Career and Technical Education Virtual Conference.
- Received ABEA membership dues payments.
- Emailed payment receipts.
- Invoiced Conference Sponsors.
- Assisted other officers as needed.

Respectfully submitted,

Amber Benson
ABEA Secretary/Treasurer

ABEA ONLINE



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ALABAMA BUSINESS EDUCATION ASSOCIATION

Alabama Business Education Association (ABEA) is a professional association for business and marketing educators at the middle, secondary, and post-secondary levels. The purpose of ABEA is 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](#).

UPCOMING EVENTS



ABEA 2021 Virtual Conference
January 25 - 28, 2021



NBEA 2021 Conference
March 30 - April 12, 2021
New Orleans, Louisiana

GREETINGS

The ABEA Officer Team is looking forward to our upcoming 2021 Conference. Due to Covid-19 health concerns, our conference is going to be held virtually after school from 3:45 - 4:30 the week of January 25-28. We will offer one session each day and will conclude our conference on Thursday afternoon with our annual ABEA meeting.

We cannot wait to see you and all the other amazing Alabama business educators each afternoon for some exciting sessions. We will be giving away raffle prizes each day from our generous sponsors and for each session you attend your name will be entered for a chance to win the grand-prize that will be awarded Thursday during the business meeting. The best part of the virtual conference is that it is FREE to members, so you don't want to miss! Registration is available

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!** – Learn more about membership and the benefits of ABEA and NBEA.
- **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 and Twitter 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 2021 the best year yet!