



SOUTHERN BUSINESS EDUCATION ASSOCIATION

www.sbea.us

Hello SBEA Members,

It is November and the month of thanks. Your Southern Business Education Association (SBEA) Board would like to express our sincere appreciation for your support and membership. We have a wonderful regional group with many friends. Thank you!

As promised in October, the SBEA Board will begin sending the membership a monthly mailing. It is our desire for these monthly mailings to provide some instructional resources and ideas for you to use in the classroom. We would also like to showcase and spotlight awesome things that are happening in our states. Every state will be recognized in the coming months. So, as you see or hear wonderful things happening in YOUR state, please let your SBEA Board know so we can shine a spotlight on you and your colleagues and students.



KUDOS AND HIGH FIVES

The October edition of the *Business Education Forum* listed some accomplishments of our membership. As you can see from the list below, we have many active people who help support business education in our region and helped the 2018 NBEA Convention be successful. Congratulations everyone, and thank you for your service!

1. Virginia Hemby-Grubb – 65th Gregg Award Recipient (TN)
2. Angela Andrepont – NBEA Convention Presenter (VA)
3. Robert Blair – NBEA Convention Presenter (TN)
4. Pamela Scott Bracey – NBEA Convention Presenter (MS)
5. Marie Coleman – NBEA Convention Presenter (LA)
6. Elizabeth Diamond – NBEA Convention Presenter (AL)
7. Iris Ellis – NBEA Convention Presenter (GA)
8. Jorge Gaytan – NBEA Convention Presenter (NC)
9. Deana Goodwine – NBEA Convention Presenter (AL)
10. Angie Hutson – NBEA Convention Presenter (AR)
11. Bonita Johnson – NBEA Convention Presenter (AL)
12. Paula Jones – NBEA Convention Presenter (KY)
13. Margaret Leary – NBEA Convention Presenter (VA)
14. Benita Moore – NBEA Convention Presenter (GA)
15. Marcel Robles – NBEA Convention Presenter (KY)
16. Leane Skinner – NBEA Convention Presenter (AL)
17. Timothy Thornton – NBEA Convention Presenter (AL)
18. Susan Hall Webb – NBEA Convention Presenter (GA)
19. Rahlonda White – NBEA Convention Presenter (TN)
20. Cheryl Wiedmaier – NBEA Convention Presenter (AR)
21. Amy Williams – NBEA Convention Presenter (GA)
22. Margaret Blue – Program Support Personnel (MS)
23. Carol Bourke – Program Support Personnel (FL)
24. Kara Burkett – Program Support Personnel (TN)
25. Carole Deere – Program Support Personnel (MS)
26. Dana Dingell – Program Support Personnel (VA)
27. Cynthia Greene – Program Support Personnel (GA)
28. Madge Gregg – Program Support Personnel (AL)
29. Robert E. "Skip" Grubb – Program Support Personnel (TN)
30. Janice Harder – Program Support Personnel (TN)
31. Virginia Hemby-Grubb – Program Support Personnel (TN)
32. Elizabeth Hodge – Program Support Personnel (NC)
33. Leola Jones – Program Support Personnel (AL)
34. Stephen Lewis – Program Support Personnel (TN)
35. Beryl McEwen – Program Support Personnel (NC)
36. Jill McGee – Program Support Personnel (AL)
37. Geana Mitchell – Program Support Personnel (AL)
38. Robert Mitchell – Program Support Personnel (AR)
39. Glenith Moncus – Program Support Personnel (AL)
40. Tracie Opolka – Program Support Personnel (AR)
41. Becky Petersen – Program Support Personnel (NC)
42. Ginny Richerson – Program Support Personnel (FL)
43. Judith Sams – Program Support Personnel (VA)
44. Karen Schmohe – Program Support Personnel (FL)
45. Charisse Woodward – Program Support Personnel (VA)



Let's give a round of applause to our state membership directors for the cool video they created to promote membership and for belonging to our organization. They did a great job in a short amount of time. Please share the word about NBEA and SBEA with your friends and colleagues and feel free to invite them to become members of our organization.

<https://drive.google.com/file/d/1RzwCHziarYEuD25DTEuaGsY96BXghP6/view?usp=sharing>

As each state meets for its annual conference, please have someone from your state organization send us your award winners--including a brief description and some pictures would be nice. We want to give kudos and high fives in the monthly mailings. Also, feel free to let us know about winners in organizations and competitions.



STATE SPOTLIGHT ALABAMA



This month's state spotlight is Alabama. Thank you to Deana Goodwine and Jill McGee for submitting the information to showcase Alabama.

Mountain Brook High School is providing wonderful real-world opportunities for their students. MBHS launched a new entrepreneurship program geared toward providing students with an authentic learning experience around entrepreneurship--everything from conceiving, developing, and launching a startup business.

MBHS is in collaboration with *Uncharted Learning*, an innovative not-for-profit that develops unique programs for business/entrepreneurship education for K-12 students. MBHS is hosting the first high school business incubator in the State of Alabama through *Uncharted Learning*. Learn more at: www.incubatoredu.org.

"We are very excited to partner with INCubatoredu and business professionals in the Mountain Brook community to provide this startup experience for our students. We have bright, engaging students who are constantly problem solving; and we have no doubt that they will be able to translate those skills to a successful business model. One of the great strengths of our high school is the support of our community, and we are thrilled to partner with local business professionals to bring their experience to our students and into our classrooms," said Phillip Holley, MBHS Principal.

INCubatoredu is a popular high school entrepreneurship course where student teams create new product and service innovations. In the course, student teams compete to take business ideas from concept to successful funding in an incubator environment designed to replicate real entrepreneurial challenges. In the process, students are grounded in many of the critical skills vital for successful business building—including collaboration, adaptability, critical thinking, creativity, and problem solving.

"We are excited to have Mountain Brook High School as part of the INCubatoredu community, and we look forward to delivering an excellent experience for students," said Margarita Geleske, Co-Executive Director of *Uncharted Learning*. "Our programs are taught by a team of teachers, real-business mentors, and outside coaches drawn from local communities who help students learn the ins/outs of launching and managing a start-up business," she added.



Coach Joh

INCubatoredu@MBHS launched in August with 22 students participating in the inaugural class. Selected students completed an application process. The INCubator is housed in the high school's business department; and the courses are taught by NBEA members Lori Beasley, Amber Benson, Brooke Hawkins, and Jill C. McGee. Each business teacher is facilitating one unit per semester with Brooke Hawkins taking the role of lead teacher. Follow their journey on Twitter @mbINCubator and on Instagram (incubatoredu@mbhs).



The ribbon cutting for INCubatoredu at MBHS was held on Tuesday, August 14. Mayor Stewart Welch and Superintendent Dicky Barlow joined Principal Phillip Holley and the INC students to officially open the program.



Incubator students sharing their team's positioning statements to receive feedback from other teams in the class. The INC curriculum consists of 8 units that provide students with an authentic learning experience around entrepreneurship--everything from conceiving, developing, and launching a startup business.

SAVE THE DATE

2.2.19

Alabama Business
Education Association
2019 Conference

Brock School of Business
Samford University
❤️ #WeLoveBizEd

The table below indicates the month **YOUR STATE** will be **SPOTLIGHTED!** We look forward to reading about the wonderful activities and opportunities occurring in your state. Stay tuned!

MONTH	STATE
NOVEMBER	ALABAMA
<i>December</i>	<i>Arkansas</i>
<i>January</i>	<i>Florida</i>
<i>February</i>	<i>Georgia</i>
<i>March</i>	<i>Kentucky</i>
<i>April</i>	<i>Louisiana</i>
<i>May</i>	<i>Mississippi</i>
<i>June</i>	<i>North Carolina</i>
<i>July</i>	<i>South Carolina</i>
<i>August</i>	<i>Tennessee</i>
<i>September</i>	<i>Virginia</i>
<i>October</i>	<i>West Virginia</i>

UPCOMING STATE CONFERENCES

STATE	DATE(S)	LOCATION
Alabama	Saturday, February 2, 2019	Birmingham, AL
Arkansas	Details Coming Soon	
Florida	Details Coming Soon	
Georgia	Wednesday, September 11-Friday, September 13, 2019	Young Harris, GA
Kentucky	Details Coming Soon	
Louisiana	Details Coming Soon	
Mississippi	Details Coming Soon	
North Carolina	Details Coming Soon	
South Carolina	Wednesday, February 20–Sunday, February 24, 2019	Myrtle Beach, SC
Tennessee	Details Coming Soon	
Virginia	Monday, July 22–Thursday, July 25, 2019	Virginia Beach, VA
West Virginia	Thursday, March 7–Saturday, March 9, 2019	Charleston, WV

2018-19 SBEA BOARD MEMBERS

Please feel free to contact any member on the Board. Their e-mail addresses are listed below:

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LESSON PLANS AND INSTRUCTIONAL IDEAS

Now, I will be honest. Until I took on the challenge to look for lesson plans and ideas to support instruction in the classroom, I had not fully considered Thanksgiving and business in the same context for an educational lesson. How could that be? Well, I am not sure; but it is true.

If you stop to think about business, there is a wealth of business ideas we can teach to students that revolve around Thanksgiving. For example, have you considered the economic impact Thanksgiving can have on a business since Black Friday is the day after Thanksgiving? What about the importance of marketing a business and the products to be sold during the holiday season? Let's go a step further. What about showing appreciation to our customers and the potential impact this can have on our bottom line because of the repeat business we can garner just by showing goodwill and consideration? These are certainly two things which do not cost us anything but a short moment of time in a greeting and/or a short exchange as customers enter a business, are passed in the store, or are paying for their products in the checkout line.

With this thought in mind, I began searching for lessons and ideas. I found more information than I ever thought. So, let me share a small portion of what I found.



Arkansas posted a PDF entitled "Tis the Season for Economics." There is a wealth of links to ideas and resources in this four-page document. All educational levels are targeted. Here is the link; and, yes, I know it is extremely long:

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd>

[=5&ved=0ahUKEwi8qYL50KDXAhWF7IMKHeAiDOgQFgg-MAQ&url=https%3A%2F%2Feconomicsarkansasorg.presencehost.net%2Ffile_download%2F3cd73a84-31d5-4735-9aed-1ccf48053b76&usg=AOvVaw2mKM0ZUOxpNK61aOxEaHdN](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&ved=0ahUKEwi8qYL50KDXAhWF7IMKHeAiDOgQFgg-MAQ&url=https%3A%2F%2Feconomicsarkansasorg.presencehost.net%2Ffile_download%2F3cd73a84-31d5-4735-9aed-1ccf48053b76&usg=AOvVaw2mKM0ZUOxpNK61aOxEaHdN)

Another idea was to consider how online shopping influences sales and foot traffic in stores. There was an article posted in October 2015 referencing Macy's expectation that approximately 35 percent of its shoppers would be online. How can this lack of foot traffic affect the profitability of a business? If customers are shopping online, is it possible there will be a loss in revenue because customers do not have suggestive selling to entice them to buy more goods or services? Check out this article and then determine how you could help students create an instrument to aid a business in investigating this very real possibility.

<http://multichannelmerchant.com/infographics/macys-releases-results-from-holiday-shopping-survey/#>

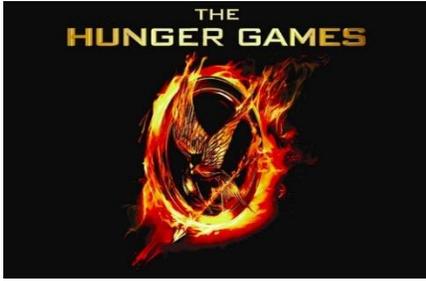
Customers are becoming more and more savvy and learning tricks that businesses use to lure them into spending more money. How can businesses work to generate more sales from smarter shoppers during Black Friday? This article from *The Atlantic* provides details on "11 Simple Economic Lessons to Make You a Smarter Shopper on Black Friday." Tip #2 tells the reader the best deals are not necessarily to be had during Thanksgiving. If customers begin understanding this to be a truth, businesses could ultimately see an erosion in their bottom lines. Hmm...

<https://www.theatlantic.com/business/archive/2012/11/11-simple-economic-lessons-to-make-you-a-smarter-shopper-on-black-friday/265449/>

The website Retail Me Not had 40 shopping and retail lesson plans. The lessons covered varying grade levels. Most looked easily adaptable for other age groups. One lesson for high school students was called Consumed. The lesson had students create arguments and evidence for and against our abilities to shop. An article in the lesson compared Americans to other countries in buying goods and Americans' willingness to increase debt to obtain goods.

<https://www.retailmenot.com/blog/shopping-lesson-plans-for-educators.html>





Now, my mind took a turn with this idea. At Thanksgiving we eat lots of food and could not possibly be hungry. This led to my interest in an idea about economic lessons from *The Hunger Games* series. The article provides five economic lessons a person could learn from this book and movie series.

<https://www.forbes.com/sites/erikkain/2012/03/27/five-economic-lessons-of-the-hunger-games/#221881f32091>

I hope some of these ideas spurred some possibilities for considering Thanksgiving and business. Please let me know any ideas you have. I would love to share your thoughts with membership and recognize your thinking in “neon lights.”



our

NBEA NATIONAL CONVENTION

Please mark your calendars for April 16 – 20, 2019. The National Business Education Association (NBEA) convention will be held in Chicago, Illinois, this year at the Chicago Marriott Downtown. This is a wonderful location on the Magnificent Mile with easy access to shopping, restaurants, and tourist sites. There is plenty to do after the sessions are finished for the day. We hope to see you in Chicago at the NBEA convention. www.nbea.org.



MEMBERSHIP

I am extremely thankful for our organization and the support we have in one another. Please spread the word to your colleagues at the secondary and collegiate levels about SBEA and the benefits of membership. Share with them a copy of our membership application from this website: <https://www.nbea.org/newsite/member/join.html>.

If your membership has lapsed, please join again so you will continue receiving items from NBEA and SBEA!



CLOSING

Please take time to enjoy the holidays with family and friends. Get some rest. Finally, count your many blessings. If you are like me, you will be surprised how fortunate you are when you take time to reflect on the many gifts in your life.

Happy Thanksgiving!

Michelle Taylor, SBEA President and your Entire SBEA Board