



Georgia Council On
Economic Education

THE WORD

ON ECONOMIC EDUCATION

Georgia Stock Market Game: 35 Years of Winning, Losing and Learning

During the Fall 2014 Stock Market Game, the same three to four teams jockeyed for the top three slots: Westminster, two teams from Oliver Elementary School (Clayton County) and Northview High School (Fulton County). In week nine, teams from Westminster were in first and

third place and Northview was holding on to second place.

But in the tenth and final week, things took a dramatic turn. Parkview High School in Gwinnett County came out of nowhere. After week nine, they were in 59th place with \$117,976. They ended up

with \$256,885! Oliver Elementary finished second with \$206,064, and Westminster finished third with a portfolio worth \$190,010.

Thus is the unpredictability of the stock market – and the game that students have been playing in Georgia since 1980.

Teams of students invest a hypothetical \$100,000 in stocks listed on the major exchanges over a ten-week period. They can buy on margin, sell short, and pay commission fees. Bonds and mutual funds have been added to the investment options over the years. Students research publicly traded companies and crunch numbers to select their stocks. The Game is played in the fall and spring, and the team from each public school district or independent school region with the highest portfolio value at

See **35 Years of Winning**, page 7



Francis "Bill" Rushing (far left), former director of GCEE, and Gary Alexander (far right), currently of Well Fargo Advisors and longtime supporter of the Stock Market Game, pose with students at one of the first SMG awards luncheons.

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"I Would Drive Anywhere to Get to a GCEE Workshop"

When Farran Burnette was newly married and moving back to Thomasville, Georgia, after teaching history for a year in central Florida, the only teaching job she could find was teaching economics at Colquitt County High School in nearby Moultrie.

"I thought, 'Oh no! I don't know anything about this,'" she recalls. "I cried. It was awful. I was looking up lessons online. There was nothing."

Luckily a teacher on her team told her about the Georgia

Council on Economic Education, and she attended a two-day workshop. "I ended up building my entire curriculum around the lessons I learned," she recalls. "I don't know what I would've done had I not found GCEE."

Since 2011, she has attended six workshops. "I beg my administration to let me come," she says. "I would drive anywhere to get to a GCEE workshop."

See **Farran Burnette**, page 7

Teacher Credits Success to Georgia Council

Economics teacher Cary Hargett had the honor of being named the 2013-2014 Morrow High School Teacher of the Year. And he gives a majority of the credit to the Georgia Council on Economic Education.

"If I hadn't had their teacher training, I wouldn't have won that award," he says.

Hargett's road to the classroom has

been circuitous. He had retail jobs at Foot Locker and Lowes, and as a janitor. It wasn't until he took a job as a substitute teacher that he found his true calling. He got his teaching certificate at Paine College in Augusta and has been teaching ever since.

After a year of teaching economics in

South Carolina – with no textbook – he moved to Georgia in 1997 and took a job at Morrow High School teaching history and world geography. In 2002, he began teaching economics. "I had to re-learn economics since I had only taught it once before."

In 2007, the Clayton County Social

See **Cary Hargett**, page 7



In Memoriam

James Cowart

1931-2014

Jim Cowart, Inc.

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Herman J. Russell, Sr.

1930-2014

Chairman

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2004 Recipient of the

William J. VanLandingham

Commitment to Education

Award

New Board and Committee Members

The following were recently elected to the Georgia Council's Board of Trustees and/or appointed to committees.

Kim Holder, Assistant Director, Center for Economic Education, University of West Georgia: Research Committee

Matt Jones, Chief Academic Officer, Georgia Department of Education: Board and Executive Committee

Nathan Lewis, President and CEO, Security Capital Brokerage, Inc.: Board and Finance Committee

Cindy Morley, Chief Officer of Governmental Affairs, Georgia Department of Education: Board and Executive Committee

Michael Pond, Senior Vice President & Senior Trust Officer, U.S. Trust: Board and Finance Committee

Christine Ries, Professor of Economics, Georgia Institute of Technology: Research Committee

Joey Smith, Chair, Department of Economics, University of West Georgia:

Research Committee

Reggie Walker, Managing Partner, PricewaterhouseCoopers LLC: Board and Executive Committee

Richard Woods, State Superintendent of Schools, Georgia Department of Education: Board and Executive Committee

Board Members

The Holmes Report has named Weber Shandwick the Global Agency of the Year.

Rob Baskin is the Atlanta President of the agency.

D. Scott Davis, Non-Executive Chair of UPS, has been named the recipient of the Legend in Leadership Award of the Yale Chief Executive Leadership Institute.

Greg Foster was featured in an *Atlanta Business Chronicle* article in August entitled "Foster grows BrightWhistle, fights cancer."

Laura McCarty, Vice President of the Georgia Humanities Council, wrote a column on Johnny Mercer for *The Saporta Report*.

Abit Massey, President Emeritus of the Georgia Poultry Federation, was the summer

commencement speaker at the University of Georgia.

Tim Mescon retired as President of Columbus State University, and has accepted a position as Senior Vice President and Chief Officer for Europe, the Middle East and Africa for the Association to Advance Collegiate Schools of Business. He will be based in Amsterdam.

Arlethia Perry-Johnson, Vice President of External Affairs at Kennesaw State University, was one of eight inductees into the inaugural class of "Warrior Awards" recipients presented by the Colloquium on Black Males in Education. She serves as the Founding Director of the University of Georgia System's African-American Male Initiative.

Alexis Scott, long-time Publisher of the *Atlanta Daily World*, has been inducted into the Atlanta Convention and Visitors Bureau Hospitality Hall of Fame.

Loren Starr, Senior Managing Director and CFO at Invesco, and the Council's Vice Chair and Chair-Elect, has been selected to serve on the Cabinet for the Woodruff Arts Center's Corporate Campaign.

Sandra Stone has been named Regional Chancellor for the University of South Florida Sarasota-Manatee.

Former Board Members

Tom Fanning, Chairman, President, and CEO of The Southern Company, has been named Chair of the Board of Directors of the Federal Reserve Bank of Atlanta.

Beheruz Sethna, President Emeritus of the University of West Georgia, has been recognized by The Carnegie Corporation for his contributions to the United States.

Rogers Wade, Founder of the Georgia Public Policy Foundation, was presented with the University of Georgia Blue Key Service Award.

William J. VanLandingham Commitment to Education Award Winners

Ann Cramer is the recipient of a Big Voice for Children Award presented by Voices for Georgia's Children.

New EA Coordinators

Henry County	Heather MacKenzie
Rockdale County	Virnilisa Printup

Millennium Gate Workshop

Right: Teachers pose under the Millennium Gate at Atlantic Station while attending the "Georgia Economic History inside the Millennium Gate" workshop. Attendees learned about the economic impact that the 1996 Olympic Games had on Atlanta and Georgia and the history of the Atlantic Steel Company and Atlantic Station.



GCEE Talks Economics at CEE/NAEE and GCSS Annual Conferences

The Council for Economic Education/National Association of Economic Educators held its 53rd Annual Conference in Dallas, Texas, October 8-11. GCEE staff and several Center for Economic Education Directors attended the conference as featured speakers.

Glen Blankenship, GCEE Associate Director and Chief Program Officer, presented "Teaching Economic Literacy Through the Lives of Famous Americans" and GCEE Program Manager Mike Raymer presented "Exploring the Modern German Economy."

Shelby Frost, Director of the Georgia State University Center for Economic Education, gave presentations on "Collaboration Tips, Techniques, and Experiences for Affiliates;" "App Rap: Apps for Teaching Economics and Personal Finance;" and "Tech Talk."

John Swinton, Director of the Georgia College Center for Economic Education, acted as a discussant for presentations on "Entrepreneurship: Is It Doing Better?" and "Financial Literacy in the Community College Classroom: A Curriculum Intervention Study."

Mike Raymer presided at the meeting as the President of the National Association of Economic Educators.

A few weeks later, the Georgia Council for the Social Studies (GCSS) celebrated its 50th Annual Conference in Athens on October 16-17. Social studies teachers and coordinators from across the state attended and heard an interesting group of speakers, which included the following economics presentations: "The Georgia Stock Market Game" by Glen Blankenship and "The Georgia Advantage: Why Do Businesses

Choose to do Business in Georgia?" by Mike Raymer.

Several awards were also given out at the Conference:

- **Gwen Hutcheson Outstanding Social Studies Educators Award:** Chris Cannon, McIntosh High, Fayette County (2012 Georgia Economics Teacher of the Year)
- **Berryman Award:** Kathy Wright, EconomicsAmerica Coordinator (Retired), Oconee County Schools.
- **Outstanding Social Studies Supervisor Awards:** Given to EconomicsAmerica Coordinators Pam Knauer, Houston County; Becky Ryckley, Fayette County; and JoAnn Wood, Cobb County (Retired).

Learning About Economic Development in Georgia

GCEE Program Manager Mike Raymer hears the line "We don't make stuff in America anymore" over and over.

To prove that not only are products still being manufactured in America – and right here in Georgia – he worked with Amy Hennessy at the Federal Reserve Bank of Atlanta to develop a special one-day workshop on Economic Development in Georgia.

The workshop – held on November 7 at the Federal Reserve Bank of Atlanta and attended by 40 high school teachers – focused on three economic advantages Georgia uses to attract businesses: its superior infrastructure network, tax incentive programs and workforce readiness. By examining these factors, teachers gained a better understanding of Georgia's current business climate and future economic potential.

The idea for the workshop came out of the tours Raymer has led to the KIA, Kubota and Yamaha plants.

"We do a lot of production in Georgia and many people don't really know anything about it," says Raymer. "After this workshop, teachers could go back and tell their students that there are companies in the state who still make things and who pay good wages and who need workers."

Speakers at the workshop were two Federal Reserve Bank economists and the Georgia-based President of Operations for the Americas of TOTO USA, a leading manufacturer of toilets and bathtubs, who spoke on why the company chose to locate in Georgia.

Hands-on activities included having teachers identify the locations of 10 Georgia manufacturers and then discussing the economic impact these companies have on the state. Teachers left the workshop with lesson plans, teaching materials, and new ideas designed to help students learn about Georgia's economy and economic factors that make Georgia a profitable place to do business.

The Georgia Council hopes to offer this workshop again sometime in 2015.

"We do a lot of production in Georgia and many people don't really know anything about it. After this workshop, teachers could go back and tell their students that there are companies in the state who still make things and who pay good wages and who need workers."

– Mike Raymer, GCEE Program Manager

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John Hepner and Terri Tingle

GCEE Campaign Enters Last Year in Fundraising Cycle

"I am so thankful that people are willing to donate and support this organization. Economics would not be taught effectively without the Council."

That statement is from Farran Burnette, an economics teacher at Colquitt County High School (see story on page 1). Burnette is one of 2,081 teachers who attended Georgia Council workshops in 2014. She has been attending workshops since 2008 when she arrived at Colquitt and was told she'd have to teach economics, a course she was unprepared to teach.

Thanks to the generosity of businesses, foundations and individuals, GCEE is able to provide workshops at little or no financial cost to teachers or schools.

The Council has just entered the last year of its 2013-2015 support campaign, and so far has raised \$2.8 million towards its \$3 million goal.

Funds raised help the Council fulfill its mission of helping teachers teach economics in the schools of Georgia with workshops, instructional resources, and special programs. It also covers operating costs.

Loren M. Starr, Senior Managing Director and CFO of Invesco Ltd. and Kirby A. Thompson, Senior Vice President, Community and Government Affairs for SunTrust Bank are serving as Co-Chairs of the support campaign. Ron Domanico, Senior Vice President and CFO of HD Supply Inc. (retired) is serving as the Atlanta chair.

Currently you can make a donation by contacting GCEE at 404-413-7820, sending a check to P.O. Box 1619, Atlanta, GA 30301-1619, or by visiting the Council's website at www.gcee.org to make an online donation.

2014 Georgia Gives Day a Huge Success

Georgia Gives Day, coordinated by the Georgia Center for Nonprofits, brought in 39 donations for the Georgia Council totaling \$9,645. Last year, the Council received \$2,175 in donations from 11 contributors. SunTrust Bank gave GCEE a matching gift of \$1,750 in 2013 and \$1,500 in 2014.

Stock Market Game Winners Fall 2014

PUBLIC SCHOOL

System	School	Teacher	Portfolio
Atlanta City	Garden Hills Elementary	Paige Lefont	\$107,088
Baldwin County	Baldwin High	David Kunselman	\$153,243
Barrow County	Kennedy Elementary	Cynthia Ellington	\$105,921
Bartow County	South Central Middle	Keshia Bender	\$163,079
Ben Hill County	Ben Hill County Elementary	Pamela Morrison	\$109,834
Bibb County	Rutland High	Diane Byington	\$112,664
Bryan County	Bryan County Middle	Katherine Ferreira	\$102,495
Bulloch County	William James Middle	Emerson Chester	\$116,293
Butts County	Daughtry Elementary	Tracy Valentini	\$107,866
Calhoun City	Calhoun Middle	Trenette Patton	\$102,776
Carroll County	Temple Middle	Callie Cowart	\$104,713
Chatham County	Groves High	Rosie Bingham	\$124,264
Cherokee County	Macedonia Elementary	Rhonda Emmett	\$107,091
Clarke County	Hilsman Middle	Cyndi Clark	\$108,684
Clayton County	Oliver Elementary	Mike Harrell	\$206,063
Cobb County	Hightower Trail Middle	Stephen Corbett	\$122,165
Colquitt County	Okapilco Elementary	Debra Smith	\$111,356
Commerce City	Commerce High	Kerri Lord	\$106,253
Coweta County	Central Education Center	John Vaughn	\$120,583
Crisp County	Crisp County High	Merritt Fields	\$110,138
Dalton City	Westwood Elementary	Martha Thomason	\$104,966
Dawson County	Black's Mill Elementary	Donny Jordan	\$115,053
DeKalb County	Evansdale Elementary	Colline Rios	\$110,835
Dougherty County	Merry Acres Middle	Brett Rey	\$100,148
Douglas County	Factory Shoals Elementary	Traci Keeley	\$107,610
Floyd County	Pepperell High	Jacob Sheridan	\$101,562
Forsyth County	Kelly Mill Elementary	Stephanie Sumner	\$146,920
Franklin County	Carnesville Elementary	Cindy Abernathy	\$115,736
Fulton County	Northview High	Scotty McDaniel	\$179,756
Glynn County	Satilla Marsh Elementary	Ellen Wilkes	\$107,438
Gordon County	Sonoraville High	Lisa Smith	\$106,379
Grady County	Eastside Elementary	Cindy Rhodes	\$112,424
Greene County	Union Point Elementary	Ashlie Miller	\$100,929
Gwinnett County	Parkview High	Gary Petmecky	\$256,885
Hall County	West Hall High	Lora Linday	\$102,493
Hart County	Hart County Middle	Amy Smith	\$103,326
Henry County	Smith-Barnes Elementary	Marc Valenzuela	\$122,642
Houston County	Miller Elementary	Stephanie Henry	\$114,259
Jackson County	West Jackson Middle	Lara Komanecky	\$144,835
Jasper County	Jasper County High	Lionel Taylor	\$111,359
Jefferson City	Jefferson Academy	Donna Whitfield	\$108,062
Jones County	Mattie Wells Elementary	Angela Bailey	\$107,127
Lanier County	Lanier County High	Brian Sirmans	\$112,581
Liberty County	Lewis Frasier Middle	Carol Corwin	\$117,647

PUBLIC SCHOOL

System	School	Teacher	Portfolio
Lumpkin County	Lumpkin County Middle	Rita Gates	\$103,301
Madison County	Madison County Middle	Rusty Beasley	\$103,490
Marion County	L. K. Moss Elementary	Sherry Anthony	\$106,930
McDuffie County	Thomson-McDuffie Middle	Julie Gerlach	\$104,989
Murray County	Northwest Elementary	Anthony Ross	\$108,670
Oconee County	Oconee County Elementary	Stephanie Dickens	\$119,866
Oglethorpe County	Oglethorpe County High	Craig Ellis	\$116,215
Paulding County	Irma C. Austin Middle	Aimee Holcombe	\$110,094
Pickens County	Harmony Elementary	Susan Anderson	\$115,908
Putnam County	Putnam County Middle	Daniel Moore	\$105,250
Richmond County	Academy of Richmond County High	Robert Funsch	\$111,513
Rockdale County	Peek's Chapel Elementary	Eddie Johnson	\$101,885
Spalding County	Rohoboth Road Middle	Laura Perry	\$104,301
Tattall County	Reidsville Elementary	Wanda Mosley	\$100,447
Thomas County	Thomas County Middle	Lindsay Thompson	\$103,083
Troup County	Long Cane Middle	Matthew Graham	\$104,008
Valdosta City	Valdosta Middle	Sharon Breeden	\$104,830
Walker County	Chattanooga Valley Middle	Ken Hays	\$106,448
Walton County	Loganville Middle	Anthony Sargent	\$161,693
Ware County	Waycross Middle	Kristopher Tillman	\$100,563
Wayne County	Arthur Williams Middle	Pamela Hughes	\$100,184
Webster County	Webster County High	Katha Scott	\$100,870
Whitfield County	Dug Gap Elementary	Carrie Holder	\$102,654

PRIVATE SCHOOL

System	School	Teacher	Portfolio
Metro Atlanta	The Westminster Schools	Jay Watts	\$190,009
Middle Georgia	Gatewood School	Tammy Joiner	\$114,492
Northeast Georgia	George Walton Academy	Karen Barrett	\$117,522
Northwest Georgia	Oak Mountain Academy	Jay Louttit	\$109,710
Southeast Georgia	Bulloch Academy	Beth Bennett	\$109,328
Southwest Georgia	Deerfield-Windsor	William Brohawn	\$101,815
Home School	GA Enrichment Program for Homeschoolers	Jennifer Casey	\$102,540
YDC-ATLANTA	Atlanta Youth Detention Center	Felicia Goss	\$101,122

ADVISORS' DIVISION

System	School	Teacher	Portfolio
Adults Non Teachers	–	Glen Martin	\$108,432
Teachers (K-12)	The Westminster Schools	Jay Watts	\$214,578

35 Years of Winning

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the end of the term wins.

The way students play today – using computers and hand-held devices – shows how far the Game has come. When the Georgia Council first rolled out the Stock Market Game 35 years ago, students filled out computer punch cards and mailed them in by a pre-determined deadline. Today, the game is entirely Web-based.

But while the technology has evolved, the fundamental lessons have stayed the same.

“The Stock Market Game involves analyzing cause-and-effect relationships, encourages teamwork, relies on research, and most importantly, is based on sound decision-making,” says Dr. David Martin, Executive Director of the Georgia Council. “It gives teachers a tool for helping students develop a solid understanding of how our market economy works.”

The Georgia Council introduced the Game in Georgia after learning about it from a presentation at the Southeast Regional Economic Education Conference in May 1980. At the time, only 11 states were using the Game. The first competition in Georgia started that fall with 252 teams competing. Now more than 3,500 teams play the Game each fall and spring, and since its introduction in 1980, more than one million Georgia students have played the Game, making it one of largest Council-run competitions.

Over the years SIFMA (Securities Industry and Financial Markets Association) Foundation for Investor Education, which runs the Game nationally, has added two new elements of the Stock Market Game: InvestWrite, a writing competition; and the Capitol Hill Challenge, a longer version of the Game where students compete nationally on behalf of their Congressman or Senator. Georgia has had national winners in both of these competitions.

In 1999, a team from North Gwinnett High had the highest-winning portfolio ever: \$1,478,407.

Aside from the SIFMA Foundation for Investor Education, Georgia’s Stock Market Game is supported by the Atlanta Society of Finance and Investment Professionals, the Bank of America Foundation, Deloitte LLP, the Georgia Securities Association, Invesco and The Primerica Foundation.



A group of students celebrates at an early Stock Market Game Awards Luncheon

Farran Burnette

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And she has seen results. In her first year of teaching, 75 percent of her students passed the required End-of-Course Test (EOCT). After taking Georgia Council workshops, that number now “hovers between 88 and 90 percent.”

Burnette says she appreciates the hands-on nature of the workshops and the lessons she learns.

“They don’t sit and lecture at you,” says Burnette. “You are up and practicing and you know what to do when you get back because they walk you through it. They don’t *tell* you how to teach; they *show* you how to teach.

She has used lessons such as “Econoland” to teach circular flow, in which students are split into two groups, consumers and producers. Initially, the

consumers start with varying levels of resources (land, labor, and capital), which they must sell to the producers. Producers then use the resources to create products, which they in turn sell to the consumers.

“Circular flow can be hard to understand,” says Burnette. “With this activity, they take on a role and I can walk them through and simulate it.”

Though she is now confident enough in her teaching that she complements GCEE lessons with her own activities, she still credits GCEE with her success.

“I don’t even know what I would do without them,” she says. “I am so thankful that people are willing to donate and support this organization. Economics would not be taught effectively without the Council.”

Carey Hargett

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Studies EconomicsAmerica Coordinator suggested he attend a Georgia Council workshop. He now attends them regularly.

“I didn’t know what to expect at first,” he says. “Some teacher training can be very boring and not engaging. These workshops are the exact opposite. In each one I got useful information I could bring back.”

He also benefits from another aspect of the workshops: networking. I enjoy talking to the other teachers at the workshops,” he says. “We can share what works and what doesn’t work in our classrooms.”

His results on the End-of-Course Test (EOCT) have been steadily rising. In the spring of 2014, he had an 89 percent pass rate, up from 74 percent the year before.

“One of the best GCEE workshops I ever attend was the Virtual Economics 4 workshop. I received a flash drive that has tons of resources that I can use in the classroom. I love the short video clips which explain the economic concepts and provide interactive quizzes and activities during the short clips.”

“Everything I’ve learned from the workshops – the curriculum, the information and current trends – I’ve applied in my classes,” Hargett says. “It’s really helped me grow as a teacher.”



Georgia Council on Economic Education

P.O. Box 1619
Atlanta, GA 30301-1619
404.413.7820
www.gcee.org

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Winter 2015

CALENDAR 2015 WORKSHOPS

ELEMENTARY

Using Biographies of Great Americans to Teach Economics

A one-day workshop for third grade teachers

- Suwanee..... February 3
- Alpharetta..... February 2
- Plains..... March 10
- Newnan..... March 26
- Fayetteville..... May 11

U.S. Economic History

A one-day workshop for teachers third through fifth grade

- Macon..... January 27
- Hinesville..... February 10
- East Point..... February 12
- Waycross..... March 5
- Savannah..... March 31
- Fayetteville..... May 4

Personal Finance 3-5

A one-day workshop for teachers third through fifth grade

- Suwanee..... February 5

Virtual Economics 4.5

For grades 5-12

- Rock Spring..... March 11

MIDDLE SCHOOL

Economies in Transition

For teachers of grades 6 or 7

AFRICA (grade 7)

- Evans..... February 17

ASIA (grade 7)

- Suwanee..... January 26

LATIN AMERICA (grade 6)

- Suwanee..... January 29

MIDDLE EAST (grade 7)

- Macon..... March 5

Economics in World Studies

For teachers of grades 6 and 7

- Hinesville..... February 11
- Stone Mountain..... March 18

Georgia Economic History

For teachers of grade 8

- Waycross..... March 6
- Newnan..... March 12

Personal Finance 6-8

For middle school teachers

- Suwanee..... February 5
- Stone Mountain..... February 11

HIGH SCHOOL

Advanced Placement: Selected Topics in Micro and Macro

For high school AP teachers

- Atlanta..... February 13

Advanced Placement: Summer Institute in Micro and Macro

A five-day workshop for high school AP teachers

- Registration Fee: \$575, Instructional materials provided; lunch included
- Atlanta..... June 15-19

Focus: High School Economics and the GPS

For high school economics teachers

- Rome..... February 2
- Stone Mountain..... February 6
- Savannah..... February 20
- Stockbridge..... March 16

Collaborative Teaching for High School Economics

For collaborative and special education high school economics teachers.

- Stone Mountain..... March 18

Personal Finance 9-12

For high school teachers.

- Stone Mountain..... February 11

The Economics of Sports

For high school teachers.

- Newnan..... February 3
- Stone Mountain..... February 18
- Albany..... February 23
- Winterville..... March 3
- Eastman..... March 11

The Port of Savannah

For high school teachers.

- Savannah..... June 22 & 23

Stock Market Game™ Advisor Training

For teachers of grades 4-12 new to the program

- Suwanee..... January 28

For a complete up-to-date listing or to register for these and other upcoming workshops, visit www.gcee.org