Georgia Council on Economic Education
Annual Meeting
May 23, 2016

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Special thanks to . . .

Federal Reserve Bank of Atlanta for hosting this meeting.

The Georgia Securities Association for co-sponsoring the Teacher of the Year awards with the Georgia Council.

Georgia Power for producing this year's Georgia Economics Teacher of the Year video.

The Atlanta Business Chronicle for the special insert in the May 20 Chronicle with support from Invesco.
Staff

David Martin, Executive Director
Mike Raymer, Associate Director and Chief Program Officer
Glen Blankenship, Senior Program Consultant
Chris Cannon, Teacher in Residence
Barbara Futrell, Stock Market Game Coordinator
Steve O’Brien, Program and Public Relations

Consultants

Sara Baxter, Communications Consultant
Debbie Brown, Amy Clifton, Mark DeCourcy, Jason Eisele, Walt Ellison, Shelby Garner, Christine Harris, and Bryan Wallace, Program Consultants
Jan Fishbeck, Accounting Consultant
Jane Hill, Graphic Design Consultant
Dagmar Perez, Program Support
Sally Finch, Senior Program Consultant
Ron VanSickle, Senior Program Consultant
Marie Wilson, Senior Program Consultant
Georgia Council on Economic Education
Annual Meeting

The Federal Reserve Bank of Atlanta
May 23, 2016

Greetings .............................................. Loren Starr, Chair  
Senior Managing Director & CFO  
Invesco

Pledge of Allegiance

Lunch

Recognition of Special Guests ................. David V. Martin, Executive Director  
Georgia Council on Economic Education

Introduction of the Georgia Economics Teacher of the Year & Finalists  
Mike Raymer, Associate Director & Chief Program Officer  
Georgia Council on Economic Education

Presentation of the William J. VanLandingham  
Commitment to Education Award to J. Alvin Wilbanks, Superintendent  
Gwinnett County Public Schools

Keynote Speaker ................................. Michael Plant, President, Development  
Atlanta Braves  
In a Q&A Session with Jenner Wood, Corporate Executive  
Vice President  
Financial Well-Being Executive  
SunTrust Bank

Closing Remarks ............................... Loren Starr, Chair

Adjournment
Georgia Economics Teachers of the Year

2016
Cary Hargett
Morrow High School
Clayton County

2015
Craig Ellis
Oglethorpe County High
Oglethorpe County
Sally Meyer
Crabapple Lane Elementary
Fayette County

2014
Angie Battle
Kings Chapel Elementary
Houston County

2013
John Cook
South Effingham High
Effingham County

2012
Chris Cannon
Sandy Creek High
Fayette County
Elfi Funk
Peachtree Ridge High
Gwinnett County
Pamela Roach
North Cobb High
Cobb County

2011
Kristen Johnson
Chapel Hill High
Douglas County

2010
Michael Melvin
Starr's Mill High
Fayette County

2009
Shelby Garner
Spring Hill Elementary
Fayette County
Linda Mosley-Jones
Church Street Elementary
Clayton County
Amy Hennessy
Davidson Fine Arts Magnet
Richmond County

2008
Joanna Penn
Luella Elementary
Henry County

2007
Michael Arjona
The Walker School

2006
Sherilyn Narker
Columbia High
DeKalb County

2005
Mark Jones
Stockbridge High
Henry County
Mike Raymer
Starr's Mill High
Fayette County

2004
Gary Jones
Berry College Elementary
Patti Pair
Chattahoochee High
Fulton County
Julie Stodgill
Troup County High
Troup County

2003
Amy Clifton
East Lake Elementary
Henry County
Rosanne MacCauley
Coastal Middle
Savannah-Chatham County
Mark DeCourcy
Sandy Creek High
Fayette County

2002
Penny Ratliff
Renfroe Middle
Decatur City
Brett Hardin
Campbell High
Cobb County

2001
Ron Wendt
Campbell High
Cobb County

2000
Debbie Brown
Hampton Elementary
Henry County
Christine Harris
Mt. Carmel Elementary
Henry County
Susan Thompson
Collins Hill High
Gwinnett County

1999
Bettye Johnson
Pine Ridge Elementary
DeKalb County
Bo Adams
The Westminster Schools
Gary Petmecky
Parkview High
Gwinnett County

1998
Marlene Holland
Amor Kok
Sandy Creek High
Fayette County

1997
Judith J. Andrews
Woodward Academy
Lower School
Susan S. Burton
Gordon Central High
Gordon County
Suzanne W. Click
Tift County Junior High
Tift County

1996
Sandra E. Hutchinson
Valdosta High
Valdosta City

1995
Kristin Poulsen
Berry College
Elementary

1994
Bessie Minor Brown
Central High
Bibb County

1993
Terran McCloud Newman
M. Agnes Jones Elementary
Atlanta City

1992
Kay Hollifield
County Line Elementary
Barrow County
Del Bibles
Cairo High
Grady County

1991
Sharon Flores
The Lovett School
Betty Monroe
Shiloh Middle
Gwinnett County
Pat Eubank
Milton High
Fulton County

1990
Maxanne Woolf
Woodward Academy
Allison Hagan
Crabapple Middle
Fulton County
Doug Frutiger
North Fulton High
Atlanta City
Glenn Quiggle
Thomasville High
Thomasville City

1989
Polly Diamond
West Gordon Elementary
Valdosta City
Debra Ault-Butenko
Cross Keys High
DeKalb County

1988
Sally Finch
The Westminster Schools
Charlotte Stowers
Walton High
Cobb County

1987
Juanita Culp
Cherokee Elementary
Polk County
Suzanne Eddinger
Meadowcreek High
Gwinnett County

1986
Barbara Cordle
The Darlington School
Carol Penland
Wills High
Cobb County
When he was pursuing an economics degree at East Carolina University, Cary Hargett was motivated by the thought of making money. That goal paid off. After he graduated in 1993, he was accepted into the management training program at Foot Locker. He received a weekly salary plus commission.

“I was an excellent salesman, and made a lot of money,” he says, “but it came at a price. My best customers were the local drug dealers. One day one of my customers flashed his money, and I overheard another customer’s young son say, ‘I want to be like him.’ Those words struck me to my core.”

Hargett quit his job the next week and began working two jobs as a janitor and as a sales clerk at Lowe’s while trying to decide his next move. He wasn’t sure what it was, but he knew he wanted a job that had meaning. Shortly after, he moved to Pontiac, Michigan, and took a job as a substitute teacher. It took no time at all for him to realize he’d found his calling. He got his teaching certificate at Paine College in Augusta and has been teaching in high schools ever since.

“I knew I wanted to teach in high school,” he says. “I feel a real connection with teenagers.”

After a year of teaching economics in South Carolina, he moved to Georgia in 1997 and took a job at Morrow High School teaching history and world geography. In 2007, he began teaching economics.

“Economics is one of the most vital subjects in preparing students to better understand fiscal responsibility as they transition into adulthood,” he says. “It’s something they will use in everyday life, and I am honored that I can explain it to them.”

Hargett forgoes the traditional lecture method of teaching and instead creates a learning environment that is interactive, hands on, and fun. He uses movies such as “Larry Crowne” and “Charlie and the Chocolate Factory” to illustrate unemployment. He has a family budget activity where students are paired up, given a budget and learn how much things cost. Outside factors – such as unemployment, an unplanned pregnancy or a broken water heater – are thrown at them to demonstrate the challenges of keeping to a budget.

Hargett comes up with some of his creative ideas on his own, but also relies on lesson plans from the Georgia Council on Economic Education. He has been attending GCEE workshops since 2007.

“Georgia Council workshops are fun, dynamic and so informative,” he says. “You learn the material and then take it back to the classroom. I give them all the credit in making me a successful teacher.”
This award was created in 1993 to recognize the long-time commitment of Bill VanLandingham (1937-1993) to education in general and to the Georgia Council on Economic Education in particular. He played an instrumental role in the evolution of the Georgia Council, which combined two things he loved: business and education.

VanLandingham joined the Council’s board and executive committee in 1978 and chaired the nominating committee beginning in 1983. He became the Council’s first vice chair in 1986 and served as chair from 1988 to 1990. He co-chaired the Council’s 1989-1991 support campaign. He was a director of the Georgia Tech Foundation and the Joint Tech-Georgia Development Fund; a member of the Emory University Board of Visitors; a member of the Atlanta Board of Education; and a chair of the Pace Academy Board of Trustees. In 1993, the first award was presented in Bill VanLandingham’s name to his wife, Barbara, in his memory. Criteria for the award include a long-term commitment to education in a variety of settings.

### The William J. VanLandingham Commitment to Education Award

<table>
<thead>
<tr>
<th>Year</th>
<th>Winner</th>
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<tbody>
<tr>
<td>2016</td>
<td>J. Alvin Wilbanks</td>
</tr>
<tr>
<td>2015</td>
<td>Pat Willis</td>
</tr>
<tr>
<td>2014</td>
<td>Curley Dossman, Jr.</td>
</tr>
<tr>
<td>2013</td>
<td>Neil Shorthouse</td>
</tr>
<tr>
<td>2012</td>
<td>Tom Upchurch</td>
</tr>
<tr>
<td>2011</td>
<td>Phil Jacobs</td>
</tr>
<tr>
<td>2010</td>
<td>Frank Troutman, Jr.</td>
</tr>
<tr>
<td>2009</td>
<td>Barbara King</td>
</tr>
<tr>
<td>2008</td>
<td>Sunny Park</td>
</tr>
<tr>
<td>2007</td>
<td>David Ratcliffe</td>
</tr>
<tr>
<td>2006</td>
<td>James H. Blanchard</td>
</tr>
<tr>
<td>2005</td>
<td>H.G. “Pat” Pattillo</td>
</tr>
<tr>
<td>2004</td>
<td>Herman Russell</td>
</tr>
<tr>
<td>2003</td>
<td>Johnny Isakson</td>
</tr>
<tr>
<td>2002</td>
<td>W. Lee Burge</td>
</tr>
<tr>
<td>2001</td>
<td>Elridge McMillan</td>
</tr>
<tr>
<td>2000</td>
<td>Ann Wilson Cramer</td>
</tr>
<tr>
<td>1999</td>
<td>Michael H. Mescon</td>
</tr>
<tr>
<td>1998</td>
<td>Gov. Zell Miller</td>
</tr>
<tr>
<td>1997</td>
<td>Kent C. “Oz” Nelson</td>
</tr>
<tr>
<td>1996</td>
<td>Charles D. Hudson</td>
</tr>
<tr>
<td>1995</td>
<td>John L. Clendenin</td>
</tr>
<tr>
<td>1994</td>
<td>John F. and Susan W. Wieland</td>
</tr>
<tr>
<td>1993</td>
<td>Barbara VanLandingham</td>
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</table>

### Champions of Economic Education Award Winner

Presented periodically to organizations that have made outstanding contributions to the advancement of economic education in Georgia.

**Federal Reserve Bank of Atlanta** – 2004

### Lifetime Achievement Award Winners

Presented periodically to individuals who have made outstanding contributions throughout their lifetimes to advancing economic education.

**Bobbie McCrackin** – 2014

**Ouida W. Dickey** – 2011

**Michael H. Mescon** – 2010
Just a few weeks before he was headed off to study at the University of Georgia, J. Alvin Wilbanks made a decision that would steer his path for the rest of his adult life: He decided to major in education.

“I admired my teachers,” says Wilbanks, now superintendent of Gwinnett County Public Schools. “They seemed to enjoy teaching and helping students, and they were good role models. I thought it would be a good profession for me.”

After earning his degree from UGA, he began teaching industrial arts at Tucker High School in DeKalb County. But as much as he enjoyed teaching, he would only be in that position for three years. He was offered the assistant principal position at the school, an opportunity that started him on an upward trajectory in administration.

His career in education has spanned over 50 years. The last 20 have been at the helm of Gwinnett County Public Schools, a tenure that makes him the longest serving active superintendent in the state. Wilbanks has seen the system through explosive growth. Under his leadership, the Gwinnett system doubled in size, from 88,000 students in 1996 to 176,000 students in 136 schools today, making it the largest school system in Georgia and the thirteenth largest in the nation.

In the 1980s, Gwinnett County was routinely heralded as the fastest-growing county in the nation. When he came on board in 1996, school enrollment was inching up each year, and continued growth was expected. But no one saw the population explosion that occurred in the early years of his tenure. “From 1999 to 2007, we were admitting as many as 6,000 new students a year,” he says. “We had no idea it would happen that fast.”

To accommodate the growth, Wilbanks faced the challenge of building new schools or adding on to existing ones, filling them with qualified administrators and teachers, and finding the money to accomplish those goals.

Wilbanks was supremely focused on ensuring that the quality of education improved through the expansion. “We had to make sure we were teaching all students at a level where they would be successful in school and post-secondary education,” he says.

The 2009 recession slowed Gwinnett’s population explosion, and now the system is growing annually at a slower but steady rate. Still, challenges remain. The demographics of the county have changed— with increases in the number of students who don’t speak English and those with special needs, and with more participating in the free and reduced lunch program.

“The process of educating and engaging all students is still a challenge,” Wilbanks says. “They are at all levels in the classroom, which can be demanding and taxing on a teacher.”

Despite the challenges, Wilbanks says he’s seen many improvements in education during his career. He believes colleges and universities are doing a better job preparing teachers to teach, so they in turn, are coming to schools better trained. Teachers are now aided by technology that not only helps them teach, but also makes learning more engaging and interactive for today’s students.

In 2005, Wilbanks was named Georgia Superintendent of the Year and was a finalist for National Superintendent of the Year. He was also honored as the Gwinnett Chamber of Commerce’s Citizen of the Year. The system has been a three-time finalist and two-time winner of the prestigious Broad Prize for Urban Education, which honors urban school districts making the greatest progress nationwide in raising student achievement and reducing achievement gaps.

Wilbanks credits his success to the quality of people who work in the school system. “The teachers, administrators and staff who come to work every day are our greatest resource,” he says. “Because of them, we are able to provide an effective, quality education in Gwinnett County.”

In May, more than 11,000 students will graduate from public high schools in Gwinnett County. As they head out to make their mark on the world, Wilbanks takes pride in the fact those students will have a good education. It’s what keeps him coming to work every day.

“Education is still an area where you can make a difference,” he says, “and a good education can help shape a person’s quality of life, create a successful family and provide a productive workforce.”
### Statement of Condition

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<td><strong>Assets</strong></td>
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<tr>
<td>Cash &amp; Cash Equivalents</td>
<td>$1,249,906</td>
<td>$1,387,161</td>
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<td>General Endowment Funds</td>
<td>$2,310,372</td>
<td>$2,268,457</td>
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<td>James D. Compton Endowment Fund</td>
<td>$125,722</td>
<td>$125,731</td>
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<td><strong>Net Assets</strong></td>
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<td>Unrestricted</td>
<td>$418,664</td>
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<td>Temporarily Restricted</td>
<td>$831,242</td>
<td>$950,093</td>
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<td>Permanently Restricted</td>
<td>$2,436,094</td>
<td>$2,394,188</td>
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<td><strong>Total</strong></td>
<td>$3,686,000</td>
<td>$3,781,349</td>
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**Endowment Fund**

The Georgia Council is the beneficial owner, but not the legal owner, of the Georgia Council on Economic Education Fund, which had a market value of $1,625,410 as of December 31, 2015. The fund is owned by the Community Foundation for Greater Atlanta, Inc. and, accordingly, is not included in the Council’s statement of assets and balances.

The December 31, 2015, financial statements of the Georgia Council on Economic Education were examined by Smith & Howard. Complete statements along with Internal Revenue Form 990 are available for review at the Council offices.

### Consolidated Budget

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<th></th>
<th>Operating</th>
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<td>37,000</td>
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<td>Governance</td>
<td>3,000</td>
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<td>Communications</td>
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<td>Travel</td>
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<td>Instructional Materials</td>
<td>30,000</td>
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<td>Special Programs</td>
<td>5,000</td>
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<td>Research</td>
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<td>Support: Georgia Network</td>
<td>25,000</td>
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<td>Support: National Network</td>
<td>2,500</td>
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<td>Workshops</td>
<td>236,000</td>
<td>236,000</td>
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<td>Fundraising</td>
<td>2,400</td>
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<td><strong>Total</strong></td>
<td>$310,000</td>
<td>$890,000</td>
<td>$1,200,000</td>
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</tbody>
</table>
Executive Committee

Loren Starr  
(Chair)  
Senior Managing Director & CFO  
Invesco

Kirby Thompson  
(Vice Chair & Chair-Elect)  
Senior Vice President  
Community & Government Affairs  
SunTrust Bank

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CFO Advisory Services

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Weber Shandwick

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Academic Officer  
Board of Regents  
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President  
Alexander Haas

David Martin  
Executive Director  
Georgia Council on Economic Education

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The Pittilloch Foundation

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Vice President for External Affairs  
Kennesaw State University

Tim Richardson  
Agency Field Executive  
COUNTRY Financial

John Robertson  
Senior Vice President (retired)  
Waffle House

David Smith  
Executive Vice President  
Regions Bank

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Director  
Center for Economic Education  
Georgia College

Reggie Walker  
Managing Partner  
PricewaterhouseCoopers LLC

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Superintendent  
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Richard Woods  
State Superintendent of Schools  
Georgia Department of Education

John Zauner  
Executive Director  
Georgia School Superintendents Association

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CFO Advisory Services

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Vice President  
Voya Investment Management

Tracy Bradshaw  
Vice President  
Human Resources and Compensation  
Waffle House

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Partner  
PricewaterhouseCoopers, LLP

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Senior Vice President, Wealth  
Management Advisor  
Merrill Lynch

Dorsey Farr  
Principal  
kdhb V Capital Management

Tim Hooper  
Managing Director  
Deutsche Bank Securities

Kevin Humphrey  
Director, Capital Markets Compliance  
SunTrust Robinson-Humphrey

Nathan Lewis  
President & CEO  
Security Capital Brokerage, Inc.

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Executive Director  
Georgia Council on Economic Education

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Community Volunteer

Russell Snider  
Executive Director for State and  
Local Tax Services  
Ernst & Young

Clarence Stowe  
Partner – Tax Services  
Deloitte

Matthew Woltersberger, CFA  
Co-Director of Research  
Georgia Retirement Systems
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Federal Reserve Bank of Atlanta

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CFO Advisory Services

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Executive Director
Georgia Council on Economic Education

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Senior Managing Director & CFO
Invesco

Kirby A. Thompson
Senior Vice President
Community & Government Affairs
SunTrust Bank

Communications Committee

Rob Baskin
(Chair)
Atlanta President
Weber Shandwick

Sara Baxter (ex officio)
Consultant
Sara Baxter Communications

Michael Chriszt
Vice President & Public Affairs Officer
Federal Reserve Bank of Atlanta

J. Brian Johnstone
Executive Director
Government Affairs
Lockheed Martin Aeronautics Company

Bill Maddox
Communications Director
Georgia Partnership for Excellence in Education

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Executive Director
Georgia Council on Economic Education

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Vice President for Communications
CDC Foundation

Arlethia Perry-Johnson
Vice President for External Affairs
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Sloan Roach
Executive Director
Communications and Media Relations
Gwinnett County Schools

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Director
Public Relations
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Industry Focus Editor
Atlanta Business Chronicle

Erin Wrigley*
Client & Executive Support Manager
Corporate Communications
Georgia Power

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President & CEO
Alexander Haas

Richard Boger
President
Lex-Tek International, Inc.

Nancy Cobb*
Assistant to the Executive Vice President & COO
Georgia Power

David Cross
Senior Vice President, Wealth Management Advisor
Merrill Lynch

Hays B. Evans
Senior Vice President
Capital Group

John Ilardi
Senior Manager
Corporate Procurement
UPS

Kenneth Jackson*
Head Trader
Herndon Capital Management

Ed Jenkins*
Senior Vice President
Atlantic Capital Bank

David Martin (ex officio)
Executive Director
Georgia Council on Economic Education

Justin Oeltze
Institutional Sales Trader
Jones Trading

Michael Pond
Senior Vice President & Senior Trust Officer
U.S. Trust

*New Members
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Eddie Bennett  
(Chair)  
Executive Director  
Georgia Council for the Social Studies

Glen Blankenship  
(ex officio)  
Senior Program Consultant  
Georgia Council on Economic Education

Scott Brown  
Executive Director  
Youth Entrepreneurs-Georgia  
Georgia-Pacific

Judy Butler  
Associate Director  
Center for Economic Education  
University of West Georgia

Chris Cannon  
(ex officio)*  
Teacher in Residence  
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Principal  
Financial Advisory Services  
KPMG, LLP

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K-12 Social Studies Director & EconomicsAmerica Coordinator  
Gwinnett County Schools

Beth Day  
Director of Communications  
Southern Regional Education Board

Sally Finch  
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Laura McCarty  
Executive Vice President  
Georgia Humanities Council

Rodney D. Miller  
Business Solutions Manager  
Alston & Bird, LLP

Sherilyn Narker  
Senior Economic & Financial Education Specialist  
Federal Reserve Bank of Atlanta

Shaun Owen  
State Program Manager for the Social Studies (K-12)  
Office of Curriculum, Instruction & Assessment  
Georgia Department of Education

Mike Raymer  
(ex officio)  
Associate Director & Chief Program Officer  
Georgia Council on Economic Education

Nancy Schwartzmiller  
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Georgia Consortium for Personal Financial Literacy

Research Committee

John Swinton  
(Chair)  
Director  
Center for Economic Education  
Georgia College

Eddie Bennett  
Executive Director  
Georgia Council for the Social Studies

Chris Cannon  
(ex officio)*  
Teacher in Residence  
Georgia Council on Economic Education

Glen Blankenship  
(ex officio)  
Senior Program Consultant  
Georgia Council on Economic Education

Joe Feinberg  
Associate Director  
Center for Economic Education  
Georgia State University

Shelby Frost  
Director  
Center for Economic Education  
Georgia State University

Amy Hennessy  
Economic & Financial Education Director  
Federal Reserve Bank of Atlanta

Kim Holder  
Director  
Center for Economic Education  
University of West Georgia

David Martin  
(ex officio)  
Executive Director  
Georgia Council on Economic Education

Shaun Owen  
Program Coordinator, Social Studies  
Georgia Department of Education

Mike Raymer  
(ex officio)  
Associate Director & Chief Program Officer  
Georgia Council on Economic Education

Christine Ries  
Professor of Economics  
Georgia Institute of Technology

Pamela Roach  
Georgia Economics Teacher of the Year  
North Cobb High School

*New Members
## Board of Trustees

### Class of 2019

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Organization/University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gary Alexander</td>
<td>Managing Director</td>
<td>Wells Fargo Advisors</td>
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<td>Linda Bleicken</td>
<td>President</td>
<td>Armstrong State University</td>
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<td>Tracy Bradshaw</td>
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<td>Human Resources &amp; Compensation</td>
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<td>Christophe Cadiou</td>
<td>Partner</td>
<td>PricewaterhouseCoopers, LLP</td>
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<td>Chairman</td>
<td>1st Franklin Financial Corporation</td>
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<tr>
<td>Houston Davis</td>
<td>Executive Vice Chancellor &amp; Chief Academic Officer</td>
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<tr>
<td>Beth Day</td>
<td>Director of Communications</td>
<td>Southern Regional Education Board</td>
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<tr>
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<td>David Dorton</td>
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<td>McKinsey &amp; Company</td>
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<td>Andrew Evans</td>
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<td>Hays B. Evans</td>
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<td>Dorsey Farr</td>
<td>Principal</td>
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<td>W. Ron Hinson</td>
<td>Executive Vice President, CFO &amp; Treasurer</td>
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<td>Tim Hooper</td>
<td>Managing Director</td>
<td>Deutsche Bank Securities, Inc.</td>
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<td>Ed Jenkins*</td>
<td>Senior Vice President</td>
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<td>Executive Director</td>
<td>Government Affairs</td>
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<tr>
<td>David King</td>
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<td>Alexander Haas</td>
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<tr>
<td>Abit Massey</td>
<td>President Emeritus</td>
<td>Georgia Poultry Federation</td>
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<td>Rodney Miller</td>
<td>Business Solutions Manager</td>
<td>Alston &amp; Bird, LLP</td>
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<td>Pierce Nelson</td>
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<td>CDC Foundation</td>
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<tr>
<td>Jonathan Robertson</td>
<td>Senior Vice President (retired)</td>
<td>Waffle House</td>
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<tr>
<td>Jonathan Rosen</td>
<td>Chairman &amp; CEO</td>
<td>Entaire Global Payments, Inc.</td>
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<tr>
<td>David Smith</td>
<td>Executive Vice President</td>
<td>Regions Bank</td>
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<tr>
<td>Kirby Thompson</td>
<td>Senior Vice President</td>
<td>Community &amp; Government Affairs</td>
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<tr>
<td>John Zauner</td>
<td>Executive Director</td>
<td>Georgia School Superintendents</td>
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</tbody>
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*New Members*
Board of Trustees

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Lex-Tek International, Inc.

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President
Berry College

Scott Cotton
Advisory Services Principal
KPMG

David Cross
Senior Vice President, Wealth Management Advisor
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Raymond James

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Director, Capital Markets Compliance
SunTrust Robinson-Humphrey

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Chief of Staff
Georgia Department of Education

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Center for Economic Education
Georgia College

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PricewaterhouseCoopers LLC

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Senior Managing Attorney
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Co-Director of Research
Georgia Retirement Systems

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CFO Advisory Services

Marie Gooding  
First Vice President & COO  
Federal Reserve Bank of Atlanta

Kelly Henson  
Executive Secretary  
Georgia Professional Standards Commission

Samuel Jackson  
President & CEO  
Economic Empowerment Initiative

Laura McCarty  
Executive Vice President  
Georgia Humanities Council

Kyle Marrero  
President  
University of West Georgia

Eli Niepoky  
Community Volunteer

Lynn Pattillo  
President  
The Pittulloch Foundation

Arlethia Perry-Johnson  
Vice President for External Affairs  
Kennesaw State University

Will Pridgen  
Market President (Dalton)  
Bank of America

Russell Snider  
Executive Director  
State and Local Tax Services  
Ernst & Young, LLP

Clarence Stowe  
Partner, Tax Services  
Deloitte

Terri Tingle  
Senior Vice President for Standards and Practices (retired)  
Entertainment, Sports and Animation  
Turner Broadcasting System Inc.

J. Alvin Wilbanks  
Superintendent  
Gwinnett County Public Schools

John Williams, II  
Managing Director  
Corporate Syndicate Department  
SunTrust Robinson-Humphrey
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First Vice President & COO (retired)  
Federal Reserve Bank of Atlanta

Claude Booker, Jr.  
Executive Vice President (retired)  
SunTrust Bank of Georgia

Robert Clanin  
Senior Vice President, Treasurer and CFO (retired)  
UPS

D. Scott Davis*  
Chairman & CEO (retired)  
UPS

Ouida Dickey  
Founding Director  
Center for Economic Education  
Berry College

William Farr, III  
President and CEO (retired)  
InfiBank, N.A.

Eugene J. Godbold, Jr.  
Georgia Market President (retired)  
Bank of America

Thomas D. Hills  
Chief Operating Officer (retired)  
State of Georgia

Edward B. James, Jr.  
Executive Vice President (retired)  
SunTrust Bank of Georgia, N.A.

Warren Jobe  
Executive Vice President & CFO (retired)  
Georgia Power Company

Milton Jones Jr.  
Georgia Market President (retired)  
Bank of America

James R. Lientz, Jr.  
Chief Operating Officer (retired)  
State of Georgia

Bobbie McCrackin  
Vice President and Public Affairs Officer (retired)  
Federal Reserve Bank of Atlanta

Michael H. Mescon  
Dean Emeritus, Robinson College of Business, Regents Professor of Marketing, Ramsey Chair of Private Enterprise  
Georgia State University

Jeannette Moon  
DEEP Coordinator (retired)  
Atlanta City Schools

Carl V. Patton  
President (retired)  
Georgia State University

Gary Price  
Chief Administrative Officer & Partner Affairs Leader  
PricewaterhouseCoopers, LLP

Donald Ratajczak  
Director (retired)  
Economic Forecasting Center  
Georgia State University

Francis W. Rushing  
Executive Director (retired)  
Georgia Council on Economic Education

Frank Troutman, Jr.*  
Management Consultant

Tim M. Woodall  
Executive Vice President (retired)  
SunTrust Bank, Atlanta

In Memorium

Lucille G. Jordan  
Associate State Superintendent of Schools (retired)  
Georgia Department of Education

*New Members
<table>
<thead>
<tr>
<th>Years</th>
<th>Chair</th>
<th>Company</th>
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<tr>
<td>1972 - 1973</td>
<td>Mills B. Lane, Jr.</td>
<td>Citizens and Southern National Bank</td>
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<td>1973 - 1976</td>
<td>Bennett Brown</td>
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<td>1976 - 1981</td>
<td>Frank Troutman</td>
<td>Castleberry's Food Company</td>
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<td>1981 - 1984</td>
<td>Champney McNair</td>
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<td>1984 - 1986</td>
<td>John W. McIntyre</td>
<td>Citizens and Southern National Bank</td>
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<tr>
<td>1998 - 2000</td>
<td>Robert Clanin</td>
<td>UPS</td>
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<td>2000 - 2002</td>
<td>Thomas D. Hills</td>
<td>Wachovia Bank of Georgia</td>
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<td>2002 - 2004</td>
<td>Patrick K. Barron</td>
<td>Federal Reserve Bank of Atlanta</td>
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<td>2004 - 2006</td>
<td>Eugene J. Godbold, Jr.</td>
<td>Bank of America Georgia</td>
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<td>2006 - 2008</td>
<td>D. Scott Davis</td>
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<td>2008 - 2009</td>
<td>Cliff S. Thrasher</td>
<td>Georgia Power Company</td>
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<td>2011 - 2013</td>
<td>Gary Price</td>
<td>PricewaterhouseCoopers, LLP</td>
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<td>2013 - 2015</td>
<td>Marie Gooding</td>
<td>Federal Reserve Bank of Atlanta</td>
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<tr>
<td>2015 -</td>
<td>Loren Starr</td>
<td>Invesco</td>
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# GCEE Support Campaign Leadership

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Leaders</th>
</tr>
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</table>
| 1977-1979 Campaign | Bennett Brown (C & S)  
Robert Strickland (Trust Company) |
| 1980-1982 Campaign | John McIntyre (C & S)  
Champney McNair (Trust Company) |
| 1983-1985 Campaign | D. Raymond Riddle (First National Bank of Atlanta) |
Hayes Clement (Arthur Andersen & Company) |
| 1989-1991 Campaign | Claude Booker, Jr. (Trust Company)  
Don Sands (Gold Kist)  
William J. VanLandingham (NationsBank) |
| 1992-1994 Campaign | Edward B. James, Jr. (Trust Company)  
L. Neil Williams, Jr. (Alston & Bird) |
| 1995-1997 Campaign | Warren Jobe (Georgia Power Company)  
James R. Lientz, Jr. (NationsBank) |
| 1998-2000 Campaign | Robert Clanin (UPS)  
Thomas D. Hills (Wachovia Bank) |
| 2001-2003 Campaign | Tom Fanning (Georgia Power)  
Hugh Long (First Union) |
| 2004-2006 Campaign | D. Scott Davis (UPS)  
Eugene J. Godbold, Jr. (Bank of America) |
| 2007-2009 Campaign | Fred L. Green, III (Synovus)  
Cliff Thrasher (Georgia Power) |
| 2010-2012 Campaign | Milton H. Jones, Jr. (Bank of America)  
Gary Price (PricewaterhouseCoopers, LLP) |
| 2013-2015 Campaign | Loren Starr (Invesco)  
Kirby Thompson (SunTrust) |
| 2016-2018 Campaign | W. Ron Hinson (Georgia Power)  
David Smith (Regions Bank) |
# Centers for Economic Education in Georgia

<table>
<thead>
<tr>
<th>University</th>
<th>Director(s)</th>
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<tr>
<td>Albany State University</td>
<td>Dr. Cynthia Bennett, Co-Director</td>
</tr>
<tr>
<td></td>
<td>Dr. Kathaleena Edward Monds, Co-Director</td>
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<tr>
<td>Augusta University</td>
<td>TBA</td>
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<tr>
<td>Berry College</td>
<td>Dr. Leslie Marlow, Director</td>
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<tr>
<td>Coastal Georgia</td>
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<tr>
<td>Armstrong State University</td>
<td>Dr. Jason Beck, Co-Director</td>
</tr>
<tr>
<td>Savannah State University</td>
<td>Dr. Arav Ouandlous, Co-Director</td>
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<tr>
<td>Columbus State University</td>
<td>Dr. Franklin Mixon, Director</td>
</tr>
<tr>
<td>Georgia College</td>
<td>Dr. John Swinton, Director</td>
</tr>
<tr>
<td></td>
<td>Dr. Rui Kang, Associate Director</td>
</tr>
<tr>
<td>Georgia Southern University</td>
<td>Dr. Anthony Barilla, Director</td>
</tr>
<tr>
<td>Georgia State University</td>
<td>Dr. Shelby Frost, Director</td>
</tr>
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<td>Dr. Joseph Feinberg, Associate Director</td>
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<tr>
<td>University of Georgia</td>
<td>Dr. Brenda Cude, Director</td>
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<td>University of North Georgia</td>
<td>Dr. Michael Gove, Director</td>
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<td>University of West Georgia</td>
<td>Prof. Kim Holder, Director</td>
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<td>Dr. Judy Butler, Associate Director</td>
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<tr>
<td>Valdosta State University</td>
<td>Dr. Sean Lennon, Co-Director</td>
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<td>Dr. Robert Spires, Co-Director</td>
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Summary of “Keys to Success in Economic Education”

Goals and Accomplishments • 2015-2016

KEY 1
VISION AND MISSION clearly stated

The Georgia Council on Economic Education continues to focus on its Vision of students leaving school prepared for their economic roles as workers, consumers, citizens and life-long decision-makers in a globally interdependent world. Our continuing Mission is to help teachers teach those students in the public and independent schools of Georgia.

KEY 2
STANDARDS AND ASSESSMENTS defined

The state Board of Education approved the Georgia Performance Standards in the fall of 2004, which strengthened the standards for economics and added standards for personal finance, grades K-12. The standards for Georgia’s required high school economics course are clustered around five domains: Fundamental Economics, Microeconomics, Macroeconomics, International Economics and Personal Finance. The State Board of Education also administers assessment instruments with the Georgia End of Grade assessments at grades 3 through 8 and End of Course assessment for the high school required Economics course. The Georgia Council will adjust programming based on the ongoing Precision Review of the Georgia Performance Standards and any changes in required testing. Representatives of the Georgia Council participated in various elements of the ongoing Precision Review process.

KEY 3
PROGRAMS AND MATERIALS aligned to state standards and assessments

The Council had another pace-setting year in 2015, with 128 workshops delivered to 2,382 teachers. The development of new materials and programs for elementary, middle and secondary teachers kept the mission focused and the vision on track.

For the time period on this table, GCEE has conducted an average of 124 workshops for 2,551 teachers per year.

In 2015, the Council continued distributing Virtual Economics 4.5 (VE4.5), an interactive jump drive, to middle and high school teachers throughout Georgia. VE4.5, our most comprehensive instructional resource, contains a glossary of over 500 economics terms and definitions, a tutorial with 51 multimedia demonstrations of economic concepts, and more than 1,400 activity-based lessons correlated to the Georgia Performance Standards. In 2015, the Council provided 177 VE4.5 jump drives to teachers across the state. With funding from State Farm via the Council for Economic Education, more than 4,000 Georgia teachers have attended VE workshops and received the resource since its initial release in 2006.

The Federal Reserve Bank of Atlanta continues to be a key partner, hosting a number of workshops, conferences, and competitions. A new workshop on the Functions of the Fed was recently conducted at the Bank.

A grant from the Robert W. Woodruff Foundation supports the development of new programs and materials and research related to the effectiveness of the programming. The Council developed a new publication on international trade for 6th and 7th grade world studies teachers that was introduced in August, 2015.

The Council continues its focus on international programming with support from the UPS Foundation. In 2015 nationspecific workshops for middle school teachers expanded to include Australia, Canada, Cuba, Germany, Greece, Japan, North Korea, South Korea and Turkey.

Grants from the SunTrust Bank Foundation and the Atlanta Braves Foundation supported the development of new materials and workshops on the Atlanta Braves’ construction of SunTrust Park and the move to Cobb County.


Working with the University of West Georgia’s Center for Economic Education and Center Director, Kim Holder, GCEE staff created an interactive program on the use of Social Media for the high school economics classroom. They have also added a Rock-O-Nomix competition adapting music and economics concepts.

A grant from the Georgia Foundation for Public Education supported the development of a new program and materials that focus on manufacturing in Georgia and the American Made Movie documentary that examines the important role manufacturing continues to play in the U.S. economy.

With support from the Pittulloch Foundation, the Council has expanded teacher “field trip” programs conducted in cooperation with KIA Motors Manufacturing in West Point, Yamaha in Newnan, and Hoshizaki in Peachtree City. These trips, and others, have been designed to introduce Georgia Social Studies teachers to the economic impact of manufacturing on the state’s economy.

Through a grant from the Pittulloch Foundation, the Council
Summary of “Keys to Success in Economic Education”

**Goals and Accomplishments • 2015-2016**

will be reaching out directly to rural school systems to bring new workshops (such as a middle school/high school combination and a VE4.5/Stock Market Game combination) to maximize training time in areas of the state that are often under-served.

The UPS Foundation also supports implementation of the Georgia Performance Standards. Their support funds a wide variety of workshops for teachers, often with an emphasis on entrepreneurship and international economics, including “Mini-Society,” which now reaches every third grade student in Columbia, Fayette, Henry and Houston Counties. The UPS grant also supports minority entrepreneurship programs for high school students at Albany State University and Georgia College.

The College Board partners with the Council to provide special training for teachers of Advanced Placement Economics. GCEE hosted week-long workshops at the Federal Reserve Bank of Atlanta for AP Micro and AP Macro teachers in 2015 led by professor Gary Stone from Winthrop University, and Gary Petmecky from Parkview High School in Gwinnett County. One-day AP “brush up” workshops were conducted in September and February. A grant from the Price Gilbert Jr. Charitable Foundation supports workshops with AP teachers.

Personal Finance education continues to be a key dimension of the Council’s work. The Council for Economic Education, through a grant from Bank of America, continues to support “Financial Fitness for Life,” a new edition of the K-12 series of instructional materials for teachers in personal finance. The materials include workbooks for students and parents available in print and on CD-ROM. Some materials are also available in Spanish.

The Council for Economic Education/National Association of Economic Educators Annual Conference was held in St. Petersburg, Florida, October 8-10, 2015. GCEE staff and several Center for Economic Education Directors made presentations. Mike Raymer, GCEE Associate Director, presented “Exploring the Modern German Economy in Germany.” John Swinton, Director of the Georgia College Center for Economic Education, presented “The Principles of Comparative Advantage and Trade – The Cookie Economy,” Shelby Frost, Co-Director of the Georgia State University Center for Economic Education, presented “Tech Talk,” and Kim Holder, Director of the University of Georgia for Economic Education presented “Rock-O-Nomix.”

The Georgia Council for the Social Studies Annual Conference was held in Athens, Georgia, October 22-23, 2015. Social studies teachers and curriculum specialists from across the state attended. The program included presentations by GCEE Senior Program Consultant Glen Blankenship, “The Georgia Stock Market Game: How to Become a Millionaire,” GCEE Teacher in Residence Chris Cannon, “Economics for 6th & 7th Grade,” GCEE Associate Director Mike Raymer, “The Port of Savannah: Georgia’s Economic Engine,” and Georgia State University Center for Economic Education Director Shelby Frost and Associate Director Joe Feinberg, “Innovative Lessons and Approaches to Integrate Technology in Secondary Macroeconomics.”

The National Association of Economic Educators Professional Development Conference was held on March 4-5, 2016 at the Federal Reserve Bank of Atlanta. Mike Raymer, Associate Director at GCEE and Chris Cannon, Teacher in Residence at GCEE, presented on “Manufacturing in Georgia,” Shelby Frost, Center Director at Georgia State University, led a workshop on “Intro to Canvas”; and Kim Holder, Center Director at the University of West Georgia led a workshop on “Rock-O-Nomix.”

The Stock Market Game™ was introduced in Georgia in 1980. The Georgia competition is one of the largest in the country, with 589 teachers in 503 schools and 21,425 students participating during the 2014-2015 school year. A grant from Bank of America has supported the growth of the game in Atlanta and in Title I schools across the state. In 2015, 259 teachers were trained in 16 workshops with the support of the Primerica Foundation. Additional support is provided by the Atlanta Society of Finance and Investment Professionals and the Georgia Securities Association.

Support for the annual Stock Market Game™ Luncheon comes from Bank of America, Deloitte and Invesco. Loganville Middle School from Walton County took home first place in the Fall 2015 competition in Anthony Sargent’s class. McClure Middle School from Cobb County took home first place in the Spring 2016 competition in Scott Hausdorf’s class.

The spring 2015 Capitol Hill Challenge, a 14-week version of the Stock Market Game where students compete nationally on behalf of their Congressman or Senator, produced two top ten teams from Georgia. Student teams from The Westminster School in Atlanta finished third nationally and Parkview High School in Gwinnett County finished fifth nationally. Some of these students attended an awards program in Washington, D.C. Georgia had a team matched with the offices of each of the 14 House districts and the offices of both United States Senators.

The Council also promotes participation in the national InvestWrite competition of the Stock Market Game. Students prepare a written analysis of their investments through the application of research skills and critical analysis. Woods Curry, a student at the Westminster Schools, was a national 3rd place winner in the fall of 2015.

The tenth annual Georgia Economics Challenge for high school students was held at the Federal Reserve Bank of Atlanta in March. Teams from across the state took written tests on Microeconomics, Macroeconomics, and International Trade. Teacher Craig Ellis’ team from Jackson County Comprehensive High School took home first place in the David Ricardo Division (regular economics students) and teacher Elfi Funk’s team from the Gwinnett School of continued on page 22
Mathematics, Science, and Technology won the Adam Smith Division (AP/IB students). The first place teams advanced to the national Semi-Finals coordinated by the Council for Economic Education.

The Personal Finance Challenge, an on-line competition for high school students, was held in March. A group of students from North Oconee High School took home top honors and traveled to Kansas City for the national finals in May. The team competed under the supervision of Dr. Christie Conley.

KEY 4
STATEWIDE DELIVERY SYSTEM in place

The EconomicsAmerica network in Georgia has a total of 175 affiliations (142 public school systems and 33 independent schools) formally dedicated to strengthening economic education in their schools.

The Council’s network of 12 university-based Centers for Economic Education continues to be a key to programming in Georgia. The staff at each Center is involved in coordinating and conducting teacher workshops and special programs, developing and distributing materials, and working with local educational leaders on ways to strengthen economic education in their schools.

The Georgia Association of Economic Educators (GAEE) offers opportunities for educators with a special interest in economics to meet and exchange ideas and teaching strategies. Ambassador Charles Shapiro, President, World Affairs Council of Georgia, spoke at the annual GAEE luncheon meeting held in conjunction with the 2015 annual conference for the Georgia Council for the Social Studies. The 2015-2016 GAEE President is Walter Ellison of Starr's Mill High School.

KEY 5
RESEARCH to determine Council effectiveness

The Research Committee continues to support the efforts of Committee Chairman Dr. John Swinton, Director of the Center for Economic Education at Georgia College, to examine the impact of Georgia Council programming on student performance on state tests. Results published by Dr. Swinton and his colleagues indicate that students of teachers who have attended GCEE workshops score statistically significantly higher on Georgia’s End-of-Course Test in Economics than students of those teachers who have not attended workshops. Results also indicate that student scores continue to rise as a teacher attends additional Georgia Council workshops.

The research was made possible thanks to the cooperation of the Georgia Department of Education in providing EOCt results and the database of teacher participation in workshops maintained by the Georgia Council on Economic Education. The Research Committee plans to partner with the Georgia Professional Standards Commission on new initiatives.

KEY 6
LEADERSHIP AND GOVERNANCE defined

The Communications Committee, chaired by Rob Baskin, Atlanta President, Weber Shandwick, continues to provide guidance as the Council expands its outreach to its key audiences — educators, current and prospective contributors, and opinion leaders.

The Development Committee, chaired by David King, President & CEO, Alexander Haas, focuses on the long-term fundraising needs of the Council during and between the Council’s traditional three-year Support Campaigns.

The Finance Committee, chaired by Ron Domanico, CFO Advisory Services, provides leadership in overseeing the financial affairs of the Council. The committee reviews the annual consolidated budget, provides advice on financial management, and oversees investment strategies related to the endowment funds. The Council is also the “beneficial owner” of the Georgia Council Endowment Fund at the Community Foundation for Greater Atlanta. The Committee also meets annually with the Council’s external auditors from Smith & Howard.

The Nominating Committee, chaired by Marie Gooding, First Vice President and Chief Operating Officer, Federal Reserve Bank of Atlanta, continues to recruit top leaders to serve as officers and on the Board and Committees.

The Program Committee continues to work with Council staff members to review existing programs and help oversee the development and delivery of new workshops, programs, and materials, which meet the needs of Georgia’s teachers. Eddie Bennett, Executive Director, Georgia Council for the Social Studies chairs this committee.

Loren Starr, Senior Managing Director & CFO, Invesco Ltd. serves as the Council’s Chair, and Kirby Thompson, Senior Vice President, Community and Government Affairs, SunTrust Bank, serves as Vice-Chair and Chair-Elect.

The Council’s Board of Trustees includes top leaders from business, education, and government. Many former leaders continue to serve as Trustees Emeriti.

KEY 7
FUNDRAISING AND FINANCES diversified

The Council seeks contributions to support our work with teachers through the 2016-2018 Support Campaign with a goal of $3.3 million. The campaign is being co-chaired by Ron Hinson, Executive Vice President and CFO of Georgia Power and David Smith, Executive Vice President of Regions Bank. Georgia Power Company again donated the printing for the campaign materials. Funds will be raised from foundations, businesses, and individuals.
KEY 8  COMMUNICATE to multiple audiences in a variety of formats

The Communications Committee continues its focus on the uses of technology in communication with our many audiences. Over the past year, a new logo and look have been introduced on all electronic and print communications.

The Council also has a presence on Facebook, Instagram and Twitter. In addition, the Council is expanding its web-based database of teacher activity, which allows for more effective and efficient management of information and communications.

The Committee oversees the development of the Council’s newsletter, The Word on Economic Education, and other print materials including the Atlanta Business Chronicle insert published in conjunction with the Annual Meeting, brochures, and fundraising materials. The Committee also provides guidance on the website design and other electronic communications.

They also assist with planning special events including the Annual Meeting and the Stock Market Game Awards Luncheon.

KEY 9  PARTNER with others sharing the vision

The Council continues to cooperate with, and serve as liaison to, many other groups who share all or part of the Council’s vision and mission, including:

- America Korea Friendship Society
- Board of Regents of the University System of Georgia
- The College Board
- Communities in Schools of Atlanta
- Communities in Schools of Georgia
- Council for Economic Education
- Executive Round Table (Berry College & Georgia Tech)
- Federal Reserve Bank of Atlanta
- Foundation for Economic Education
- Georgia Association of Economic Educators
- Georgia Association of Economics and Finance (GAEF)
- Georgia Council for the Social Studies
- Georgia Department of Education
- Georgia Humanities Council
- Georgia Partnership for Excellence in Education
- Georgia Public Policy Foundation
- Georgia Public Television
- Georgia Securities Association
- Georgia State University
- Japan America Society of Georgia
- Japanese Consulate
- Jump$tart Coalition for Personal Financial Literacy
- Junior Achievement of Georgia
- National Association of Economic Educators
- SIFMA Foundation for Investor Education
- Transatlantic Outreach Program
- World Affairs Council of Atlanta

KEY 10  RECOGNITION of excellence

The Annual Stock Market Game Awards Luncheon brought together winning teams from public and independent school from across the state. One of the largest gatherings of students in the state for the purpose of recognizing academic achievement, the program was held May 3, 2016 at the Georgia Freight Depot. This was the 36th year the Council has coordinated the SMG in Georgia.

The Council supports a variety of awards programs, including the Georgia Economics Teacher of the Year (in cooperation with the Georgia Securities Association). This year’s winner is Cary Hargett from Morrow High School in Clayton County. The Council also supports the Professor of the Year Award presented by the Georgia Association of Economics and Finance (GAEF). In addition, GCEE recognizes both student winners and teacher advisors in the Georgia Social Studies Fair, which includes an Economics Division.

The William J. VanLandingham Commitment to Education Award recognizes an individual who has made a long-term commitment to education in a variety of settings. In 2016, the award is being presented to J. Alvin Wilbanks, Superintendent of the Gwinnett County School System.

GCEE Executive Director David Martin was presented with the Georgia Consortium for Personal Financial Literacy’s first ever “Lee Burge Servant Leadership Award” at the organization’s annual meeting in December, 2015.

GCEE Associate Director Mike Raymer was named the 2015 Transatlantic Outreach Program “Fellow of the Year” at the National Council for the Social Studies Conference in New Orleans, LA in November.

Dr. Leslie Marlow, Center Director at Berry College, was awarded the Leavvy Award for Excellence in Private Enterprise Education at the National Council for the Social Studies Conference in New Orleans in November.

KEY 11  STAFF lean and committed

The Council has a small staff of dedicated, enthusiastic professionals who coordinate the activities of the statewide network and volunteers. The Georgia Council is a recognized leader within our nationwide network. For a listing of staff and consultants, see page 2.
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