

Georgia Council on Economic Education

Annual Meeting

May 8, 2015

Georgia Council on Economic Education Staff	2
Today's Program	3
Georgia Economics Teachers of the Year	4
The VanLandingham Commitment to Education Award	7
2014 Financial Statement	9
2015 Consolidated Budget	9
Committees	10
Board of Trustees	13
Trustees Emeriti	16
Chairs of the Georgia Council	17
Support Campaign Leadership	18
Centers for Economic Education	19
Economics <i>America</i> Commitments	20
Summary of Activities, 2014-2015	21
2013-2014 Contributors	26

Special thanks to . . .



for sponsoring this annual meeting.

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
Teachers of the Year videos.

The Atlanta Business Chronicle for the special insert in the May 8 *Chronicle*.

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Georgia Council on Economic Education Annual Meeting

*The Federal Reserve Bank of Atlanta
May 8, 2015*

Greetings

Marie Gooding, *Outgoing Chair*
Vice President & COO
Federal Reserve Bank of Atlanta

Pledge of Allegiance

Lunch

Recognition of Special Guests

David V. Martin, *Executive Director*
Georgia Council on Economic Education

**Introduction of the Georgia Economics
Teachers of the Year**

Mike Raymer, *Program Manager*
Georgia Council on Economic Education

**Presentation of the William J.
VanLandingham Commitment to
Education Award**

Pat Willis, *Executive Director*
Voices for Georgia's Children

Keynote Speaker

Shan Cooper, *Vice President*
Lockheed Martin Aeronautics Company

Closing Remarks

Loren Starr, *Incoming Chair*
Senior Managing Director & CFO
Invesco

Adjournment

Georgia Economics Teachers of the Year

<p>2015 Craig Ellis Oglethorpe County High Oglethorpe County</p> <p>Sally Meyer Crabapple Lane Elementary Fayette County</p> <p>2014 Angie Battle Kings Chapel Elementary Houston County</p> <p>2013 John Cook South Effingham High Effingham County</p> <p>2012 Chris Cannon Sandy Creek High Fayette County</p> <p>Elfi Funk Peachtree Ridge High Gwinnett County</p> <p>Pamela Roach North Cobb High Cobb County</p> <p>2011 Kristen Johnson Chapel Hill High Douglas County</p> <p>2010 Michael Melvin Starr's Mill High Fayette County</p> <p>2009 Shelby Garner Spring Hill Elementary Fayette County</p> <p>Linda Mosley-Jones Church Street Elementary Clayton County</p> <p>Amy Hennessy Davidson Fine Arts Magnet Richmond County</p> <p>2008 Joanna Penn Luella Elementary Henry County</p> <p>2007 Michael Arjona The Walker School</p>	<p>2006 Sherilyn Narker Columbia High DeKalb County</p> <p>2005 Mark Jones Stockbridge High Henry County</p> <p>Mike Raymer Starr's Mill High Fayette County</p> <p>2004 Gary Jones Berry College Elementary</p> <p>Patti Pair Chattahoochee High Fulton County</p> <p>Julie Stodghill Troup County High Troup County</p> <p>2003 Amy Clifton East Lake Elementary Henry County</p> <p>Rosanne MacCauley Coastal Middle Savannah-Chatham County</p> <p>Mark DeCourcy Sandy Creek High Fayette County</p> <p>2002 Penny Ratliff Renfroe Middle Decatur City</p> <p>Brett Hardin Campbell High Cobb County</p> <p>2001 Ron Wendt Campbell High Cobb County</p> <p>2000 Debbie Brown Hampton Elementary Henry County</p> <p>Christine Harris Mt. Carmel Elementary Henry County</p> <p>Susan Thompson Collins Hill High Gwinnett County</p>	<p>1999 Bettye Johnson Pine Ridge Elementary DeKalb County</p> <p>Bo Adams The Westminster Schools</p> <p>Gary Petmecky Parkview High Gwinnett County</p> <p>1998 Marlene Holland Amor Kok Sandy Creek High Fayette County</p> <p>1997 Judith J. Andrews Woodward Academy Lower School</p> <p>Susan S. Burton Gordon Central High Gordon County</p> <p>Suzanne W. Click Tift County Junior High Tift County</p> <p>1996 Sandra E. Hutchinson Valdosta High Valdosta City</p> <p>1995 Kristin Poulsen Berry College Elementary</p> <p>1994 Bessie Minor Brown Central High Bibb County</p> <p>1993 Terran McCloud Newman M. Agnes Jones Elementary Atlanta City</p> <p>1992 Kay Hollifield County Line Elementary Barrow County</p> <p>Del Bibles Cairo High Grady County</p>	<p>1991 Sharon Flores The Lovett School</p> <p>Betty Monroe Shiloh Middle Gwinnett County</p> <p>Pat Eubank Milton High Fulton County</p> <p>1990 Maxanne Woolf Woodward Academy</p> <p>Allison Hagan Crabapple Middle Fulton County</p> <p>Doug Frutiger North Fulton High Atlanta City</p> <p>Glenn Quiggle Thomasville High Thomasville City</p> <p>1989 Polly Diamond West Gordon Elementary Valdosta City</p> <p>Debra Ault-Butenko Cross Keys High DeKalb County</p> <p>1988 Sally Finch The Westminster Schools</p> <p>Charlotte Stowers Walton High Cobb County</p> <p>1987 Juanita Culp Cherokee Elementary Polk County</p> <p>Suzanne Eddinger Meadowcreek High Gwinnett County</p> <p>1986 Barbara Cordle The Darlington School</p> <p>Carol Penland Wills High Cobb County</p>
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2015 Georgia Economics Teacher of the Year

Craig Ellis

Oglethorpe County High School

Connecting Economics to Real Life

What does a pizza made out of a paper plate and construction paper have to do with productivity and specialization?

It's an activity that Craig Ellis, an economics teacher at Oglethorpe County High School, uses to teach his students these concepts. It is one of the ways his students learn by doing, rather than listening to a lecture.

For this activity, students are divided into groups and given paper plates, markers, paper and scissors and told to make a "pizza." At the beginning of the activity, each person in the group has to make his or her own pizza. "Not surprisingly, few pizzas are made and productivity is low," says Ellis. Then, he instructs them to work together to come up with a way to speed up production.

At this point, students divide duties, with each group members taking on a certain responsibility. "By the end of the round, productivity has greatly increased, and the students are able to credit this to specialization and division of labor," Ellis explains.

For the last eight years, Ellis has worked hard to motivate his students and help them understand the importance of economics. He does this in several ways, including making it relevant and putting it in terms they can understand. To motivate his students to succeed, he has a "Wall of Fame" in his classroom filled with the names of every student who has exceeded the state mandated End-of-Course Assessment and/or earned a four or five on the Advanced Placement Economics exam.

After earning his degree from the University of Georgia, Ellis began teaching at Oglethorpe County High School in the only area available: economics. "I had been a bank teller during the summers," he says, "and with my interest in business, it was a good fit."

Ellis, who is a past president of the Georgia Association of Economic Educators (GAEE), has been attending GCEE workshops since he began teaching. "At first it was more for survival and learning ways to teach economics," he says. "Now I go to refresh and enrich my knowledge." Since he is the only economics teacher at his high school, he says he also appreciates the fact that he can network with other teachers at the workshops and share ideas.

"One of my main goals in teaching economics is to get my students thinking about economics even when they are not in my classroom," he says. "If I can achieve this goal, then I know I am motivating my students and generating enthusiasm for the study of economics."

2015 Georgia Economics Teacher of the Year

Sally Meyer

Crabapple Lane Elementary, Fayette County

Cultivating Good Decision Makers

Sally Meyer believes that the most effective way for students to learn economics is to participate in activities that require them to take on economic roles, make choices and analyze the results of those choices. As a teacher of gifted students at Crabapple Lane Elementary School in Fayette County, she provides many opportunities for her first through fifth grade students to do just that.

For example, her fifth grade students negotiate stock trades and calculate net worth in a unit called “This Stock Market’s the Bee’s Knees.” After researching inventions and inventors of the Industrial Era, they work in groups to choose an invention, create a corporate name, and determine an Initial Public Offering (IPO) price for their shares. Each student is given a fictional \$100 to spend on stocks, with the freedom to buy as many or few as they’d like. Each week they negotiate trades in an effort to have the highest net worth and become the “Big Cheese.”

“The goal of this unit is to teach students about supply and demand, opportunity cost, risks and rewards, and the investment marketplace,” says Meyer. That’s a tall order for most 10-year-olds, but Meyer says her students learn by making personal connections through the activities.

“The best way to engage students in learning about economics is to help them make connections between economics and the things they understand and enjoy,” Meyer says. “Hands on learning is also critical to generating enthusiasm.”

Meyer says she always wanted to be a teacher, but instead chose banking as a career, capitalizing on her skills in math and logical thinking. She worked in San Francisco for Bank of America for nearly 20 years before transferring to Atlanta. When she discovered that the job was not a good fit, she decided to make a career change. She returned to school to become a teacher, and has been teaching since 1998 – starting out teaching fourth and fifth grades. In 2007, she began teaching gifted students exclusively. Along the way, Meyer earned a master’s degree and a Ph.D.

Meyer keeps her ideas fresh by constantly tweaking the activities she introduces and discovering new ones to keep her students engaged. She also attends GCEE workshops to learn creative ways to infuse economics into her classes. She is highly motivated to make sure that her students have a good understanding of economics.

“Economics is going to have an impact on every aspect of my students’ lives from the beginning of our time together until the end of fifth grade and beyond,” Meyer says. “Ensuring that they have the knowledge and understanding of economic principles that will help them make good decisions is the best gift I can give them.”

The William J. VanLandingham Commitment to Education Award

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.

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

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

2015 William J. VanLandingham Commitment to Education Award

Celebrating a Collaborator: Pat Willis

When Pat Willis was looking to start a new chapter in her career after leaving the BellSouth Corporation in 2002, a friend told her to think of three moments in her life when she couldn't wait to get up in the morning – and then determine what those moments have in common.

“After taking a look back, I realized that I really enjoyed starting new things,” Willis says. A review of Willis' career validates her point: She was instrumental in launching a community service program at Southern Bell, an education-centric foundation at BellSouth Corporation and a nonprofit advocacy group, Voices for Georgia's Children.

In all three cases, Willis proved to be more than a cause-based entrepreneur. She's demonstrated a remarkable ability to connect and leverage people and organizations, most notably to improve how children learn and develop.

The story of how Willis became a force for education in Georgia and beyond begins with earning a mathematics degree from Marietta College in Ohio, an education that bestowed sharp analytical skills. She and a roommate chose to move to Atlanta in 1970 after seeing ads for the city in *Atlantic Monthly* and *The New Yorker*.

Arriving in Atlanta, Willis' first job was as a statistician in Atlanta Public Schools. Later, she took a position helping to start a community service program for Southern Bell. The opportunity afforded her an up-close look at the economic and social pressures on teenagers in Atlanta's housing projects, for whom she organized a summer job program weatherizing housing.

In 1987, Willis' general manager told her, “I think I have the job of your dreams.” He went on to say that the company – now BellSouth – was starting a foundation devoted to education. Would she be interested in heading it up?

“I didn't know anything about running a foundation,” Willis recalls, “but I knew it would be a wonderful experience to apply what I knew to help improve education. And it was an honor to have the confidence of these executives to do this.”

Having led the BellSouth Foundation for nearly two decades, Willis became widely known as a bridge builder and astute investor in initiatives that made a difference, both in the Southeast and in Latin America.

Most would assume the BellSouth Foundation would be Pat Willis' legacy, but that's only partly true. When a group of leaders was looking for someone to head up the newly repurposed Voices for Georgia's Children, she decided to once again, start something new to improve how kids grow and learn. Policy and advocacy are the heart of the organization, and its focal points are early childhood learning development, child health, and vulnerable and disconnected youth.

“One of the things that's really distinctive about Voices is that we are comprehensive, rather than devoted to one aspect of child well being,” she says. “We bring people together who aren't currently working together, who aren't talking. It's a joy to connect people who really care about the same issues, but might have become too silo-ed in their work.”

In June, Pat Willis will retire. She says this time it's for good. But her legacy of improving education and the lives of children will live on.

Georgia Council on Economic Education

Statement of Condition

	12/31/13	12/31/14
Assets		
Cash & Cash Equivalents	\$ 1,290,986	\$ 1,249,906
General Endowment Funds	\$ 2,207,173	\$ 2,310,372
James D. Compton Endowment Fund	\$ 125,708	\$ 125,722
	\$ 3,443,867	\$ 3,686,000
Net Assets		
Unrestricted	\$ 559,106	\$ 418,664
Temporarily Restricted	\$ 731,880	\$ 831,242
Permanently Restricted	\$ 2,152,881	\$ 2,436,094
	\$ 3,443,867	\$ 3,686,000

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 \$1,713,181 as of December 31, 2014. The fund is controlled 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, 2014, 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.

Georgia Council on Economic Education

Consolidated Budget

	Operating	Restricted	Total
Salaries	\$ 210,500	\$ 348,500	\$ 559,000
Administrative	32,500		32,500
Governance	5,500	5,000	10,500
Communications	31,000		31,000
Travel	10,000		10,000
Instructional Materials		55,000	55,000
Special Programs	5,000	191,500	196,500
Research		10,000	10,000
Support: Georgia Network	500	25,000	25,500
Support: National Network	2,500		2,500
Workshops		215,000	215,000
Fundraising	2,500		2,500
Total	\$ 300,000	\$ 850,000	\$1,150,000

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Executive Velocity

Rodney Miller
Business Solutions Manager
Alston & Bird, LLP

Pierce Nelson
Vice President for Communications
CDC Foundation

Thomas Prescott
Executive Vice President & CFO
Synovus Financial Corporation

John Robertson
Senior Vice President (retired)
Waffle House

Jonathan Rosen
Chairman & CEO
Entaire Global Payments, Inc.
Chairman
Jonathan Rosen Family Foundation

Paige Scarborough
First Vice President, Investments
(retired)
Morgan Stanley Smith Barney
(Athens)

David Smith
Executive Vice President
Regions Bank

Kirby Thompson
Senior Vice President
Community & Government Affairs
SunTrust Bank

John Zauner
Executive Director
Georgia School Superintendents
Association

Trustees Emeriti

Patrick K. Barron

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

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

Lucille G. Jordan

Associate State Superintendent
of Schools (retired)
Georgia Department of Education

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

Tim M. Woodall

Executive Vice President (retired)
SunTrust Bank, Atlanta

Georgia Council on Economic Education Chairs

1972 - 1973	Mills B. Lane, Jr.	Citizens and Southern National Bank
1973 - 1976	Bennett Brown	Citizens and Southern National Bank
1976 - 1981	Frank Troutman	Castleberry's Food Company
1981 - 1984	Champney McNair	Trust Company of Georgia
1984 - 1986	John W. McIntyre	Citizens and Southern National Bank
1986 - 1988	Fisher Barfoot	Piggly-Wiggly Southern
1988 - 1990	William J. VanLandingham	Citizens and Southern National Bank
1990 - 1992	Don W. Sands	Gold Kist, Inc.
1992 - 1994	Edward B. James, Jr.	Trust Company of Georgia
1994 - 1996	Warren Jobe	Georgia Power Company
1996 - 1998	James R. Lientz, Jr.	NationsBank of Georgia
1998 - 2000	Robert Clanin	UPS
2000 - 2002	Thomas D. Hills	Wachovia Bank of Georgia
2002 - 2004	Patrick K. Barron	Federal Reserve Bank of Atlanta
2004 - 2006	Eugene J. Godbold, Jr.	Bank of America Georgia
2006 - 2008	D. Scott Davis	UPS
2008 - 2009	Cliff S. Thrasher	Georgia Power Company
2009 - 2011	Milton H. Jones, Jr.	Bank of America
2011 - 2013	Gary Price	PricewaterhouseCoopers, LLP
2013 - 2015	Marie Gooding	Federal Reserve Bank of Atlanta
2015 -	Loren Starr	Invesco

GCEE Support Campaign Leadership

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)

1986-1988 Campaign

Fisher Barfoot (Piggly-Wiggly Southern)
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 of Georgia)

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 Georgia)

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)

Centers for Economic Education in Georgia

Albany State University

Dr. Cynthia Bennett, Co-Director
Dr. Kathaleena Edward Monds, Co-Director

Berry College

Dr. Leslie Marlow, Director

Coastal Georgia**Armstrong State University**

Dr. Jason Beck, Co-Director

Savannah State University

Dr. Arav Ouandlous, Co-Director

Columbus State University

Dr. Franklin Mixon, Director

Georgia College

Dr. John Swinton, Director

Georgia Regents University

Dr. Marc Miller, Director

Georgia Southern University

Dr. Anthony Barilla, Director

Georgia State University

Dr. Shelby Frost, Director
Dr. Glen Blankenship, Associate Director
Dr. Joseph Feinberg, Associate Director

University of Georgia

Dr. Brenda Cude, Director

University of North Georgia

Michael Gove, Director

University of West Georgia

Kim Holder, Director
Dr. Judy Butler, Associate Director

Valdosta State University

Dr. Deborah Paine, Co-Director
Dr. Robert Spires, Co-Director

Economics*America* Public School Systems & Independent Schools

Appling County (2008)	Effingham County (2011)	Montgomery County (2011)
Aquinas High School (1998)	Elbert County (2009)	Murray County (2008)
Atkinson County (2006)	Emanuel County (1988)	Muscogee County (1985)
Atlanta City (1964)	Evans County (2009)	Newton County (2004)
Atlanta International School (1991)	Fannin County (2000)	Oak Mountain Academy (2003)
Bacon County (2006)	Fayette County (1988)	Oconee County (1991)
Baker County (2012)	Floyd County (1975)	Oglethorpe County (2004)
Baldwin County (1984)	Forsyth County (1986)	Pace Academy (1986)
Banks County (1997)	Franklin County (2000)	Paulding County (2004)
Barrow County (1996)	Fulton County (1964)	Pickens County (2003)
Bartow County (2008)	Gainesville City (1995)	Pierce County (2006)
Ben Hill County (1991)	Gatewood Schools, Inc. (2002)	Pinewood Christian Academy (2008)
Berry College Elementary School(1991)	Georgia Military College	Polk County (1989)
Bibb County (1974)	Preparatory Institute (1986)	Providence Christian Academy (2004)
Bleckley County (2011)	Gilmer County (1996)	Pulaski County (2011)
Brandon Hall School (1997)	Glynn County (1998)	Putnam County (1984)
Brantley County (2006)	Gordon County (1996)	Rabun County (1991)
Bremen City (1992)	Grady County (1991)	Richmond County (1981)
Brooks County (2012)	Griffin-Spalding County (1991)	Ridge Creek School (2000)
Brookstone School (1993)	Gwinnett County (1985)	Rockdale County (1985)
Brookwood School (1996)	Habersham County (1985)	Rome City (1978)
Bryan County (2000)	Hall County (1997)	St. Jude the Apostle (1986)
Bulloch Academy (2006)	Hancock County (1984)	St. Pius X High School (1998)
Bulloch County (1975)	Haralson County (2008)	Screven County (1992)
Burke County (2013)	Harris County (1995)	Stratford Academy (1998)
Calhoun City (1993)	Hart County (1999)	Tattall County (2009)
Calhoun County (2012)	Hebron Christian Academy (2009)	Terrell Academy (2003)
Candler County (2009)	Henry County (1994)	Terrell County (1986)
Carroll County (1989)	Holy Innocents' Episcopal	Thomas County (1997)
Carrollton City (1989)	School (1989)	Thomaston-Upson County (2003)
Catoosa County (2003)	Houston County (1986)	Thomasville City (1985)
Charlton County (2006)	International Preparatory School	Tift County (1997)
Chatham County (1983)	(1988)	Toombs County (2013)
Chattooga County (2000)	Jackson County (1997)	Towns County (2000)
Cherokee County (2005)	Jasper County (1984)	Treutlen County (2009)
The Children's School (1988)	Jeff Davis County (2008)	Trinity Christian School (2003)
Clarke County (1984)	Jefferson City (1991)	Trion City (1993)
Clay County (2012)	Jenkins County (2008)	Troup County (1992)
Clayton County (1975)	Johnson County (1984)	Union County (1996)
Clinch County (1987)	Jones County (2013)	Valdosta City (1985)
Cobb County (1978)	Lamar County (2013)	Valwood School (1985)
Coffee County (1992)	Lanier County (1988)	Vidalia City (2009)
Colquitt County (1975)	Laurens County (2003)	Walker County (2008)
Columbia County (2006)	Lee County (1998)	The Walker School (1990)
Commerce City (2007)	Liberty County (1994)	Walton County (1997)
Cook County (1988)	Lincoln County (2012)	Ware County (2006)
The Cottage School (2000)	Long County (2008)	Warren County (2008)
Coweta County (1995)	The Lovett School (1989)	Washington County (1984)
Crawford County (2001)	Lowndes County (1998)	Wayne County (1976)
Dade County (1991)	Lumpkin County (1995)	The Wesleyan Day School (1988)
Darlington School (1985)	Madison County (2001)	The Westminster Schools (1987)
Dawson County (1999)	Marietta City (2001)	Wheeler County (2008)
Decatur City (1991)	Marist School (1997)	White County (1999)
Decatur County (2012)	McDuffie County (1982)	Whitfield County (2003)
DeKalb County (1981)	McIntosh County (2012)	Wilcox County (2011)
Dodge County (2011)	Meriwether County (1996)	Wilkes County (2006)
Dougherty County (1981)	John Milledge Academy (1986)	Wilkinson County (1984)
Douglas County (1995)	Miller County (2013)	Woodward Academy (1985)
Dublin City (1998)	Mitchell County (2013)	Worth County (2012)

Summary of “Keys to Success in Economic Education” Goals and Accomplishments

2014 - 2015

KEY 1

VISION AND MISSION *clearly stated*

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

KEY 2

STANDARDS AND ASSESSMENTS *defined*

The state Board of Education approved the Georgia Performance Standards for the Social Studies 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 the Economics **End-of-Course assessment** for the high school required course.

KEY 3

PROGRAMS AND MATERIALS *aligned to state standards and assessments*

The Council had another pace-setting year in 2014, which resulted in the delivery of 114 workshops to 2,065 teachers. The development of new materials and programs for elementary, middle and secondary teachers kept the mission focused and the vision on track. The Council continues to award **Professional Learning Units (PLU)** for certain

Year	Number of Workshops	Number of Teachers
2014	114	2,065
2013	129	2,496
2012	149	3,022
2011	114	2,408
2010	147	2,845
2009	176	3,586
2008	122	2,947
2007	125	2,528
2006	69	1,590
2005	95	2,190
2004	88	1,678
2003	107	1,879
2002	84	1,747
2001	76	1,508
Cumulative Impact	1,545	32,489

GCEE programs with the approval of the Georgia Department of Education.

For the time period on this table, GCEE has conducted an average of 114 workshops for 2,321 teachers per year.

In 2014, the Council continued disseminating **Virtual Economics 4**, an interactive CD-ROM, to middle and high school teachers throughout Georgia. VE4, 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 will begin distribution of VE4.5. With funding from State Farm, more than 4,000 Georgia teachers have attended VE workshops and received the disk since its initial release in 2006.

A grant from the **Robert W. Woodruff Foundation** is supporting the development of new programs and materials and research related to the effectiveness of the programming. The Council is developing a new publication on **international trade** for 6th and 7th grade world studies teachers that will be introduced in August 2015. Two new publications for implementing the economics standards were introduced in 2014: **“The Economics of Sports”** was introduced in the fall for high school teachers and **“The Georgia Ports and Georgia’s Economy,”** aimed at middle school teachers, premiered in June.

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. **“Mini-Society®”**, an experiential program, now reaches every third grade student in Columbia, Fayette, Henry and Houston counties. In addition, UPS also funded workshops on international trade for the middle grades, capped by specialized programs for high school teachers. The UPS grant also supports **minority entrepreneurship programs** at Albany State University and at Georgia College for area high school students.

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 economics teachers in 2014 led by professor Gary Stone from Winthrop University, Gary Petmecky from Parkview High in Gwinnett County, and Jacob Clifford of AC/DC Economics fame. One-day AP “brush up” workshops were conducted in September and February.

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.

continued on page 22

Summary of “Keys to Success in Economic Education” Goals and Accomplishments

2014 - 2015

The Council continues its focus on **international programming**, offering “**Economics in World Studies**” and the “**Economies in Transition**” workshops, which focus on specific world regions at Grades 6 and 7. All regions of the world were addressed based on the state curriculum: Africa, Asia, Europe, Latin America and the Middle East. Plans for 2015 include expansion of nation-specific workshops to include Cuba and Turkey.

With support from the **Pittuloch Foundation**, the Council has expanded teacher “field trip” programs featuring tours of manufacturing facilities including **KIA Motors Manufacturing, Kubota, Shaw Industries, Suzuki, Volkswagen, and Yamaha**. These tours were designed to introduce Georgia Social Studies teachers to the economic impact of the manufacturing industry on the state’s economy. The Pittuloch Foundation supports all the major leadership programs of the Council.

The Council for Economic Education/National Association of Economic Educators/Global Association of Teachers of Economics Annual Conference was held in Dallas, Texas, October 8-11, 2014. GCEE staff and several Center for Economic Education Directors made presentations. “Teaching Economic Literacy Through the Lives of Famous Americans” – **Glen Blankenship**, GCEE Associate Director; and “Exploring the Modern German Economy” – Mike Raymer, GCEE Program Manager. **Shelby Frost**, Director of the Georgia State University Center for Business and Economic Education gave presentations on “Collaborative 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.”

The Georgia Council for the Social Studies Annual Conference was held in Athens, Georgia, October 16-17, 2014. Social studies teachers and curriculum specialists from across the state attended. The program included a presentation by GCEE Associate Director **Glen Blankenship** – “The Georgia Stock Market Game: How to Become a Millionaire”

The **National Association of Economics Educators** Professional Development Conference was held in San Antonio, February 27-28, 2015. **Mike Raymer**, Program Manager at GCEE, presented on “K-12 Competitions: The Economics Challenge”; **Shelby Frost**, Director at the Georgia State University Center, led a work session on “The New NAEE Workbench”; and **Kim Holder**, Assistant Director at the University of West Georgia Center led a

session on “Social Media.”

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 2014, 259 teachers were trained in 19 workshops with the support of the **Primerica Foundation**. The **Atlanta Society of Finance and Investment Professionals** and the **Georgia Securities Association** provides additional support. Support for the annual **Stock Market Game™ Luncheon** comes from **Bank of America, Deloitte and Invesco**. A team of students in **Gary Petmecky’s** class at **Parkview High School** in Gwinnet County took home first place in the Fall 2014 competition. In the Spring 2015 competition, a team of students from **Parkview High School** in **Mark Leviton’s** class won first place.

The spring 2014 **Capitol Hill Challenge**, a 14-week version of the Stock Market Game where students compete nationally on behalf on their Congressman or Senator, produced a national winner from Georgia. A team from **South Central Middle School, Bartow County**, placed third in the nation. Teacher **Jason Kornegay** and the students attended the awards program in Washington, DC, where they met with Senator Saxby Chambliss. Georgia had a team representing each of the 14 House members and both United States Senators. Georgia teams are vying for top spots in the 2015 competition.

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. There are elementary, middle, and high school divisions.

The ninth 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 **Susan Brown’s** team from **Decatur High School** took home first place in the David Ricardo Division (regular economics students), defeating a team from **Chattahoochee High School** in **Fulton County** in the quiz bowl finals. Teacher **Tim Reeder’s** team from **Chattahoochee High School** won the Adam Smith Division (AP/IB students), defeating a team from the **Gwinnett School of Mathematics, Science and Technology** in the quiz bowl finals. The first place teams advance to the national Semi-Finals coordinated by the **Council for Economic Education**.

Summary of “Keys to Success in Economic Education” Goals and Accomplishments

2014 - 2015

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. **Mike Raymer, Program Director at GCEE**, spoke at the annual GAEE luncheon meeting held in conjunction with the 2014 annual conference for the Georgia Council for the Social Studies. The 2014-2015 GAEE President is **John Cook** from **South Effingham 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 (EOCT) 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 workshops.

The research is 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. Researchers at **Georgia College** have been able to determine the cumulative impact of GCEE workshops on student test scores. In addition, analyses show the impact of specific program such as **Advanced Placement** workshops, the two-day **Teaching High School Economics** workshops, and the **Stock Market Game™** and **Virtual Economics** workshops.

A GCEE publication entitled “**How Georgia Students**

Benefit from the Georgia Council on Economic Education” has been distributed to superintendents, curriculum directors, social studies specialists, school principals, and business leaders across the state. The brochure highlights the results of the research conducted on the effectiveness of the Council’s programs on student test scores. The goal is to encourage education leaders to promote the participation of their teachers in Council workshops, and encourage business leaders to support the Council financially.

During the past year, the Research Committee has been examining alternative methods for completing the required high school economics course, including online courses and dual enrollment.

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 Committee led the design and launch of a new logo for GCEE that is making its debut at this meeting.

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 and is beginning to examine the potential for planned giving.

The **Finance Committee**, chaired by **Ron Domanico, CFO, HD Supply (retired)**, 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, and meets with representatives from the Foundation annually. The Committee also meets annually with the Council’s external auditors.

The **Nominating Committee**, which has been chaired by **Kirby Thompson, Senior Vice President, Community and Government Affairs, SunTrust Bank**, continues to recruit top leaders to serve as officers and on the Board and Committees. At this annual meeting, **Marie Gooding, First Vice President and Chief Operating Officer, Federal Reserve Bank of Atlanta**, becomes the committee chair.

The **Program Committee** continues to work with Council staff members to review existing programs and help oversee

continued on page 24

Summary of “Keys to Success in Economic Education” Goals and Accomplishments

2014 - 2015

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.

At this annual meeting, **Marie Gooding, First Vice President and Chief Operating Officer, Federal Reserve Bank of Atlanta**, concludes her term as Chair. **Loren Starr, Senior Managing Director & CFO, Invesco Ltd.**, becomes **Chair**, and **Kirby Thompson, Senior Vice President, Community and Government Affairs, SunTrust Bank**, becomes Vice-Chair.

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 continues to seek contributions to support our work with teachers through the **2013-2015 Support Campaign** under the leadership of Campaign Co-Chairs **Loren Starr, Senior Managing Director & CFO, Invesco Ltd.** and **Kirby Thompson, Senior Vice President, Community and Government Affairs, SunTrust Bank**, with assistance from the **Development Committee. Ron Domanico, CFO, HD Supply (retired)**, is heading the Atlanta campaign. **Georgia Power** again donated the printing for the campaign materials. The three-year goal is \$3 million to be raised from foundations, businesses, and individuals, and a little more than \$2.8 million has been raised to date.

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. The GCEE website has undergone a major redesign and re-launch during the summer of 2014. The redesign improved navigational abilities, provides a new online giving capability and improves how GCEE communicates its mission and vision.

The Council also has a presence on **Facebook** 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 Council provides leadership in technology applications in economic education. Teaching tools include “**eConnections**,” “**EconEdLink**,” “**Economics Minutes**” (news updates), “**NetNewsLine**,” (an online source for examining issues), and “**Cyberteach**” (an interactive guide to help teachers use the Internet to teach economics).

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**. At this meeting we are introducing a **new logo and look** for the Council.

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 mission and vision, including:

America Korea Friendship Society
Atlantic Institute – Istanbul Center
Board of Regents of the University System of Georgia
Center for Ethics and Corporate Responsibility
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
Georgia Consortium for Personal Financial Literacy
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/PeachStar
Georgia Securities Association
Georgia State University
Georgia State University, Ramsey Chair of Private Enterprise
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
University Round Table
World Affairs Council

Summary of “Keys to Success in Economic Education” Goals and Accomplishments

2014 - 2015

KEY 10

RECOGNITION *of excellence*

The **Stock Market Game™ Awards Luncheon** brought together winning teams from public and independent schools 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 5, 2015 at the Georgia Freight Depot. This was the 35th year the Council has coordinated the SMG in Georgia.

The Council supports a variety of awards programs, including the **Program of Excellence** and **Georgia Economics Teachers of the Year** (in cooperation with the **Georgia Securities Association**). This year’s winners are **Craig Ellis**, Oglethorpe County High School, and **Sally Meyer**, Crabapple Lane Elementary, Fayette County. The Council also supports the **Professor of the Year** presented by the **Georgia Association of Economics and Finance (GAEF)**. In addition, GCEE recognizes student winners in the **Georgia Social Studies Fair**, which includes an Economics Division. **Glen Blankenship**, GCEE

Associate Director, serves as the Council’s liaison at the competition.

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 2015, the award is being presented to **Pat Willis, Executive Director, Voices for Georgia’s Children**. The Council also periodically recognizes **Champions of Economic Education** and presents **Lifetime Achievement Awards**.

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 of Councils and Centers, and staff members have played a variety of leadership roles in the National Association of Economic Educators.

2013 - 2014 Contributors to the Georgia Council on Economic Education

\$100,000 or More

Bank of America Foundation, Atlanta
Georgia Power Foundation, Atlanta
SunTrust Foundation, Atlanta
The UPS Foundation, Atlanta
Robert W. Foundation, Atlanta

\$50,000 - \$99,999

R. Howard Dobbs Jr. Foundation, Atlanta
Georgia Securities Association, Atlanta
The Pittuloch Foundation, Stone Mountain

\$20,000 - \$49,999

Callaway Foundation, LaGrange
Council for Economic Education, New York
Price Gilbert Charitable Fund, Atlanta
HD Supply Inc., Atlanta
Invesco, Atlanta
PricewaterhouseCoopers, Atlanta
The Primerica Foundation, Duluth
Wells Fargo Foundation, Atlanta
David, Helen, and Marian Woodward Fund, Atlanta
The Zeist Foundation, Atlanta

\$10,000 - \$19,999

AGL Resources Private Foundation, Atlanta
COUNTRY Financial, Alpharetta
Deloitte LLP, Atlanta
Equifax Foundation, Atlanta
Ernst & Young LLP, Atlanta
John and Mary Franklin Foundation, Atlanta
The Scott Hudgens Family Foundation, Duluth
Lockheed Martin Aeronautics Company, Marietta
Mattie H. Marshall Foundation, Atlanta
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