

MAKE WAVES IN BUSINESS EDUCATION



JULY 17TH-18TH

2025

DELTA HOTEL
LITTLE ROCK, ARKANSAS

ABEA

Cover Winner: Meagan Floyd
County Line High School
Teacher: Liz Lane

A PROGRAM AT A GLANCE



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THURSDAY, JULY 17, 2025

8:00-8:50am	Registration/Breakfast Snacks Sponsored by District V FBLA
9:00-9:50 am	Interest Session 1
10:00-10:50 am	Interest Session 2
11:00-11:50 am	Business/Marketing Pathway Updated by DCTE
12:00-1:00 pm	Lunch Provided
1:00-2:30 pm	Opening Session
2:30-3:00 pm	Snack Break and Meet Vendors Sponsored by ISOgrad: TOSA
* 3:00-4:35 pm	Roundtable Sessions
4:45 - 5:00 pm	Silent Auction Winners Announced
5:00-8:00 pm	Dinner on your own
8:00-10:00 pm	5 O'clock Somewhere!

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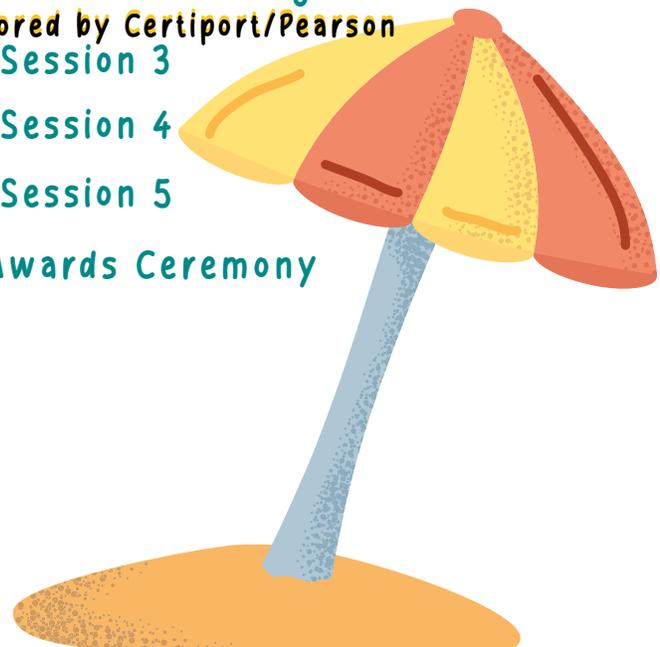
FRIDAY, JULY 18, 2025

8:00-8:50 am	Breakfast and Networking with Vendors Sponsored by Certiport/Pearson
9:00-9:50 am	Interest Session 3
10:00-10:50 am	Interest Session 4
11:00-11:50 am	Interest Session 5
12:30-2:00 pm	Closing/Awards Ceremony

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ARKANSAS BUSINESS EDUCATION ASSOCIATION

2024-25 EXECUTIVE BOARD

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Arkansas School for Math, Sciences
and the Arts

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Arkansas Career Education

DECA State Adviser

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Arkansas Career Education

FBLA Collegiate

Dr. Shanna Knowles



MEET TRACY LEWIS

ABEA PRESIDENT

Tracy Lewis is embarking on her twelfth year in education and her second year as the Computer Science Instructor and FBLA Adviser at the Arkansas School for Math, Science, and the Arts in Hot Springs. She holds a Bachelor's degree in Interdisciplinary Studies from Arkansas State University and a Master of Science in Information Technology from Arkansas Tech University-Russellville.

Tracy began her educational career in the Forrest City School District, where she served as a High School Business Teacher, FBLA Adviser, CTE Coordinator, Student Council Adviser, Senior Sponsor, Official Scorekeeper for Volleyball and Basketball, and Assistant to the Athletic Director at Forrest City High School. She later joined the Ozark School District, working as the Ozark High School Business/Computer Science Teacher, FBLA Adviser, Official Scorekeeper for Volleyball and Basketball, and Gatekeeper for Football and Baseball.

Tracy attributes her professional success to the guidance of many remarkable educators, particularly Dr. Clint Relyea, her college International Business Instructor, and Dr. Kim Hester, who played a pivotal role in her journey to Business Education. She is also inspired by numerous other educators who have motivated her to become a better teacher.

Tracy has held various positions on the ABEA Board, including District 1 Representative, Vice-President, President-Elect and now President. She wishes everyone a successful conference and an excellent 2025-26 School Year.

MEET CASSIE ESTES

ABEA PRESIDENT-ELECT



Cassie Estes set sails on her fifteenth year in education as a Business Educator and FBLA Adviser at Valley Springs School in Valley Springs. She holds an Associate of Arts degree from North Arkansas College, Bachelor of Science degree in Business Education from Arkansas Tech University, and a Master of Business Administration degree from Arkansas Tech University.

Cassie began her educational career in the Berryville School District, where she served as a High School Business Teacher, FBLA Adviser, and Cheer Coach for two years. During this time she also taught part-time at North Arkansas College for two years. She later joined the Valley Springs School District, working as a Business and Career Teacher, FBLA Adviser, and cheer coach (for two years).

Cassie attributes her professional success to the guidance of so many wonderful Business Educators, particularly Alice Cooper, her high school Business Teacher, and Julia Angel, her college Accounting Instructor. Many educators have touched her life to motivate her to be a caring and knowledgeable educator to her students, pushing them to be productive members of society.

Cassie has held District VI and President-Elect for ABEA. She is excited to continue the legacy of ABEA Leadership by providing a valuable conference to Business Educators in Arkansas. Her wish is you will cruise through the 2025-2026 school year with grace and elegance.

ARKANSAS BUSINESS EDUCATION ASSOCIATION

2025-26 DATES TO REMEMBER

2025 NBEA Conference
Cincinnati, OH
October 21-24, 2025

CareerTech VISION
Nashville, TN
December 9-12, 2025

Region IV ACTE Conference
Rogers, AR
April 29-May 1, 2026

2026 Arkansas ACTE Conference
Benton, AR
TBD

2026 ABEA Conference
TBD

2026 FBLA State Leadership Conference, Little Rock
• High School: April 7 & 8, 2026
• Middle Level: April 9, 2026

DECA SCDC
Hot Spring Convention Center
February 9-10, 2026

2026 FBLA Career Connections Conference
Las Vegas, NV
June 6-8, 2026

2026 FBLA National Leadership Conference
San Antonio, TX
June 29-July 2, 2026

IMPORTANT WEBSITES

ABEA	www.abea.us
NBEA	www.nbea.org
Arkansas DCTE	https://decte.ade.arkansas.gov
ACTE	www.acteonline.org
Arkansas ACTE	www.arkansasacte.org
National FBLA	www.fbla.org
Arkansas FBLA	ww.arfbla.org
Arkansas DECA	http://www.arkansasdeca.com

IMPORTANT NOTES

- SBEA has been fully absorbed into NBEA and is no longer a separate conference/division
- Association for Research in Business Education is now the research division of NBEA

ARKANSAS FBLA FOUNDATION

A desire to ease the financial burden for Arkansas FBLA's National Competitors is at the heart of the Arkansas FBLA Foundation's mission. Formally organized in 2001, Jim Anglin served as the Foundation's first chair.

With the leadership of Tim Collier, serving as chair since 2006, the Foundation is proud to continue supporting Arkansas FBLA Middle School, High School, and Collegiate students in their pursuit of representing our state and vying for national championships. The Foundation has gifted more than \$180,000 in assistance to Arkansas' national competitors over the last twenty-five years while growing Foundation funds from \$138,000 to over \$300,000.

If you, your chapter, former members, community boosters, business leaders, or industry partners would like to join our efforts either as a one-time donation or even as an annual gift, please make check payable to Arkansas FBLA Foundation and mail to:

Mr. Tim Collier, Chair
Arkansas FBLA Foundation
1123 S. University Avenue
Suite 101
Little Rock, AR 72204



Any and all donations are appreciated. Your donation makes a direct impact on today and tomorrow's FBLA members.

OUR SILENT AUCTION

BENEFITS THE ARKANSAS FBLA FOUNDATION

MEET TONYA SKINNER

ABEA KEYNOTE SPEAKER

Tonya Skinner is a dedicated speaker, trainer, and leader in business education who has provided guidance and free resources to business educators for over 30 years.

She has taught at various levels including junior and high schools, served as an FBLA adviser, Missouri District 15 FBLA lead chapter adviser, adult education teacher, adjunct college instructor, and industry trainer.

Tonya has been involved with the North Central Business Education Association (NCBEA) and the Missouri Business Education Association (MBEA), where she has held roles as both a teacher and a student, and has served as MBEA's past president. With nearly three decades of teaching experience, she has covered a wide range of business education subjects, from 4th grade keyboarding to Business Law and Desktop Publishing.

She enjoys sharing resources and helping teachers reach their full potential. Even as she approaches retirement, Tonya continues to provide training for educators, attend and present at conferences, and keep her classroom technology current. Her biggest hope when speaking to groups is that she can get them as excited as she is about what she is blessed to do each day—teach students to be lifelong learners and embrace the opportunity to be an enthusiastic and positive role model for life.

<https://lessonplans.btskinner.com/index.html>
<https://www.facebook.com/tonyabized/#@tonya.skinner>



INTEREST SESSIONS BREAKDOWN

THURSDAY



SESSION 1 9:00–9:50 AM

Riding the AI Current: Practical Strategies for Smarter Instruction
Tonya Skinner
Ballroom

Ride the Wave to Certification: Catch Success with Certiport
Parker Young
Conway

Surfing Into Success: Making Waves with iCEV in Business Education
Steve Davis
Table Rock

Flip-Flops & Future-Proof Skills: Dive into TOSA Certification
Brent Offendahl
Maumelle

SESSION 2 10:00–10:50 AM

Anchored and Agile: Blending Traditions with Trends
Tonya Skinner
Ballroom

Ride the Wave to Certification: Catch Success with Certiport
Parker Young
Conway

Surfing Into Success: Making Waves with iCEV in Business Education
Steve Davis
Table Rock

Flip-Flops & Future-Proof Skills: Dive into TOSA Certification
Brent Offendahl
Maumelle

ROUNDTABLE SESSIONS BREAKDOWN

THURSDAY AFTERNOON

HAMILTON 1 & 2

Shore Up Your Support: Building Community and Donations through Social Media

Tori Walker

Mystery in the Message

Carole Anderson



Riding the Wave: From State Leadership to Middle School Mentorship

Molly Thurman

Navigating the AI Tides: Charting the Future of Education

Shanna Knowles



Unearthing Digital Treasures: Discovering Powerful Tools for Teaching & Learning

Shelby Thornton



Surfing Through Business Concepts with BusinessU

Cheryl Harrell

Setting Sail: Launching and Leading Your FBLA Middle Level Chapter

Sandon Williams

TOSA Certifications: Charting a Course for Student Success

TOSA/Isograd

Custom Currents: Differentiating Instruction for Every Learner

Dr. Sheri Turner



INTEREST SESSIONS BREAKDOWN

FRIDAY

SESSION 3 9:00–9:50 AM

Sun, Sand, and Sales: DECA's Guide to the Ultimate SBE
Jenny Craig, Linda Holland, CeeCee Hollimon
Maumelle

Charting a Course for Growth: FBLA Chapter Success Strategies
Camille Murphree & Timbo High School FBLA
Table Rock

Ride the Wave to Certification: Catch Success with Certiport
Parker Young
Conway

Catch the Current: FBLA Updates
Morgan Ruff
Ballroom

SESSION 4 10:00–10:50 AM

Smooth Sailing with Grizzly Gear: Organizing SBE Operations Like a Pro
Jenny Craig, Linda Holland, CeeCee Hollimon
Maumelle

Surf's Up with DECA: Catch the Latest Updates
Morgan Ruff
DeGray

Surfing Into Success: Making Waves with iCEV in Business Education
Steve Davis
Conway

Shore Up Your Knowledge: Alzheimer's Association
Alzheimer's Association
Table Rock



INTEREST SESSIONS BREAKDOWN

FRIDAY

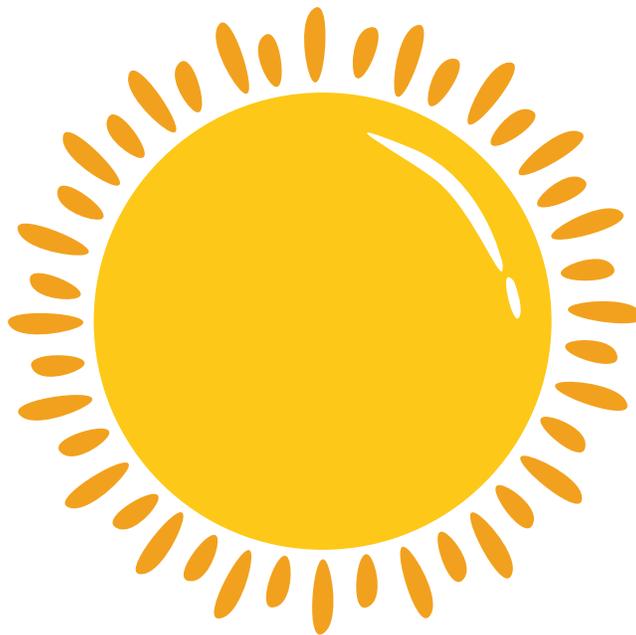
SESSION 5 11:00–11:50 AM

Tech the Plunge: Digital Tools for Teachers
Shelby Thornton
Maumelle

Making Waves: Creating a Culture That Thrives
Sheri Turner
DeGray

Flip-Flops & Future-Proof Skills: Dive into TOSA Certification
Brent Offendahl
Conway

From Shore to Support: How FBLA Can Make a Difference in the Fight Against Alzheimer's
Alzheimer's Association
Table Rock



ARKANSAS BUSINESS EDUCATION ASSOCIATION

PROFESSIONAL DEVELOPMENT RECORD



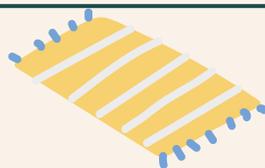
Day 1 Thursday July 17, 2025		
Session	Name of Session	Hours
Interest Session #1		1.0
Interest Session #2		1.0
Bus/Marketing Pathway Update		1.0
Opening Session		1.5
Round Table #1		0.5
Round Table #2		0.5
Round Table #3		0.5
Round Table #4		0.5
Total Hours Attended Day 1:		

- Interest Session 1**
1. Riding the AI Current: Practical Strategies for Smarter Instruction
 2. Ride the Wave to Certification: Catch Success with Certiport
 3. Surfing Into Success: Making Waves with iCEV in Business Education
 4. Flip-Flops & Future-Proof Skills: Dive into TOSA Certification

- Interest Session 2**
1. Anchored and Agile: Blending Traditions with Trends
 2. Ride the Wave to Certification: Catch Success with Certiport
 3. Surfing Into Success: Making Waves with iCEV in Business Education
 4. Flip-Flops & Future-Proof Skills: Dive into TOSA Certifications

- Round Table 1-4 (Sessions)**
1. Shore Up Your Support: Building Community and Donations Through Social Media
 2. Mystery in the Message
 3. Riding the Wave: From State Leadership to Middle School Mentorship
 4. Navigating the AI Tides: Charting the Future of Education
 5. Unearthing Digital Treasures: Discovering Powerful Tools for Teaching and Learning
 6. Surfing Through Business Concepts with BusinessU
 7. Setting Sail: Launching and Leading Your FBLA Middle Level Chapter
 8. TOSA Certifications: Charting a Course for Student Success
 9. Custom Currents: Differentiating Instruction for Every Learner

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Day 2 Friday July 18, 2025		
Session	Name of Session	Hours
Meet with Vendors		1.0
Interest Session #3		1.0
Interest Session #4		1.0
Interest Session #5		1.0
Closing Session		1.5
Total Hours Attended Day 2:		

- Interest Session 3**
1. Sun, Sand, and Sales: DECA's Guide to the Ultimate SBE
 2. Charting a Course for Growth: FBLA Chapter Success Strategies
 3. Ride the Wave to Certification: Catch Success with Certiport
 4. Surf's Up with DECA: Catch the Latest Updates

- Interest Session 4**
1. Smooth Sailing with Grizzly Gear: Organizing SBE Operations Like a Pro
 2. Catch the Current: FBLA Updates
 3. Surfing Into Success: Making Waves with iCEV in Business Education
 4. Shore Up Your Knowledge: Alzheimer's Association

- Interest Session 5**
1. Tech the Plunge: Digital Tools for Teachers
 2. Making Waves: Creating a Culture That Thrives
 3. Flip-Flops & Future-Proof Skills: Dive into TOSA Certification
 4. From Shore to Support: How FBLA Can Make a Difference in the Fight Against Alzheimer's

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