



ABEA



ARKANSAS BUSINESS

EDUCATION ASSOCIATION

 Reset  Refresh  Recharge 



July 16 & 17, 2026



ARVA ACADEMY



PROGRAM AT A GLANCE

THURSDAY, JULY 16, 2026



8:30-9:00 am	Registration/Networking Breakfast
9:00-10:15 am	Opening Session with Keynote Speaker
10:15-11:00 am	DCTE Business/Marketing Pathway
11:00-12:35 pm	Lunch On Your Own
12:45-1:35 pm	Keynote Interest Session
1:45-2:35 pm	Interest Session 1
2:45-3:35 pm	Interest Session 2
3:45-4:35 pm	Interest Session 3

FRIDAY, JULY 17, 2026

8:30-8:50 am	Breakfast and Networking with Vendors
9:00-9:50 am	Water Bottle Station
10:00-10:50 am	Interest Session 4
11:00-11:50 am	Interest Session 5
12:00 pm	Lunch
12:30-2:00 pm	Closing/Awards Ceremony

ARKANSAS BUSINESS EDUCATION ASSOCIATION

2025-26 EXECUTIVE BOARD

DR. KELLEY TODD, EXECUTIVE DIRECTOR
ARKANSAS TECH UNIVERSITY-OZARK CAMPUS

President

Cassie Estes
Valley Springs High School

President-Elect

Cheryl Harrell
Bryant High School

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Gentry High School

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Bauxite High School

Arkansas Department of Career and Technical Education
Ross White, Director

Business and Marketing Program Adviser & FBLA State Adviser

Tim Johnston

DECA State Adviser

Becky McCormick

FBLA Collegiate State Adviser

Dr. Shanna Knowles



MEET CASSIE ESTES

ABEA PRESIDENT



Cassie Estes is breathing deep and finding her flow as she enters her fifteenth year in education. Serving as a Business Educator and FBLA Adviser at Valley Springs School, Cassie brings a sense of balance to the classroom. She holds an Associate of Arts degree from North Arkansas College, followed by a Bachelor of Science in Business Education and a Master of Business Administration, both from Arkansas Tech University.

Cassie began her educational journey in the Berryville School District, where she spent four years cultivating success as a High School Business Teacher, FBLA Adviser, and Cheer Coach. During this time, she also found the energy to teach part-time at North Arkansas College. She later transitioned to the Valley Springs School District, continuing her work as a Business and Career Teacher, FBLA Adviser, and cheer coach.

Cassie attributes her professional alignment to the guidance of many wonderful Business Educators, particularly Alice Cooper, her high school Business Teacher, and Julia Angel, her college Accounting Instructor. Their mentorship helped her center her mission: to be a caring, knowledgeable educator who motivates students to become productive, grounded members of society.

Having served as District VI representative and President-Elect for ABEA, Cassie is excited to nurture the legacy of ABEA Leadership by providing a restorative and valuable conference to Arkansas Business Educators. Her wish is that you exhale the stress of the day and move through the 2026-2027 school year with grace, elegance, and total zen.



MEET CHERYL HARRELL

ABEA PRESIDENT-ELECT



Cheryl Harrell is centering herself for her 14th year in education, having come into teaching through an alternative path. After obtaining her undergraduate degree in Business Administration and Masters Degree in Business Administration, Cheryl worked in a variety of positions including office manager, sales assistant, accounting supervisor, and daycare director before obtaining her teaching certification through the non-traditional program.

Nearly her entire career in education has been spent nurturing the minds of students in the Bryant School District. After spending 8 years at Bethel Middle School, she transitioned to Bryant High School where she is currently teaching the Management Pathway and serves as the Lead FBLA Adviser.

When not in the classroom, Cheryl finds her calm by thrifting, crafting, and reading. Colleen Hoover, Karen Kingsbury, and the magical world of Harry Potter all contribute to helping her shed the stress of school and focus on what is important.

Cheryl is ready to exhale the pressure and worry of the past and inhale fresh inspiration at this year's conference. She looks forward to gathering a new collection of resources to implement in the 2026-27 school year, ensuring her classroom remains a place of growth and vitality.

2026-27 DATES TO REMEMBER

2027 NBEA Conference
Omaha, NE
March 31-April 2, 2027

CareerTech VISION
New Orleans, LA
December 2-5, 2026

2027 ABEA Conference
TBA

2027 FBLA State Leadership
Conference, Little Rock
• High School: April 5 & 6,
2027
• Middle Level: April 7, 2027

DECA SCDC
Hot Spring Convention Center
February 8-9, 2027

DECA ICDC
Anaheim, CA
April 17-20, 2027

2027 FBLA National Leadership
Conference
Columbus, OH
June 23-26, 2027

IMPORTANT WEBSITES

ABEA
NBEA
Arkansas DCTE
ACTE
Arkansas ACTE
National FBLA
Arkansas FBLA
Arkansas DECA

www.abea.us
www.nbea.org
dcte.ade.arkansas.gov
www.acteonline.org
www.arkansasacte.org
www.fbld.org
www.arkansasfbld.org
www.arkansasdeca.com

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 MARY BETH ALLEN

ABEA KEYNOTE SPEAKER

Mary Beth Allen is a dynamic educator, curriculum designer, and CTE leader with over 15 years of experience in Business, Marketing, and Entrepreneurship education. She currently serves as the CTE Coordinator for Sumner County Schools in Tennessee, where she supports innovative programming across multiple high schools, leads professional development, oversees pathway alignment, strengthens CTSO involvement across the district, and helps ensure students graduate with the skills, credentials, and experiences needed for success in both college and career. Before stepping into district leadership, Mary Beth spent a decade in the classroom as a high school marketing teacher and DECA advisor, where she built one of the top DECA chapters in her state and was known for her ability to bring creativity, real-world application, and student voice into every lesson.

She later served as an instructional coach and CTE Assistant Principal, where she worked alongside teachers to strengthen instructional practices, support classroom management, and build authentic career-connected learning experiences.

Mary Beth is also the creator behind Marketing Mayhem LLC, a nationally recognized Teachers Pay Teachers brand and online community that supports business and marketing teachers with engaging, classroom-ready resources and curriculum. Through her work, she's been able to connect with thousands of educators across the country, helping them feel more confident and equipped to handle the ever-changing world of CTE. With her unique perspective as a teacher, leader, and entrepreneur, Mary Beth brings an honest, relatable, and highly practical voice to education that blends strategy with heart and always leaves her audience with tools they can use tomorrow!



INTEREST SESSIONS BREAKDOWN

THURSDAY

SESSION 1 1:45-2:35 PM

Balanced Books, Balanced Mind Refreshing your Accounting 1 Toolkit
Bri Riley & Misty Burgess
Room A

The Sanity Saver: CTSO Success without the Stress
Mary Beth Allan
Room B

The Time Saving Toolkit: Modern Tech for a Smoother Classroom
Dorrie McCosh
Room C

SESSION 2 2:45-3:35 PM

How to Hook the Yahoos: Engaging the Reluctant Learner
Jessica Wilson, Inspired LLC
Room A

The FBLA Reset: Navigating the Future of Business Leadership
Tim Johnson, DCTE
Room B

The Culture Catalyst: Resetting and Recharging your Chapter from the Inside Out
Ashley Wesley
Room C

SESSION 3 3:45-4:35 PM

The Program Power-Up: Resetting and Recharging for Maximum Impact
Jessica Wilson, Inspired LLC
Room A

Middle Level Momentum: Recharging Your Chapter from the Ground Up
Molly Thurman
Room B

The Intelligence Reset: Refreshing Curriculum & Recharging Lesson Plans with AI
Tracy Lewis
Room C

INTEREST SESSIONS BREAKDOWN FRIDAY

SESSION 4 10:00-10:50 AM

The Debt-Free Reset: Recharging Student Futures with Williams Works
Melissa Davis, Williams Baptist University
Room A

The Gold Standard: Recharge Mastering Chapter Awards and
Documentation
Camille Murphree
Room B

The Retirement Recharge: Planning your Ultimate Reset
ARTRS
Room C

SESSION 5 11:00-10:50 AM

The Wisdom Well: Recharging Your Career
Andrea Kray, Jimmy Stroud, Kelley Todd
Room A

The Fundraising Reset: Innovative Ideas to Recharge Your CTSO
Misty Waddle
Room B

The Retirement Recharge: Planning your Ultimate Reset
ARTRS
Room C

ARKANSAS BUSINESS EDUCATION ASSOCIATION

PAST PRESIDENTS

1954-55	Gladys Johnson, Little Rock
1955-56	Dr. Frederick Basco, Arkansas State Teachers College
1956-57	Ethel Hart, Southern State College, Magnolia
1958-59	Ruby Croom, Little Rock
1959-60	Bernice Crawford, Crossett
1960-61	Arwanna Hyde, Paragould
1962-63	Ruth Carter, Little Rock
1964-65	J. Alvin Dickinson, University of Arkansas, Fayetteville
1966-67	Aileen Campbell, Star City
1967-68	Ermal Tucker, Harding University, Searcy
1968-69	Frances Lee, University of Arkansas, Fayetteville
1969-70	Juanita Foster, Magnolia
1970-71	Fran Burgess Richards, Crossett
1971-72	Helen Frazier, Ouachita Baptist University, Arkadelphia
1972-73	Frances Rosenaur, El Dorado
1973-74	Jack Glover, Lepanto
1974-75	Eva McGee, University of Arkansas, Pine Bluff
1975-76	Mildred Cunningham, Springdale
1976-77	Dr. James Barr, University of Central Arkansas, Conway
1977-78	Catherine Marshall, North Little Rock
1978-79	Dr. Anna Trexler, Southern Arkansas University, Magnolia
1979-80	Elsie Huckabee, Red River Vo-Tech, Hope
1980-81	Dr. Robert Ferralasco, Arkansas State University, Jonesboro
1981-82	Dr. Dean Clayton, University of Arkansas, Fayetteville
1982-83	Dr. Leland Callaway, SAU, Magnolia
1983-84	Nadine Marcum, Little Rock
1984-85	Shirley Fraishneur, Cossatot Vo-Tech DeQueen
1985-86	Shirley Baker, Rich Mountain Vo-Tech, Mena
1987-88	Duey Atton, Capital City Junior College, Little Rock
1988-89	Willie Buck, Red River Technical College, Hope
1989-90	Phyllis Smith, McClellan High School, Little Rock
1991-92	Dr. Terry Roach, Arkansas State University, Jonesboro
1993-94	Paula Long, Glen Rose High School
1995-96	Estell Tullgren, Northwest Technical Institute, Springdale
1997-98	Vicky McGohan, Bryant Junior High School
1999-2000	Sandra Porter, Bryant High School
2001-02	Sharon Ward, Siloam Springs High School
2002-03	Angela McCallie, Lonoke High School
2003-04	Lisa Hotsenpiller, Siloam Springs High School
2004-05	Kathy Woodcock, Conway High School East Campus
2005-06	Dr. Linda Bean, Arkansas Tech University
2006-07	Dr. Sherry Roberts, University of Central Arkansas
2007-08	Angie Hutson, Paris Middle School
2008-09	Carrie Bengston, Hot Springs High School
2009-10	Lesia Edwards, Vilonia High School
2010-11	Linda Burns, Fort Smith Southside High School
2011-12	Kerry Eliason, Nettleton Junior High School
2012-13	Michael Lentz, Marmaduke High School
2013-14	Tammy Ward, Smackover High School
2014-15	Jana McWhorter, Bearden High school
2015-16	Dr. Cheryl Wiedmaier, AR Career Education
2016-17	Tracie Opolka, Hackett High School
2017-18	Dr. Kelley Todd, Forth Smith Southside High School
2018-19	Sheri Smith, Mountain Home High School
2019-20	Jennifer Curry, Pottsville, High School
2020-21	Carole Anderson, Bauxite High School
2021-22	Justin Neel, Caddo Hills High School
2022-23	Shannon Green Springdale High School
2023-24	Sandon Williams, Pulaski Heights Middle School
2025-26	Tracy Lewis, Arkansas School for Math, Science, and the Arts

ARKANSAS BUSINESS EDUCATION ASSOCIATION

PROFESSIONAL DEVELOPMENT RECORD

Day 1 Thursday July 16 , 2026

Session	Name of Session	Hours
Networking Breakfast	Networking with community vendors	.5
Opening Session	Opening Session and Keynote Address	1.0
DCTE Updates	Updates from Dept of Carerr and Technical Education	1.0
Keynote Breakout	Keynote Speaker Breakout Session	1.0
Interest Session 1		1.0
Interest Session 2		1.0
Interest Session 3		1.0
Total Hours Attended Day 1:		6.5

Day 2 Friday July 18. 2025

Session	Name of Session	Hours
Networking Breakfast	Networking with Community Vendors	0.5
Networking	Networking and Work Session	1.0
Interest Session 3		1.0
Interest Session 4		1.0
Awards Luncheon	Awards and Closing Session	2.0
Total Hours Attended Day 2:		5.5