



*Future CEO Stars  
Teacher's Guide  
October 09*

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**Team Assessment by Dr. Cathy Ashmore**



Consortium for  
**Entrepreneurship  
Education**

The Consortium is a national membership organization that provides leadership to educators nationwide in support of entrepreneurship education as a lifelong learning process. The Consortium was created at the Ohio State University in 1981 to focus on professional development for teachers involved in creating entrepreneurship education programs and activities in the schools, and is now serving educators nationwide as a non-profit 501 ( c ) ( 3 ) corporation. Composed of over 100 member organizations, the Consortium is celebrating its 27th year with the anniversary conference in Norfolk, VA and planning for leadership in the 4th annual National Entrepreneurship Week to be celebrated February 20 - 27, 2010. For details go to [www.nationaleweek.com](http://www.nationaleweek.com) .

# Welcome to the **TEACHER RESOURCE** section!

Here you will find ideas to discuss and extend the information in this month's Future CEO Stars issue.

Now that the magazine can be enjoyed **FREE** online for all of your students we want to encourage you to use it as a curriculum tool...not just an interesting resource. Many of you will have your own ideas for activities and questions for stories in each issue. In case you want to extend the learning, I hope you will try some of my suggestions.

Pick and choose the ideas that work best for your students and you. You will find a variety of critical and creative thinking activities and strategies for all ages and skill levels.

Each activity is organized to help your students "RUN the RACE" for their future.

**ON YOUR MARK** - competencies listed

**GET READY** - introduction to the article

**GET SET** - Activities to encourage critical and creative thinking

**GO!** - opportunities to personalize and extend the learning experience

You will see there is no answer key. I have purposely omitted creating one for two reasons:

1. there are many correct answers and solutions.
2. I can remember the first time a student gave me an answer not in red in the teacher's guide.

it started me on my own journey of lifelong learning...to find the answers. And I am still looking.

However assessment of your students is important for their growth. We have provided a Team Activity and Assessment Rubric at the end of this Guide. As a result you can provide a project based on the magazine once a month and evaluate the work demonstrated by your students. Hope you will join this journey with me and share your ideas.

Ronni Cohen

Please feel free to write me at [cat6277@aol.com](mailto:cat6277@aol.com)

# “NANNIES AND MANNIES” By Micah Brochin page 8

## ON YOUR MARK

### COMPETENCIES

#### A Actualization

A31 Use creativity in business activities/decisions.

A35 Describe the need for continuation planning.

#### B Entrepreneurial Traits and Behaviors

B05 Exhibit passion for goal attainment

B12 Describe desirable entrepreneurial personality types

#### E Computer Applications

E14 Communicate by computer

E18 Describe the impact of the Internet on business

E19 Develop basic website

#### J Human Resource Management

J10 Select new employees

#### L Selling

L 43 Determine customer/client needs

## GET READY

Micah Brochin got an early start in the childcare business. Read about his growing his childcare skills from the age of 12 working at a preschool to his own babysitting service with a diverse staff and a personal guarantee for client satisfaction.

## GET SET

- Where did Micah get his idea for a babysitting service?
- Explain Micah's business name, Nannies and Mannies. Do you think this is an effective name?
- List the steps Micah had to take to get his business off the ground.
- List at least 3 unique selling points of Nannies and Mannies.
- How does being on the referral list of two major hotels increase Nannies and Mannies target market?

## GO!

- Check out franchise information on the web. What is a franchise?
- What major franchises can you list?
- Often people say the advantage of a franchise is “being in business for yourself but not by yourself. Explain this advantage. Is it an advantage? Are there any disadvantages?
- Interview a franchise owner in your community and report back on the advantages and disadvantages of owning a franchise.
- Should Micah consider franchising Nannies and Mannies?
- Write a letter to Micah giving your advice.

# “My Future Is Rockin’” By Christian Vega page 11

## ON YOUR MARK

### COMPETENCIES

#### A Harvesting

A35 Explain the need for continuation planning

#### B Personal Assessment

B12 Describe desirable entrepreneurial personality types

#### E Computer Applications

E12 Evaluate credibility of Internet resources

E18 Describe the impact of the Internet on business

#### L Selling

L43 Determine customer/client needs

#### O Planning

O01 Conduct SWOT analysis

## GET READY

Read about Christian, a 16 year old who channeled his love of music into a mobile disc jockey service. Learn what inspired Christian, his marketing strategies and challenges.

## GET SET

- How did Christian create a venture from his passion?
- What are some time conflicts Christian might have to solve?
- How does Christian use social networking? What are 3 advantages of using social networks for marketing? 3 Disadvantages?
- What are the costs of running a mobile disc jockey service?
- Give 3 strategies to assist Christian in helping pay off his debt.
- Other than a love of music, what skills and talents can you tell Christian must have?

## GO!

- Check out the Academy of Entrepreneurship at Buchholz High School in Gainesville, Florida.

<http://www.spiritspotbhs.com/?q=node/2>

- List 5 ways this school is like yours and 5 ways it differs.
- Imagine you are Christian’s partner. Create a playlist for one of the following “clients:”
  - A Sweet Sixteen Party
  - A 10th High School Class Reunion
  - A junior prom
  - A Senior Citizen luncheon
- What do you think Christian must consider in creating playlists for different groups?
- How would you rank the order of importance of each of Christian’s Secrets of Success.
- Explain your ranking. Which is most important? Least important?
- Complete this SWOT Evaluation of Christian’s Business:
  - Strengths:
  - Weaknesses:
  - Opportunities:
  - Threats:

# “Success By Design” By Herbert Small III page 12

## ON YOUR MARK

### COMPETENCIES

#### A Concept Development

A09 Describe entrepreneurial planning considerations

A13 Describe external resources useful to entrepreneurs during concept development

#### B Leadership

B03 Demonstrate initiative

B05 Exhibit passion for goal attainment

B12 Describe desirable entrepreneurial personality types

B14 Determine interests

B21 Demonstrate problem solving skills

#### I Money Management

I24 Manage cash flow

#### L Product/Service Creation

L 08 Determine unique selling position

#### M Channel Management

M10 Select business location

## GET READY

At a very young age, Herbert Small III wanted to be successful and “build an empire.” He credits creativity, motivation, and support with enabling him to be a business owner. Read about Herbert and H&S Fashions.

## GET SET

- List at least 3 obstacles Herbert has overcome as he built his business.
- Herbert says that even if you make something you are not happy with, someone might love it. Does his comment make sound business advice to you?
- Herbert says that one of the downfalls of business is that there are times when sales are down and “you best be prepared.” List at least 5 strategies an entrepreneur could do to prepare for slow times and low sales.

## GO!

- Herbert turned his hobby into a business.
- List 3 hobbies you have. Think of ways to channel each into a business.
- Do you think any of your hobbies could lead to a successful business? Why or why not?
- Herbert does not mention where or how he markets his jewelry. Suggest 3 or more markets for his one of a kind pieces.
- Imagine you are a college advisor. What major or courses do you think would be helpful to Herbert to grow his business?

# “Game On!” By Brandon Duran page 14

## ON YOUR MARK

### COMPETENCIES

#### A Concept Development

A13 Describe external resources useful to entrepreneurs during concept development

#### B Leadership

B03 Demonstrate initiative

B05 Exhibit passion for goal attainment

B12 Describe desirable entrepreneurial personality types

B21 Demonstrate problem solving skills

#### E Computer Applications

E18 Describe impact of Internet on business

#### L Product/Service Creation

L08 Determine unique selling position

#### M Channel Management

M10 Select business location

## GET READY

Brandon Duran is a high school student who found focus when he enrolled in an entrepreneurship course. Read about his winning business plan for Game On!

## GET SET

- Is Brandon’s “gift of gab” a positive, negative, or both positive and negative trait for an entrepreneur?
- From reading about Brandon, what other entrepreneurial traits does he have?
- What is Brandon’s business?
- Where do you think Brandon is in the process of launching his business?
- What steps does he need to get his business running at capacity?
- List at least 3 ways Brandon’s business could generate revenue.

## GO!

- Check out this website:

[http://www.gatheringofgamers.com/video\\_game\\_tournaments.php](http://www.gatheringofgamers.com/video_game_tournaments.php)

- How could Brandon use this site to publicize his business and his tournaments?
- Send an email to Brandon with your constructive business ideas.

[X10yearsgonex@live.com](mailto:X10yearsgonex@live.com)

# “Smile for the Camera” by Ilan Regenbaum page 16

## ON YOUR MARK

### COMPETENCIES

#### A Concept Development

A13 Describe external resources useful to entrepreneurs during concept development

#### B Leadership

B03 Demonstrate initiative

B05 Exhibit passion for goal attainment

B12 Describe desirable entrepreneurial personality types

B21 Demonstrate problem solving skills

#### E Computer Applications

E18 Describe impact of Internet on business

#### L Product/Service Creation

L08 Determine unique selling position

## GET READY

With his love of photography and his confidence he could do better than anyone else in Atlanta, Ilan Regenbaum started Ilan Even Photographers which grew into Flash Foto Events (FFE). Read about Ilan, the growth of his business, and the secrets of success he shares.

## GET SET

- What is Ilan’s photography specialty?
- How has Ilan developed his photography knowledge?
- What do you think was the basis for Ilan’s confidence he could do a better photography job than other photo studios?
- How does Ilan illustrate that you are never too young to launch a venture?
- What mentors did Ilan have that helped his business grow?
- One of Ilan’s secrets is to “go the extra mile.” What does he mean? How does this impact customer service and satisfaction?
- What does Ilan mean by the following quote? “Procrastination is the thief of time.” Why is time called a non-renewable resource?

## GO!

- Check out Ilan’s website. <http://flashfotoevents.com/index.htm>  
Evaluate the website using PMI:
  - Positive feature(s)
  - Minus (negative) feature(s)
  - Interesting feature(s)
- Ilan first called his business Ilan Even Photographers and then changed it to Flash Foto Events. Which do you think is more effective? Explain.
- Look online for names of 4 other photography businesses. Include Flash Foto Events with the names you find and rate them from 1 (low) to 5 (high).
  - 5.
  - 4.
  - 3.
  - 2.
  - 1.
- Discuss what makes a business name effective, attractive to customers, and memorable.

## **ON YOUR MARK**

### COMPETENCIES

#### A Concept Development

A09 Describe entrepreneurial planning considerations

A11 Assess startup requirements

A13 Describe external resources useful to entrepreneurs during concept development

#### B Leadership

B03 Demonstrate initiative

B05 Exhibit passion for goal attainment

B12 Describe desirable entrepreneurial personality types

B14 Determine interests

B21 Demonstrate problem solving skills

#### E Computer Applications

E18 Describe impact of Internet on business

#### K Information Management Technology

K07 Explain ways that technology impacts business

#### M Channel Management

M10 Select business location

M12 Develop and implement order fulfillment processes

## **GET READY**

- Genevieve is a young Canadian entrepreneur who channeled her passion for scrapbooking into a viable business.
- Read about her and view her website.

## **GET SET**

- What skills did Genevieve learn as she launched her business?
- Why do you think Genevieve opened a café in her ceramics section?
- Think of 3 other businesses in which a café might bring additional traffic into the business?
- List at least 3 advantages Genevieve realized by taking her classes to local schools.
- What details would fall under the administrative part of business, the part Genevieve says not to ignore?
- Genevieve’s website is in French. Why? Why do you think it is not also in English?
- Is scrapbooking a popular past time in the USA? How could you measure its popularity?

## **GO!**

- Genevieve says, “As women we need to realize that we are in business to make money; we tend to be very generous, often to the detriment of our pocket books.”
- Discuss how generosity can be a fault in business.
- How can an entrepreneur give back and serve the community without hurting the bottom line of the business?
- Create a flow chart showing the growth of Genevieve’s business from conception to her business expansion.

# “Not Horsing Around” By Jennifer Spink page 22

## ON YOUR MARK

### COMPETENCIES

#### Actualization

A30 Develop and/or provide products/services

A31 Use creativity in business activities/services

#### B Entrepreneurial Traits/Behaviors

B03 Demonstrate initiative

B05 Exhibit passion for goal attainment

B12 Describe desirable entrepreneurial personality types

B21 Demonstrate problem-solving skills

#### E Computer Applications

E18 Describe the impact of the Internet on business

E19 Develop basic website

#### L Marketing management

L02 Generate product/service ideas

## GET READY

Jennifer Spink did not plan on starting a business; she just wanted the funds to pursue her love of showing her horse. She started with selling earrings. Jennifer did not stop there! Read how her creativity led to a multifaceted business.

## GET SET

- List the various ways Jennifer raised funds to show her horse.
- Which of these ways would you call actual ventures?
- How and why did Jennifer keep in touch with her supporters and customers? How did this help grow her business?
- List at least 3 advantages and 3 disadvantages of Jennifer concentrating on equine related products.

## GO!

- Check out Jennifer’s website:  
**[www.wecruize.com](http://www.wecruize.com)**
- What is unique about “Jenny’s Closet?” How does helping others also help Jennifer’s bottom line?
- Jennifer says she would like to be ready with another product to pick up wherever the jewelry leaves off and she thinks she knows what that product is and she tells the reader to check her website to find out.
- Create another product idea for her and email the idea to her.

# TEAM ASSESSMENT

Each issue of Future CEO Stars provides a large number of student success stories that can stimulate creative thinking and analysis. As part of your curriculum you will need to establish a way to assess the work of your students.

Although you could analyze their work based on any given activity in this teacher guide, we are suggesting you assign teams the opportunity to choose a story of their choice and provide a written or oral report on that young entrepreneur's ideas. You may require them to each select a different story.

Ask them to consider what problems the student might have encountered, how they would solve those problems, why the student is successful and how they think this person will be more successful. Consider if this is an opportunity you might be interested in and why. Suggest that they consider using their own entrepreneurial skills and demonstrate them in their report.

Following is a suggested rubric to be used in evaluating each team's report.

TEAM ASSESSMENT				
Values	3	2	1	0
<b>1. Identify Problems</b>	Clearly explained author's problems	Repeated only the problems the author had identified	Provided little understanding of the author's problems	Problems not addressed
<b>2. Analyze Successes</b>	Identified most important reasons for success	Repeated the reasons for success provided by the author	Provided little analysis of factors of success	Successes not addressed
<b>3. Suggest New Approaches</b>	Provided creative ideas to help this business grow	Suggested at least one good idea for growth	Provided minimal thought for the future of this young entrepreneur	No new approaches suggested
<b>4. Use of Entrepreneurship Skills/ Performance Indicators</b>	Demonstrated significant use of entrepreneurship performance indicators	Showed understanding of entrepreneurship skills	Used minimal entrepreneurial skills appropriate for this activity	No entrepreneurial skills demonstrated
<b>5. Quality of Work</b>	Presentation showed creative thinking applied to the author's story	Presentation met acceptable report requirements	Presentation showed minimal analysis and suggestions for this business idea	Presentation quality was not acceptable
<b>Team Report Total</b>				