



By Ronni Cohen

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 28th year with the anniversary conference in Columbus, OH 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 .

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

“The Stick Doctor” By Dean Muggeo page 6

ON YOUR MARK

COMPETENCIES

B Personal Assessment

B 12 Describe desirable entrepreneurial personality types

B 14 Determine interests

C Business Foundations

C05 Determine issues and trends in business

C06 Describe crucial elements of a quality culture/continuous improvement

H Professional Development

H 16 Determine skills needed to enhance career progression

L Marketing Management

L 04 Determine product/service to fill customer need

L 08 Determine unique selling position

L 43 Determine customer/client needs

GET READY

- Read about Dean Muggeo who built a business on his growing love of and skills in lacrosse.
- Learn how he plans to combine his drive and his ability to assess players’ needs with a major in Business and Management to take his business to a “legit” level.

GET SET

- List the experiences that Dean used to attain the skills to become a “stick doctor.”
- Do you think “Stick Doctor” is an effective name for Dean’s business? Why?
- Dean attends a high school academy of entrepreneurship. What special skills and trainings do you think he receives? If you do not attend a school or program to learn about entrepreneurship, where could you get the skills and experiences necessary to launch a venture?
- Use the Internet to research the growth and popularity of lacrosse. Can you find any statistics on spending on lacrosse goods and services?
- How does Dean illustrate Abraham Lincoln’s words? “Whatever you are, be a good one.”
- What unique selling points does Dean use to provide customer satisfaction and produce a quality product? How does he maintain quality control?
- With whom or what is Dean competing? How does he maintain a competitive edge?

GO!

- Reread Dean Muggeo’s “Prescription for Success.” Now write your own personal prescription for success.
- Imagine Dean Muggeo is talking with you personally. Write 5 questions you would ask him and then work with a friend to brainstorm the way you think Dean would answer these questions.
- Create an ad or tagline for Dean to market his service.
- What other services and what goods Dean could sell to grow his business?

“Kenley’s Alaskan Vegetables and Flowers” By Rachel Kenley page 12

ON YOUR MARK

COMPETENCIES

B Personal Assessment

B 12 Describe desirable entrepreneurial personality types

B 14 Determine interests

C Business Foundations

C 05 Determine issues and trends in business

L Marketing Management

L 04 Determine product/service to fill customer need

L 05 Determine initial feasibility of business products

L 07 Choose product name

L 08 Determine unique selling position

L 09 Develop strategies to position product

L 43 Determine customer/client needs

M Operations Management

M 10 Select business location

M 11 Select distribution channels

O Conduct SWOT analysis

GET READY

• Rachel Kenley is the youngest of seven and always felt bossed around by her older siblings. As a result, she always wanted to be her own boss. With a brother she took over the community supported agriculture (CSA) started by her older sister. Later, she joined her mother at Farmer’s Market and won the NFIB Award for her venture. Read how she grew her business by filling a special niche.

GET SET

- What is community supported agriculture? How can this help an entrepreneur handle available inventory? How does this type of business help the consumer? How is this business format similar to a food cooperative?
- Rachel calls her business “Kenley’s Alaskan Vegetables and Flowers. Think of 3 business names that you think might attract more attention.
- Write a letter to Rachel explaining how a website could help her business.
- Create a timeline of the growth of Rachel as an entrepreneur.

GO!

- Imagine Rachel Kenley is talking with you personally. What would she say about working with family members? Parents? Siblings? What 3 questions would you want to ask her?
- Do a SWOT analysis of working with family members.

SWOT Evaluation of working with family members:

Strengths:

Weaknesses:

Opportunities:

Threats:

Would working with family members be a viable option for you? Why or why not?

- The growing season in Alaska is limited. Suggest a way Rachel could make her business year round while still maintaining quality.
- What would be the advantages and disadvantages of Rachel adapting her business so that she sells her products wholesale to restaurants and markets rather than individual consumers?

“..Gone To The Dogs” By K. Korakakis page 18

ON YOUR MARK

COMPETENCIES

A Actualization

A 24 Use external resources to supplement and entrepreneur’s expertise

B Personal Assessment

B 12 Describe desirable entrepreneurial personality types

B 14 Determine interests

C Business Foundations

C05 Determine issues and trends in business

E Computer Applications

E17 Explain the nature of E-commerce

E 18 Describe the impact of the Internet on business

L Marketing Management

L 08 Determine unique selling position

L 43 Determine customer/client needs

O Conduct SWOT analysis

GET READY

• Read about Patricia Marcotte who combined her creativity and textile passions with educational and work experiences. She capitalized on Americans’ spending on their dogs to create CanisWear, now sold in Canada and the USA.

GET SET

- List the experiences that Patricia used to attain the skills to launch CanisWear.
- Use the Internet to research statistics and information about:
 - Total amount of money pet owners spend on their pets annually
 - Number of households with dogs
 - Variety of sources for goods and services for dogs
- Visit the website caniswear.com.
- Does CanisWear have a storefront as well as a website?
- How do you think Patricia was able to find distributors across Canada and in the USA to sell her product line? What conclusion could you draw about the quality of her line?
- What fashion trends do you see reflected in Canis clothes and accessories?

GO!

- Throughout his life, Michelangelo said, “I am still learning.” An old adage says, “Find a job you love, and you will never work a day in your life.” Do you think Patricia illustrates these 2 sayings? Explain why or why not.
- Complete this SWOT Evaluation of CanusWear using what you learn from CanisWear.com
 - Strengths:
 - Weaknesses:
 - Opportunities:
 - Threats:
- List and explain both a financing and a marketing idea from this article that you can apply to your own business or business idea.
- Just for fun, brainstorm business ideas using the pet statistics you found.
- In light of today’s economy, discuss Americans’ spending habits for pet-related goods and services.

EZPUCK BY Riley Giaugue page 22

On Your Mark

COMPETENCIES

Actualization

A 31 creativity in business activities/decisions.

B Entrepreneurial Traits and Behaviors

B 05 Exhibit passion for goal attainment

B 12 Describe desirable entrepreneurial personality types

B 14 Determine interests

C Business Foundations

C05 Determine issues and trends in business

C06 Describe crucial elements of a quality culture/continuous improvement

E Computer Applications

E 18 Describe the impact of the Internet on business

F Explain the concept of competition

H Professional Development

H 16 Determine skills needed to enhance career progression

L Marketing Management

L 04 Determine product/service to fill customer need

L 08 Determine unique selling position

L 43 Determine customer/client needs

GET READY

Ryan Giaugue turned his hobby and passion into a school invention, took it to MarketPlace for Kids, and then to the real market. Learn how he develops his invention to meet hockey players' needs... and grows a business while he is still in elementary school!

GET SET

- List the experiences and resources Ryan used to launch his business.
- Ryan's dad suggested Ryan solve a problem and keep it simple when his son was beginning his invention project. How did Ryan follow his dad's advice?
- Is the KISS (Keep it simple, sweetie) advice valuable in actually launching a business? How does his website illustrate the KISS advice? <http://www.ezpuck.com>.
- Use the Internet to research the popularity of hockey. Can you find any statistics about the annual spending on the sport of hockey and hockey supplies? Why would this information be valuable for Ryan as he grows his venture?
- What unique selling points does Ryan use to develop his products?
- With whom or what is Ryan competing? How does he maintain a competitive edge?
- Winston Churchill once said, "Never, never, never, never quit." How does Ryan express this same sentiment? How does he exemplify these words?

GO!

- Often inventors are "one product wonders." Ryan shows that he has more than one trick under his hat. Imagine what Ryan's next business might be?
- Describe at least 3 things you learn about business from Ryan that you yourself could apply to a venture.
- Visit Ryan's website. <http://www.ezpuck.com>. How does he use testimonials? Why are they valuable? Find the WARNING on the website. Explain whether it is a false or an effective part of the ad?
- What other services and what goods Dean could sell to grow his business?
- Ryan's dad is a valuable mentor. Think of a business which interests you or which you have started. Name 3 people who could serve as mentors to you and why you choose each one.
- Research the process for obtaining a trademark. Why and when is a trademark critical to the growth of a business?

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
1. Identify Problems	Clearly explained author's problems	Repeated only the problems the author had identified	Provided little understanding of the author's problems	Problems not addressed
2. Analyze Successes	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
3. Suggest New Approaches	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
4. Use of Entrepreneurship Skills/ Performance Indicators	Demonstrated significant use of entrepreneurship performance indicators	Showed understanding of entrepreneurship skills	Used minimal entrepreneurial skills appropriate for this activity	No entrepreneurial skills demonstrated
5. Quality of Work	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
Team Report Total				