



By Ronni Cohen

Team Assessment by Dr. Cathy Ashmore



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 5th annual National Entrepreneurship Week to be celebrated February 19 - 26, 2011. For details go to www.entre-week.org.

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

FINISH LINE - outcomes expected from this activity.

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

DESIGNING MY OWN FUTURE

By Darryl Bordenave, Jr.

ON YOUR MARK:

COMPETENCIES

A Discovery

- A 03 Assess global trends and opportunities
- A 06 Describe idea generation methods
- A 08 Determine feasibility of ideas
- A 27 Evaluate risk-taking opportunities
- A 30 Develop and/or provide products/services
- A 31 Use creativity in business activities/services

B Entrepreneurial Traits/Behaviors

- B 03 Demonstrate initiative
- B 05 Exhibit passion for goal attainment
- B 12 Describe desirable entrepreneurial personality traits
- B 28 Set personal goals

L Marketing management

- L 02 Generate product/service ideas
- L 07 Choose product name
- L 10 Build brand/image
- L 15 Select target markets
- L 45 Determine customer's buying motives for use in selling

GET READY!

Darryl Bordenave, a college student, discovered early that fashion was the perfect vehicle for his creativity. He overcomes lack of financing, limited resources, and negative feedback from peers to create Ruckage Designs. Read his story to see how he channels his creativity and perseverance into a successful business and gives back to his community.

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GET SET!

- List the skills that Darryl channeled into a business.
- Why did Darryl enroll in college? How did it help him grow his business?
- What does Darryl identify as key factors for being an entrepreneur? How do these factors contribute to the name of his national campaign?
- List experiences that made Darryl work even harder at his design skills.

GO!

- Check out Darryl's website, www.wix.com/Ruckage/Designs. Looking at his fashions, identify his target market.
- Suggest a unique way Darryl could diversify his business to increase his target market.
- How did networking assist Darryl in building his business?
- How does Darryl use negativity to his advantage? Is this a positive trait for an entrepreneur? Why or why not?

FINISH LINE

1A. Darryl used an old paper plate holder as a stencil that inspired his logo. Check out his logo at www.wix.com/Ruckage/Designs.

1B. Look around your house and find an item you can use to create a personal or business logo for yourself.

2. Use the web to identify 3 entrepreneurs who, like Darryl, believe that they should “give back to the community.”

3 Use the internet, family, or friends to identify 3 local entrepreneurs who “give back to the community.” What do they give? Money? Time? Resources? Other?

Entrepreneurial DRIVE

By Jasen Delgado

ON YOUR MARK:

COMPETENCIES

A Discovery

- A 03 Assess global trends and opportunities
- A 08 Determine feasibility of ideas
- A 27 Evaluate risk-taking opportunities
- A 30 Develop and/or provide products/services
- A 31 Use creativity in business activities/services

B Entrepreneurial Traits/Behaviors

- B 03 Demonstrate initiative
- B 29 Demonstrate creativity
- B 30 Set personal goals

E Computer Applications

- E 18 Describe the impact of the internet on business

L Marketing management

- L 02 Generate product/service ideas
- L 04 Determine product/service to fill customer need
- L 15 Select target markets
- L 45 Determine customer's buying motives for use in selling

GET READY!

Jasen DelGado turned his love for exotic and luxury cars into a business. Starting out taking pictures of the cars as a hobby, Jasen soon became known as “car-photographer” and turned his photography skills into a viable business. Read Entrepreneurial Drive to learn Jasen’s secrets of success!

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GET SET!

- List the skills Jasen had that enabled him to turn his hobby into a business opportunity.
- Create a timeline showing the steps Jasen took from his first photos to forming AutoMotionPhoto.
- Explain how Jasen found the financing to launch AutoMotionPhoto.
- How did Jasen diversify his business?
- What are Jasen's 4 secrets of success? Which of these secrets do you already possess?
- Do you think Jasen would agree with the quote: Love what you do and you will never have to work a day in your life.

GO!

1. Jasen combined his love of exotic and luxury cars with his photography skills.

Combine the following skills and passions to create a business idea:

Cooking & Photography =

Pets & Sewing =

Video Games & Foreign Languages =

Make-up & Theater =

Come up with your own combinations:

 & =

 & =

2. How did the Internet help grow Jasen's business?

FINISH LINE/WINNER'S CIRCLE

- Jasen combined his love of cars and his skills in photography to launch his business.
- Create a plan for a venture you could launch combining skills in photography, art, sports, or music with another of your loves or passions.

 Name your business.

 Identify your target market.

 Identify your unique selling point.

FUTURE CEO STARS ENTREPRENEUR HUNT

How many of the following entrepreneurs can you find? Work alone or in teams to get to know this month's Future CEO Stars!

Identify 3 entrepreneurs who worked with their families.

Identify 3 entrepreneurs who turned their passions into ventures.

Identify 3 entrepreneurs who believe in giving back to their communities.

Identify 3 entrepreneurs who rely on mentors.

Identify 3 entrepreneurs who plan to use college to build their business acumen.

Identify 3 entrepreneurs who got their start in entrepreneurship programs.

Identify 3 entrepreneurs who built their businesses through the internet.

Identify 3 entrepreneurs whose businesses are based on services rather than products.

Identify 3 entrepreneurs whose businesses fall into the green category.

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				